ANNEXURE

1. Questionnaire - A (Expert Respondents)
2. Questionnaire - B (Audience Respondents)
3. CD Containing Video Advertisements
Dear Respondent,

Please read the questions carefully and answer them all. Please place a (X) mark for your selected option from the choices given. This questionnaire is not designed to evaluate you, and all statements apply to your personal-self, so feel free to give your valuable opinions. Your response will be used only for the academic research purpose and kept confidential. Please do not leave any question unanswered.

Thanking you for your sincere efforts and time.

Personal Profile

Title Dr. / Mr. / Mrs. / Ms.
Name __________________________________________ Gender □ M □ F
Address __________________________________________ Pincode __________
Phones Landlines __________________________ Mobile __________________________
Organization’s Name __________________________________________
Designation __________________________________ Department __________
Age □ 25-34 □ 35-44 □ 45-54 □ 55 and above
Education □ Schooling □ Graduation □ Post Graduation □ Professional ________
Monthly Income □ < 25000 □ 25000 -34999 □ 35000 -44999 □ > 50000
Family Structure □ Joint Family □ Nuclear Family
Marital Status □ Unmarried □ Married □ Divorced □ Live In □ Single Parent

INSTRUCTIONS
Read the statements and respond by ticking ( ✔ ) on any one of the five cells against each statement. Please do not leave any statement unanswered. The scale has 5 as strongly agree, 4 as agree, 3 as neutral, 2 as disagree and 1 as strongly disagree.
Section A

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
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1. Advertising plays an important role in marketing mix. □ □ □ □ □
2. Catching the attention of the target is a first task of the advertisement. □ □ □ □ □
3. Humans are used in advertising to make the advertisements more noticeable. □ □ □ □ □
4. In using humans, genders portrayal play significant role. □ □ □ □ □
5. There are changes occurring in the role of genders in India. □ □ □ □ □
6. The females are breaking and coming out of their conventional gender traits and vice-versa. □ □ □ □ □

Section B

Please describe the best what you feel about the following attributes responsible for this paradigm shift in ‘gender roles’ in Indians.

7. Development in Transportation Facilities □ □ □ □ □
8. Urban Growth □ □ □ □ □
9. Economic Hardship □ □ □ □ □
10. Rural Unemployment □ □ □ □ □
11. Migration for Livelihood by men to bigger cities □ □ □ □ □
12. Shift from Joint family to nuclear structure □ □ □ □ □
13. Women in Jobs (Division of Labor) □ □ □ □ □
14. Dual Income Family structure □ □ □ □ □
15. The shift of role of women as initiator to decision maker in purchasing process □ □ □ □ □
16. Financial Independence of women □ □ □ □ □
17. Single Child Family □ □ □ □ □
18. Reach of Education □ □ □ □ □
19. Development of Communication □ □ □ □ □
20. Reach of Communication Media □ □ □ □ □
21. Exposure to different cultures □ □ □ □ □
22. Effect of Western World culture □ □ □ □ □
Dear Respondent,

Please read the questions carefully and answer them all. Please place a (X) mark for your selected option from the choices given. This questionnaire is not designed to evaluate you, and all statements apply to your personal-self, so feel free to give your valuable opinions. Your response will be used only for the academic research purpose and kept confidential.

Thanking you for your sincere efforts and time.

**Personal Profile**

Title  Dr. / Mr. / Mrs. / Ms
Name ___________________________________________ Gender ☐ M ☐ F
Address ___________________________________________

Phones  Landlines __________________________ Mobile _______________________

Organization’s Name ________________________________

Designation ___________________________ Department ___________________________

Age ☐ Under 25 ☐ 25-34 ☐ 35-44 ☐ 45-55 ☐ Above 55

Education ☐ Undergraduate ☐ Graduation ☐ Post Graduation ☐ Professional _______

Monthly Income ☐ < 25000 ☐ 25000-34999 ☐ 35000-44999 ☐ > 50000

Family Structure ☐ Joint Family ☐ Nuclear Family

Marital Status ☐ Unmarried ☐ Married ☐ Other _________________

**INSTRUCTIONS**

Please read the following statements and respond by ticking (✔) on any one of the five cells against each statement. Please do not leave any statement unanswered. The scale has 5 as strongly agree, 4 as agree, 3 as neutral, 2 as disagree and 1 as strongly disagree.

a. PLEASE DO NOT LEAVE ANY QUESTION/STATEMENT UNANSWERED.
b. IF FILLING DIRECTLY ON THE COMPUTER THEN:
   i. REMOVE THE LINE BEFORE TYPING FOR SUBJECTIVE QUESTIONS.
   ii. CHANGE THE COLOR OF THE BOX IN THE OBJECTIVE ONES.
1. Do you watch/see advertisements?
   - Strongly Agree: 5
   - Strongly Disagree: 1

2. If yes, where do you generally watch these advertisements?
   - Print Media: 5
   - TV: 4
   - Other: 3

3. The first function of advertising is to catch the attention of the target audience.

4. To catch the attention, visual in the advertisement plays more important role than text.

5. Humans are used in advertising to make the advertisements noticeable.

6. Humans in advertisements make the advertisements look attractive.

7. Use of gender in advertisements are done just for making it more appealing.

8. Relatedness with advertisements using humans is more than no-human adverts.

9. Usage of humans is based on the nature of the product.

10. In using humans, gender portrayal play significant role.

11. Use of gender role in advertisements are done rationally.

12. Use of gender is based on the accepted roles of individual gender.

13. The roles of genders are changing between those of males and females.

14. The females are breaking and coming out of their conventional gender traits and vice-versa.

15. What categories of product advertisements you can see this shift of gender roles?

16. Which products advertisement(s) you recollect portraying this shift in gender role prominently?

17. You agree that using this shift of gender roles in advertisements is more effective than using the conventional gender roles?
   - Yes: 5
   - No: 1

Thank you.