Annexures
QUESTIONNAIRE I - FROM CONSUMERS

RESEARCH STUDY ON "CHANGE IN PATTERNS OF ADVERTISING FOR THE SUCCESSFUL MARKETING STRATEGY IN THE CASE OF SELECTED CONSUMER DURABLES."

QUESTIONNAIRE CONFIDENTIAL AND ONLY FOR ACADEMIC PURPOSES

Instructions:
1. Please record your responses at the appropriate place as:
   - For affirmative responses
   X - For negative responses
   N.A. - For NO responses.
2. Please record your responses to open ended questions in the space provided (you may use a separate if required).

QUESTIONS

1- Name of consumer: ----------------------------------------------------

2- Age: ---------------------------------------------------------------

3- Income below.
   - Rs.5000
   - Rs.5000-10,000
   - Rs.10,000-15,000
   - Rs.15,000-20,000
   - above Rs.20,000

4- Occupation
   - Business
     1. Retail
     2. Wholesale
     3. Agency
   - Employed (in service)
     1. Central Govt.
     2. State Govt.
     3. Semi Govt.
     4. Autonomous
     5. Private
     6. Others
5- Family Composition
   - No of family members:
     1. Male: 
     2. Female: 
     3. Adult: 
     4. Children: 

6- Product purchased / Ready to purchase (last 1 year): 

7- Type of product:
   - Domestic: 
   - Outside: 
   - Others: 

8- Did you purchase / intend to purchase after going through the advertisement.
   - Yes / No 

9- If yes then through which type of media?
   - Broadcast
   - Press
   - Outdoor
   - Others

10- Frequency of attending media
    - Hourly
    - Weekly
    - Fortnightly
    - Monthly

11- Frequency of attending advertisements of the product(s)
    - Hourly
    - Weekly
    - Daily
    - Fortnight
    - Monthly

12- Purchase decision (viewing the advertisement)- Before/ After.

13- Stage of attending the advertisement –
    - On its own
    - Make conscious effort
    - Others
14- Number of advertisements of other brands (in the same product class).

15- Number of advertisements of substitute products.

16- Important points of advertisements that you noticed
    • Message
    • Demonstration / Presentation
    • Sound / Music
    • Character / Celebrity
    • Headlines / Logo / Brand name
    • Others.

17- The advertisement which attracted you the most (mention the slogan).

18- Change in the pattern of advertisements that you have noticed.

19- Change in the media that you have noticed.

20- Change in preparation of advertisements that you have noticed.

21- Change in the message / format / structure of advertisements that you have noticed.

22- Give your opinion about changes that you propose to make the advertisements more attractive.

23- Changes that you would propose for domestic sales.
24- Changes that you would propose for overseas sales: __________________________
________________________________________
25- Express your opinion about changes with the changing time: ________________
________________________________________

SIGNATURE OF RESPONDENT

NAME:

DATE:
ANNEXURE II

QUESTIONNAIRE II - FROM ADVERTISING AGENCIES

RESEARCH STUDY ON “CHANGING PATTERNS OF ADVERTISING IN MARKETING OF SELECTED CONSUMER DURABLES”

QUESTIONNAIRE CONFIDENTIAL AND ONLY FOR ACADEMIC PURPOSES

Instructions:
1. Please record your responses at the appropriate place as:
   - For affirmative responses
   X  - For negative responses
   N.A. - For NO responses.
2. Please record your responses to open ended questions in the space provided (you may use a separate if required).

1. Name : ________________________________________________________________

2. Location of H.O , Branch Office(city & area) : ___________________________
   ________________________________________________________________

3. Turn over (in monetary terms) __________________________________________

4. Manpower employed:
   a. In house: _________________________________________________________
   b. Hired/casual: ____________________________________________________
   c. Others: _________________________________________________________

5. Agency work- Advertisement / publicity / public relations / others. ________
   ________________________________________________________________

6. Business turnover from the advertisements of consumer durables (in monetary terms): __________________________

7. Liason with manufacturers / wholesalers / retailers/ agents: _____________
   ________________________________________________________________
   ________________________________________________________________
8- Mode of translation of companies objectives into consumer’s interest.:

9- Development of USP.:

10- Liaison with media – Direct / Indirect.:

11- Mode of booking of media.:

12- Frequency of use of media:

13- Media billing.:

14- Mode of assessment of consumers’ preferences.

15- Changing pattern of consumers’ preferences.

16- Changing pattern of consumers’ expenditure.

17- Priority accorded by consumers to consumer durables.

18- Development of advertising strategy.
   a. At own:
   b. Competitors strategy:
   c. Legislative / Statutory requirement:

19- Promotion of creative efforts.
   a. Most:
   b. More:
   c. Usual / General:
20-Give your opinion about changing patterns as per changes in standard of living of society.

21-Give your opinion about changing pattern as per changes in economic conditions.

22-Give your opinion about changing pattern as per changes in legislative / statutory requirement.

23-Give your opinion about changing pattern as per changes in competitive structure.

24-Give your opinion about changing pattern as per changes in consumer preferences.

25- Give your suggestions regarding pattern of advertisements with the passage of time.

SIGNATURE OF RESPONDENT

NAME :
DESIGNATION:
DATE :

325
## LIST OF ADVERTISING AGENCIES

<table>
<thead>
<tr>
<th>Rank (1999)</th>
<th>Name of Agency</th>
<th>Registered Office</th>
<th>Gross Business (Rs. in Lakhs)</th>
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<tr>
<td>39</td>
<td>Akshara Advertising</td>
<td>New Delhi</td>
<td>115.60</td>
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<td>211</td>
<td>Advel Advertising &amp; Marketing</td>
<td>New Delhi</td>
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<td>43</td>
<td>Anthem Communications P.Ltd.</td>
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<td>146</td>
<td>B.D. Khanna Publicity</td>
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<td>197</td>
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<td>121</td>
<td>Crayons Advt. &amp; Maktg. Pvt. Ltd.</td>
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<td>531</td>
<td>Dimension Advt. Services P. Ltd.</td>
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<td>Fusion advtg. services</td>
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<td>Pioneer Advtg. P. Ltd.</td>
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<td>Graphisads Pvt. Ltd.</td>
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<td>Impact Advtg. Pvt. Ltd.</td>
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<td>Ishtihaar</td>
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<td>Global Advtg. Maktg.</td>
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<td>269</td>
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<td>Oysters Public Relations</td>
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<td>Leo Maktg. &amp; Advtg.</td>
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<td>523</td>
<td>Gamas Advertisers</td>
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