Annexure 3 : Questionnaire

As you see the advertisements:

1. What comes in your mind first? Does the advertisement convey a message that is? (Select one)
   - Emotional [ ]
   - Rational [ ]
   - Moral [ ]

2. Does it convey—
   - Category need/ Brand awareness/ Brand attitude?
   - Rank - 1. [ ]
   - 2. [ ]
   - 3. [ ]

3. What is the emotional image reflected to you?
   - Acceptance - [ ]
   - Joy - [ ]
   - Sadness - [ ]
   - Fear - [ ]
   - Disgust - [ ]
   - Anticipation - [ ]
   - Surprise - [ ]
   - Any other - [ ]

4. If two or more of the reflected images are important, which one is most dominant?

5. Do you believe that this image is affecting your ranking?
   - Yes [ ]
   - No [ ]
   If “Yes”, how much is it affecting?
     - Mild [ ]
     - Strong [ ]
     - Very intense [ ]
   What would be your ranking according to the image reflected?
   - 1. [ ]
   - 2. [ ]
   - 3. [ ]

6. Would you like to see this advertisement for longer time?
   - Yes [ ]
   - No [ ]

7. Have a look at the copy. How much of it you can remember?
   - Visual [ ]
   - Visual & Catch Line [ ]
   - Body Copy [ ]
   - Whole Ad [ ]

8. What is the type of the message in your opinion?
   - Informational [ ]
   - Transformational [ ]

Respondent Information –

Age:
   - Below 30 [ ]
   - 30-40 [ ]
   - 40-50 [ ]
   - above 50 [ ]

Profession:
   - Student [ ]
   - Working executive [ ]
   - Housewife [ ]

Qualification level:
   - Under Graduate [ ]
   - Graduate [ ]
   - Post Graduate [ ]
   - Others [ ]