Appendix
## INTERVIEW SCHEDULE

1. **Name of the Respondent** :

2. **Age Group** :
   - a. Below 20 years
   - b. 20 – 30 years
   - c. 30 – 40 years
   - d. 40 - 50 years
   - e. Above 50 years

3. **Gender** :
   - a. Male
   - b. Female

4. **Marital status** :
   - a. Married
   - b. Unmarried

5. **Educational Qualification** :
   - a. School Level
   - b. Diploma
   - c. Under Graduate
   - d. Post Graduate

6. **Occupational Status** :
   - a. Business
   - b. Profession
   - c. Agriculture
   - d. Salaried
   - e. Others (Specify)

7. **Monthly Income** :
   - a. Below Rs.5000
   - b. Rs.5000 to Rs.10000
   - c. Rs.10000 to Rs.15000
   - d. Above Rs.15000

8. **Nature of Family** :
   - a. Joint Family
   - c. Nuclear Family

9. **Which type of LG product do you prefer most?**
   - a. Televisions
   - b. Refrigerators
   - c. Mobile Phones
   - d. VCD Players
   - e. Others (specify)
10. a. What is the reason for preferring the above LG product?

   a. High quality
   b. Brand loyalty
   c. Comfortable
   d. Excellent service facilities
   e. Others (Specify) ________

11. a. Does the Promotional Mix influence your purchasing decision?

   a. Yes
   b. No

   b. If yes which Promotional Mix do you find very effective?

   a. Advertisement
   b. Sales Promotion
   c. Personal Selling
   d. Physical Distribution
   e. Publicity

   c. Give the level of influence in the various promotional mix for your favourite LG products. (Please tick ( ) in the appropriate box)

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Promotional Mix</th>
<th>Very good Extent</th>
<th>Great Extent</th>
<th>Somewhat Extent</th>
<th>Less Extent</th>
<th>Very Less Extent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Act of personal selling by salesman</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Attractive media of LG product advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Extensive sales promotional activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Wide publicity of LG brand</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5</td>
<td>Good maintenance of public relationship by LG showrooms</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Attractive and more informative packaging</td>
<td></td>
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</tr>
</tbody>
</table>
12. a. Do you agree that Promotional Mix is essential for creating desire on the LG product?
   a. Strongly Agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly Disagree

b. If you strongly agree or agree with the above question, give your order of preference on the following promotional mix for creating such desire on LG products (Give your rank)

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Promotional Mix</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Advertisement</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Personal selling</td>
<td></td>
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<tr>
<td>3</td>
<td>Sales promotion</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Publicity</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Public relation</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Point of purchase display</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Packaging</td>
<td></td>
</tr>
</tbody>
</table>

13. Please evaluate how the following factors of promotional mix are important for LG products? (Please tick in the appropriate box)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Promotional Mix</th>
<th>Extremely Important</th>
<th>Important</th>
<th>Somewhat Important</th>
<th>Unimportant</th>
<th>Extremely Unimportant</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Attractive advertisement creates persuasion among the public</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Act of salesman prompts to make purchases</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Sales promotion persuades various offers in general</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Better understanding and promotion of public relationship by LG showrooms</td>
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<tr>
<td>5</td>
<td>Proper display of the product creates awareness among the public</td>
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<tr>
<td>6</td>
<td>Attractive packaging and insurability</td>
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</tr>
</tbody>
</table>
14. a. Are you satisfied with the overall LG products’ advertisement in various media?
   a. Yes
   b. No

   b. If yes, which media attracts you more?
      a. Television
      b. Radio
      c. Newspapers
      d. Magazine/Journals
      e. Advertisement boards

15. What is your reaction and attitude about the overall LG products’ Advertisement?
   a. More Enthusiastic
   b. Not Interesting
   c. Highly Memorable
   d. Induce to make purchase
   e. Others (Specify) ____________

16. a. Which LG product’s advertisement attracts you more in general?
       a. Refrigerator
       b. Television
       c. Mobile Phone
       d. VCD Player
       e. Others (Specify) ____________

   b. What is your opinion about the Effectiveness of overall LG products’ advertisement in various media?
      a. Excellent
      b. Good
      c. Average
      d. Bad

17. How the advertisement plays vital role in LG products’ promotional activities?
   a. It educates the buyers
   b. Attracts the attention of people
   c. Gives valuable suggestions
   d. Highly memorable
   e. Others (Specify) ____________

18. a. Have you purchased any one of the LG products by seeing the Advertisement?
       a. Yes
       b. No
b. If yes, do you agree that the advertised message were matched with the products?
   a. Strongly Agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly Disagree

19. a. In LG showroom, does the act of personal selling by salesman induce you to buy the LG products?
   a. Yes
   b. No

   b. If yes, to what extent?
   a. A Great extent
   b. Somewhat extent
   c. Less extent

20. a. While purchasing the product, does the personal selling is very much needed amongst other Promotional Mix?
   a. Yes
   b. No

   b. If yes, to what extent it is needed?
   a. A Great Extent
   b. Somewhat extent
   c. Less extent
   d. Others (Specify) __________

21. Which sales promotional activities do you prefer most for LG products?
   a. Exclusive LG products showrooms
   b. LG products display
   c. Exhibitions
   d. Coupons/Seasonal offers
   e. Others (Specify) __________

22. What is the impact of sales promotion in LG product’s Promotional activities?
   a. It displays true picture
   b. It directly draws the attention
   c. It persuades the customer by modern technology
   d. Others (Specify) __________
23. a. Does the LG product has more publicity among the public?
   a. Yes
   b. No

b. If yes, give your order of preference according to its publicity?

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Type of LG product</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LG Television</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>LG Washing machine</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>LG Refrigerator</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>LG Mobile phones</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>LG VCD players</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>LG Air cooler</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>LG Home appliances</td>
<td></td>
</tr>
</tbody>
</table>

24. What is your opinion about the effectiveness of overall promotional mix for LG products?
   a. Excellent
   b. Good
   c. Satisfactory
   d. Average
   e. Bad

25. Please give your suggestions and recommendations for the improvement of LG products promotional mix?

1. 
2. 
3. 
4. 

Signature of the Respondent