

ANNEXURE

**ADVERTISEMENT EFFECTIVENESS OF SELECT FMCG BRANDS FROM
URBAN CUSTOMER PERSPECTIVES**

QUESTIONERNAIR

I. Demographic and socio-economic profile of the respondents.

1. Name

2. Age group (in years)

a. Below 25 b. 26- 30 c. 31-35 d. 36- 40 e. Above 40

3. Gender

a. Male b. Female

4. Marital status

a. Married b. Unmarried

5. Educational qualification

a. School level b. Graduate c. Post graduate d. Professional

6. Occupational status

a. Student b. Professional c. Business d. Employee e. Home maker

7. Annual income (in ₹)

a. Below 200000 b. 200000-250000 c. 250000-300000 d.300000-350000

e. 350000-400000 f. Above 400000

8. Nature of the family

a. Nuclear b. Joint family

II. Advertisement viewing behaviour of the respondents

9. How much time you spent doing each of the following factors per day?

S.No	Activities	None	Less than one Hour	1 to2 Hours	2-3 Hours	More than 3 hours
1	Watching television					
2	Listening to radio					
3	Reading magazines					
4	Reading newspaper					
5	Browsing internet					
6	Social Networking					

10. What is the reason for viewing advertisements?

- a. Gathering information
- b. To make decision
- c. No valid purpose
- d. Shopping for a particular product
- e. When offered a free product
- f. When offered a discount.

11. What is the impact of advertisement on your purchase decision?

- a. Attempt for quick purchase
- b. Suggest for best among alternatives
- c. Providing conviction value
- d. Enabling product description

12. Do the advertisements create an intention to purchase the product?

- a. Yes
- b. No

13. What would you say the main message of advertisement?

- a. Just try to sell the product
- b. Entices people to try the product
- c. Big discount, cheaper than competitors
- d. Product is of a high quality
- e. Brand awareness. company try to expose itself

14. If you describe with your friends would say the advertisements and its characteristics?

- a. Informative
- b. Irritating
- c. Emotional
- d. Humorous
- e. Boring
- f. Cheerful
- g. Attention getting
- h. Active

15. What would you say about the perception towards the advertisements?

- a. Power the economy
- b. Sports and culture
- c. Create social awareness
- d. Benefit to consumers

16. According to you which of the following make the advertisement effective?

S.No	STATEMENTS	RANK
1	It consistent with the image of the company	
2	Creating interest	
3	Memorable	
4	Informative	
5	Original	
6	Influential	
7	Benefits described believable	
8	Understandable message	
9	Attractive audience	

17. Please answer the following question regarding to advertisement? **YES NO**

- a. Was the advertisement fun to watch?
- b. Would you talk to someone else about the advertisement?
- c. Did you have positive reaction to the advertisement?
- d. Would you like to see similar advertisement like this in the future?
- e. Are more likely to see similar advertisement like this in the future?

Go through the album before answering the questions:

III. Advertisement effectiveness

18. To what extent do you remember the FMCG products through advertisement?

Product	I remember the advertisement	I remember the company but not the product or the advertisement	I remember the company but not the advertisement	Do no remember at all
HUL				
P&G				
ITC				
NESTLE				

19. How does these FMCG products advertisements create recall ability on your mind?

Product	Top of mind	Unaided to recall	Aided to recall	No awareness
HUL				
P&G				
ITC				
NESTLE				

20. What is the reason for the memorability of advertisement among the respondents?

- a. Pictorial representation
- b. Musical background
- c. Presence of celebrities
- d. Logo and slogan
- e. Message

21.State your opinion on the advertisement of these FMCG products?

Factors	SA	A	N	DA	SDA
ECONOMIC ADVANTAGE					
Buy new products					
Product comparison					
Package					
Price					
PERSONAL BENEFIT					
Life style					
Love and affection					
Healthy family					
Self- image					
CORPORATE IMAGE					
Reliability					
Reputation					
Market leader					
New product offerings					
CONSUMER BENEFIT					
Brand loyalty					
Availability					
Knowledge on usage					
Quality					
Repeated purchase					
SOCIAL BENEFIT					
Public awareness					
Social responsibility					
PERSUASION					
Attitude change					
Preference					
Intention					
believability					
PERCEPTION					
Remember the advertisement					
Create interest to watch					
Brand linking					
Recognition					
Relevance					
COGNITION					
Clarity					
Comprehension					
Confusion					

22. What is the major reason for buying this FMCG products through advertisement?

FACTORS	HUL	P&G	ITC	NESTLE
SEGMENT				
Economy				
Popular				
Premium				
BENEFITS				
Health care				
Beauty care				
Skin care				
Aroma and taste				
Freshness				
FEATURES				
Ingredient used in products				
Pricing				
Assorted package size				
Quality				
Package in attractive colours				

*****THANK YOU*****