

Appendix

Google Forms Link to the Questionnaire

<https://docs.google.com/forms/d/e/1FAIpQLSc2isqfDr7MCMP-XpF5WTdpux9QWnTD92-rsR6RRNp6ArHcxA/viewform>

Global Advertising Industry – Fast Facts

As technology grows, the advertising landscape is continuously changing. Internet based advertisements have gained more popularity over the years. Some of the interesting findings of the global advertising industry are as follows:

1. Global advertising spending will grow 6% to \$656B in 2020.
2. The retail industry will remain the biggest ad spender in 2020, spending \$65.4B.
3. Digital advertising spending worldwide is estimated to grow from \$283B in 2018 to \$335B in 2020.
4. Google's share of the global advertising market will be 23% in 2020.
5. Global mobile internet advertising is likely to be worth \$247B by 2020.
6. TV still attracts over two-thirds of advertising investment in the food and soft drinks sector.
7. Word of mouth marketing drives \$6T of annual consumer spending and accounts for 13% of consumer sales.
8. Targeted advertising statistics show that almost 60% of digital FMCG advertising is wasted.
9. An average child is exposed to over 40,000 commercials on TV every year.

Influence of Advertising & Sales Promotion on Consumer Behavior in India

Hi! I am a student pursuing my Msc in Business Administration conducting a survey to study the influence of advertising and sales promotions on consumer behavior in India. I will be grateful to you if you can take out five to ten minutes of your time to fill out this small questionnaire. Your responses will remain confidential and they will help me analyze the impact of marketing strategies on the consumer behavior of the people in India.

* Required

Demographic Profile

1. Please select your gender *

Check all that apply.

Female

Male

Others

2. Please select your age *

Check all that apply.

18-35 Years

36-50 Years

51-65 Years

66-Above Years

3. Please select your educational qualification *

Check all that apply.

- Secondary (Class 10)
- Higher Secondary (Class 12)
- Graduate (Bachelors)
- Post Graduate (Masters)
- Others

4. Please select your occupation *

Check all that apply.

- Student
- Salaried
- Self Employed
- Business Owner
- Home Maker
- Retired

5. Please choose your geographical area where you currently reside *

Check all that apply.

- North India
- East India
- West India
- South India

Life
Style

The basic idea of the questions on this section is to gauge the effectiveness of advertisements and sales promotions on the consumer behavior. The researcher is trying to observe patterns of consumer behavior in the FMCG and Automobile sector in India.

The FMCG sector in India is characterized by three sub categories which are household & personal care, health care and food & beverages.

The automobile sector is characterized by the presence of two, three and four wheeler vehicles in India.

6. Which media of advertising attracts your attention the most? Please select any one option. *

Check all that apply.

- Internet
- TV
- Print
- Radio
- Bill Boards & Hoardings

7. How often are you exposed to these advertisements? *

Check all that apply.

- Never
- Daily
- 2-3 Times Per Week
- 2-3 Times Per Two Weeks

8. Do you believe in the advertising messages? *

Check all that apply.

- Yes
- No
- Maybe

9. In what way has advertising influenced you? *

Check all that apply.

- Better product recall
- Better exposure
- Positive impression
- Aroused interest

10. Have you purchased any products recently after viewing their advertisements? *

Check all that apply.

Yes

No

11. Which of the following influenced your recent purchase? Please select any one option.

*

Check all that apply.

I was impressed by the advertisement of the product

I was curious about what the product was and wanted to try it

I wanted to imitate the celebrities in the advertisement

It was a familiar product brand

I was already planning to buy that product

12. Have you purchased a product based on its sales promotion schemes? *

Check all that apply.

Yes

No

13. Considering the fact that you purchased a product recently based on the sales promotional activities, please choose any one of the following *

Check all that apply.

Purchased more than what I need

Purchased the exact amount that I need

Purchased less than what I need

14. Marketers use many different techniques of sales promotion. Here are some of them. Please choose the one that you like the most with regards to FMCG products. Please select any one option. *

Check all that apply.

- Direct discount on the product MRP (Usually a % off)
- Buy 1 Get 1 Free (BOGO)
- Buy 1 Get Another Free
- Redeemable Coupons
- Samples
- Exchange Offers

15. Marketers use many different techniques of sales promotion. Here are some of them. Please choose the one that you like the most with regards to Automobile products. Please select any one option. *

Check all that apply.

- Direct discount on the product MRP (Usually a % off)
- Redeemable Coupons
- Exchange Offers

16. How did you come to know about the promotion on the product while purchasing FMCG product? Please select any one option. *

Check all that apply.

- From digital advertisements about the product
- From traditional advertisements about the product (TV, Radio, Print)
- From outdoor advertisements about the product (Displays, Billboards, Hoardings)
- Information given by friends and family
- Information given by sales personnel at the store

17. How did you come to know about the promotion on the product while purchasing an Automobile product? Please select any one option. *

Check all that apply.

- From digital advertisements about the product
- From traditional advertisements about the product (TV, Radio, Print)
- From outdoor advertisements about the product (Displays, Billboards, Hoardings)
- Information given by friends and family
- Information given by sales personnel at the store

18. Can you please let me know your reason for the purchase of the product which is related to the FMCG Sector (Household & Personal Care, Food & Beverage, Healthcare)? Please select any one option.

Check all that apply.

- Liked the advertisement of the product
- The sales promotion on the product was too impressive
- Product satisfaction
- Price was good value for money

19. Can you please let me know your reason for the purchase of the product which is related to the Automobile Sector (Two Wheeler, Three Wheeler, four Wheeler)? Please select any one option.

Check all that apply.

- Liked the advertisement of the product
- The sales promotion on the product was too impressive
- Product satisfaction
- Price was good value for money

End of survey!! Thank you very much for your precious time.