# Appendices

<https://docs.google.com/forms/d/e/1FAIpQLSfSKXNt_CZ8uiMYBxbEaJMp27rmZWjpZD9zgmwVaTxh6kY1RQ/viewform?usp=sf_link>

QUESTIONNAIRE

1. Please select your gender
   1. Male
   2. Female
   3. Prefer not to answer
2. Select your age group
   1. 18-25
   2. 26-30
   3. 30-35
   4. Above 35
3. What is your marital status?
   1. Married
   2. Unmarried
4. What is your highest qualification?
   1. UG
   2. PG
   3. Ph.D
   4. Others
5. What is your occupation?
   1. Student
   2. Professional
   3. Entrepreneur
   4. others
6. How the advertising impact your buying behaviour if you are already planning to buy a same or similar product?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very satisfied | Satisfied | Neutral | Unsatisfied | Very unsatisfied |
| Purchase |  |  |  |  |  |
| Service |  |  |  |  |  |
| Overall company |  |  |  |  |  |

1. What do you think about the recent advertising practices of Samsung to compete in the market with rivals like Apple, Xiaomi, LG, Sony etc.? Rate on the scale of 1-5

1----5

1. Which factor influences your purchasing behavior while buying an electronic item i.e. phone?
   1. Quality
   2. Advertisements
   3. Price
   4. Income
   5. Other
2. What is the main reason for advertising that influences you most while purchasing a product from Samsung?
   1. Brand ambassadors
   2. Informativeness
   3. Attractiveness
   4. Multimedia presentation
   5. Others
3. Do you think, the current strategy of Samsung is fitted to charge the consumer's purchasing behavior?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very satisfied | Satisfied | Neutral | Unsatisfied | Very unsatisfied |
| Your response |  |  |  |  |  |

1. Which advertising media do you prefer the most while making a purchasing decision of phone?
   1. T.V.
   2. Social media
   3. Print media
   4. Word of mouth
   5. Others
2. Do you find any effect of emotional advertising on consumer buying behavior?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very satisfied | Satisfied | Neutral | Unsatisfied | Very unsatisfied |
| Your response |  |  |  |  |  |

1. According to a customer point of view, what should be the main purpose of advertising for companies like Samsung?
   1. Gaining knowledge of the product
   2. Understand product’s features
   3. Compare it with other products
   4. Understand product quality
2. What type of impact does the adverts of Samsung generally make on your perception?
3. Positive
4. Negative
5. Neutral
6. Don’t know
7. Please provide your feedback rating on the mentioned link of advertisement by Samsung ran in India, on the scale of 1-5

Advertisement link: <https://news.samsung.com/in/samsung-launches-galaxy-f41-in-india-the-fullon-smartphone-for-young-shoppers-this-festive-season>