

1. Appendices

https://docs.google.com/forms/d/e/1FAIpQLSfSKXNt_CZ8uiMYBxbEaJMp27rmZWjpZD9zgmwVaTxb6kY1RQ/viewform?usp=sf_link

QUESTIONNAIRE

1. Please select your gender
 - a. Male
 - b. Female
 - c. Prefer not to answer

2. Select your age group
 - a. 18-25
 - b. 26-30
 - c. 30-35
 - d. Above 35

3. What is your marital status?
 - a. Married
 - b. Unmarried

4. What is your highest qualification?
 - a. UG
 - b. PG
 - c. Ph.D
 - d. Others

5. What is your occupation?
 - a. Student
 - b. Professional
 - c. Entrepreneur
 - d. 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					

7. 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

8. Which factor influences your purchasing behavior while buying an electronic item i.e. phone?

- a. Quality
- b. Advertisements
- c. Price
- d. Income
- e. Other

9. What is the main reason for advertising that influences you most while purchasing a product from Samsung?

- a. Brand ambassadors
- b. Informativeness
- c. Attractiveness
- d. Multimedia presentation
- e. Others

10. Do you think, the current strategy of Samsung is fitted to change the consumer's purchasing behavior?

	Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied

Your response					
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11. Which advertising media do you prefer the most while making a purchasing decision of phone?

- a. T.V.
- b. Social media
- c. Print media
- d. Word of mouth
- e. Others

12. Do you find any effect of emotional advertising on consumer buying behavior?

	Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied
Your response					

13. According to a customer point of view, what should be the main purpose of advertising for companies like Samsung?

- a. Gaining knowledge of the product
- b. Understand product's features
- c. Compare it with other products
- d. Understand product quality

14. What type of impact does the adverts of Samsung generally make on your perception?

- a. Positive
- b. Negative
- c. Neutral
- d. Don't know

15. 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>