

Consumer Perception of Television Advertisements

Respondent Type: Anonymous

Name:

Email address:

IP address:

Custom Data 1:

Custom Data 2:

Custom Data 3:

Survey Started: 06/24/2013, 12:38 PM GMT

Survey Ended: 06/24/2013, 12:41 PM GMT

1. Interest in Advertisements

1. How many of the advertisements on TV Channels do you find interesting or appealing?

Only a few

2. When is it OK for you to view advertisements while you are watching your favorite show on TV?
(Choose all that apply)

Middle

2. Impact of Advertisements

3. Do you think that TV Advertisements help improve your knowledge?

Sometimes, Yes.

4. Do you think TV Advertisements help you decide on purchasing a product or service?

Sometimes, Yes.

3. Handling Advertisements

5. Do you change TV Channels as soon as Advertisements begin in the channel you are watching?

Only when the advertisement is boring or irrelevant

6. If there is a TV Show that you would watch without changing to other channels from the start to the end of the show, what type would it be?
(Choose all that apply)

Sports

Movies

Reality/Music

4. Interpretation of Advertisement

7. Watch the video given below and respond to the questions that follow.

Do you find this advertisement interesting?

No

8. In the video you just watched, do you recognize the celebrity featured in the advertisement?

Yes

9. Do you like the product that has been advertised in the video you just watched?

No

10. What element of the advertisement (the video you just watched) do you find interesting?
(Choose all that apply)

The overall visuals (scenery)

11. Do you believe that the product when consumed, can make someone overcome fear to some extent?

No

12. Do you like to be seen using this product or similar products?

No

13. Watch the video given below and answer the questions that follow.

Do you find this advertisement interesting?

No

14. Do you like the product advertised in the video?

No

15. Do you believe the product can help improve a woman's beauty as claimed in the advertisement?

No

**16. What element of the advertisement (the video you just watched) do you find interesting?
(Choose all that apply)**

The success story

The product attributes/properties

17. How frequently do you buy this or similar cosmetic products?

Once in 3 months

18. Would you like people to know that you are using this or similar product?

No

5. Respondent Information

19. Please choose your gender identity

Male

20. Please choose your age range.

20 - 30 years

21. Please choose your native country:

India