



## ANNEXURES

## VERSION 1

DEAR RESPONDENT,  
MAY I REQUEST YOU TO SPEND FEW MINUTES TO PROVIDE YOUR VALUABLE INPUTS TO THIS QUESTIONNAIRE & ENABLE ME TO ENHANCE ITS' USEFULNESS FOR MY Ph.D? A HONEST AND SINCERE ATTEMPT WILL BE HIGHLY APPRECIATED. INFORMATION PROVIDED WILL BE TREATED AS CONFIDENTIAL. -- VILAS CHAUHAN

### PART – I PERSONAL PROFILE

NO.	QUESTION	CATEGORIES
1	NAME :	
2	SEX	1. MALE 2. FEMALE
3	AGE : YRS	1. 13 – 19 YRS 2. 20 YRS AND ABOVE
4	EDUCATION	1. HR. SECONDARY 2. UNDER GRADUATE 3. GRADUATE 4. POST-GRADUATE
5	OCCUPATION	1. STUDENT 2. STUDENT & SERVICE
6	MONTHLY INCOME	1. BELOW RS. 5000 2. RS. 5000 – 10000 3. RS. 10000 & ABOVE 4. NOT APPLICABLE
7	NAME OF SCHOOL / UNIVERSITY	
8	PLACE OF RESIDENCE (CITY)	1. AHMEDABAD 2. BARODA 3. SURAT

	DO YOU RECOGNIZE FOLLOWING CELEBRITIES ? IF YES, NAME THEM AND THE PROFESSION THEY ARE ASSOCIATED WITH.	
9		A. RECOGNITION  1. YES 2. NO IF NO, PLEASE DON'T CONTINUE FURTHER  B. NAME :  C. PROFESSION :
10		A. RECOGNITION  1. YES 2. NO IF NO, PLEASE DON'T CONTINUE FURTHER  B. NAME :  C. PROFESSION :

**PART - II**  
**ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX THAT BEST REFLECTS YOUR FEELINGS TOWARDS THE CELEBRITY'S PHYSICAL ATTRACTIVENESS, TRUSTWORTHINESS AND, THE CELEBRITY'S EXPERTISE OF THE BRAND HE IS ENDORSING.**

**AMITABH BACHHAN**

11.

NOT SEXY						SEXY
NOT CLASSY						CLASSY
UNATTRACTIVE						ATTRACTIVE

12.

DISHONEST						HONEST
UNRELIABLE						RELIABLE
UNTRUSTWORTHY						TRUSTWORTHY

13.

UNKNOWNLEDGEABLE						KNOWLEDGEABLE
INEXPERIENCED						EXPERIENCED
NOT AN EXPERT						EXPERT

**PART - III**  
**ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX THAT BEST REFLECTS YOUR ATTITUDE TOWARD THE ADVERTISEMENT, THE BRAND AND, YOUR INTENT TO PURCHASE THIS PRODUCT / BRAND.**

14. OVERALL, HOW WOULD YOU RATE AMITABH BACHHAN'S AD FOR 'DAIRY MILK'?

BAD						GOOD
UNFAVOURABLE						FAVOURABLE
DISLIKED						LIKED

15. HOW WOULD YOU RATE 'DAIRY MILK' ALONG THESE SCALES ?

BAD						GOOD
UNFAVOURABLE						FAVOURABLE
NEGATIVE						POSITIVE

16. THE NEXT TIME I NEED A CHOCOLATE BAR, I WILL CONSIDER 'DAIRY MILK'.

EXTREMELY UNLIKELY						EXTREMELY LIKELY
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17. THE NEXT TIME I NEED A CHOCOLATE BAR, I WILL BUY 'DAIRY MILK'.

STRONGLY DISAGREE						STRONGLY AGREE
-------------------	--	--	--	--	--	----------------

18. DO YOU EAT CHOCOLATES ?

1. YES, AND IF DAIRY MILK, GO TO 19

2. YES, AND IF OTHER BRAND, (SPECIFY THE BRAND : \_\_\_\_\_) AND, GO TO 20

3. NO, GO TO 21

19. DO YOU EAT DAIRY MILK, B'COS IT IS ENDORSED BY AMITABH BACHHAN ?

1. YES AND GO TO 22

2. NO, BUT B'COS \_\_\_\_\_ AND GO TO 20

3. CAN'T SAY, GO TO 20

20. ARE YOU READY TO SHIFT FROM YOUR CURRENT BRAND OF CHOCOLATE TO THE ONE ENDORSED BY YOUR FAVORITE CELEBRITY? ( GO TO Q.22 )

1. YES
2. NO, B'COS \_\_\_\_\_
3. CAN'T SAY

21. HOW INTERESTED YOU WOULD BE IN TRYING A BRAND OF CHOCOLATE, SIMPLY BECAUSE IT IS ENDORSED BY YOUR FAVORITE CELEBRITY ?

1. EXTREMELY INTERESTED
2. VERY INTERESTED
3. SOMEWHAT INTERESTED
4. NOT VERY INTERESTED
5. NOT AT ALL INTERESTED

**PART – IV**  
ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX THAT BEST REFLECTS YOUR FEELINGS TOWARDS THE CELEBRITY'S PHYSICAL ATTRACTIVENESS, TRUSTWORTHINESS AND, THE CELEBRITY'S EXPERTISE OF THE BRAND SHE IS ENDORSING.

**SANIA MIRZA**

22.

NOT SEXY						SEXY
NOT CLASSY						CLASSY
UNATTRACTIVE						ATTRACTIVE

23.

DISHONEST						HONEST
UNRELIABLE						RELIABLE
UNTRUSTWORTHY						TRUSTWORTHY

24.

UNKNOWLEDGEABLE						KNOWLEDGEABLE
INEXPERIENCED						EXPERIENCED
NOT AN EXPERT						EXPERT

**PART - V**  
ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX THAT BEST REFLECTS YOUR ATTITUDE TOWARD THE ADVERTISEMENT, THE BRAND AND, YOUR INTENT TO PURCHASE THIS PRODUCT / BRAND.

25. OVERALL, HOW WOULD YOU RATE SANIA MIRZA'S AD FOR 'SPRITE' ?

BAD						GOOD
UNFAVOURABLE						FAVOURABLE
DISLIKED						LIKED

26. HOW WOULD YOU RATE 'SPRITE' ALONG THESE SCALES ?

BAD						GOOD
UNFAVOURABLE						FAVOURABLE
NEGATIVE						POSITIVE

27. HOW LIKELY DO YOU FEEL IT IS THAT YOU WOULD CONSIDER 'SPRITE', THE NEXT TIME YOU NEED A BOTTLE OF SOFT DRINK ?

EXTREMELY UNLIKELY						EXTREMELY LIKELY
-----------------------	--	--	--	--	--	---------------------

28. THE NEXT TIME I NEED A BOTTLE OF SOFT DRINK, I WILL BUY 'SPRITE'.

STRONGLY DISAGREE						STRONGLY AGREE
----------------------	--	--	--	--	--	-------------------

29. DO YOU CONSUME SOFT DRINK ?

1. YES, AND IF SPRITE, GO TO 30
2. YES, AND IF OTHER BRAND, (SPECIFY THE BRAND : \_\_\_\_\_) AND, GO TO 31
3. NO, GO TO 32

30. DO YOU DRINK SPRITE, B'COS IT IS ENDORSED BY SANIA MIRZA ?

1. YES AND GO TO 33
2. NO, BUT B'COS \_\_\_\_\_ AND GO TO 31
3. CAN'T SAY, GO TO 31

31. ARE YOU READY TO SHIFT FROM YOUR CURRENT BRAND OF SOFT DRINK TO THE ONE ENDORSED BY YOUR FAVORITE CELEBRITY? ( GO TO Q.33 )

1. YES
2. NO, B'COS \_\_\_\_\_
3. CAN'T SAY

32. HOW INTERESTED YOU WOULD BE IN TRYING A BRAND OF SOFT DRINK, SIMPLY BECAUSE IT IS ENDORSED BY YOUR FAVORITE CELEBRITY ?

1. EXTREMELY INTERESTED
2. VERY INTERESTED
3. SOMEWHAT INTERESTED
4. NOT VERY INTERESTED
5. NOT AT ALL INTERESTED

#### PART - VI

**THIS SECTION CONTAINS GENERAL QUESTIONS ON MEDIA CONSUMPTION PATTERN AND CELEBRITY ENDORSEMENTS.**

33. MENTION IN NOT MORE THAN THREE WORDS/PHRASES, YOUR UNDERSTANDING OF THE TERM 'CELEBRITY'.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

34. APART FROM FILM STARS AND SPORTS STARS, DO YOU BELIEVE THAT OTHER CELEBRITIES SHOULD BE TAKEN AS PRODUCT / BRAND AMBASSADORS?

1. YES
2. NO
3. CAN'T SAY

35. EVERYDAY ON AN AVERAGE, HOW MUCH TIME DO YOU SPEND WATCHING 'TELEVISION' ?

	1	2	3
	< 1 HR.	1 – 3 HRS.	> 3 HRS.
A. DURING WEEKDAYS			
B. DURING WEEKEND			

36. WHAT TYPE OF CHANNELS DO YOU WATCH ON TELEVISION? PLEASE TICK THE RELEVANT CELL AND NAME YOUR FAVORITE CHANNEL FOR THE SAME. (MULTIPLE RESPONSES)

NO	CHANNELS	TICK	FAVORITE CHANNELS ( ONE OR MORE )
1	NEWS CHANNELS		
2	SPORTS CHANNELS		
3	FASHION CHANNELS		
4	MOVIE CHANNELS		
5	CARTOON CHANNELS		
6	SHARE TRADING CHANNELS		
7	INFORMATION CHANNELS		
8	MUSIC CHANNELS		
9	FAMILY SOAPS		
10	TOURS & TRAVELS		
11	RELIGIOUS CHANNELS		

37. DO YOU WATCH ADVERTISEMENTS CAREFULLY?

1. ALWAYS
2. FREQUENTLY
3. SOMETIMES
4. NEVER

38. DO ADVERTISEMENTS INFLUENCE YOUR PURCHASE DECISIONS?

1. ALWAYS
2. FREQUENTLY
3. SOMETIMES
4. NEVER

39. DO CELEBRITY ENDORSED ADVERTISEMENTS INFLUENCE YOUR PURCHASE DECISIONS?

1. ALWAYS
2. FREQUENTLY
3. SOMETIMES
4. NEVER

40. PLEASE LIST THE TOP THREE ADS / BRANDS WHERE YOU SAW A CELEBRITY ENDORSING THE BRAND.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

41. PLEASE NAME YOUR TOP TWO FAVORITE FILM AND SPORTS CELEBRITIES.

- |              |          |
|--------------|----------|
| FILM STARS   | 1. _____ |
|              | 2. _____ |
| SPORTS STARS | 1. _____ |
|              | 2. _____ |

42. PLEASE MENTION YOUR OVERALL ACCEPTANCE / REJECTION OF FOLLOWING CELEBRITIES, AS PRODUCT / BRAND AMBASSADORS.

	CELEBRITIES	ACCEPT	REJECT	CAN'T SAY
A	FILM STARS			
B	SPORTS FIGURE			
C	T.V. / RADIO PERSONALITIES			
D	MUSIC ARTISTS			
E.	ENTERTAINERS / COMEDIANS			
F.	FASHION MODELS / DESIGNERS			
G	ACADEMICIANS			
H	WRITERS			
I.	POLITICAL ICONS			
J.	C.E.O. OF CORPORATE ORG.			
K	RELIGIOUS GURUS			
L.	YOGA GURUS			
M	CHEFFS			
N	HAIR / BEAUTY / PHYSIQUE EXPERTS			

43. FOR THE BELOW MENTIONED PRODUCT CATEGORIES, WHERE DO YOU THINK, THE USE OF CELEBRITIES WOULD BE EFFECTIVE? ( PLEASE TICK THE RELEVANT CELL )

	PRODUCTS / SERVICES	FILM CEL.	SPORTS CEL.	OTHER CEL. (SPECIFY)
A	TELECOM SERVICE PROVIDERS & HANDSETS			
B.	AUTOMOTIVE & FUEL			
C.	FOODS & BEVERAGES			
D	BREWERIES, CONFECTIONARIES			
E.	MEDIA			
F.	APPARELS			
G	BANKING, INSURANCE & FIN. SERVICES			
H	PERSONAL CARE			
I.	FASHION & LIFE STYLE			
J	FAST MOVING CONSUMER GOODS			
K	REAL ESTATE			
L.	CORPORATE ADVERTISING			
M	EDUCATIONAL SERVICES			
N	CONSUMER DURABLES & ELECTRONICS			
O	HOUSEHOLD PRODUCTS			

44. WHICH ADVERTISEMENT DO YOU RECALL THE MOST, FOR FOLLOWING CELEBRITIES? ( WRITE THE VERY FIRST BRAND RECALLED )

	CELEBRITIES	BRAND ENDORSED
1.	AMITABH BACHHAN	
2.	SANIA MIRZA	
3.	PRIETY ZINTA	
4.	SACHIN TENDULKAR	
5.	SHAHRAKH KHAN	
6.	MAHENDRA SINGH DHONI	
7.	AISHWARYA RAI	
8.	YUVRAJ SINGH	

45. PLEASE NAME YOUR FAVORITE REGIONAL FILM AND SPORTS CELEBRITIES (FROM GUJARAT STATE)

FILM STARS            1. \_\_\_\_\_  
                                  2. \_\_\_\_\_  
 SPORTS STARS        1. \_\_\_\_\_  
                                  2. \_\_\_\_\_

46. PLEASE MENTION YOUR ACCEPTANCE / REJECTION OF REGIONAL CELEBRITIES AS PRODUCT / BRAND AMBASSADORS.

	CELEBRITIES	1 ACCEPT	2 REJECT	3 CAN'T SAY
A	FILM STARS			
B	SPORTS FIGURE			

47. GIVE YOUR RESPONSES FOR THE FOLLOWING DIMENSIONS OF A CELEBRITY, WHICH YOU PERCEIVE AS IMPORTANT IN CELEBRITY ENDORSEMENT ADVTG. ( PLEASE TICK THE RELEVANT CELL FOR EVERY DIMENSION)

	DIMENSIONS	LEAST IMPORTANT	UNIMPORTANT	INDIFFERENT	IMPORTANT	MOST IMPORTANT
A	ATTRACTIVENESS					
B	TRUSTWORTHINESS					
C	EXPERTISE					
D	FAMILIARITY					
E	LIKEALIBILITY					
F	POWER					
G	PROFESSION					
H	GENDER					



48. ACCORDING TO YOU, WHAT DO CELEBRITIES GAIN AS A RESULT OF ENDORSEMENT ADVERTISING?  
( MULTIPLE RESPONSES )

1. MORE VISIBILITY / EXPOSURE
2. FAME
3. PUBLICITY
4. MONEY / FINANCIAL GAINS
5. INCREASE IN MARKET VALUE
6. INCREASE IN CELEBRITY STATUS
7. MORE ASSIGNMENTS
8. ALL ABOVE

49. WILL THE RECENT POOR PERFORMANCE OF YOUR FAVOURITE FILM CELEBRITY AFFECT HIS / HER  
IMAGE IN YOUR MIND ?

1. YES, BUT TEMPORARY, CONTINUE WITH Q.50
2. YES AND PERMANENTLY, CONTINUE WITH Q.50
3. NO AND GO TO Q.51
4. CAN'T SAY, GO TO Q.51

50. WILL THIS CHANGE IN IMAGE AFFECT YOUR BUYING BEHAVIOR TOWARDS THE BRAND ENDORSED  
BY YOUR FAVOURITE FILM CELEBRITY ?

1. YES, BUT TEMPORARY
2. YES AND PERMANENTLY
3. NO
4. CAN'T SAY

51. WILL THE RECENT POOR PERFORMANCE OF YOUR FAVOURITE SPORTS CELEBRITY AFFECT HIS / HER  
IMAGE IN YOUR MIND ?

1. YES, BUT TEMPORARY, CONTINUE WITH Q.52
2. YES AND PERMANENTLY, CONTINUE WITH Q.52
3. NO AND GO TO Q.53
4. CAN'T SAY, GO TO Q.53

52. WILL THIS CHANGE IN IMAGE AFFECT YOUR BUYING BEHAVIOR TOWARDS THE BRAND ENDORSED  
BY YOUR FAVOURITE SPORTS CELEBRITY ?

1. YES, BUT TEMPORARY
2. YES AND PERMANENTLY
3. NO
4. CAN'T SAY

53. PLEASE RATE FOLLOWING CELEBRITIES ON EACH OF THE BELOW MENTIONED CRITERIA.

**CELEBRITY RATINGS DATA GRID**

		NOT VERY MUCH SO	SOMEWHAT	MODERATELY	STRONGLY	EXTREMELY
A.B.	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					
S.M	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					
P.Z	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					
S.T	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					
SRK	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					
MSD	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					
A.R	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					
Y.S	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					

54. PLEASE TICK THE BOX RELEVANT TO THE ASSOCIATION OF AN ADVERTISEMENT WITH THE SPECIFIC CELEBRITY.

**CELEBRITY-ADVERTISEMENT ASSOCIATION**

BRANDS	A.B	S.M	P.Z	S.T	SRK	MSD	A.R.	Y.S
COKE								
PEPSI								
SPRITE								
LEHAR 7 UP								
HP FUEL								
INDIAN OIL								
X'TRA PREMIUM								
SPEED								
TVS SUZUKI								
HERO HONDA								
BRITANIA								
PARLE								
SUNFEAST								
AIG LIFE INSUR.								
AVIVA LIFE INSUR								
NAKSHATRA								
DTC								
GLITERATTI								
ASIAN PAINTS								
NEROLAC PAINTS								
GODREJ								
WHIRLPOOL								
VIDEOCON								



**THANKYOU**

## VERSION 2

DEAR RESPONDENT,  
MAY I REQUEST YOU TO SPEND FEW MINUTES TO PROVIDE YOUR VALUABLE INPUTS TO THIS QUESTIONNAIRE & ENABLE ME TO EN HANCE ITS' USEFULNESS FOR MY Ph.D? A HONEST AND SINCERE ATTEMPT WILL BE HIGHLY APPRECIATED. INFORMATION PROVIDED WILL BE TREATED AS CONFIDENTIAL. -- VILAS CHAUHAN

### PART – I PERSONAL PROFILE

NO.	QUESTION	CATEGORIES
1	NAME :	
2	SEX	1. MALE 2. FEMALE
3	AGE : YRS	1. 13 – 19 YRS 2. 20 YRS AND ABOVE
4	EDUCATION	1. HR. SECONDARY 2. UNDER GRADUATE 3. GRADUATE 4. POST-GRADUATE
5	OCCUPATION	1. STUDENT 2. STUDENT & SERVICE
6	MONTHLY INCOME	1. BELOW RS. 5000 2. RS. 5000 – 10000 3. RS. 10000 & ABOVE 4. NOT APPLICABLE
7	NAME OF SCHOOL / UNIVERSITY	
8	PLACE OF RESIDENCE (CITY)	1. AHMEDABAD 2. BARODA 3. SURAT

	DO YOU RECOGNIZE FOLLOWING CELEBRITIES ? IF YES, NAME THEM AND THE PROFESSION THEY ARE ASSOCIATED WITH.	
9		A. RECOGNITION  1. YES 2. NO IF NO, PLEASE DON'T CONTINUE FURTHER  B. NAME :  C. PROFESSION :
10		A. RECOGNITION  1. YES 2. NO IF NO, PLEASE DON'T CONTINUE FURTHER  B. NAME :  C. PROFESSION :

**PART – II**  
**ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX THAT BEST REFLECTS YOUR FEELINGS TOWARDS THE CELEBRITY'S PHYSICAL ATTRACTIVENESS, TRUSTWORTHINESS AND, THE CELEBRITY'S EXPERTISE OF THE BRAND SHE IS ENDORSING.**

**PRIETY ZINTA**

11.

NOT SEXY						SEXY
NOT CLASSY						CLASSY
UNATTRACTIVE						ATTRACTIVE

12.

DISHONEST						HONEST
UNRELIABLE						RELIABLE
UNTRUSTWORTHY						TRUSTWORTHY

13.

UNKNOWNLEDGEABLE						KNOWLEDGEABLE
INEXPERIENCED						EXPERIENCED
NOT AN EXPERT						EXPERT

**PART - III**  
**ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX THAT BEST REFLECTS YOUR ATTITUDE TOWARD THE ADVERTISEMENT, THE BRAND AND, YOUR INTENT TO PURCHASE THIS PRODUCT / BRAND.**

14. OVERALL, HOW WOULD YOU RATE PRIETY ZINTA'S AD FOR 'HEAD & SHOULDERS'?

BAD						GOOD
UNFAVOURABLE						FAVOURABLE
DISLIKED						LIKED

15. HOW WOULD YOU RATE 'HEAD & SHOULDERS' ALONG THESE SCALES ?

BAD						GOOD
UNFAVOURABLE						FAVOURABLE
NEGATIVE						POSITIVE

16. THE NEXT TIME I NEED A SHAMPOO, I WILL CONSIDER 'HEAD & SHOULDERS'.

EXTREMELY UNLIKELY						EXTREMELY LIKELY
--------------------	--	--	--	--	--	------------------

17. THE NEXT TIME I NEED A SHAMPOO, I WILL BUY 'HAED & SHOULDERS'.

STRONGLY DISAGREE						STRONGLY AGREE
-------------------	--	--	--	--	--	----------------

18. DO YOU USE SHAMPOO ?

1. YES, AND IF HEAD & SHOULDERS, GO TO 19
2. YES, AND IF OTHER BRAND, (SPECIFY THE BRAND : \_\_\_\_\_) AND, GO TO 20
3. NO, GO TO 21

19. DO YOU USE HEAD & SHOULDERS, B'COS IT IS ENDORSED BY PRIETY ZINTA ?

1. YES AND GO TO 22
2. NO, BUT B'COS \_\_\_\_\_ AND GO TO 20
3. CAN'T SAY, GO TO 20

20. ARE YOU READY TO SHIFT FROM YOUR CURRENT BRAND OF SHAMPOO TO THE ONE ENDORSED BY YOUR FAVORITE CELEBRITY? ( GO TO Q.22 )

1. YES

2. NO, B'COS \_\_\_\_\_

3. CAN'T SAY

21. HOW INTERESTED YOU WOULD BE IN TRYING A BRAND OF SHAMPOO, SIMPLY BECAUSE IT IS ENDORSED BY YOUR FAVORITE CELEBRITY ?

1. EXTREMELY INTERESTED

2. VERY INTERESTED

3. SOMEWHAT INTERESTED

4. NOT VERY INTERESTED

5. NOT AT ALL INTERESTED

#### PART – IV

ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX THAT BEST REFLECTS YOUR FEELINGS TOWARDS THE CELEBRITY'S PHYSICAL ATTRACTIVENESS, TRUSTWORTHINESS AND, THE CELEBRITY'S EXPERTISE OF THE BRAND HE IS ENDORSING.

SACHIN TENDULKAR

22.

NOT SEXY						SEXY
NOT CLASSY						CLASSY
UNATTRACTIVE						ATTRACTIVE

23.

DISHONEST						HONEST
UNRELIABLE						RELIABLE
UNTRUSTWORTHY						TRUSTWORTHY

24.

UNKNOWLEDGEABLE						KNOWLEDGEABLE
INEXPERIENCED						EXPERIENCED
NOT AN EXPERT						EXPERT

#### PART - V

ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX THAT BEST REFLECTS YOUR ATTITUDE TOWARD THE ADVERTISEMENT, THE BRAND AND, YOUR INTENT TO PURCHASE THIS PRODUCT / BRAND.

25. OVERALL, HOW WOULD YOU RATE SACHIN TENDULKAR'S AD FOR 'REYNOLDS' ?

BAD						GOOD
UNFAVOURABLE						FAVOURABLE
DISLIKED						LIKED

26. HOW WOULD YOU RATE 'REYNOLDS' ALONG THESE SCALES ?

BAD						GOOD
UNFAVOURABLE						FAVOURABLE
NEGATIVE						POSITIVE

27. HOW LIKELY DO YOU FEEL IT IS THAT YOU WOULD CONSIDER 'REYNOLDS', THE NEXT TIME YOU NEED A PEN ?

EXTREMELY UNLIKELY						EXTREMELY LIKELY
-----------------------	--	--	--	--	--	---------------------

28. THE NEXT TIME I NEED A PEN, I WILL BUY 'REYNOLDS'.

STRONGLY DISAGREE						STRONGLY AGREE
----------------------	--	--	--	--	--	-------------------

29. DO YOU USE PEN ?

1. YES, AND IF REYNOLDS, GO TO 30
2. YES, AND IF OTHER BRAND, (SPECIFY THE BRAND : \_\_\_\_\_) AND, GO TO 31
3. NO, GO TO 32

30. DO YOU USE REYNOLDS, B'COS IT IS ENDORSED BY SACHIN TENDULKAR ?

1. YES AND GO TO 33
2. NO, BUT B'COS \_\_\_\_\_ AND GO TO 31
3. CAN'T SAY, GO TO 31

31. ARE YOU READY TO SHIFT FROM YOUR CURRENT BRAND OF PEN TO THE ONE ENDORSED BY YOUR FAVORITE CELEBRITY? ( GO TO Q.33 )

1. YES
2. NO, B'COS \_\_\_\_\_
3. CAN'T SAY

32. HOW INTERESTED YOU WOULD BE IN TRYING A BRAND OF PEN, SIMPLY BECAUSE IT IS ENDORSED BY YOUR FAVORITE CELEBRITY ?

1. EXTREMELY INTERESTED
2. VERY INTERESTED
3. SOMEWHAT INTERESTED
4. NOT VERY INTERESTED
5. NOT AT ALL INTERESTED

#### PART - VI

**THIS SECTION CONTAINS GENERAL QUESTIONS ON MEDIA CONSUMPTION PATTERN AND CELEBRITY ENDORSEMENTS.**

33. MENTION IN NOT MORE THAN THREE WORDS/PHRASES, YOUR UNDERSTANDING OF THE TERM 'CELEBRITY'.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

34. APART FROM FILM STARS AND SPORTS STARS, DO YOU BELIEVE THAT OTHER CELEBRITIES SHOULD BE TAKEN AS PRODUCT / BRAND AMBASSADORS?

1. YES
2. NO
3. CAN'T SAY

35. EVERYDAY ON AN AVERAGE, HOW MUCH TIME DO YOU SPEND WATCHING 'TELEVISION' ?

	1	2	3
	< 1 HR.	1 – 3 HRS.	> 3 HRS.
A. DURING WEEKDAYS			
B. DURING WEEKEND			

36. WHAT TYPE OF CHANNELS DO YOU WATCH ON TELEVISION? PLEASE TICK THE RELEVANT CELL AND NAME YOUR FAVORITE CHANNEL FOR THE SAME. (MULTIPLE RESPONSES)

NO	CHANNELS	TICK	FAVORITE CHANNELS ( ONE OR MORE )
1	NEWS CHANNELS		
2	SPORTS CHANNELS		
3	FASHION CHANNELS		
4	MOVIE CHANNELS		
5	CARTOON CHANNELS		
6	SHARE TRADING CHANNELS		
7	INFORMATION CHANNELS		
8	MUSIC CHANNELS		
9	FAMILY SOAPS		
10	TOURS & TRAVELS		
11	RELIGIOUS CHANNELS		

37. DO YOU WATCH ADVERTISEMENTS CAREFULLY?

1. ALWAYS
2. FREQUENTLY
3. SOMETIMES
4. NEVER

38. DO ADVERTISEMENTS INFLUENCE YOUR PURCHASE DECISIONS?

1. ALWAYS
2. FREQUENTLY
3. SOMETIMES
4. NEVER

39. DO CELEBRITY ENDORSED ADVERTISEMENTS INFLUENCE YOUR PURCHASE DECISIONS?

1. ALWAYS
2. FREQUENTLY
3. SOMETIMES
4. NEVER

40. PLEASE LIST THE TOP THREE ADS / BRANDS WHERE YOU SAW A CELEBRITY ENDORSING THE BRAND.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

41. PLEASE NAME YOUR TOP TWO FAVORITE FILM AND SPORTS CELEBRITIES.

- FILM STARS
1. \_\_\_\_\_
  2. \_\_\_\_\_
- SPORTS STARS
1. \_\_\_\_\_
  2. \_\_\_\_\_



42. PLEASE MENTION YOUR OVERALL ACCEPTANCE / REJECTION OF FOLLOWING CELEBRITIES, AS PRODUCT / BRAND AMBASSADORS.

	CELEBRITIES	ACCEPT	REJECT	CAN'T SAY
A	FILM STARS			
B	SPORTS FIGURE			
C	T.V. / RADIO PERSONALITIES			
D	MUSIC ARTISTS			
E.	ENTERTAINERS / COMEDIANS			
F.	FASHION MODELS / DESIGNERS			
G	ACADEMICIANS			
H	WRITERS			
I.	POLITICAL ICONS			
J.	C.E.O. OF CORPORATE ORG.			
K	RELIGIOUS GURUS			
L.	YOGA GURUS			
M	CHEFFS			
N	HAIR / BEAUTY / PHYSIQUE EXPERTS			

43. FOR THE BELOW MENTIONED PRODUCT CATEGORIES, WHERE DO YOU THINK, THE USE OF CELEBRITIES WOULD BE EFFECTIVE? ( PLEASE TICK THE RELEVANT CELL )

	PRODUCTS / SERVICES	FILM CEL.	SPORTS CEL.	OTHER CEL. (SPECIFY)
A	TELECOM SERVICE PROVIDERS & HANDSETS			
B.	AUTOMOTIVE & FUEL			
C.	FOODS & BEVERAGES			
D	BREWRIES, CONFECTIONARIES			
E.	MEDIA			
F.	APPARELS			
G	BANKING, INSURANCE & FIN. SERVICES			
H	PERSONAL CARE			
I.	FASHION & LIFE STYLE			
J	FAST MOVING CONSUMER GOODS			
K	REAL ESTATE			
L.	CORPORATE ADVERTISING			
M	EDUCATIONAL SERVICES			
N	CONSUMER DURABLES & ELECTRONICS			
O	HOUSEHOLD PRODUCTS			



48. ACCORDING TO YOU, WHAT DO CELEBRITIES GAIN AS A RESULT OF ENDORSEMENT ADVERTISING?  
( MULTIPLE RESPONSES )

1. MORE VISIBILITY / EXPOSURE
2. FAME
3. PUBLICITY
4. MONEY / FINANCIAL GAINS
5. INCREASE IN MARKET VALUE
6. INCREASE IN CELEBRITY STATUS
7. MORE ASSIGNMENTS
8. ALL ABOVE

49. WILL THE RECENT POOR PERFORMANCE OF YOUR FAVOURITE FILM CELEBRITY AFFECT HIS / HER  
IMAGE IN YOUR MIND ?

1. YES, BUT TEMPORARY, CONTINUE WITH Q.50
2. YES AND PERMANENTLY, CONTINUE WITH Q.50
3. NO AND GO TO Q.51
4. CAN'T SAY, GO TO Q.51

50. WILL THIS CHANGE IN IMAGE AFFECT YOUR BUYING BEHAVIOR TOWARDS THE BRAND ENDORSED  
BY YOUR FAVOURITE FILM CELEBRITY ?

1. YES, BUT TEMPORARY
2. YES AND PERMANENTLY
3. NO
4. CAN'T SAY

51. WILL THE RECENT POOR PERFORMANCE OF YOUR FAVOURITE SPORTS CELEBRITY AFFECT HIS / HER  
IMAGE IN YOUR MIND ?

1. YES, BUT TEMPORARY, CONTINUE WITH Q.52
2. YES AND PERMANENTLY, CONTINUE WITH Q.52
3. NO AND GO TO Q.53
4. CAN'T SAY, GO TO Q.53

52. WILL THIS CHANGE IN IMAGE AFFECT YOUR BUYING BEHAVIOR TOWARDS THE BRAND ENDORSED  
BY YOUR FAVOURITE SPORTS CELEBRITY ?

1. YES, BUT TEMPORARY
2. YES AND PERMANENTLY
3. NO
4. CAN'T SAY

53. PLEASE RATE FOLLOWING CELEBRITIES ON EACH OF THE BELOW MENTIONED CRITERIA.

**CELEBRITY RATINGS DATA GRID**

		NOT VERY MUCH SO	SOMEWHAT	MODERATELY	STRONGLY	EXTREMELY
A.B.	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					
S.M	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					
P.Z	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					
S.T	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					
SRK	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					
MSD	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					
A.R	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					
Y.S	CREDIBILITY					
	FAMILIARITY					
	LIKEABILITY					

54. PLEASE TICK THE BOX RELEVANT TO THE ASSOCIATION OF AN ADVERTISEMENT WITH THE SPECIFIC CELEBRITY.

**CELEBRITY-ADVERTISEMENT ASSOCIATION**

BRANDS	A.B	S.M	P.Z	S.T	SRK	MSD	A.R.	Y.S
COKE								
PEPSI								
SPRITE								
LEHAR 7 UP								
HP FUEL								
INDIAN OIL X'TRA PREMIUM								
SPEED								
TVS SUZUKI								
HERO HONDA								
BRITANIA								
PARLE								
SUNFEAST								
AIG LIFE INSUR.								
AVIVA LIFE INSUR								
NAKSHATRA								
DTC								
GLITERATTI								
ASIAN PAINTS								
NEROLAC PAINTS								
GODREJ								
WHIRLPOOL								
VIDEOCON								

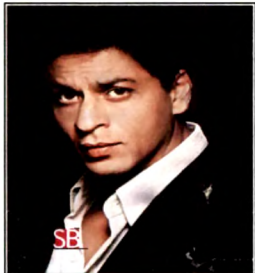
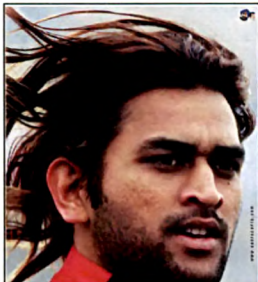
**THANKYOU**

### VERSION 3

DEAR RESPONDENT,  
MAY I REQUEST YOU TO SPEND FEW MINUTES TO PROVIDE YOUR VALUABLE INPUTS TO THIS QUESTIONNAIRE & ENABLE ME TO ENHANCE ITS' USEFULNESS FOR MY Ph.D? A HONEST AND SINCERE ATTEMPT WILL BE HIGHLY APPRECIATED. INFORMATION PROVIDED WILL BE TREATED AS CONFIDENTIAL. -- VILAS CHAUHAN

#### PART - I PERSONAL PROFILE

NO.	QUESTION	CATEGORIES
1	NAME :	
2	SEX	1. MALE 2. FEMALE
3	AGE : YRS	1. 13 – 19 YRS 2. 20 YRS AND ABOVE
4	EDUCATION	1. HR. SECONDARY 2. UNDER GRADUATE 3. GRADUATE 4. POST-GRADUATE
5	OCCUPATION	1. STUDENT 2. STUDENT & SERVICE
6	MONTHLY INCOME	1. BELOW RS. 5000 2. RS. 5000 – 10000 3. RS. 10000 & ABOVE 4. NOT APPLICABLE
7	NAME OF SCHOOL / UNIVERSITY	
8	PLACE OF RESIDENCE (CITY)	1. AHMEDABAD 2. BARODA 3. SURAT

	DO YOU RECOGNIZE FOLLOWING CELEBRITIES ? IF YES, NAME THEM AND THE PROFESSION THEY ARE ASSOCIATED WITH.	
9		A. RECOGNITION  1. YES 2. NO IF NO, PLEASE DON'T CONTINUE FURTHER  B. NAME :  C. PROFESSION :
10		A. RECOGNITION  1. YES 2. NO IF NO, PLEASE DON'T CONTINUE FURTHER  B. NAME :  C. PROFESSION :

**PART – II**  
**ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX THAT BEST REFLECTS YOUR FEELINGS TOWARDS THE CELEBRITY'S PHYSICAL ATTRACTIVENESS, TRUSTWORTHINESS AND, THE CELEBRITY'S EXPERTISE OF THE BRAND HE IS ENDORSING.**

**SHAHRUKH KHAN**

11.

NOT SEXY						SEXY
NOT CLASSY						CLASSY
UNATTRACTIVE						ATTRACTIVE

12.

DISHONEST						HONEST
UNRELIABLE						RELIABLE
UNTRUSTWORTHY						TRUSTWORTHY

13.

UNKNOWNLEDGEABLE						KNOWLEDGEABLE
INEXPERIENCED						EXPERIENCED
NOT AN EXPERT						EXPERT

**PART - III**  
**ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX THAT BEST REFLECTS YOUR ATTITUDE TOWARD THE ADVERTISEMENT, THE BRAND AND, YOUR INTENT TO PURCHASE THIS PRODUCT / BRAND.**

14. OVERALL, HOW WOULD YOU RATE SHAHRUKH KHAN'S AD FOR 'AIRTEL'

BAD						GOOD
UNFAVOURABLE						FAVOURABLE
DISLIKED						LIKED

15. HOW WOULD YOU RATE 'AIRTEL' ALONG THESE SCALES ?

BAD						GOOD
UNFAVOURABLE						FAVOURABLE
NEGATIVE						POSITIVE

16. THE NEXT TIME I NEED A MOBILE SERVICE PROVIDER, I WILL CONSIDER 'AIRTEL'.

EXTREMELY UNLIKELY						EXTREMELY LIKELY
--------------------	--	--	--	--	--	------------------

17. THE NEXT TIME I NEED A MOBILE SERVICE PROVIDER, I WILL BUY 'AIRTEL'.

STRONGLY DISAGREE						STRONGLY AGREE
-------------------	--	--	--	--	--	----------------

18. DO YOU USE MOBILE ?

1. YES, AND IF THE SERVICES OF AIRTEL, GO TO 19
2. YES, AND IF OTHER SERVICE PROVIDER, (SPECIFY THE SERVICE PROVIDER: ( \_\_\_\_\_ ) AND, GO TO 20
3. NO, GO TO 21

19. DO YOU AVAIL THE SERVICES OF AIRTEL, B'COS IT IS ENDORSED BY SHAHRUKH KHAN ?

1. YES AND GO TO 22
2. NO, BUT B'COS \_\_\_\_\_ AND GO TO 20
3. CAN'T SAY, GO TO 20

20. ARE YOU READY TO SHIFT FROM YOUR CURRENT MOBILE SERVICE PROVIDER TO THE ONE ENDORSED BY YOUR FAVORITE CELEBRITY? ( GO TO Q.22 )

1. YES

2. NO, B'COS \_\_\_\_\_

3. CAN'T SAY

21. HOW INTERESTED YOU WOULD BE IN TRYING A SERVICE PROVIDER, SIMPLY BECAUSE IT IS ENDORSED BY YOUR FAVORITE CELEBRITY ?

1. EXTREMELY INTERESTED

2. VERY INTERESTED

3. SOMEWHAT INTERESTED

4. NOT VERY INTERESTED

5. NOT AT ALL INTERESTED

#### PART - IV

ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX THAT BEST REFLECTS YOUR FEELINGS TOWARDS THE CELEBRITY'S PHYSICAL ATTRACTIVENESS, TRUSTWORTHINESS AND, THE CELEBRITY'S EXPERTISE OF THE BRAND HE IS ENDORSING.

MAHENDRA SINGH DHONI

22.

NOT SEXY						SEXY
NOT CLASSY						CLASSY
UNATTRACTIVE						ATTRACTIVE

23.

DISHONEST						HONEST
UNRELIABLE						RELIABLE
UNTRUSTWORTHY						TRUSTWORTHY

24.

UNKNOWLEDGEABLE						KNOWLEDGEABLE
INEXPERIENCED						EXPERIENCED
NOT AN EXPERT						EXPERT

#### PART - V

ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX THAT BEST REFLECTS YOUR ATTITUDE TOWARD THE ADVERTISEMENT, THE BRAND AND, YOUR INTENT TO PURCHASE THIS PRODUCT / BRAND.

25. OVERALL, HOW WOULD YOU RATE MAHENDRA SINGH DHONI'S AD FOR 'KIWI' SHOE POLISH ?

BAD						GOOD
UNFAVOURABLE						FAVOURABLE
DISLIKED						LIKED

26. HOW WOULD YOU RATE 'KIWI' ALONG THESE SCALES ?

BAD						GOOD
UNFAVOURABLE						FAVOURABLE
NEGATIVE						POSITIVE



27. HOW LIKELY DO YOU FEEL IT IS THAT YOU WOULD CONSIDER 'KIWI', THE NEXT TIME YOU NEED A SHOE POLISH ?

EXTREMELY UNLIKELY						EXTREMELY LIKELY
-----------------------	--	--	--	--	--	---------------------

28. THE NEXT TIME I NEED A SHOE POLISH, I WILL BUY 'KIWI'.

STRONGLY DISAGREE						STRONGLY AGREE
----------------------	--	--	--	--	--	-------------------

29. DO YOU USE A SHOE POLISH ?

1. YES, AND IF KIWI, GO TO 30
2. YES, AND IF OTHER BRAND, (SPECIFY THE BRAND : \_\_\_\_\_ ) AND, GO TO 31
3. NO, GO TO 32

30. DO YOU USE KIWI, B'COS IT IS ENDORSED BY MAHENDRA SINGH DHONI ?

1. YES AND GO TO 33
2. NO, BUT B'COS \_\_\_\_\_ AND GO TO 31
3. CAN'T SAY, GO TO 31

31. ARE YOU READY TO SHIFT FROM YOUR CURRENT BRAND OF SHOE POLISH TO THE ONE ENDORSED BY YOUR FAVORITE CELEBRITY? ( GO TO Q.33 )

1. YES
2. NO, B'COS \_\_\_\_\_
3. CAN'T SAY

32. HOW INTERESTED YOU WOULD BE IN TRYING A BRAND OF SHOE POLISH, SIMPLY BECAUSE IT IS ENDORSED BY YOUR FAVORITE CELEBRITY ?

1. EXTREMELY INTERESTED
2. VERY INTERESTED
3. SOMEWHAT INTERESTED
4. NOT VERY INTERESTED
5. NOT AT ALL INTERESTED

**PART - VI**

**THIS SECTION CONTAINS GENERAL QUESTIONS ON MEDIA CONSUMPTION PATTERN AND CELEBRITY ENDORSEMENTS.**

33. MENTION IN NOT MORE THAN THREE WORDS/PHRASES, YOUR UNDERSTANDING OF THE TERM 'CELEBRITY'.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

34. APART FROM FILM STARS AND SPORTS STARS, DO YOU BELIEVE THAT OTHER CELEBRITIES SHOULD BE TAKEN AS PRODUCT / BRAND AMBASSADORS?

1. YES
2. NO
3. CAN'T SAY

35. EVERYDAY ON AN AVERAGE, HOW MUCH TIME DO YOU SPEND WATCHING 'TELEVISION' ?

	1	2	3
	< 1 HR.	1 – 3 HRS.	> 3 HRS.
A. DURING WEEKDAYS			
B. DURING WEEKEND			

36. WHAT TYPE OF CHANNELS DO YOU WATCH ON TELEVISION? PLEASE TICK THE RELEVANT CELL AND NAME YOUR FAVORITE CHANNEL FOR THE SAME. (MULTIPLE RESPONSES)

NO	CHANNELS	TICK	FAVORITE CHANNELS ( ONE OR MORE )
1	NEWS CHANNELS		
2	SPORTS CHANNELS		
3	FASHION CHANNELS		
4	MOVIE CHANNELS		
5	CARTOON CHANNELS		
6	SHARE TRADING CHANNELS		
7	INFORMATION CHANNELS		
8	MUSIC CHANNELS		
9	FAMILY SOAPS		
10	TOURS & TRAVELS		
11	RELIGIOUS CHANNELS		

37. DO YOU WATCH ADVERTISEMENTS CAREFULLY?

1. ALWAYS
2. FREQUENTLY
3. SOMETIMES
4. NEVER

38. DO ADVERTISEMENTS INFLUENCE YOUR PURCHASE DECISIONS?

1. ALWAYS
2. FREQUENTLY
3. SOMETIMES
4. NEVER

39. DO CELEBRITY ENDORSED ADVERTISEMENTS INFLUENCE YOUR PURCHASE DECISIONS?

1. ALWAYS
2. FREQUENTLY
3. SOMETIMES
4. NEVER

40. PLEASE LIST THE TOP THREE ADS / BRANDS WHERE YOU SAW A CELEBRITY ENDORSING THE BRAND.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

41. PLEASE NAME YOUR TOP TWO FAVORITE FILM AND SPORTS CELEBRITIES.

- |              |          |
|--------------|----------|
| FILM STARS   | 1. _____ |
|              | 2. _____ |
| SPORTS STARS | 1. _____ |
|              | 2. _____ |

42. PLEASE MENTION YOUR OVERALL ACCEPTANCE / REJECTION OF FOLLOWING CELEBRITIES, AS PRODUCT / BRAND AMBASSADORS.

	CELEBRITIES	ACCEPT	REJECT	CAN'T SAY
A	FILM STARS			
B	SPORTS FIGURE			
C	T.V. / RADIO PERSONALITIES			
D	MUSIC ARTISTS			
E.	ENTERTAINERS / COMEDIANS			
F.	FASHION MODELS / DESIGNERS			
G	ACADEMICIANS			
H	WRITERS			
I.	POLITICAL ICONS			
J.	C.E.O. OF CORPORATE ORG.			
K	RELIGIOUS GURUS			
L.	YOGA GURUS			
M	CHEFFS			
N	HAIR / BEAUTY / PHYSIQUE EXPERTS			

43. FOR THE BELOW MENTIONED PRODUCT CATEGORIES, WHERE DO YOU THINK, THE USE OF CELEBRITIES WOULD BE EFFECTIVE? ( PLEASE TICK THE RELEVANT CELL )

	PRODUCTS / SERVICES	FILM CEL.	SPORTS CEL.	OTHER CEL. (SPECIFY)
A	TELECOM SERVICE PROVIDERS & HANDSETS			
B.	AUTOMOTIVE & FUEL			
C.	FOODS & BEVERAGES			
D	BREWERIES, CONFECTIONARIES			
E.	MEDIA			
F.	APPARELS			
G	BANKING, INSURANCE & FIN. SERVICES			
H	PERSONAL CARE			
I.	FASHION & LIFE STYLE			
J	FAST MOVING CONSUMER GOODS			
K	REAL ESTATE			
L.	CORPORATE ADVERTISING			
M	EDUCATIONAL SERVICES			
N	CONSUMER DURABLES & ELECTRONICS			
O	HOUSEHOLD PRODUCTS			

44. WHICH ADVERTISEMENT DO YOU RECALL THE MOST, FOR FOLLOWING CELEBRITIES? ( WRITE THE VERY FIRST BRAND RECALLED )

	CELEBRITIES	BRAND ENDORSED
1.	AMITABH BACHHAN	
2.	SANIA MIRZA	
3.	PRIETY ZINTA	
4.	SACHIN TENDULKAR	
5.	SHAHRAKH KHAN	
6.	MAHENDRA SINGH DHONI	
7.	AISHWARYA RAI	
8.	YUVRAJ SINGH	

45. PLEASE NAME YOUR FAVORITE REGIONAL FILM AND SPORTS CELEBRITIES (FROM GUJARAT STATE)

FILM STARS 1. \_\_\_\_\_

2. \_\_\_\_\_

SPORTS STARS 1. \_\_\_\_\_

2. \_\_\_\_\_

46. PLEASE MENTION YOUR ACCEPTANCE / REJECTION OF REGIONAL CELEBRITIES AS PRODUCT / BRAND AMBASSADORS.

		1	2	3
	CELEBRITIES	ACCEPT	REJECT	CAN'T SAY
A	FILM STARS			
B	SPORTS FIGURE			

47. GIVE YOUR RESPONSES FOR THE FOLLOWING DIMENSIONS OF A CELEBRITY, WHICH YOU PERCEIVE AS IMPORTANT IN CELEBRITY ENDORSEMENT ADVTG. ( PLEASE TICK THE RELEVANT CELL FOR EVERY DIMENSION)

	DIMENSIONS	LEAST IMPORTANT	UNIMPORTANT	INDIFFERENT	IMPORTANT	MOST IMPORTANT
A	ATTRACTIVENESS					
B	TRUSTWORTHINESS					
C	EXPERTISE					
D	FAMILIARITY					
E	LIKEALIBILITY					
F	POWER					
G	PROFESSION					
H	GENDER					

48. ACCORDING TO YOU, WHAT DO CELEBRITIES GAIN AS A RESULT OF ENDORSEMENT ADVERTISING?  
( MULTIPLE RESPONSES )

1. MORE VISIBILITY / EXPOSURE
2. FAME
3. PUBLICITY
4. MONEY / FINANCIAL GAINS
5. INCREASE IN MARKET VALUE
6. INCREASE IN CELEBRITY STATUS
7. MORE ASSIGNMENTS
8. ALL ABOVE

49. WILL THE RECENT POOR PERFORMANCE OF YOUR FAVOURITE FILM CELEBRITY AFFECT HIS / HER  
IMAGE IN YOUR MIND ?

1. YES, BUT TEMPORARY, CONTINUE WITH Q.50
2. YES AND PERMANENTLY, CONTINUE WITH Q.50
3. NO AND GO TO Q.51
4. CAN'T SAY, GO TO Q.51

50. WILL THIS CHANGE IN IMAGE AFFECT YOUR BUYING BEHAVIOR TOWARDS THE BRAND ENDORSED  
BY YOUR FAVOURITE FILM CELEBRITY ?

1. YES, BUT TEMPORARY
2. YES AND PERMANENTLY
3. NO
4. CAN'T SAY

51. WILL THE RECENT POOR PERFORMANCE OF YOUR FAVOURITE SPORTS CELEBRITY AFFECT HIS / HER  
IMAGE IN YOUR MIND ?

1. YES, BUT TEMPORARY, CONTINUE WITH Q.52
2. YES AND PERMANENTLY, CONTINUE WITH Q.52
3. NO AND GO TO Q.53
4. CAN'T SAY, GO TO Q.53

52. WILL THIS CHANGE IN IMAGE AFFECT YOUR BUYING BEHAVIOR TOWARDS THE BRAND ENDORSED  
BY YOUR FAVOURITE SPORTS CELEBRITY ?

1. YES, BUT TEMPORARY
2. YES AND PERMANENTLY
3. NO
4. CAN'T SAY