

# ANNEXURES

# **VERSION 1**

# 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 CELEBRI THEY ARE ASSOCIATED WITH.	TIES ? IF YES, NAME THEM AND THE PROFESSION
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.

	BACHHAN
11. NOT SEXY	SEXY
NOT CLASSY	CLASSY
UNATTRACTIVE	ATTRACTIVE
12.	
DISHONEST	HONEST
UNRELIABLE	RELIABLE
UNTRUSTWORTHY	TRUSTWORTHY
13.	
UNKNOWLEDGEABLE	KNOWLEDGEABLE
INEXPERIENCED	EXPERIENCED
NOT AN EXPERT	EXPERT
PART	- TIT
ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX TH	IAT BEST REFLECTS YOUR ATTITUDE TOWARD
THE ADVERTISEMENT, THE BRAND AND, YOUR INT	ENT TO PURCHASE THIS PRODUCT / BRAND.
14. OVERALL, HOW WOULD YOU RATE AMITABH BAC	CHHAN'S AD FOR 'DAIRY MILK'
BAD	GOOD
UNFAVOURABLE	FAVOURABLE
DISLIKED	LIKED
15. HOW WOULD YOU RATE 'DAIRY MILK' ALONG TH	IESE 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
17. THE NEXT TIME I NEED A CHOCOLATE BAR, I WILL	LBUY DAIRY MILK.
STRONGELY DISAGREE	STRONGELY AGREE
18. DO YOU EAT CHOCOLATES?	
1. YES, AND IF DAIRY MILK, GO TO 19	D . AND GO TO 20
2. YES, AND IF OTHER BRAND, (SPECIFY THE BRAN	D:) AND, GO TO 20
3. NO, GO TO 21	DV AMITADU DACIIIANIO
<ol> <li>DO YOU EAT DAIRY MILK, B'COS IT IS ENDORSED</li> <li>YES AND GO TO 22</li> </ol>	DI AWIITADRI DACHHAN!
	AND GO TO 20
2. NO, BUT B'COS	

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 ENDORSED BY YOUR FAVORITE CELEBRITY?  1. EXTREMELY INTERESTED	A BRAND OF CHOCOLATE, SIMPLY BECAUSE
2. VERY INTERESTED	
3. SOMEWHAT INTERESTED	
4. NOT VERY INTERESTED	
5. NOT AT ALL INTERESTED	
	AT BEST REFLECTS YOUR FEELINGS TOWARDS
22.	CDVV
NOT SEXY	SEXY
NOT CLASSY	CLASSY
UNATTRACTIVE	ATTRACTIVE
23.	
DISHONEST	HONEST
UNRELIABLE	RELIABLE
UNTRUSTWORTHY	TRUSTWORTHY
24. NKNOWLEDGEABLE	KNOWLEDGEABLE
INEXPERIENCED	EXPERIENCED
NOT AN EXPERT	EXPERT
PART ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX TH THE ADVERTISEMENT, THE BRAND AND, YOUR INT	AT BEST REFLECTS YOUR ATTITUDE TOWARD
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 S	CALES?
BAD	GOOD
UNFAVOURABLE	FAVOURABLE
ŧ	9 <b>1</b> §

27. HOW LIKELY DO YOU F A BOTTLE OF SOFT DRI		ULD CONSIDER 'SP	RITE', THE NEXT TIME YOU NEED
EXTREMELY UNLIKELY			EXTREMELY LIKELY
28. THE NEXT TIME I NEED	A BOTTLE OF SOFT DRIP	NK, I WILL BUY 'SP	RITE'.
STRONGELY DISAGREE			STRONGELY AGREE
29. DO YOU CONSUME SOF	T DRINK ?		
1. YES, AND IF SPRITE, C	iO TO 30		
2. YES, AND IF OTHER B	RAND, (SPECIFY THE BR.	AND :	) 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 S	HIFT FROM YOUR CURRI	ENT BRAND OF SOF	T DRINK TO THE ONE ENDORSED
BY YOUR FAVORITE C	ELEBRITY? (GO TO Q.33	)	
1. YES			
2. NO, B'COS			100000000000000000000000000000000000000
3. CAN'T SAY			
32. HOW INTERESTED YO	OU WOULD BE IN TRYI	NG A BRAND OF	SOFT DRINK, SIMPLY BECAUSE IT IS
ENDORSED BY YOUR F	AVORITE CELEBRITY?		
1. EXTREMELY INTE	RESTED		
2. VERY INTERESTED	)		
3. SOMEWHAT INTER	ESTED		
4. NOT VERY INTERE	STED		
5. NOT AT ALL INTER	ESTED		
	PAR	T - VI	
THIS SECTION CONTAIN CELEBRITY ENDORSEME	NS GENERAL QUESTIC		CONSUMPTION PATTERN AND
33. MENTION IN NOT MORE 'CELEBRITY'.	THAN THREE WORDS/P	HRASES, YOUR UN	DERSTANDING OF THE TERM
1.	-		
2			
3.			
34 APART FROM FILM STA	RS AND SPORTS STARS	DO YOU BELIEVE T	THAT OTHER CELEBRITIES SHOULD BE
•	RAND AMBASSADORS?		THE CHILD CHOOLD BE
1. YES	· · · · · · · · · · · · · · · · · · ·		
2. NO			
2. NO 3. CAN'T SAY			
J. CAN I SA I			

B. DURING WHAT TYP NAME YOU NO CHAM 1 NEWS 2 SPOR 3 FASH 4 MOVE 5 CART 6 SHAR 7 INFO 8 MUSI 9 FAMI 10 TOUR 11 RELIG DO YOU WA 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO ADVER 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER PLEASE LIST	WEEKDAYS WEEKEND PE OF CHANNELS DO UR FAVORITE CHAN NNELS PS CHANNELS RTS CHANNELS	o you	< 1 HR.  WATCH	1-31	ANO.	> 3 HRS.	
B. DURING WHAT TYP NAME YOU NO CHAM 1 NEWS 2 SPOR 3 FASH 4 MOVE 5 CART 6 SHAR 7 INFO 8 MUSI 9 FAMI 10 TOUR 11 RELIG DO YOU WA 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO ADVER 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER PLEASE LIST	WEEKEND PE OF CHANNELS DO UR FAVORITE CHAN NNELS 'S CHANNELS		WATCH				
WHAT TYP NAME YOU  NO CHAN  NEWS  SPOR  FASH  MOV  CART  KAN  NEVER  DO YOU WA  LALWAYS  FREQUEN  SOMETIM  NEVER  DO CELEBR  LALWAYS  FREQUEN  SOMETIM  NEVER  DO CELEBR  LALWAYS  FREQUEN  SOMETIM  NEVER  PLEASE LIS	PE OF CHANNELS DO UR FAVORITE CHAN NNELS 'S CHANNELS		WATCH				een balika ta
NAME YOU  NO CHAN  NEWS  SPOR  FASH  MOV  CART  CART  NEFO  NEWS  FASH  MOV  CART  NEVER  NEVER  DO YOU WA  LALWAYS  FREQUEN  SOMETIMA  NEVER  DO CELEBR  LALWAYS  FREQUEN  SOMETIMA  NEVER  DO CELEBR  LALWAYS  FREQUEN  SOMETIMA  NEVER  NEVER  PLEASE LIS	UR FAVORITE CHAN NNELS 'S CHANNELS		WATCH				**************************************
NAME YOU  NO CHAN  NEWS  SPOR  FASH  MOV  CART  CART  NEFO  NEWS  FASH  MOV  CART  NEVER  NEVER  DO YOU WA  LALWAYS  FREQUEN  SOMETIMA  NEVER  DO CELEBR  LALWAYS  FREQUEN  SOMETIMA  NEVER  DO CELEBR  LALWAYS  FREQUEN  SOMETIMA  NEVER  NEVER  PLEASE LIS	UR FAVORITE CHAN NNELS 'S CHANNELS		WAICH	ON TELEVIS	IONIO DI	DACE TICK TUI	E DEI EVANT CI
NO CHAN  NEWS SPOR FASH MOVE CART CART CART CART CART CART CART CART	NNELS 'S CHANNELS		OR THE				S RISLEVAIVI CI
1 NEWS 2 SPOR 3 FASH 4 MOV 5 CART 6 SHAR 7 INFO 8 MUSI 9 FAMI 10 TOUR 11 RELIG DO YOU WA 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO ADVER 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER PLEASE LIS	'S CHANNELS		TICK			ELS ( ONE OR N	MORE)
2 SPOR 3 FASH 4 MOV 5 CART 6 SHAR 7 INFO 8 MUSI 9 FAMI 10 TOUR 11 RELIC DO YOU WA 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO ADVER 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER PLEASE LIS							
3 FASH 4 MOV 5 CART 6 SHAR 7 INFO 8 MUSI 9 FAMI 10 TOUR 11 RELIG  DO YOU WA 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER  DO ADVER 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER  DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER  PLEASE LIS	ALD CHAININGLD						
4 MOV. 5 CART 6 SHAR 7 INFO 8 MUSI 9 FAMI 10 TOUR 11 RELIG DO YOU WA 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO ADVER 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER PLEASE LIS	HION CHANNELS						
5 CART 6 SHAR 7 INFO 8 MUSI 9 FAMI 10 TOUR 11 RELIC DO YOU WA 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO ADVER 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER PLEASE LIS	VIE CHANNELS					***************************************	
6 SHAR 7 INFO 8 MUSI 9 FAMI 10 TOUR 11 RELIG DO YOU WA 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO ADVER 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER PLEASE LIS	TOON CHANNELS				<u> </u>		
7 INFO  8 MUSI  9 FAMI  10 TOUR  11 RELIC  DO YOU WA  1. ALWAYS  2. FREQUEN  3. SOMETIM  4. NEVER  DO ADVER'  1. ALWAYS  2. FREQUEN  3. SOMETIM  4. NEVER  DO CELEBR  1. ALWAYS  2. FREQUEN  3. SOMETIM  4. NEVER  PLEASE LIS	RE TRADING CHANN	NELS					
8 MUSI 9 FAMI 10 TOUF 11 RELIG DO YOU WA 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO ADVER 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER PLEASE LIS	RMATION CHANNE	·····					
9 FAMI 10 TOUF 11 RELIG DO YOU WA 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO ADVER 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBE 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER PLEASE LIS	IC CHANNELS						
DO YOU WA 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER  DO ADVER 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER  DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER  PLEASE LIS	ILY SOAPS						***************************************
DO YOU WALL ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO ADVER 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER PLEASE LIST	RS & TRAVELS						
DO YOU WA  1. ALWAYS  2. FREQUEN  3. SOMETIM  4. NEVER  DO ADVER  1. ALWAYS  2. FREQUEN  3. SOMETIM  4. NEVER  DO CELEBR  1. ALWAYS  2. FREQUEN  3. SOMETIM  4. NEVER  PLEASE LIS	GIOUS CHANNELS						
4. NEVER  DO CELEBR 1. ALWAYS 2. FREQUEN 3. SOMETIM 4. NEVER  PLEASE LIS	3	ENCE Y	OUR PUI	CHASE DEC	JSIONS		
DO CELEBR  1. ALWAYS  2. FREQUEN  3. SOMETIM  4. NEVER  PLEASE LIS	MES						
<ol> <li>ALWAYS</li> <li>FREQUEN</li> <li>SOMETIM</li> <li>NEVER</li> </ol> PLEASE LIST							
<ol> <li>ALWAYS</li> <li>FREQUEN</li> <li>SOMETIM</li> <li>NEVER</li> </ol> PLEASE LIST	RITY ENDORSED AD	VERT	ISEMENT	S INFLUENC	'E VOUR	PURCHASE DE	CISIONS?
<ol> <li>FREQUEN</li> <li>SOMETIM</li> <li>NEVER</li> <li>PLEASE LIS</li> </ol>		- + <u>******</u> ;		- AL 14 E-C-LA (C	1001	CALVAM AUD DE	
<ol> <li>SOMETIM</li> <li>NEVER</li> <li>PLEASE LIS</li> </ol>							
PLEASE LIS							
1.			BRANDS	WHERE YOU	SAW A	CELEBRITY EN	IDORSING THE
	ST THE TOP THREE A	ADS / E					
2	ST THE TOP THREE A						
3		-					
PLEASE NA							
FILM STARS			O <b>RI</b> TE FII	.M AND SPO	RTS CEI	EBRITIES.	
	AME YOUR TOP TWO	- - - O FAVO			RTS CEI	EBRITIES.	

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

	CELEBRITIES	ACCEPT	REJECT	CAN'T SAY
A	FILM STARS			
В	SPORTS FIGURE			
C	T.V. / RADIO PERSONALITIES			
D	MUSIC ARTISTS			
E.	ENTERTAINERS / COMEDIANS	M		
F.	FASHION MODELS / DESIGNERS			
G	ACADEMICIANS			
H	WRITERS			
I.	POLITICAL ICONS			
J.	C.E.O. OF CORPORATE ORG.			
K	RELIGIOUS GURUS			
L.	YOGA GURUS			
М	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			analytic (total)
B.	AUTOMOTIVE & FUEL			
C.	FOODS & BEVERAGES			
D	BREWERIES, CONFECTIONARIES			
E.	MEDIA			
F.	APPARELS			
G	BANKING, INSURANCE & FIN.			
and reconstruction	SERVICES		***************************************	77.10.71.71.71.71.71.71.71.71.71.71.71.71.71.
H	PERSONAL CARE		***************************************	
I.	FASHION & LIFE STYLE			
J	FAST MOVING CONSUMER	ŕ	i i	1
	GOODS		***	and the same of th
K	REAL ESTATE			
L.	CORPORATE ADVERTISING			
М	EDUCATIONAL SERVICES			
N	CONSUMER DURABLES &			
	ELECTRONICS		G7 100 100 100 100 100 100 100 100 100 10	A A A A A A A A A A A A A A A A A A A
0	HOUSEHOLD PRODUCTS		-	The state of the s

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.	SHAHRUKH 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		۱.	
	2	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			
В	SPORTS FIGURE			And depolate the first section of the control of th

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	UNIMPORTANT	INDIFFERENT	IMPORTANT	MOST
		IMPORTANT	es actualment est	The state of the s	rannya da maran	IMPORTANT
A	ATTRACTIVENESS					
В	TRUSTWORTHINESS	and an in the shipped of the result in the professionals in the delayering day, a black pers , jor 1 g, the original	And the finding and a second control of the finding and the fi			
С	EXPERTISE					
D	FAMILIARITY				**************************************	1
E	LIKEALIBILITY				***************************************	
F	POWER					
G	PROFESSION					
Н	GENDER	<u> </u>				

- 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	The state of the s	The second section of the second section of the second section	The state of the s		
	FAMILIARITY					The state of the s
	LIKEABILITY		The state of the s			
S.M	CREDIBILITY	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	W	- Contraction of the Contraction		And the second state of the second
Dilvi	FAMILIARITY	and a second or make high high distribution property and the Acres of the company	Salahai dalai ameka asa sama sana sana sana sana sana sana			
	LIKEABILITY		100 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	\$\text{\$\frac{1}{2}\$}\$		The state of the s
D 7	The same same same and same and same a	The second second	T	1	1	
P.Z	CREDIBILITY FAMILIARITY	Acceptant State (M. 1771 (A. o. 1841) o. 1871 (A. o.		**************************************		**************************************
	LIKEABILITY					
		# 1	The state of the s			The state of the s
S.T	CREDIBILITY		negledarbitat del la Lafel di Estabel Colori (per per pengeren el recent a construir del del la 2000). Il segmento del la Colori del Colori (per pengeren el recent a construir del la 2000). Il segmento del la Colori (pengeren el recent a construir del la 2000).		**************************************	et glat heli glatas filmelildi ordron en lagon en rine ordran anden lan lan elleg fillskrif I
	FAMILIARITY	areas for any facilities in the second of the second in th	# 1		1	
4 PM 4	LIKEABILITY	Proposition of the contract of	-	artanettierini.	64 P. 20 P.	(postinavania)
SRK	CREDIBILITY					
Jiui	FAMILIARITY		The state of the s		A. San Andrews (Albert Clabbill M. Adrip Adrick and March Co. 1917), 1922	
	LIKEABILITY					
	The state of the s	**************************************			A STATE OF THE STA	E CONTRACTOR CONTRACTO
MSD	CREDIBILITY					
	FAMILIARITY	S\$2	AND THE OWNER OF THE OWNER OWNER OF THE OWNER OWN	HANGE LEADERS		· ·
	LIKEABILITY	THE PROPERTY OF THE PROPERTY O			The state of the s	· ·
A.R	CREDIBILITY					nag i madhaidheilean ar ceirin ceann ceirin an ann an aidealaid an
A.K	FAMILIARITY		1			anticultura to the control of the co
	LIKEABILITY			-		
		-	The second secon			A THE RESIDENCE OF THE PROPERTY OF THE PROPERT
Y.S	CREDIBILITY			·		
	FAMILIARITY					
	LIKEABILITY	1000 Telescond (100 t		(i) in the contraction of the co		

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		***************************************		e foreign in Tables I . Editor in . Manhari	1		al along chest field as commonwealth rest and	
PEPSI	and a fine name or			A 1760 A 1980A A 1			1997 Adam - Haddanam d. Llade Wesseries	
SPRITE			ирэн от так и с		top		A 200	
LEHAR 7 UP								
HP FUEL	To contract the state of the st	y w. / w.m	A track from to make the	AND A 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1		The state of the s	Marcoll delication and a second	
INDIAN OIL					(m) diam viscono			
X'TRA PREMIUM	-		The state of the s		and the state of t			J. Company
SPEED								
TVS SUZUKI	***************************************		***************************************			baseless relatives		, in the second
HERO HONDA								
BRITANIA	1000 1000 1000 1000 1000 1000 1000 100	Megicina y et assat Chross-vers, core consider		1966 (1971   1974   1976 (1974   1976   1976   1976   1976   1976   1976   1976   1976   1976   1976   1976	**************************************		efficiency of angula agreement constraints	**************************************
PARLE		magainetheadh agus a thainne an		augustus Mangdel Magamagar escusional del Estacon	**************************************		torrandria esse que mar successivam sunta	1
SUNFEAST	10. 10. 10. 10. 10. 10. 10. 10. 10. 10.		1	46. http://doi.org/10.1004/10.1004/10.1004/10.1004/10.1004/10.1004/10.1004/10.1004/10.1004/10.1004/10.1004/10		**************************************	tra the Market weight decrease an array of the state of t	
AIG LIFE INSUR.	i de la companya de l						la. 11,174,033,1611,174,174,174,174,174,174,174,174	
AVIVA LIFE INSUR			1	and a result of the particular design and the section of the secti				
NAKSHATRA	***************************************	<del></del>	1	ho a part ha we had effected that a constitution of the training of the traini			t to face a serve had the first had been the first of the ser	
DTC		hyggalacan aghlaffilid ang affyddd gyrydg y fydd-		esternio cello minerimenti de rescienti mun	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		B try tanamen sudu et et e este en estro inches	
GLITERATTI			**************************************	ng kan ng kanang galandang pangganang pangganang pangganang pangganang pangganang pangganang pangganang pangga Kanang kanang kanang kanang pangganang pangganang pangganang pangganang pangganang pangganang pangganang pangga				
ASIAN PAINTS	# # # # # # # # # # # # # # # # # # #			ato, elektriklelel grann grav f. dendenden av ra	:		i i k 160 k 18 a 2009 1869 2 2 2 2 4 4 k k + 15 + 15 + 15 + 15 + 16 + 16 + 16 + 16	1940 - 1940 - 1940 - 1940 - 1940 - 1940 - 1940 - 1940 - 1940 - 1940 - 1940 - 1940 - 1940 - 1940 - 1940 - 1940 -
NEROLAC PAINTS		**************************************					inhmoner en	
GODREJ				rd ( ) ban ( ) n quy , wiqad yagan ga qay ga a ga a dindayurina				
WHIRLPOOL		ales de la constitución de la cons		TO A A TO THE SAME AND A STREET OF THE SAME OF THE SAM	INSERTION OF THE PARTY BOTT IS NOT A STATE OF THE	der der menten ander mile. De finamment für fahre	2 g 2 list mile a mil gall and the supposition of a subscription of the supposition of t	
VIDEOCON		<u>Landaria de la constanta de l</u>	and the second	Per La Francisco ( 1944 ) - Per Francisco ( 1944 - 1947 - 1944				

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
	(55.5)	2. BARODA
		3. SURAT

	DO YOU RECOGNIZE FOLLOWING CELEBRITIES ? IF YES, NAME THEM AND THE PROFESSION THEY ARE ASSOCIATED WITH.					
9	THE TAKE ASSOCIATED WITH.	A. RECOGNITION  1. YES 2. NO IF NO, PLEASE DON'T CONTINUE FURTHER  B. NAME:  C. PROFESSION:				
10	The second secon	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.	I I ZINIA
NOT SEXY	SEXY
NOT CLASSY	CLASSY
UNATTRACTIVE	ATTRACTIVE
12. DISHONEST	HONEST
UNRELIABLE	RELIABLE
UNTRUSTWORTHY	TRUSTWORTHY
13.	
UNKNOWLEDGEABLE	KNOWLEDGEABLE
INEXPERIENCED	EXPERIENCED
NOT AN EXPERT	EXPERT
PART ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX T THE ADVERTISEMENT, THE BRAND AND, YOUR IN	HAT BEST REFLECTS YOUR ATTITUDE TOWARD
14. OVERALL, HOW WOULD YOU RATE PRIETY ZINT.	
BAD	GOOD
UNFAVOURABLE	FAVOURABLE
DISLIKED	LIKED
15. HOW WOULD YOU RATE 'HEAD & SHOULDERS' A	ALONG THESE SCALES ?
BAD	GOOD
UNFAVOURABLE	FAVOURABLE
NEGATIVE	POSITIVE
16. THE NEXT TIME I NEED A SHAMPOO, I WILL CONS	SIDER 'HEAD & SHOULDERS'.
EXTREMELY	EXTREMELY
UNLIKELY	LIKELY
17. THE NEXT TIME I NEED A SHAMPOO, I WILL BUY	'HAED & SHOULDERS'.
STRONGELY DISAGREE	STRONGELY AGREE
18. DO YOU USE SHAMPOO?	
1. YES, AND IF HEAD & SHOULDERS, GO TO 19	ND · AND GO TO 20
<ul><li>2. YES, AND IF OTHER BRAND, (SPECIFY THE BRAND, NO, GO TO 21</li></ul>	ND:) AND, GO TO 20
	NDORSED BY PRIETY ZINTA 2
<ol> <li>DO YOU USE HEAD &amp; SHOULDERS, B'COS IT IS ET</li> <li>YES AND GO TO 22</li> </ol>	INDORGED DI FRIEII ZINIA !
	AND GO TO 20
2. NO, BUT B'COS  3. CAN'T SAY, GO TO 20	AND GO 10 20
J. CAN I DAI, GO 10 40	

20. ARE YOU READY TO SHIFT FROM YOUR CURRE	ENT BRAND OF SHAMPOO TO THE ONE ENDORSED
YOUR FAVORITE CELEBRITY? ( GO TO Q.22 )	
1. YES	
2. NO, B'COS	
3. CAN'T SAY	
1. HOW INTERESTED YOU WOULD BE IN TRYIN	IG A BRAND OF SHAMPOO, SIMPLY BECAUSE IT
ENDORSED BY YOUR FAVORITE CELEBRITY?	
EXTREMELY INTERESTED     VERY INTERESTED	
3. SOMEWHAT INTERESTED	
4. NOT VERY INTERESTED	
5. NOT AT ALL INTERESTED	
	AT BEST REFLECTS YOUR FEELINGS TOWARDS
NOT SEXY	CITALLY
	SEXY
NOT CLASSY	CLASSY
UNATTRACTIVE	ATTRACTIVE
3.	
DISHONEST	HONEST
UNRELIABLE	RELIABLE
UNTRUSTWORTHY	TRUSTWORTHY
4. NKNOWLEDGEABLE	KNOWLEDGEABLE
INEXPERIENCED	EXPERIENCED
NOT AN EXPERT	EXPERT
PART	
ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX THE HEADVERTISEMENT, THE BRAND AND, YOUR INT	
5. OVERALL, HOW WOULD YOU RATE SACHIN TEND	ULKAR'S AD FOR 'REYNOLDS'?
BAD	GOOD
UNFAVOURABLE	FAVOURABLE
DISLIKED	LIKED
6. HOW WOULD YOU RATE 'REYNOLDS' ALONG THE	SE SCALES ?
BAD	GOOD
UNFAVOURABLE	FAVOURABLE
	POSITIVE
NEGATIVE	POSITIVE

EXTREMELY				E	XTREMELY
UNLIKELY					LIKELY
28. THE NEXT TIME	I NEED A PEN, I	WILL BUY 'REY	NOLDS'.		
STRONGELY				S	TRONGELY
DISAGREE					AGREE
9. DO YOU USE PEN	٧?				
1. YES, AND IF RE	EYNOLDS, GO TO	30			
2. YES, AND IF OT	THER BRAND, (SI	PECIFY THE BRA	AND:	) AN	ID, GO TO 31
3. NO, GO TO 32					
0. DO YOU USE RE	YNOLDS, B'COS	IT IS ENDORSEI	BY SACHIN TEN	DULKAR ?	
1. YES AND GO T					
2. NO, BUT B'COS	S			AND GO TO 31	
3. CAN'T SAY, GO				<del>-</del>	
31. ARE YOU READ	Y TO SHIFT FRO	M YOUR CURRE	NT BRAND OF PE	N TO THE ONE ENDO	RSED
BY YOUR FAVO	RITE CELEBRIT	Y? ( GO TO Q.33 )	)		
1. YES					
2. NO, B'COS				***************************************	
3. CAN'T SAY					
<ol> <li>VERY INTER</li> <li>SOMEWHAT</li> <li>NOT VERY I</li> </ol>	INTERESTED				
J. NOTATALL	MICRESIED				
			r - vi		
THIS SECTION CO CELEBRITY ENDOR		ERAL QUESTIO	NS ON MEDIA	CONSUMPTION PA	ATTERN AND
33. MENTION IN NOT 'CELEBRITY'.	T MORE THAN T	HREE WORDS/PI	łrases, your ui	NDERSTANDING OF T	HE TERM
1.					
2.					•
3.	With the second				
				/***	
			OO YOU BELIEVE	THAT OTHER CELEBI	KITIES SHOULI
TAKEN AS PROD	.:	VIBASSADORS?			
4 ******	OCI / BRAIND AF				
1. YES	OCI / BRAND AI				
<ol> <li>YES</li> <li>NO</li> <li>CAN'T SAY</li> </ol>	OCI / BRAND AF				

•	ERYDAY ON AN AVERA	1	2	3	
<u> </u>		< 1 HR.	1 – 3 HRS.	> 3 HRS.	
A. 1	DURING WEEKDAYS	·····			
B. I	DURING WEEKEND				
36. W	HAT TYPE OF CHANNEI	LS DO YOU WATCH C	ON TELEVISION? PI	LEASE TICK THE REL	EVANT CELL AN
NA	AME YOUR FAVORITE C	CHANNEL FOR THE S.	AME. (MULTIPLE F	RESPONSES)	
NO	CHANNELS	TICK	FAVORITE CHANN	ELS ( ONE OR MORE	3)
1	NEWS CHANNELS			***************************************	
2	SPORTS CHANNELS				
3	FASHION CHANNEL	S		The state of the s	
4	MOVIE CHANNELS			the state of the s	
5	CARTOON CHANNE	LS			
6	SHARE TRADING CH	IANNELS			
7	INFORMATION CHA	NNELS			
8	MUSIC CHANNELS				
9	FAMILY SOAPS				
10	TOURS & TRAVELS				
11	RELIGIOUS CHANNI	ELS			
1. A 2. F 3. S	O ADVERTISEMENTS INF ALWAYS FREQUENTLY SOMETIMES	FLUENCE YOUR PUR	CHASE DECISIONS	?	
	NEVER  CELEBRITY ENDORSE	n advedtigemente	INELLIENCE VOLIE	DIDCHASE DECISIO	ONICO
	ALWAYS	DADVERTISEMENTS	INFLOENCE TOOL	CI ORCHADE DECION	3143:
	REQUENTLY				
	SOMETIMES	•			
4. N	NEVER				
1 2	EASE LIST THE TOP THI		/HERE YOU SAW A	CELEBRITY ENDOR	SING THE BRANI
	TACE MAME VOLD TOD	TWO FAVORITE FILM	M AND SPORTS CEI	LEBRITIES.	
41. PL	EASE NAME TOOK TOP	IWOTAVORTETIE			
	M STARS 1				

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

	CELEBRITIES	ACCEPT	REJECT	CAN'T SAY
A	FILM STARS			
В	SPORTS FIGURE			
C	T.V. / RADIO PERSONALITIES			
D	MUSIC ARTISTS			
E.	ENTERTAINERS / COMEDIANS			
F.	FASHION MODELS / DESIGNERS		THE TAX TO SERVE THE TA	
G	ACADEMICIANS			
Н	WRITERS			
I.	POLITICAL ICONS			
J.	C.E.O. OF CORPORATE ORG.			
K	RELIGIOUS GURUS	The state of the s		
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)
Α	TELECOM SERVICE PROVIDERS			
- Transport	& HANDSETS		CALLETTERED	Na advisación de la companya de la c
В.	AUTOMOTIVE & FUEL			
C.	FOODS & BEVERAGES			
D	BREWERIES, CONFECTIONARIES			The state of the s
E.	MEDIA			
F.	APPARELS	Annahaman and the decimal mis is a conduct and to common and an advance		The state of the s
G	BANKING, INSURANCE & FIN.			
	SERVICES			1
H	PERSONAL CARE	·		
I.	FASHION & LIFE STYLE			
J	FAST MOVING CONSUMER			1
	GOODS			
K	REAL ESTATE			
L.	CORPORATE ADVERTISING		7 (A) 1 (A)	
M	EDUCATIONAL SERVICES			
N	CONSUMER DURABLES &	- Approximate on the Property of the Approximate of		The state of the s
-	ELECTRONICS			anne de la constitución de la co
0	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.	SHAHRUKH KHAN	
6.	MAHENDRA SINGH DHONI	A COLUMN A C
<b>7</b> .	AISHWARYA RAI	
8.	YUVRAJ SINGH	

45. Pl	LEASE NAME	YOUR FAVO	DRITE REGIONAL	FILM AND SPORTS	CELEBRITIES (FROM	A 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	No.		
В	SPORTS FIGURE	ant were der find the state of	Bedrif   18 Control (Control Control C	

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	UNIMPORTANT	INDIFFERENT	IMPORTANT	MOST
	IMPORTANT		horonovoriona	Annie de la companya	IMPORTANT
ATTRACTIVENESS			The second section of the second section of the second second section of the second sec		
TRUSTWORTHINESS		na dianak pamangalanga krasina pipala apada trasa 1 tat re uri farintissaji <del>madadada pa pahabban</del> garan			ene garantagan penjah penjah penjah antara di seri papan penjah panjah antara di panjah antara penjah di seri Bangan penjah penj
EXPERTISE	<u> </u>				
FAMILIARITY	The state of the s	es er engelinde interdebert sån så 1990 et fler e er propertyre, tjestade et er er er en en en	-		
LIKEALIBILITY					
POWER					
PROFESSION					
GENDER					
	ATTRACTIVENESS TRUSTWORTHINESS EXPERTISE FAMILIARITY LIKEALIBILITY POWER PROFESSION	IMPORTANT ATTRACTIVENESS TRUSTWORTHINESS EXPERTISE FAMILIARITY LIKEALIBILITY POWER PROFESSION	IMPORTANT  ATTRACTIVENESS  TRUSTWORTHINESS  EXPERTISE  FAMILIARITY  LIKEALIBILITY  POWER  PROFESSION	IMPORTANT  ATTRACTIVENESS  TRUSTWORTHINESS  EXPERTISE  FAMILIARITY  LIKEALIBILITY  POWER  PROFESSION	IMPORTANT ATTRACTIVENESS TRUSTWORTHINESS EXPERTISE FAMILIARITY LIKEALIBILITY POWER PROFESSION

- 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 0.51
  - 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	SOMEWHAT	MODERATELY	STRONGLY	EXTREMELY
	16-14-14-14-14-14-14-14-14-14-14-14-14-14-	VERY	de partitude de la constante d	citization de la constitución de	remain telebranes	
	re distant	MUCH SO	dent control	11,000	No. of the Control of	
A.B.	CREDIBILITY		1	TO THE STREET OF		
	FAMILIARITY		The second secon	The second secon	1. \$\frac{1}{2} \tag{2} 2	AND AND ASSOCIATION OF THE PROPERTY OF THE PRO
	LIKEABILITY		1	The second secon	1	· ma (montrollerman / / montrollerman)
PLANTON MONEY, VIV. A 18 CONSEQUENT OF CAT		er ulkar en germageret jungs sjeleje ryske gan gengag syn en gengane opsystem	Encourage and the second secon	, Andrews and the control of the con		
S.M	CREDIBILITY	4			14-17-18-17-18-18-18-18-18-18-18-18-18-18-18-18-18-	
	FAMILIARITY					
	LIKEABILITY			The second secon	And the state of t	A MANAGAMATATATA AND THE TAXABLE AND THE AND T
						and the second s
P.Z	CREDIBILITY		di d			Colombia (Colombia)
	FAMILIARITY					
	LIKEABILITY					-
Priyaga agarikan (1984 Ayakisin asaasi		ras in casas areas and a statement of the same of	regis mengakan dibinah Mandadiri dibankhan kendalah diakandapan dapan kendalah kesakan		The second section of the section	Pagasilla SHII ngili ngiligaya ki kwa kila kata ka mada aka ka na ma'a ka
S.T	CREDIBILITY					
	FAMILIARITY		Transmitted in the control of the co	Throad and the same of the sam		arma constantina de la constantina della constan
	LIKEABILITY		The state of the s			
		AND THE REAL PROPERTY OF THE PERSON OF THE P				
SRK	CREDIBILITY	ha de la				
	FAMILIARITY	Mark State (1915 1915) 1 Lant Life (1917) 1 Company of the American				
	LIKEABILITY		1 1 1 1 1			
105	CREDIBILITY		nyandakan dan persangan dan dan pengangan pengangan pengangan pengangan pengangan pengangan pengangan penganga T			
MSD	FAMILIARITY		Editor to a store			· ·
	LIKEABILITY	Part of the second seco	en bestelling			
	LIKEABILITI					J
A.R	CREDIBILITY		1			Hinton and the second s
AAX	FAMILIARITY		and the second s		1   1   1   1   1   1   1   1   1   1	
	LIKEABILITY					
		***************************************				
Y.S	CREDIBILITY					1
	FAMILIARITY				agrangang superior in the second of the second of	
	LIKEABILITY	And the state of t	1 114 12	4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	and the state of the section of the	
				1	L	1

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	1	. radings					14. table	
PEPSI			1	to the state of the state of the state of			arragi emiliari arragina pen-ran i dessar	
SPRITE					**************************************	9900 000 9000 0000000000000000000000000	**************************************	
LEHAR 7 UP					10000000000000000000000000000000000000	2		
HP FUEL								
INDIAN OIL			441444			remain descriptions		
X'TRA PREMIUM	- Constitution of the Cons			en en aren aren erainen eraren eraren era	!			
SPEED			***************************************			provide the second seco		Table In the Indian
TVS SUZUKI		**************************************		nning a new der eit gegeben der ihr der der der der der der der der der de			er y ar en for blooming gamples de volge - neder it stamming-mind	Bergeleich ab Fabrick bereit der eine der er eine eine eine eine eine eine eine
HERO HONDA		Coloresta are superior de la coloresta area de la c	and the state of t	er den sentitum spossi til sekres i freskrivelske blikke til Sekres i sekres i se				
BRITANIA	S S S S S S S S S S S S S S S S S S S		Эпистення		1	protestation		) i
PARLE		•	***************************************					
SUNFEAST							englandstade delle delle i sendano i	
AIG LIFE INSUR.				No. 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1			HILIPPE - PEC - NO E WASHING	***************************************
AVIVA LIFE INSUR			на принения			- Angles Control of the Control of t		ne in the second
NAKSHATRA	g al manage de serve		Handalleta Data Letes		1 1 100 mm	colarge responsibility and the		
DTC GLITERATTI	and the same of th		4				14 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
ASIAN PAINTS			Transfer				Maria (Maria ) (Maria	4
NEROLAC PAINTS	Mark Mark and Chang of State		THE PROPERTY OF THE PROPERTY O		tons the deserted	delen mende bedre der ner et de		Monthly variable
GODREJ			Company		and the same of th	The second secon		
WHIRLPOOL	etime v is g							The state of the s
VIDEOCON						L	para kandhada andra har shekka s	

THANKYOU

### **VERSION 3**

# 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 CELEBRI THEY ARE ASSOCIATED WITH.	TIES ? IF YES, NAME THEM AND THE PROFESSION
9	SE	A. RECOGNITION  1. YES 2. NO
10	TO TANABAS TO	A. RECOGNITION  1. YES 2. NO IF NO, PLEASE DON'T CONTINUE FURTHER  B. NAME:  C. PROFESSION:

PART – H
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	I.	ATTRACTIVE
DISHONEST	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	HONEST
UNRELIABLE		RELIABLE
UNTRUSTWORTHY		TRUSTWORTHY
13. JNKNOWLEDGEABLE		KNOWLEDGEABLE
INEXPERIENCED		EXPERIENCED
NOT AN EXPERT		EXPERT
	PART	- III
ON A SCALE OF 1 TO 7, PL THE ADVERTISEMENT, THE	EASE TICK THE BOX TH	HAT BEST REFLECTS YOUR ATTITUDE TOWARI FENT TO PURCHASE THIS PRODUCT / BRAND.
14. OVERALL, HOW WOULD	YOU RATE SHAHRUKH K	HAN'S AD FOR 'AIRTEL'
BAD		GOOD
UNFAVOURABLE		FAVOURABLE
DISLIKED		LIKED
15. HOW WOULD YOU RATE	'AIRTEL' ALONG THESE	SCALES?
BAD		GOOD
UNFAVOURABLE	<u></u>	FAVOURABLE
NEGATIVE		POSITIVE
16. THE NEXT TIME I NEED A	MOBILE SERVICE PROVI	DER, I WILL CONSIDER 'AIRTEL'.
EXTREMELY UNLIKELY		EXTREMELY LIKELY
17. THE NEXT TIME I NEED A	MOBILE SERVICE PROV	IDER, I WILL BUY 'AIRTEL'.
STRONGELY DISAGREE		STRONGELY AGREE
18. DO YOU USE MOBILE ?		
1. YES, AND IF THE SERVI	CES OF AIRTEL, GO TO 19	)
		FY THE SERVICE PROVIDER: () AND, GO T
3. NO, GO TO 21	•	-
·	VICES 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 CURREN BY YOUR FAVORITE CELEBRITY? ( GO TO Q.22 )	A MODILE BERTIED I ROY IDER TO THE ONE ENDOR
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 ENDOR
BY YOUR FAVORITE CELEBRITY?	
1. EXTREMELY INTERESTED	
2. VERY INTERESTED	
3. SOMEWHAT INTERESTED	
4. NOT VERY INTERESTED	
5. NOT AT ALL INTERESTED	
PART ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX THE THE CELEBRITY'S PHYSICAL ATTRACTIVENESS EXPERTISE OF THE BRAND HE IS ENDORSING. MAHENDRA	IAT BEST REFLECTS YOUR FEELINGS TOWARDS
22.	SUITOR PROTE
NOT SEXY	SEXY
NOT CLASSY	CLASSY
UNATTRACTIVE	ATTRACTIVE
23.	
DISHONEST	HONEST
UNRELIABLE	RELIABLE
UNTRUSTWORTHY	TRUSTWORTHY
24. JNKNOWLEDGEABLE	KNOWLEDGEABLE
INEXPERIENCED	EXPERIENCED
NOT AN EXPERT	EXPERT
PART	
ON A SCALE OF 1 TO 7, PLEASE TICK THE BOX TI THE ADVERTISEMENT, THE BRAND AND, YOUR INT	THAT BEST REPLECTS YOUR ATTITUDE TOWARD TENT TO PURCHASE THIS PRODUCT / BRAND.
25. OVERALL, HOW WOULD YOU RATE MAHENDRA S	SINGH DHONI'S AD FOR 'KIWI' SHOE POLISH?
BAD	GOOD
UNFAVOURABLE	FAVOURABLE
DISLIKED	LIKED
26. HOW WOULD YOU RATE 'KIWI' ALONG THESE SC	ALES?
BAD	GOOD
UNFAVOURABLE	FAVOURABLE
NEGATIVE	POSITIVE
	, , , , , , , , , , , , , , , , , , , ,

EXTREMELY		***************************************		at he articular		EXTREMELY
UNLIKELY						LIKELY
8. THE NEXT TIME	I NEED A SH	OE POLISH,	I WILL BU	Y 'KIWI'.		
STRONGELY DISAGREE						STRONGELY AGREE
9. DO YOU USE A S	HOE POLISH	9		->		
1. YES, AND IF KI						
	,		THE BRANI	D:		) AND, GO TO 31
3. NO, GO TO 32		, (				,,,
0. DO YOU USE KI	WL B'COS IT	IS ENDODS	ED DV MAI	HENIDD A SINI	GU DUONI 9	
I. YES AND GO T	<i>*</i>	13 ENDORS	ED BT MAI	ILINDKA SIN	OII DIIONI :	
2. NO, BUT B'CO					AND GO	TO 21
3. CAN'T SAY, G			~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~		AND GO	1031
<ol> <li>NO, B'COS</li> <li>CAN'T SAY</li> </ol>						
3. CAN'T SAY  2. HOW INTEREST ENDORSED BY	TED YOU W	OULD BE II		A BRAND C	OF SHOE POL	LISH, SIMPLY BECAUSE
3. CAN'T SAY  2. HOW INTEREST ENDORSED BY	TED YOU WO YOUR FAVOR Y INTERESTE	OULD BE II		A BRAND C	OF SHOE POL	LISH, SIMPLY BECAUSE
3. CAN'T SAY  2. HOW INTEREST ENDORSED BY 1. EXTREMEL 2. VERY INTER	TED YOU WO YOUR FAVOR Y INTERESTE	OULD BE II RITE CELEB ED		A BRAND C	OF SHOE POL	LISH, SIMPLY BECAUSE
3. CAN'T SAY  2. HOW INTEREST ENDORSED BY 1. EXTREMELT 2. VERY INTEREST 3. SOMEWHAT	TED YOU WO YOUR FAVOR Y INTERESTE RESTED	OULD BE II RITE CELEB ED D		A BRAND C	OF SHOE POL	LISH, SIMPLY BECAUSE
3. CAN'T SAY  2. HOW INTEREST ENDORSED BY 1. EXTREMEL 2. VERY INTER 3. SOMEWHAT 4. NOT VERY	TED YOU WOYOUR FAVOR YOUR FAVOR Y INTERESTE RESTED T INTERESTE	OULD BE II RITE CELEB ED D		A BRAND C	OF SHOE POL	LISH, SIMPLY BECAUSE
3. CAN'T SAY  22. HOW INTEREST ENDORSED BY 1. EXTREMEL 2. VERY INTER 3. SOMEWHAT 4. NOT VERY 1. NOT AT ALIENTHIS SECTION CO.	TED YOU WOYOUR FAVOR Y INTERESTED T INTERESTED INTERESTED INTERESTED INTERESTE	OULD BE II RITE CELEB ED D	RITY ?	VI		JISH, SIMPLY BECAUSE
3. CAN'T SAY  22. HOW INTEREST ENDORSED BY 1. EXTREMEL 2. VERY INTER 3. SOMEWHAT 4. NOT VERY 1. NOT AT ALIENTHIS SECTION CO.	TED YOU WOYOUR FAVOR Y INTERESTED T INTERESTED INTERESTED INTERESTED INTERESTE	OULD BE II RITE CELEB ED D	RITY ?	VI		
3. CAN'T SAY  2. HOW INTEREST ENDORSED BY 1. EXTREMEL 2. VERY INTEREST 3. SOMEWHAT 4. NOT VERY 1. S. NOT AT ALICHIS SECTION COELEBRITY ENDORSE	TED YOU WOYOUR FAVOR Y INTERESTED TINTERESTED INTERESTED INTERESTED INTERESTE	OULD BE IT RITE CELEB ED D D ENERAL Q	PART -	VI S ON MEDI	IA CONSUM	
3. CAN'T SAY  2. HOW INTEREST ENDORSED BY 1. EXTREMEL 2. VERY INTEREST 3. SOMEWHAT 4. NOT VERY 1. SOMEWHAT 5. NOT AT ALIENTIAL SECTION COELEBRITY ENDORSELEBRITY ENDORSELBRITY ENDORSELEBRITY ENDORSELBRITY ENDORSELBRITY ENDORSELBRITY ENDORSELBRITY ENDORSELBRITY ENDORSELBRITY EN	TED YOU WOYOUR FAVOR Y INTERESTED T INTERESTED INTERESTED INTERESTED INTERESTE ONTAINS GREEMENTS.	OULD BE IT RITE CELEB ED D D ENERAL Q	PART -	VI S ON MEDI	IA CONSUM	IPTION PATTERN AND
3. CAN'T SAY  22. HOW INTEREST ENDORSED BY 1. EXTREMEL 2. VERY INTEREST 3. SOMEWHAT 4. NOT VERY 1. S. NOT AT ALI  THIS SECTION CONTROL OF CELEBRITY ENDORSES 3. MENTION IN NOT CELEBRITY.  1	TED YOU WOYOUR FAVOR Y INTERESTE TINTERESTE INTERESTE INTERESTE INTERESTE ONTAINS GREMENTS.	OULD BE IT RITE CELEB ED D D ENERAL Q	PART -	VI S ON MEDI	IA CONSUM	IPTION PATTERN AND
3. CAN'T SAY  2. HOW INTEREST ENDORSED BY 1. EXTREMEL 2. VERY INTEI 3. SOMEWHAT 4. NOT VERY 1. 5. NOT AT ALI  THIS SECTION CONTRIBUTE CONTRIBUT	TED YOU WOYOUR FAVOR Y INTERESTE TINTERESTE INTERESTE INTERESTE INTERESTE ONTAINS GREMENTS.	OULD BE IT RITE CELEB ED D D ENERAL Q	PART -	VI S ON MEDI	IA CONSUM	IPTION PATTERN AND
3. CAN'T SAY  2. HOW INTEREST ENDORSED BY 1. EXTREMEL 2. VERY INTEREST 3. SOMEWHAT 4. NOT VERY 1. S. NOT AT ALI  THIS SECTION CONTRACT ENDORSE 1. MENTION IN NOT CELEBRITY ENDORSE 1	TED YOU WOYOUR FAVOR Y INTERESTED T INTERESTE INTERESTED L INTERESTE ONTAINS GREMENTS.	OULD BE IT RITE CELEB! ED  D ENERAL Q N THREE W	PART - QUESTIONS	VI S ON MEDI ASES, YOUR	IA CONSUM	IPTION PATTERN AND
3. CAN'T SAY  2. HOW INTEREST ENDORSED BY 1. EXTREMEL 2. VERY INTEREST 3. SOMEWHAT 4. NOT VERY 1. 5. NOT AT ALI  THIS SECTION CONTENT ENDOR 1. CELEBRITY ENDOR 1. 2. 3. 4. APART FROM FIRM	TED YOU WOYOUR FAVOR Y INTERESTED TINTERESTED INTERESTED INTERESTED INTERESTE INTERESTE INTERESTE INTERESTE INTERESTE	OULD BE INRITE CELEBRED  D  ENERAL Q  N THREE W	PART - QUESTIONS ORDS/PHR.	VI S ON MEDI ASES, YOUR	IA CONSUM	IPTION PATTERN AND
3. CAN'T SAY  22. HOW INTEREST ENDORSED BY 1. EXTREMEL 2. VERY INTEREST SOMEWHAT 4. NOT VERY 1. S. NOT AT ALI  THIS SECTION CONTENT ENDOR 1. CELEBRITY ENDOR 1. CELEBRITY 1. 1. 2. 3	TED YOU WOYOUR FAVOR Y INTERESTED TINTERESTED INTERESTED INTERESTED INTERESTE INTERESTE INTERESTE INTERESTE INTERESTE	OULD BE INRITE CELEBRED  D  ENERAL Q  N THREE W	PART - QUESTIONS ORDS/PHR.	VI S ON MEDI ASES, YOUR	IA CONSUM	IPTION PATTERN AND
3. CAN'T SAY  32. HOW INTEREST ENDORSED BY 1. EXTREMEL 2. VERY INTER 3. SOMEWHAT 4. NOT VERY 1. 5. NOT AT ALI  THIS SECTION COCCLEBRITY ENDOR 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.	TED YOU WOYOUR FAVOR Y INTERESTED TINTERESTED INTERESTED INTERESTED INTERESTE INTERESTE INTERESTE INTERESTE INTERESTE	OULD BE INRITE CELEBRED  D  ENERAL Q  N THREE W	PART - QUESTIONS ORDS/PHR.	VI S ON MEDI ASES, YOUR	IA CONSUM	IPTION PATTERN AND

<del>,,,</del>		1	2	3	
		< 1 HR.	1 – 3 HRS.	> 3 HRS.	
A. DI	JRING WEEKDAYS				
B. DU	JRING WEEKEND	and the state of t			
*************					
WH	AT TYPE OF CHANNELS DO YO	U WATCH	ON TELEVISION? PI	EASE TICK THE RE	LEVANT CELL A
NAN	ME YOUR FAVORITE CHANNEL		SAME. (MULTIPLE I	RESPONSES)	
NO	CHANNELS	TICK	FAVORITE CHANN	IELS ( ONE OR MOR	E)
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		Arc.		
9	FAMILY SOAPS				
10	TOURS & TRAVELS				
11	RELIGIOUS CHANNELS				
	.WAYS EQUENTLY				
	METIMES				
	METIMES				
3. SO 4. NE . DO C 1. AL 2. FR	METIMES EVER CELEBRITY ENDORSED ADVER WAYS EQUENTLY METIMES	TISEMENI	'S INFLUENCE YOUI	R PURCHASE DECÍSI	ONS?
3. SO 4. NE DO C 1. AL 2. FR 3. SO 4. NE	METIMES EVER CELEBRITY ENDORSED ADVER WAYS EQUENTLY METIMES				
3. SO 4. NE DO C 1. AL 2. FR 3. SO 4. NE	METIMES EVER CELEBRITY ENDORSED ADVER WAYS EQUENTLY METIMES EVER ASE LIST THE TOP THREE ADS				
3. SO 4. NE DO C 1. AL 2. FR 3. SO 4. NE	METIMES EVER CELEBRITY ENDORSED ADVER WAYS EQUENTLY METIMES EVER ASE LIST THE TOP THREE ADS				
3. SO 4. NE DO C 1. AL 2. FR 3. SO 4. NE PLEA 1 2	METIMES EVER CELEBRITY ENDORSED ADVER WAYS EQUENTLY METIMES EVER ASE LIST THE TOP THREE ADS				
3. SO 4. NE DO C 1. AL 2. FR 3. SO 4. NE PLEA 1 2 3	METIMES EVER CELEBRITY ENDORSED ADVER WAYS EQUENTLY METIMES EVER ASE LIST THE TOP THREE ADS	BRANDS	WHERE YOU SAW A	CELEBRITY ENDOR	
3. SO 4. NE DO C 1. AL 2. FR 3. SO 4. NE PLEA 1 2 7 PLEA	METIMES EVER CELEBRITY ENDORSED ADVER WAYS EQUENTLY METIMES EVER ASE LIST THE TOP THREE ADS	/ BRANDS / ORITE FII	WHERE YOU SAW A	CELEBRITY ENDOR	
3. SO 4. NE DO C 1. AL 2. FR 3. SO 4. NE PLEA 1 2 7 PLEA	METIMES EVER CELEBRITY ENDORSED ADVER WAYS EQUENTLY METIMES EVER ASE LIST THE TOP THREE ADS ASE NAME YOUR TOP TWO FAN	/ BRANDS /ORITE FII	WHERE YOU SAW A	CELEBRITY ENDOR	
3. SO 4. NE DO C 1. AL 2. FR 3. SO 4. NE PLEA 1 2 7 PLEA FILM	METIMES EVER CELEBRITY ENDORSED ADVER WAYS EQUENTLY METIMES EVER ASE LIST THE TOP THREE ADS	/ BRANDS /ORITE FII	WHERE YOU SAW A	CELEBRITY ENDOR	

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

	CELEBRITIES	ACCEPT	REJECT	CAN'T SAY
A	FILM STARS			
В	SPORTS FIGURE			
С	T.V. / RADIO PERSONALITIES	***************************************		
D	MUSIC ARTISTS			
E.	ENTERTAINERS / COMEDIANS			
F.	FASHION MODELS / DESIGNERS			
G	ACADEMICIANS			
Н	WRITERS			
I.	POLITICAL ICONS			
J.	C.E.O. OF CORPORATE ORG.			
K	RELIGIOUS GURUS			
L.	YOGA GURUS			
М	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.
			a shreeds raife	(SPECIFY)
A	TELECOM SERVICE PROVIDERS			
	& HANDSETS	14.00	***************************************	
B.	AUTOMOTIVE & FUEL			
C.	FOODS & BEVERAGES			
D	BREWERIES, CONFECTIONARIES	Total family and a state over 1 (1) (1) (1) (1) (1) (1) (1) (1) (1) (		
E.	MEDIA			The state of the s
F.	APPARELS		1	
G	BANKING, INSURANCE & FIN.			
	SERVICES		77.1	***************************************
Н	PERSONAL CARE			No. of the control of
I.	FASHION & LIFE STYLE	- And the second of the second program is the second of th		
J	FAST MOVING CONSUMER		2	
	GOODS	Hillenberg	dessides	1011199990460
K	REAL ESTATE			
L.	CORPORATE ADVERTISING			The state of the s
M	EDUCATIONAL SERVICES			
N	CONSUMER DURABLES &	and an address of a standard and a s		
	ELECTRONICS			
0	HOUSEHOLD PRODUCTS			

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

CELEBRITIES	BRAND ENDORSED
AMITABH BACHHAN	
SANIA MIRZA	The state of the s
PRIETY ZINTA	
SACHIN TENDULKAR	
SHAHRUKH KHAN	
MAHENDRA SINGH DHONI	
AISHWARYA RAI	
YUVRAJ SINGH	
	AMITABH BACHHAN SANIA MIRZA PRIETY ZINTA SACHIN TENDULKAR SHAHRUKH KHAN MAHENDRA SINGH DHONI AISHWARYA RAI

45. PLEASE NAME YOUR FAVORITE REGIONAL FILM AND SPORT	S CELEBRITIES (FRO	M 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			
В	SPORTS FIGURE	inemientskamminner er til brig i ggyplant <del>en in minemiken til en er</del> stemmen som en er t	and hand of the control of the contr	

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	UNIMPORTANT	INDIFFERENT	IMPORTANT	MOST
		IMPORTANT		-	• .	IMPORTANT
Α	ATTRACTIVENESS				The state of the s	
В	TRUSTWORTHINESS	The street state of the state	And the second section of the control of the tree runs of the control of the second of	***************************************	en maja kit i manun rangan tagan bagan badan da Ademokratik delah bermanya da manga	
С	EXPERTISE					al Control
D	FAMILIARITY	***************************************	**************************************		audika da akustu ka aku ga da kaban ku per Adalah ku ki bagga kund pengan	
E	LIKEALIBILITY	<u> </u>				
F	POWER				***************************************	<del>                                      </del>
G	PROFESSION				and the second s	
Н	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