



Online Advertisements

Name

Age

Gender

Name the highest Educational Qualification you have

Occupation

On an average, I use internet

I use internet daily

I use internet for

- Information
- Entertainment
- Shopping
- Above All

I have purchased products through online shopping

For this following form, I am using likert scale, in which

Note: SDA = Strongly Disagree; DA = Disagree; SA = Strongly Agree;

Sl. No	Statement	SDA	DA	Neutral	Agree	SA
1	Online advertisements are good source of product/service information					
2	It provide relevant information about the product/service					
3	It provide timely information about the product/service					
4	It is a good sources of up-to date information					
5	Online Advt. makes product information immediately accessible					
6	It is a very convenient source of information about the product/service					
7	Online advertisement are of entertaining in nature					
8	It is a very pleasing experience to watch online advertisement					
9	Online Adv. are enjoyable in nature					
10	Online Adv. are exciting in nature					
11	Online Advertisements are irritates the user					
12	Online Adv. disturbs the internet usage					
13	Online Adv. is a time waster					
14	Due to Online Adv. I lose interest in surfing internet					
15	Pop ups/Advertisement disturbs me in accomplishing my task					
16	Online advt. are trustworthy					



17	I don't have any issues with the credibility of online advt.					
18	I think the information provided in Online advertisements are reliable					
19	Online advertisement facilitates two way communication					
20	Online advt. has high degree of user involvement					
21	It provides me a good communication experience					
22	I can extract the customized information from the online advertisements					
23	It gives me enough valid information to build up my positive/negative view about the product/service					
24	Online advt. are very useful for taking purchase decisions					
25	It provides valuable information, which I am looking for					
26	Online advt. has become a very important part in creating awareness in consumers					
27	Online advt. plays a major role in forming the consumer attitude					
28	Online advt. encourages me for impulsive buying					
29	The offers /gifts in online advertisement encourages me to change my brand					
30	The offers /gifts in online advertisement encourages me to change my product/service choice					