



EFFECTS OF CREATIVE ADVERTISING ON CONSUMER RESPONSE

1. Age:

18-25

26-35

36-45

above 45

2. Gender

Male

Female

3. Education

Schooling

Graduate

Post Graduate

Others

4. Family Income

Rs. 25000

Rs. 25001 – 35000

Rs. 35001 – 45000

above 45000

5. Fevicol advt - Please click on the Fevicol advt and view the advt in Youtube

6. Using a scale of 1 to 5 please rate the following questions on of Creative Advertising

Very Low Low Moderate High Very High

The ad makes me laugh

I understand what the ad is trying to communicate?

The ad is memorable

The ad “out of the ordinary”

The ad makes me think differently about things

The ad is unique



The ad contain a Surprise Element

The ad contain different ideas

The ad contain numerous details

The ad extends basic ideas and makes them more intricate

The ad contain more details than expected

The ad is visually or verbally distinctive

The ad makes ideas come to life graphically or verbally

The ad is artistic in its production

7. Using a scale of 1 to 5 please rate the following questions on Consumer Response

Very Low Low Moderate High Very High

I can recall the ad easily

The ad communicate all features and uses of the Brand / Product

The ad induces trust and emotional bonding with the Brand / Product

The ad makes me form an opinion about the product even before buying it

The ad displays acceptable social behavior about sexuality

The ad shows exaggerated claim

The ad creates unrealistic expectations about the product in my mind

The ad creates false images about the product

The ad has an influence and unwanted exposure on Teenagers and Children

Cultural values is displayed in the ad

Social responsibility is displayed in the ad



8. Cobra Soda Please click on the Cobra Soda advt and view the advt in Youtube

9. Using a scale of 1 to 5 please rate the following questions on of Creative Advertising

	Very Low	Low	Moderate	High	Very High
The ad makes me laugh					
I understand what the ad is trying to communicate?					
The ad is memorable					
The ad “out of the ordinary”					
The ad makes me think differently about things					
The ad is unique					
The ad contain a Surprise Element					
The ad contain different ideas					
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The ad extends basic ideas and makes them more intricate					
The ad contain more details than expected					
The ad is visually or verbally distinctive					
The ad makes ideas come to life graphically or verbally					
The ad is artistic in its production					

10. Using a scale of 1 to 5 please rate the following questions on Consumer Response

	Very Low	Low	Moderate	High	Very High
I can recall the ad easily					
The ad communicate all features and uses of the Brand / Product					
The ad induces trust and emotional bonding with the Brand / Product					
The ad makes me form an opinion about the product even before buying it					
The ad displays acceptable social					



behavior about sexuality

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The ad creates false images about the product

The ad has an influence and unwanted exposure on Teenagers and Children

Cultural values is displayed in the ad

Social responsibility is displayed in the ad

11. Zatak Deo Please click on the Zatak Deo advt and view the advt in Youtube

12. Using a scale of 1 to 5 please rate the following questions on of Creative Advertising

Very Low Low Moderate High Very High

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13. Using a scale of 1 to 5 please rate the following questions on Consumer Response

Very Low Low Moderate High Very High

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The ad creates false images about the product

The ad has an influence and unwanted exposure on Teenagers and Children

Cultural values is displayed in the ad

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14. Cadbury Shots Please click on the Cadbury Shots advt and view the advt in Youtube

15. Using a scale of 1 to 5 please rate the following questions on of Creative Advertising

Very Low Low Moderate High Very High

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16. Using a scale of 1 to 5 please rate the following questions on Consumer Response

Very Low Low Moderate High Very High

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17. Heinz Please click on the Heinz advt and view the advt in Youtube



18. Using a scale of 1 to 5 please rate the following questions on of Creative Advertising

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19. Using a scale of 1 to 5 please rate the following questions on Consumer Response

Very Low Low Moderate High Very High

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Social responsibility is displayed in the ad

20. Halonix Please click on the Halonix advt and view the advt in Youtube

21. Using a scale of 1 to 5 please rate the following questions on of Creative Advertising

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22. Using a scale of 1 to 5 please rate the following questions on Consumer Response

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Cultural values is displayed in the ad

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23. I understand what the ad is trying to communicate?

Very Low

Low

Moderate

High

Very High