



Mobile advertising

*Required

Name

Age *

- < 20
- 21-30
- 31-40
- 41-50
- 51-60
- >60
- Other:

Gender *

- Male
- Female

Marital Status *

- Married
- Unmarried
- Divorced

Qualification *

- SSLC
- Higher secondary
- Undergraduate
- Graduate



- Post Graduate
- Doctorate

Work status *

- Student
- House wife
- Business
- Employee
- Professional
- Unemployed
- Retired
- Other:

Personal Monthly Income *

- <10,000
- 10,001-20,000
- 20,001-30,000
- 30,001-40,000
- 40,001-50,000
- 50,001 & above
- Not working

How much time do you spend on mobile in a day *

- Less than 1 hr
- 1 hr
- 2 hr
- 3 hr
- 4 hr
- More than 4 hr



I am willing to receive mobile advertisements *

- Not at all
- One message a day
- Two messages a day
- Three messages a day
- Over four messages a day
- Other:

What do you do when you receive a mobile advertising message? *

- Ignore it completely
- Read it occasionally
- Read it after accumulating too many of them
- Read it when I get time
- Read it right away

I feel that mobile advertising is a good source for timely information.

Mobile advertisements provide the information I need.

I am able to remember advertisements that I receive in my mobile.

Mobile advertising grabs my attention.

I am aware of advertisements that I receive in my mobile phone

I feel that mobile advertising is irritating

I feel that mobile advertisements are at times highly irrelevant to me

Contents in mobile advertisements are often annoying.

I feel that mobile advertising is relayed at the wrong time

I feel Mobile advertisements are excessive and out of control

I am losing privacy through mobile advertising.

I use mobile advertising as a reference for purchasing

I trust mobile advertisements.

Information sent through mobile advertising are often true

Mobile ads are believable.

Mobile advertising has persuaded me to buy products.

Mobile advertisements are truly convincing.

I feel mobile advertising useful.

Mobile advertisements have helped me with information on products I was searching for

Mobile advertising informs me about the brands available in the market.

Mobile advertising messages are highly personalized.

Mobile advertisements are personalized to my needs.

Mobile advertisements are targeted to individual needs.

Mobile advertisements provide value to customer needs.

Overall, I like mobile advertising

I am willing to receive mobile advertisements.

Mobile advertising is here to stay.

Mobile advertising is the order of the day.

Mobile advertising is made for me and hence I like it.

Using mobile advertising is a good idea

Mobile advertising ad is useful if consumer preferences are taken into consideration

I believe prior permission of the mobile users is necessary for sending SMS ads

Number of mobile advertisements should be restricted in a day

I am able to recall the mobile advertisements that I receive

When I receive a mobile advertising I ignore it completely

I can recall the mobile advertisements I received the other day

When I receive a mobile advertisement I read it completely.

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