SURVEY QUESTIONNAIRE FOR ONLINE DISPLAY ADVERTISING

Name:________________________________________

Place: _____________                                 Date: ___________

.................................................................................................................................

Note: Please Mark “Y” for Yes otherwise keep “blank” for No for Following Items.

1. Age
   a. Below 18 Years □       d. Between 45 -54 Years □
   b. Between 18 – 24 Years □       e. Above 55 Years □
   c. Between 25- 34 Years □

2. Educational Qualification
   a. Undergraduate □       c. Post Graduate □
   b. Graduate □       d. Professional Degree Holder □

3. Occupation
   a. Employee □       c. Student □
   b. Business □       d. Professional □

4. How often do you so shopping on average?
   (Include Offline and Online Shop but Exclude Food Shopping)
   a. More than once a week □       d. once a month □
   b. Once a week □       e. Less than once a month □
   c. 2-3 time a month □       f. As little as Possible □

5. How often do you shop online?
   a. More than once a week □       d. once a month □
   b. Once a week □       e. Less than once a month □
   c. 2-3 time a month □       f. As little as Possible □

6. If you are using internet then on which device are you like to use?
   a. Mobile □       c. Desktop □
   b. Tablet □       d. None □

P.T.O
7. Which kind of advertising are you like most for Automobile industry or any?
   b. Magazine     e. T.V
   c. Social Site(like Facebook etc.)

8. If you are using internet then which kind of advertising toward you influence?
   a. Text Ad       c. Video Ad
   b. Display Ad    d. None

9. If you are travelling outside then which kind of advertising you like most for automobile or any product?
   a. Billboard (Poster)   c. None
   b. Digital Display

10. Have you ever Experience with online purchasing for any kind of product then on which kind of advertise for looking at
    a. Text ad (Offer)    c. Video ad
    b. Display ad        d. None

11. If you are using internet then which kind of advertises effect on your mind?
    a. Text ad           b. Video ad
    b. Display ad        d. None

12. Sometime so much advertising getting irritation?
    a. Yes           b. No
    b. Sometime      d. Always

13. If you want information for any kind of product then which prefer you most?
    a. online search   d. Retail Store
    b. Going To moll   e. Direct buy
    c. Take Advise

14. When I want to buy any new product then I prefer check online once? How much are you agree?
    a. Between 5% to 10%   d. Between 50% to 100%
    b. Between 20% to 25%  e. None
    c. Between 25% to 50%

THANK YOU FOR GIVING US YOUR VALUABLE TIME...!!!