



## 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        | <input type="checkbox"/> | d. Between 45 -54 Years | <input type="checkbox"/> |
| b. Between 18 – 24 Years | <input type="checkbox"/> | e. Above 55 Years       | <input type="checkbox"/> |
| c. Between 25- 34 Years  | <input type="checkbox"/> |                         |                          |

### 2. Educational Qualification

- |                  |                          |                               |                          |
|------------------|--------------------------|-------------------------------|--------------------------|
| a. Undergraduate | <input type="checkbox"/> | c. Post Graduate              | <input type="checkbox"/> |
| b. Graduate      | <input type="checkbox"/> | d. Professional Degree Holder | <input type="checkbox"/> |

### 3. Occupation

- |             |                          |                 |                          |
|-------------|--------------------------|-----------------|--------------------------|
| a. Employee | <input type="checkbox"/> | c. Student      | <input type="checkbox"/> |
| b. Business | <input type="checkbox"/> | d. Professional | <input type="checkbox"/> |

### 4. How often do you so shopping on average?

(Include Offline and Online Shop but Exclude Food Shopping)

- |                          |                          |                           |                          |
|--------------------------|--------------------------|---------------------------|--------------------------|
| a. More than once a week | <input type="checkbox"/> | d. once a month           | <input type="checkbox"/> |
| b. Once a week           | <input type="checkbox"/> | e. Less than once a month | <input type="checkbox"/> |
| c. 2-3 time a month      | <input type="checkbox"/> | f. As little as Possible  | <input type="checkbox"/> |

### 5. How often do you shop online?

- |                          |                          |                           |                          |
|--------------------------|--------------------------|---------------------------|--------------------------|
| a. More than once a week | <input type="checkbox"/> | d. once a month           | <input type="checkbox"/> |
| b. Once a week           | <input type="checkbox"/> | e. Less than once a month | <input type="checkbox"/> |
| c. 2-3 time a month      | <input type="checkbox"/> | f. As little as Possible  | <input type="checkbox"/> |

### 6. If you are using internet then on which device are you like to use ?

- |           |                          |            |                          |
|-----------|--------------------------|------------|--------------------------|
| a. Mobile | <input type="checkbox"/> | c. Desktop | <input type="checkbox"/> |
| b. Tablet | <input type="checkbox"/> | d. None    | <input type="checkbox"/> |

**P.T.O**

**7. Which kind of advertising are you like most for Automobile industry or any?**

- |                                   |                          |            |                          |
|-----------------------------------|--------------------------|------------|--------------------------|
| a. News Paper                     | <input type="checkbox"/> | d. YouTube | <input type="checkbox"/> |
| b. Magazine                       | <input type="checkbox"/> | e. T.V     | <input type="checkbox"/> |
| c. Social Site(like Facebooketc.) | <input type="checkbox"/> |            |                          |

**8. If you are using internet then which kind of advertising toward you influence?**

- |               |                          |             |                          |
|---------------|--------------------------|-------------|--------------------------|
| a. Text Ad    | <input type="checkbox"/> | c. Video Ad | <input type="checkbox"/> |
| b. Display Ad | <input type="checkbox"/> | d. None     | <input type="checkbox"/> |

**9. If you are travelling outside then which kind of advertising you like most for automobile or any product?**

- |                       |                          |         |                          |
|-----------------------|--------------------------|---------|--------------------------|
| a. Billboard (Poster) | <input type="checkbox"/> | c. None | <input type="checkbox"/> |
| b. Digital Display    | <input type="checkbox"/> |         |                          |

**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) | <input type="checkbox"/> | c. Video ad | <input type="checkbox"/> |
| b. Display ad      | <input type="checkbox"/> | d. None     | <input type="checkbox"/> |

**11. If you are using internet then which kind of advertises effect on your mind?**

- |               |                          |             |                          |
|---------------|--------------------------|-------------|--------------------------|
| a. Text ad    | <input type="checkbox"/> | b. Video ad | <input type="checkbox"/> |
| b. Display ad | <input type="checkbox"/> | d. None     | <input type="checkbox"/> |

**12. Sometime so much advertising getting irritation?**

- |             |                          |           |                          |
|-------------|--------------------------|-----------|--------------------------|
| a. Yes      | <input type="checkbox"/> | b. No     | <input type="checkbox"/> |
| b. Sometime | <input type="checkbox"/> | d. Always | <input type="checkbox"/> |

**13. If you want information for any kind of product then which prefer you most?**

- |                  |                          |                 |                          |
|------------------|--------------------------|-----------------|--------------------------|
| a. online search | <input type="checkbox"/> | d. Retail Store | <input type="checkbox"/> |
| b. Going To moll | <input type="checkbox"/> | e. Direct buy   | <input type="checkbox"/> |
| c. Take Advise   | <input type="checkbox"/> |                 |                          |

**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%  | <input type="checkbox"/> | d. Between 50% to 100% | <input type="checkbox"/> |
| b. Between 20% to 25% | <input type="checkbox"/> | e. None                | <input type="checkbox"/> |
| c. Between 25% to 50% | <input type="checkbox"/> |                        |                          |

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