

APPENDICES

QUESTIONNAIRES

Questionnaire of children

**PERSUASIVE MARKETING IN THE CONSUMER SOCIALIZATION PROCESS OF THE
ADOLESCENT IN CHENNAI AND HYDERABAD –
A COMPARATIVE STUDY**

{I am B.V.Jayanthi, assistant professor, Marketing Management, pursuing PhD from an Indian university of repute. My research is purely about how children in today's contemporary domestic scenario, play a dominant role in a family's purchase decision. Every marketer's attempt to create a good and long lasting impression about his brand in the minds of children is well known to us. The focus of my research is on analyzing the strategies of the marketers to lure the massive children market through marketing programmes and the resultant purchases made by the families. Your honest responses are solicited to enhance the accuracy level of the study}

- 1) Age _____ years
- 2) Gender a) Male () Female ()
- 3) Location a) Chennai () b) Hyderabad ()
- 4) How many social networking sites, you are member of? _____
- 5) How long have you been using social networking sites? _____ years / months
- 6) How many "friends" do you have for your social networking profile (approximately)? ____
- 7) Do you really consider social networks useful? Yes () No ()
- 8) Tick the appropriate boxes
5- Always
4 – to a great extent
3 – to a moderate extent
2 - to a limited extent
1- to a negligible extent

S.No		5	4	3	2	1
8.1	I share information over social network regarding a new product / brand					
8.2	I click on the advertisements I see on the profile					
8.3	The advertisements have some news about the brand I am interested in					
8.4	I can get things free sometimes if I click on the advertisement					
8.5	I recognize the brand / company					
8.6	I am attracted by the celebrity in the advertisement					
8.7	I believe that products endorsed by celebrities are good					
8.8	I prefer buying those brands endorsed by celebrities					
8.9	I believe that the celebrities use the products they endorse					
8.10	I have always wanted the things I saw in advertisement					
8.11	I accept that products which are shown in advertisement are good for me					
8.12	As my parents take me for shopping I came to know many brands and products					
8.13	I pester my parents to buy things I prefer and I get them					
8.14	As both my parents are employed and are earning, I believe that I will get what I demand					
8.15	Attractive packaging makes me crazy about a product					

8.16	I purchase those products about which my friends give me good opinions					
8.17	Television					
8.18	Radio					
8.19	Newspaper / magazines					
8.20	Friends on social network					
8.21	Friends in school / play area					
8.22	Celebrity endorsing a product					
8.23	Internet advertising					

9. Mention the number of times (approximately) you visited / order food from the following places in the past 1 year

S.No		Never	1 – 3 times	3 – 5 times	5 – 7 times	7 – 9 times	More than 9 times
9.1	McDonalds						
9.2	Subway						
9.3	Dominos						
9.4	HungryJacks						
9.5	KFC						
9.6	PizzaHut						
9.7	PizzaCorner						
9.8	Any other						

10. Normally time spent by you for the following

10.1 Watching T.V. _____ hours per week

10.2 Surfing the internet _____ hours per week

10.3 On social networking sites _____ hours per week

I thank you for your priceless feedback which will enhance the accuracy level of my research.



Questionnaire of parents

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- 1) Age _____ years
- 2) Gender Male() Female ()
- 3) Location Chennai () Hyderabad ()
- 4) What is the age of your child? _____ years
- 5) Does your child has his / her own mobile phone? Yes () No ()
- 7) Do you consider social networks really useful Yes () No ()
- 8) I get the things my child wants to have because

5 – Strongly agree

4- Agree

3- No opinion / undecided

2- Disagree y

1- Strongly disagree

S.No		5	4	3	2	1
8.1	I take my child along whenever I go for shopping					
8.2	Children get attracted more towards packaging of a product than anything else about the product					
8.3	Children are easily influenced by what they see on T.V.					
8.4	I have bought things in the past for my child because of his/her nagging					
8.5	Pestering of my child has made me buy a few unhealthy / unworthy products					
8.6	Parents have sufficient control over the child's access to information via T.V., internet, cell phone & social networking					
8.7	Celebrity's appearance in the advertisement makes my child remember the brand, mimic behavior which is not advisable					
8.8	My child plays video games for hours at a time					
8.9	My child gets defensive when asked to reduce the time spent on playing video games					
8.10	More money inflow into my family has encouraged my child to go for higher end products / brands irrespective of price					
8.11	I am left with less time for my child because of my work pressure / some other reasons					
8.12	I feel guilty for not spending quality time with my child and I try compensating by fulfilling his / her demands					
8.13	I give pocket money to my child on a periodical basis					
8.14	A family which has elderly / aged people will have a better control over child's					

	unruly craving for things					
8.15	My child considers his/ her friend's opinion about a brand very important					

9) The products I bought in the past one year against my own willingness or because of the negative pressure of my children such as nagging or pestering (like unhealthy foods, clothing & apparels, playthings, electronic goods & accessories, etc.)

I thank you for your priceless feedback which will enhance the accuracy level of my research.



Retailer questionnaire

PERSUASIVE MARKETING IN THE CONSUMER SOCIALIZATION PROCESS OF THE ADOLESCENT IN CHENNAI AND HYDERABAD – A COMPARATIVE STUDY

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- 1) Location of the retail outlet Chennai () Hyderabad ()
- 2) Approximately how many parents bring their children along with them for shopping per day? _____
- 3) In case the parents do not bring their children for shopping, they buy less Y() N()
- 4) According to your observation who is more influenced by child’s brand preference in your store?
 Mother () Father () Both () Elders like grandparents ()
 Children do not influence at all ()

5) **Name a few brands** in the past 1 year which

S.No		1	2	3
5.1	Parents bought in my store for their child because of his / her nagging			
5.2	are quite unworthy but still children preferred because of packaging			
5.3	are marketed with good promotional offers to attract children			

6) Children in my store generally buy a product because

5 –strongly agree, 4- Agree, 3- no opinion, 2- disagree , 1- strongly disagree

S.No		5	4	3	2	1
6.1	Packaging attracts children more than the product itself					
6.2	Children these days play a more dominant role in making a purchase than a few years ago					
6.3	Children show special interest in knowing more about a celebrity endorsed product / brand					
6.4	Promotional offers (like Frisbees, cricket ball, cricketer-autographed bat, a game etc.) definitely increase the sale of the brands in my store					
6.5	Children ask for specific brands / new brands which sometimes parents may not know					
6.6	Parents in my store buy more of unhealthy products if their child demands					

I thank you for your priceless feedback which will enhance the accuracy level of my research.



GLOSSARY

adolescent - Adolescence describes the teenage years between 13 and 19 and can be considered the transitional stage from childhood to adulthood. However, the physical and psychological changes that occur in adolescence can start earlier, during the preteen or "tween" years (ages 9-12).
Advergaming - companies and organizations expressly commissioning video games to promote a product or service
ASCI - The Advertising Standards Council of India is a self regulatory voluntary organization of the Advertising Industry.
Attitude - An expression of favor or disfavor toward a person, place, thing, or even
Brand savvy - becoming increasingly conscious about the <i>brands</i> being purchased
Branded environments - the experience of an organization or company's brand, or distinguishing characteristics
Celebrity endorsement - A form of brand or advertising campaign tht involves a wll known person using his or her fame to help promote a product or service
Center for Science and Environment - A non-for – profit public interest research and advocacy organization based in New Delhi, India
Children’s Television Act (CTA) - An Act enacted in 1990 in the United States to enhance the television's potential to teach the nation's children valuable information and skills.
Cognitive development - a field of study in neuroscience and psychology focusing on a child's development in terms of information processing, conceptual resources, perceptual skill, language learning, and other aspects of brain development
Conspicuous consumption - The acquisition and display of expensive items to attract attention to one's wealth or to suggest that one is wealthy
Cradle-to-grave marketing - the practice of specific marketing to children with the hope that they will become loyal consumers of that company's products for life.
Federal Trade Commission - an independent agency of the United States government whose principal mission is the promotion of consumer protection and the elimination and prevention of anti-competitive business practices
In school marketing - phenomenon in which schools sign contracts allowing certain businesses to conduct marketing activities in school facilities
Interactive media - Any form of interface between the end user/audience
KAGOY – a phenomena where kids are growing older at a younger age
Marketing Communication - messages and related media used to communicate with a market
Meaning Transfer Model - a way of distributing and enhancing the “meanings perceived to reside in celebrities in the consumer world”
Peer-groups - a group of people who, through homophily , share similarities such as age, background, and social status
Perception - the organization, identification, and interpretation of sensory information in order to represent and understand the environment
Persuasive Marketing - A type of product promotion that attempts to influence a consumer in favor of a purchasing particular good or service .
Projective technique - Any personality test designed to yield information about someone's personality on the basis of their unrestricted response to ambiguous objects or situations
Social network - a social structure made up of a set of social actors (such as individuals or organizations) and a complex set of the dyadicities between these actors
Socialization - is a term which refers to the lifelong process of inheriting and disseminating norms , customs and ideologies , providing an individual with the skills and habits necessary for participating within his or her own society.

Transfat - Trans fat is the common name for unsaturated fat with trans-isomer fatty acid(s)
Transtoying – Marketing the products in shapes which are familiar to the children
Tween - a person who is between the ages of 9 to 12 years
Type 2 diabetes - a metabolic disorder that is characterized by high blood glucose in the context of insulin resistance and relative insulin deficiency
Visualization - A technique for creating images , diagrams , or animations to communicate a message
YMS (Youth Marketing Systems) - a highly specialized consulting firm that assists companies in the Development and Marketing of Responsible and Enriching Products and Programs targeted to youth from birth through the teen years and to their parents.