



Department of Journalism and Mass communication

Title of the Thesis:

Consumer reaction of selected Television Commercial of Mobile Phone Operator.

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Date of Submission: June 22, 2015

Declaration

I, Eshrat Rahman, hereby declared the thesis report entitled, **Consumer reaction of selected Television Commercial of Mobile Phone Operator.**

submitted in partial fulfillment of the requirements for the degree of Master's of Social Science, is my own work and has not been submitted in any form for another degree at any university or other institutions. It is the result of my own study and references. The other secondary and primary sources are acknowledged by Internet and Survey.

.....

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Certification

I have been the supervisor of ID 142-28-183 and the thesis entitled, **Consumer reaction of selected Television Commercial of Mobile Phone Operator**. The MA thesis contributed to the important field of new media and public sphere, an area where very little research has been done in Bangladeshi context. From my position as supervisor Department of Journalism & Mass Communication, this thesis partially fulfills the requirements for obtaining degree of Master's in Social Science.

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Mr. Syed Mizanur Rahman
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Acknowledgement

First of all, for this research would like to thank all my teachers at Daffodil International University.

It's very like to express my sincere gratitude to my supervisor Associate Professor, Syed Mizanur Rahman, his superb guidance and support all through.

Thanks to all my informants who had been extremely resourceful to gather information and insight for this research.

I am really thankful to the students who helped us with their opinion by filling the research questioner.

Thanks

Eshrat Rahman

Abstract

Television was very popular back in the 1950s and nothing stopped it from becoming one of the best advertising mediums today. TV advertisements are highly engaging and it has the ability to make connections with the audience in an instant. TV commercials of various lengths (15 seconds to 30 minutes) designed to create interest and demand in a product and turn that interest into an immediate, impulsive sale. Mobile phone has become an indispensable part of Bangladesh's everyday-life and has made a "safe haven" in one of our pockets much like our wallet that we never want to leave at home while we head for our work. The mobile phone operator taking this advantages. For their business they use some contents in their TVC those are not ethical. my main research questions were: 1. Do you think Mobile company operator use public's emotions for the purpose of their business? 2. Do you think these type of Advertisement are ethically sound? The result of these questions proved positive, none of these proved null.

As new researcher I try my best and I am very grateful to my supervisor Syed Mizanur Rahman because his guideline, suggestion, clears lecture help me for complete this research.

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Introduction:

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.

The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on.

In Bangladesh 6 Mobile Phone Companies are operating their business. These 6 mobile phone companies are - Grameen Phone, Citycell, Banglalink, TeleTalk, Airtel and Robi. These companies broadcast lots of advertisements every day. For my research I select the emotional advertisement of these companies. In my research I try to find out the consumer reaction of emotional advertisement of Mobile phone operator.

Selection of Problem:

Advertising is a communication whose purpose is to inform potential customers about various products and services and how to obtain and use them. It is a multi-billion dollar business and its messages are conveyed to the farthest places on Earth. To achieve their goal the advertising companies sometimes use the emotion of public. They don't think either it is ethical or unethical. They also don't think the acceptance of their TVC to the public. The main theme of the research is that the reaction of public after watching Television Commercial of Mobile phone operator.

Research Objectives:

The Television Commercial of Mobile Operator always tries to raise awareness among the people about their products, various opportunities and more. I try to find out that how much a TVC has influence on its customer. Is there any relation of buying a product after watching that's products TVC. And how mobile operator advertisement is affecting consumer behavior. For these purposes I attempt to do this research.

Hypothesis:

1. Consumer changed their mind on operator after watching a certain Mobile phone operator TVC.

Research Question:

1. Do you think Mobile company operator use public's emotions for the purpose of their business?
2. Do you think these types of Advertisement are ethically sound?

Literature Review

A television advertisement (variously called a television commercial, commercial or ad in American English, and known in British English as an advert) is a span of television programming produced and paid for by an organization, which conveys a message, typically to market a product or service. Advertising revenue provides a significant portion of the funding for most privately owned television networks. The vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several minutes (as well as program-length infomercials). Advertisements of this sort have been used to promote a wide variety of goods, services and ideas since the dawn of television.

Television was still in its experimental phase in 1928, but the medium's potential to sell goods was already predicted.

The effects of television advertising upon the viewing public (and the effects of mass media in general) have been the subject of philosophical discourse by such luminaries as Marshall McLuhan. The viewership of television programming, as measured by companies such as Nielsen Media Research, is often used as a metric for television advertisement placement, and consequently, for the rates charged to advertisers to air within a given network, television program, or time of day (called a "daypart").

In many countries, including the United States, television campaign advertisements are considered indispensable for a political campaign. In other countries, such as France, political advertising on television is heavily restricted, while some countries, such as Norway, completely ban political ads.

The first official, paid television advertisement was broadcast in the United States on July 1, 1941 over New York station WNBT (now WNBC) before a baseball game between the Brooklyn Dodgers and Philadelphia Phillies. The announcement for Bulova watches, for which the company paid anywhere from \$4.00 to \$9.00 (reports vary), displayed a WNBT test pattern modified to look like a clock with the hands showing the time. The Bulova logo, with the phrase "Bulova Watch Time", was shown in the lower right-hand quadrant of the test pattern while the second hand swept around the dial for one minute. The first TV ad broadcast in the UK was on ITV on 22 September 1955, advertising Gibbs SR toothpaste. The first TV ad broadcast in Asia was on Nippon Television in Tokyo on August 28, 1953,

advertising Seikosha (now Seiko), which also displayed a clock with the current time.

Television advertising involves two main tasks: Creating a television advertisement that meets broadcast standards and then, placing the advertisement on television via a targeted air time media buy that reaches the desired customer.

To accomplish number the first step means different things in different parts of the world depending on the regulation in place. In the UK for example, clearance must be given by the body Clearcast. Another example is Venezuela where clearance is governed by a body called CNAC.[5] The clearance provides guarantee to the broadcasters that the content of the advertisement meets legal guidelines. Because of this, special extended clearance is sometimes applies to food & medical products as well as gambling ads.

The second is the process of TV Advertising Delivery and usually incorporates the involvement of a Post-Production House, a Media agency, Advertising Distribution Specialists & the end-goal, the broadcasters.

Characteristics

It is important to choose a television production company and advertising agency with pertinent expertise in these two arenas, and it is preferable to choose an agency that both produces advertisements and places air time, because expertise in broadcast quality production and broadcast standards is vital to gaining the advertisement's acceptance by the networks. After the advent of cheap video software and consumer cameras, numerous individuals have offered video production services on the internet. Video production companies that do not regularly place TV ads on the air often have their productions rejected by networks for technical or content issues, due to their inexperience with creating broadcast-ready content.

Many television advertisements feature songs or melodies ("jingles") or slogans designed to be striking and memorable, which may remain in the minds of television viewers long after the span of the advertising campaign. Some of these ad jingles or catch-phrases may take on lives of their own, spawning gags that appear in films, television shows, magazines, comics, or literature. These long-lasting advertising elements may be said to have taken a place in the pop culture history of the demographic to whom they appeared. An example is the enduring phrase, "Winston tastes good like a cigarette should", from the eighteen-year advertising campaign for Winston cigarettes from the 1950s to the 1970s.

Variations of this catchy dialogue and direct references to it appeared as much as two decades after the ad campaign expired. Another example is "Where's the Beef?", which grew so popular it was used in the 1984 presidential election by Walter Mondale. And yet another popular catch-phrase is "I've fallen and I can't get up", which still appears occasionally, over two decades after its first use. Some advertising agency executives have originated more than one enduring slogan, such as Mary Wells Lawrence, who is responsible for such famous slogans as "Raise your hand if you're Sure", "I♥New York" and "Trust the Midas touch."

Advertising agencies often use humor as a tool in their creative marketing campaigns. In fact, many psychological studies have attempted to demonstrate the effects of humor and their relationship to empowering advertising persuasion.

A still from an animated TV advertisement

Animation is often used in advertisements. The pictures can vary from hand-drawn traditional animation to computer animation. By using animated characters, an advertisement may have a certain appeal that is difficult to achieve with actors or mere product displays. Animation also protects the advertisement from changes in fashion that would date it. For this reason, an animated advertisement (or a series of such advertisements) can be very long-running, several decades in many instances. Notable examples are the series of advertisements for Kellogg's cereals, starring Snap, Crackle and Pop and also Tony the Tiger. The animation is often combined with real actors. Animated advertisements can achieve lasting popularity. In any popular vote for the most memorable television advertisements in the UK (such as on ITV or Channel 4) the top positions in the list invariably include animations, such as the classic Smash and Creature Comforts advertisements.

Other long-running ad campaigns catch people by surprise, even tricking the viewer, such as the Energizer Bunny advertisement series. It started in the late 1980s as a simple comparison advertisement, where a room full of battery-operated bunnies was seen pounding their drums, all slowing down...except one, with the Energizer battery. Years later, a revised version of this seminal advertisement had the Energizer bunny escaping the stage and moving on (according to the announcer, he "keeps going and going and going..."). This was followed by what appeared to be another advertisement: viewers were oblivious to the fact that the following "advertisement" was actually a parody of other well-known advertisements until the Energizer bunny suddenly intrudes on the situation, with the announcer saying "Still going..." (the Energizer Battery Company's way of

emphasizing that their battery lasts longer than other leading batteries). This ad campaign lasted for nearly fifteen years. The Energizer Bunny series has itself been imitated by others, via a Coors Light Beer advertisement, in motion pictures, and even by current advertisements by GEICO Insurance.

The Advertising Standards Authority is responsible for advertisement compliance, and deals with advertisement complaints (except for election advertising, in which the Broadcasting Standards Authority is responsible).

Use of popular music

Prior to the 1970s, music in television advertisements was generally limited to jingles and incidental music; on some occasions lyrics to a popular song would be changed to create a theme song or a jingle for a particular product. An example of this is found on the recent popular Gocompare.com advert that utilises "Over There", the 1917 song popular with United States soldiers in both world wars and written by George M. Cohan during World War I. In 1971 the converse occurred when a song written for a Coca-Cola advertisement was re-recorded as the pop single "I'd Like to Teach the World to Sing" by the New Seekers, and became a hit. Additionally songwriter Paul Williams composed a piece for a Crocker Bank commercial which he lengthened and The Carpenters recorded as We've Only Just Begun. Some pop and rock songs were re-recorded by cover bands for use in advertisements, but the cost of licensing original recordings for this purpose remained prohibitive in certain countries (including the U.S.) until the late 1980s.

The use of previously recorded popular songs in American television advertisements began in earnest in 1985 when Burger King used the original recording of Aretha Franklin's song "Freeway of Love" in a television advertisement for the restaurant. This also occurred in 1987 when Nike used the original recording of The Beatles' song "Revolution" in an advertisement for athletic shoes. Since then, many classic popular songs have been used in similar fashion. Songs can be used to concretely illustrate a point about the product being sold (such as Bob Seger's "Like a Rock" used for Chevy trucks), but more often are simply used to associate the good feelings listeners had for the song to the product on display. In some cases the original meaning of the song can be totally irrelevant or even completely opposite to the implication of the use in advertising; for example Iggy Pop's "Lust for Life", a song about heroin use addiction, has been used to advertise Royal Caribbean International, a cruise ship line. Music-licensing agreements with major artists, especially those that had not previously allowed their recordings to be used for this purpose, such as Microsoft's use of "Start Me

Up" by the Rolling Stones and Apple Inc.'s use of U2's "Vertigo" became a source of publicity in themselves.

In early instances, songs were often used over the objections of the original artists,[citation needed] who had lost control of their music publishing, the music of Beatles being perhaps the most well-known case; more recently artists have actively solicited use of their music in advertisements and songs have gained popularity and sales after being used in advertisements. A famous case is Levi's company, which has used several one hit wonders in their advertisements (songs such as "Inside", "Spaceman", and "Flat Beat"). In 2010, research conducted by PRS for Music revealed that "Light & Day" by The Polyphonic Spree is the most performed song in UK TV advertising.

Sometimes a controversial reaction has followed the use of some particular song on an advertisement. Often the trouble has been that people do not like the idea of using songs that promote values important for them in advertisements. For example Sly and the Family Stone's anti-racism song, "Everyday People", was used in a car advertisement, which angered some people.

Generic scores for advertisements often feature clarinets, saxophones, or various strings (such as the acoustic/electric guitars and violins) as the primary instruments.

In the late 1990s and early 2000s, electronica music was increasingly used as background scores for television advertisements, initially for automobiles, and later for other technological and business products such as computers and financial services. Television advertising has become a popular outlet for new artists to gain an audience for their work, with some advertisements displaying artist and song information onscreen at the beginning or end.

Future of TV advertisements

Digital television recorders and ad skipping

Though advertisements for cigarettes are banned in many countries, such advertising could still be seen in the sponsorship of events such as auto racing. After the video cassette recorder (VCR) became popular in the 1980s, the television industry began studying the impact of users fast forwarding through commercials. Advertising agencies fought the trend by making them more entertaining.[32] The introduction of digital video recorders (also known as digital television recorders or DTRs), such as TiVo, and services like Sky+, Dish Network

and Astro MAX, which allow the recording of television programs into a hard drive, also enabled viewers to fast-forward or automatically skip through advertisements of recorded programs.

There is speculation that television advertisements are threatened by digital video recorders as viewers choose not to watch them. However evidence from the UK shows that this is so far not the case. At the end of 2008 22 percent of UK households had a DTR. The majority of these households had Sky+ and data from these homes (collected via the SkyView[33] panel of more than 33,000) shows that, once a household gets a DTR, they watch 17 percent more television. 82 percent of their viewing is to normal, linear, broadcast TV without fast-forwarding the ads. In the 18 percent of TV viewing that is time-shifted (i.e. not watched as live broadcast), viewers still watch 30 percent of the ads at normal speed. Overall, the extra viewing encouraged by owning a DTR results in viewers watching 2 percent more ads at normal speed than they did before the DTR was installed.

The SkyView evidence is reinforced by studies on actual DTR behaviour by the Broadcasters' Audience Research Board (BARB) and the London Business School.

Product placement

Other forms of TV advertising include product placement advertising in the TV shows themselves. For example, Extreme Makeover: Home Edition advertises Sears, Kenmore, and Home Depot by specifically using products from these companies, and some sports events like the Sprint Cup of NASCAR are named after sponsors, and of course, race cars are frequently covered in advertisements. Incidentally, many major sporting venues, in North America at least, are named for commercial companies, dating back as far as Wrigley Field. Television programs delivered through new mediums such as streaming online video also bring different possibilities to the traditional methods of generating revenue from television advertising.

Overlay ads

Another type of advertisement shown more and more, mostly for advertising TV shows on the same channel, is an ad overlay at the bottom of the TV screen, which blocks out some of the picture. "Banners", or "Logo Bugs", as they are called, are referred to by media companies as Secondary Events (2E). This is done in much the same way as a severe weather warning is done, only these happen more frequently. They may sometimes take up only 5 to 10 percent of the screen, but in the extreme, they can take up as much as 25 percent of the viewing area. Subtitles that are part of the program content can be completely obscured by banners. Some

even make noise or move across the screen. One example is the 2E ads for Three Moons Over Milford, which was broadcast in the months before the TV show's premiere. A video taking up approximately 25 percent of the bottom-left portion of the screen would show a comet impacting into the moon with an accompanying explosion, during another television program.

Internet companies in the TV ads business

In 2007, Google Executive Chairman Eric Schmidt, then CEO, announced plans to enter the television advertising business, despite its lack of any internal video production or network placement capability or expertise. Initial industry speculation was that they would use a business strategy similar to their scheme for radio ad sales, primarily the acquisition of operations system support provider dMarc. Google announced the shutdown of its TV ads product in 2012. According to the Google corporate blog, Google abandoned its radio ad sales feature and its radio advertisers in February 2009. Google sold its radio buying assets in August 2009. Google's radio effort was widely considered a failure, as was their foray into print ad sales. These two traditional media schemes were among a number of Google's media and technology experiments, which have yielded mixed results.

Interactive ads

Online video directories are an emerging form of interactive advertising, which help in recalling and responding to advertising produced primarily for television. These directories also have the potential to offer other value-added services, such as response sheets and click-to-call, which greatly enhance the scope of the interaction with the brand.

Shorter commercial breaks

During the 2008-09 TV season, Fox experimented with a new strategy, which the network dubbed "Remote-Free TV". Episodes of Fringe and Dollhouse contained approximately ten minutes of advertisements, four to six minutes fewer than other hour-long programs. Fox stated that shorter commercial breaks keep viewers more engaged and improve brand recall for advertisers, as well as reducing channel surfing and fast-forwarding past the ads. However, the strategy was not as successful as the network had hoped and it is unclear whether it will be continued in the future.

Competition from internet

The growing popularity of the internet continues to draw audiences away from advertisers populating just the television platform.

Research Methodology:

In the project I used method of survey to conduct the project. A survey is any activity that collects information in an organized and methodical manner about characteristics of interest from some or all units of a population using well-defined concepts, methods and procedures, and compiles such information into a useful summary form. A survey usually begins with the need for information where no data – or insufficient data – exist.

The survey has also been conducted through several interconnected steps which includes : defining the objectives, selecting a survey frame, determining the sample design, framing of the questionnaire, collecting and processing the data, analyzing and disseminating the data and documenting the survey. I offered questionnaire to each respondent to verify my hypothesis and to conduct the project smoothly.

Sampling:

Sampling is very important for research. Basically it is the main theme of research. Sampling depends on researchers. Researcher can select his sampling on his own choice. Flexibility is an important part for sampling. Researcher should be careful about his budget and time for submit his research. If he has a big budget and long time for research, sampling size will be big. On the other hand if flexibility is short then sample size will be short.

For the best of the research here I use 50 student of Daffodil International University .

Data Collection Instrument:

For collecting data I have used Computer, internet and questionnaire.

Data Analysis and Interpretation:

In the research of Consumer reaction of selected Television Commercial of Mobile Phone Operator I play survey on 50 students. I asked total 13 questions my first question was. Do you use Mobile phone? In this question there has two options. 100% said yes in this question. My second question was. Which operator you liked to use ? In this four options A. Grameenphone 45% B. Banglalink 25% C.Robi 10%. D Others 40% . my third question was. Do you watch Television? In two option A. 100% Yes B. 0% No.

Question no 4. How much time do you spend on watching TV per day?

In the answer of this question:

- A. Less than 1 hour- 5%
- B. 1 hour to less than 2 hours- 50%
- C. 2 hours to less than 3 hours- 40%
- D. 3 hours or above- 5%

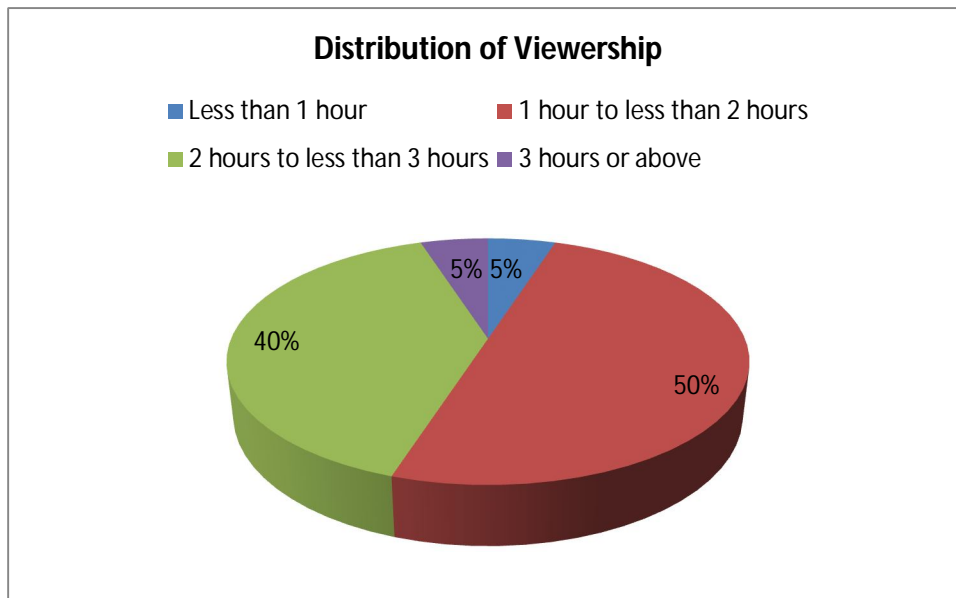


Figure: Distribution of viewership.

Question no 5. Do you watch Advertisement of Mobile Phone Operator ?

In the answer of this question:

- A. Yes 95%
- B. No 0%
- C. Sometimes 5%
- D. Others 0%

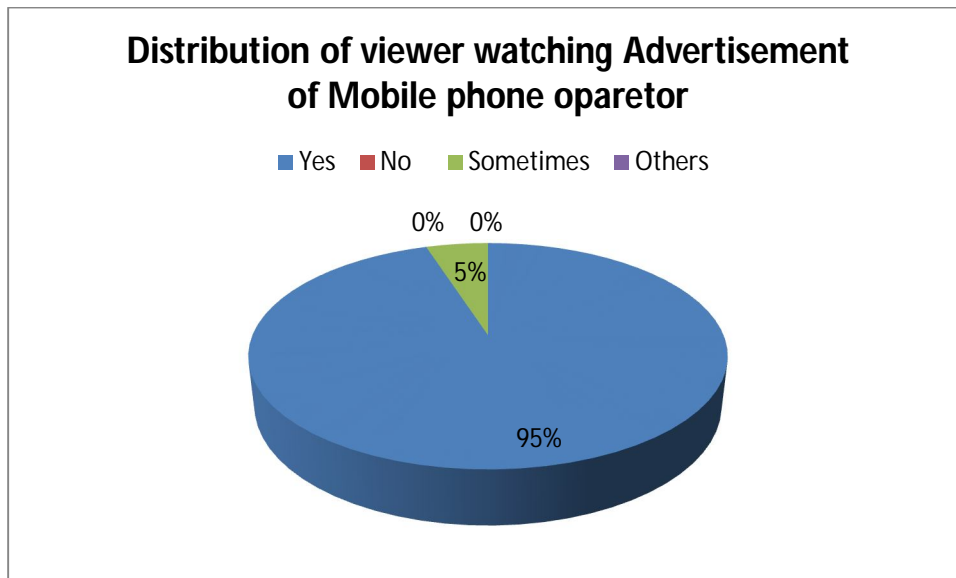


Figure: Distribution of viewer watching Advertisement of Mobile phone operator.

Question no 6. Which type of Advertisement you like most?

In the answer of this question:

- A. Funny 45%
- B. Realistic 45%
- C. Fictitious 10%
- D. Others 0%

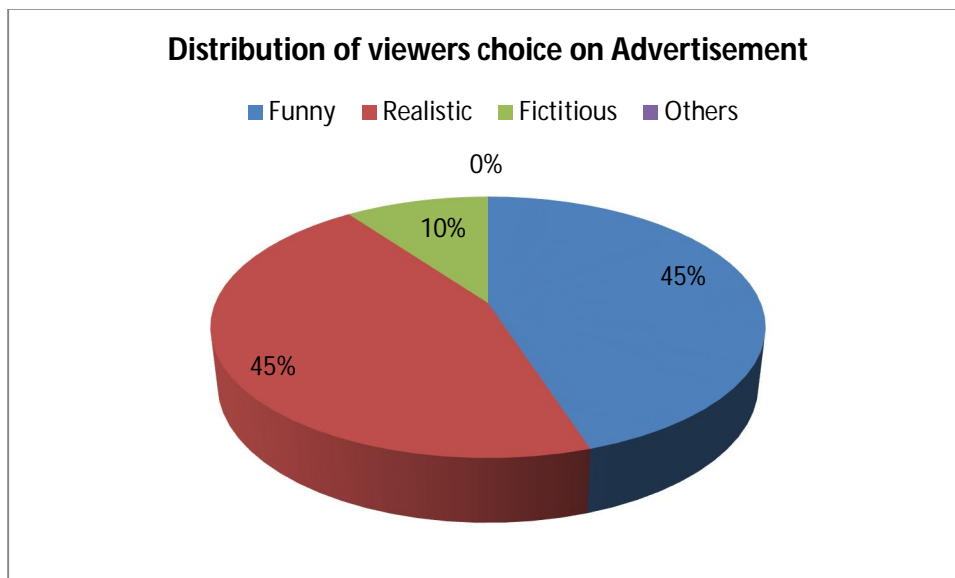


Figure: Distribution of viewer choice on advertisement.

Question no 7. Have you ever changed your mind on a operator After watching a certain TV Advertisement?

In the answer of this question

A. Yes 60%

B. No 40%

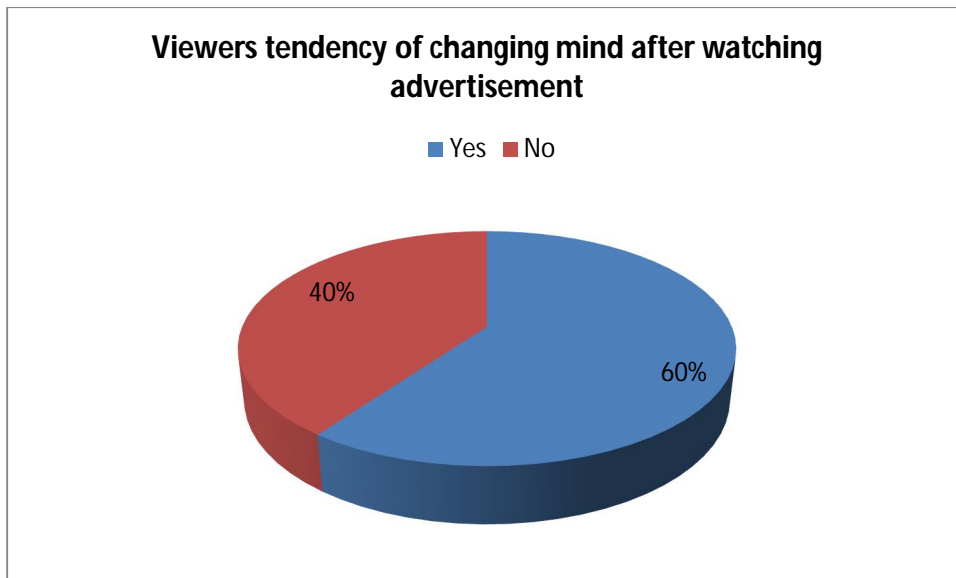


Figure: Viewers tendency of changing mind after watching advertisement.

Question no 8. What was the operator?

In the answer of this question

- A. Grameenphone 45%
- B. Banglalink 20%
- C. Robi 10%
- D. Others 25 %

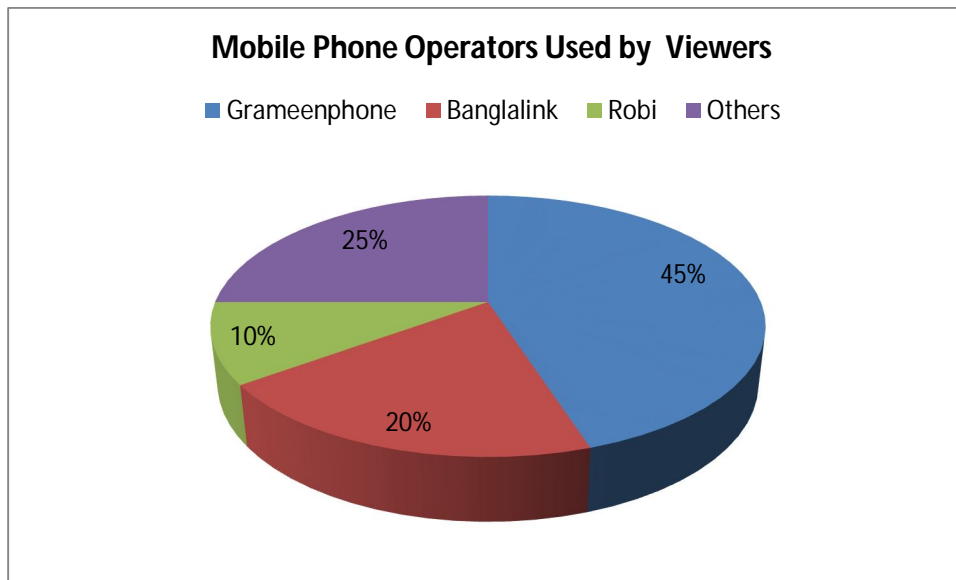


Figure: Mobile phone operator used by viewers

Question no 9. What makes you changed you perception of that operator?

In the answer of this question

- A. Catch- phrase (Slogan) 21%
- B. Catchy melody 16%
- C. Catch-insert or visual media 37%
- D. Others 26%

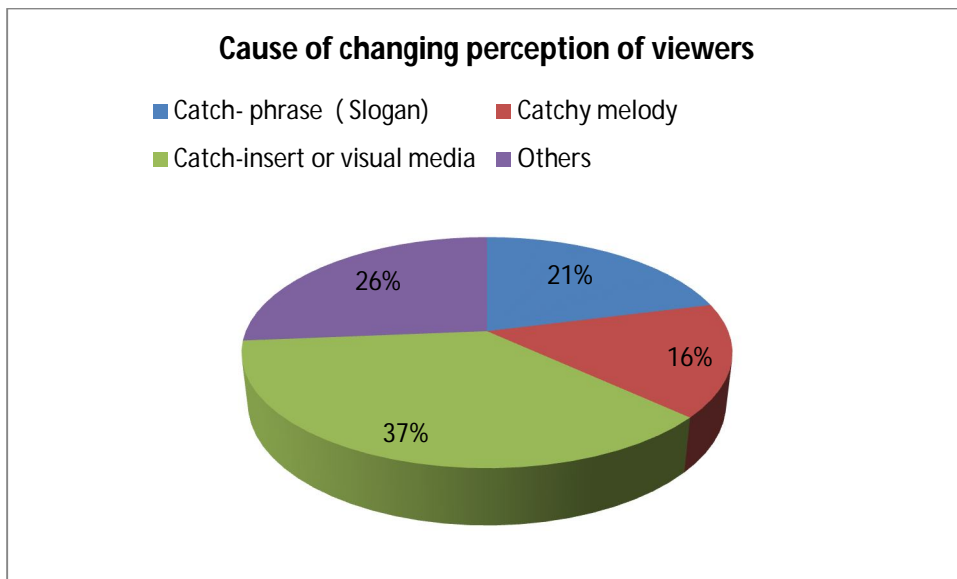


Figure: Cause of changing perception of viewers

Question no 10. Do you think Mobile operator's Advertisement is affecting consumer behavior?

In the answer of this question

- A. Yes 20%
- B. No 15%
- C. Sometimes 55 %
- D. Not sure 10%

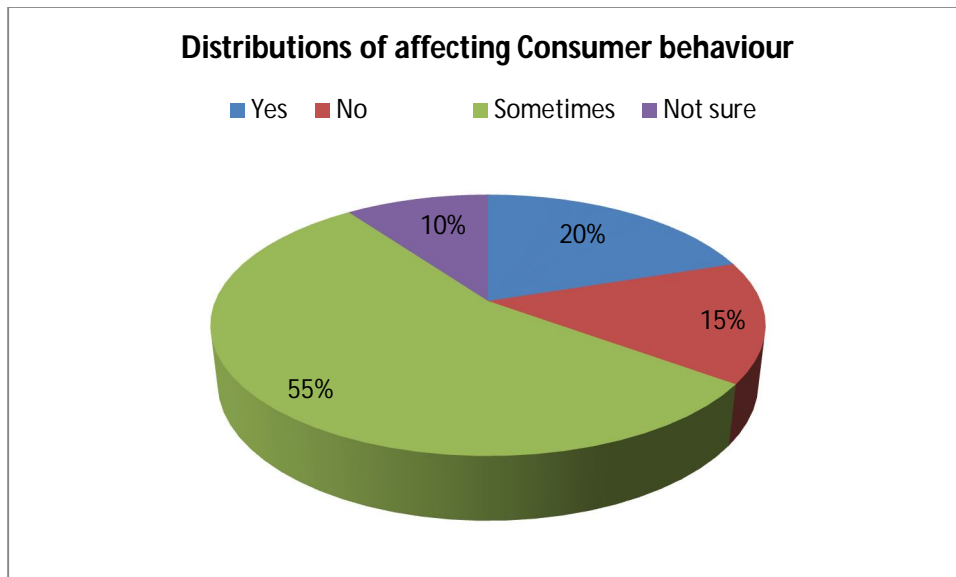


Figure: Distribution of affecting consumer behavior.

Question no 11. Are they exaggerated and unrealistic?

In the answer of this question

A. Most of the time 35%

B. Sometimes 50%

C. Never 5%

D. Not sure 10%

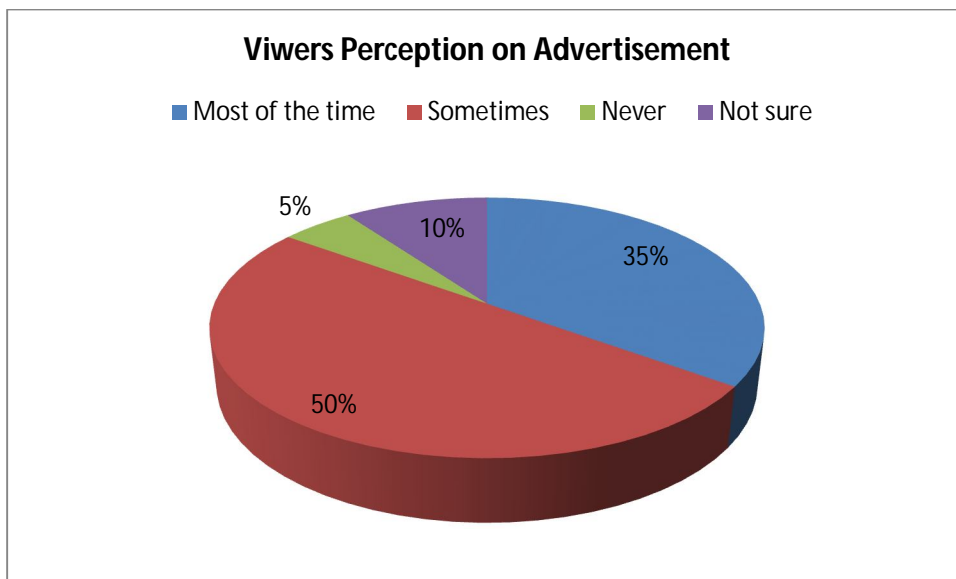


Figure: Viewers perception on advertisement.

Question no 12. Do you think Mobile company operator use public's emotions for the purpose of their business?

In the answer of this question

- A. Yes 80%
- B. No 5%
- C. Sometimes 15%
- D. No comment 0%

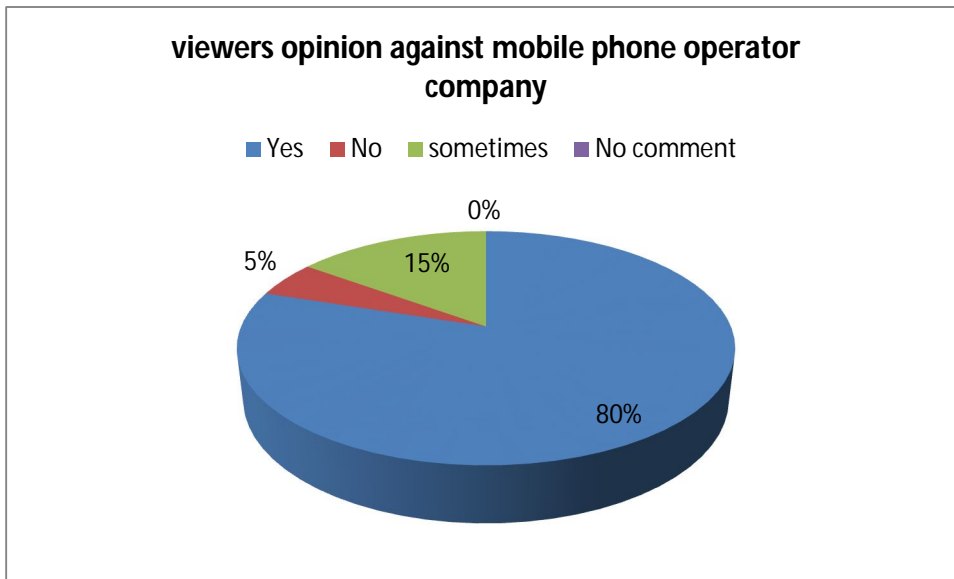


Figure: Viewers opinion against Mobile Phone Operator Company.

Question no13. Do you think these type of Advertisement are Ethically Sound?

In the answer of this question

- A. Yes 26%
- B. No 47%
- C. Not Sure 16%
- D. No comment 11%

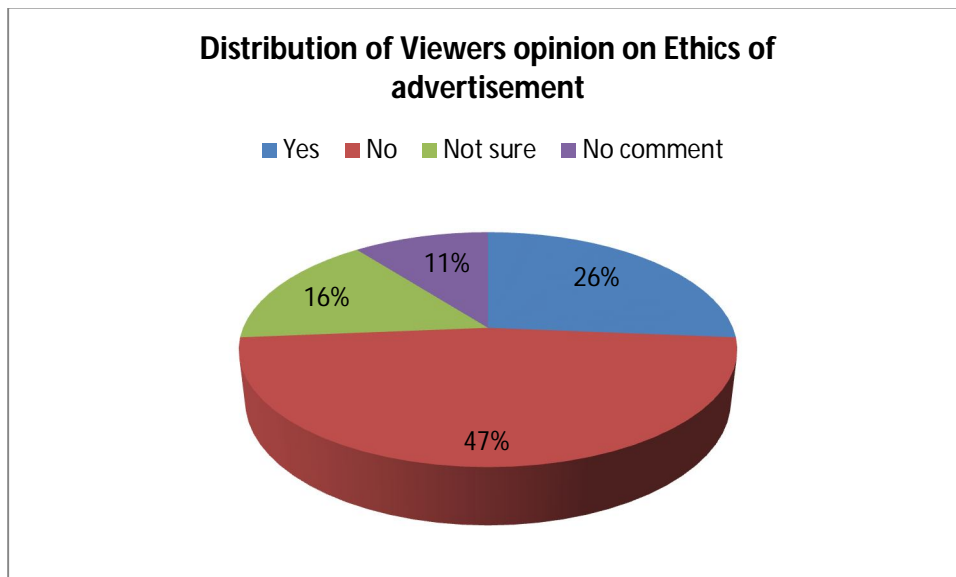


Figure: Viewers opinion on Ethics of advertisement

Findings

An advertisement is something we (consumer) get from someone who may or may not know something about us. They have an item they want us to be interested in, and hope we might gain some use by it. They give it freely, but they do expect something in return as they are paying for this transaction. Thus they are biased, however small, to give you that ad. Advertisers will never give consumer what they objectively think is best for consumer. They'll give us what they have. Ads are thus economic capital.

RECOMMENDATIONS

I placed here some proposals to the ad makers concerned to take some effective measures to make Advertisement or Television Commercials for consumers. I think they should always think about consumer physiology. Emotional blackmailing is not a proper way to attract consumer for buying or using the particular product. They should make their advertisement in a decent way with information and entertainment.

Limitation:

When I try to start to do any work I face many difficulties and limitation. For lack of time I did not collect information easily in my research. I only have 50 students as my sample. I try to overcome some problems and try to prove the best output of this research.

Conclusion:

In the end of the research I can say that having short time and small sample I can get a result that will be used in future as a review. Though it is very difficult to find out proper result in a short time but I try my best to find out actual result. DIU has more than 7000 students. Every student watch Television Commercial of Mobile Operator. I do my research only on 50 students. It is my first work. So if there is any mistake please consider me.

Attachment:

20 pieces questionnaire.

References:

1. Ministry of Information, Government of the People's Republic of Bangladesh
2. *BBC Advertising Case Studies.*
3. www.foxmarketing.com.au
4. <http://www.mobilephonebd.com>

**Questioner for a Survey of
“Consumer Reaction on selected Television Commercial of Mobile Phone
Operator”**

1. Do you use Mobile Phone ?

A. Yes B.No.....

2. Which operator you liked to use ?

A.Grameenphone..... B.Banglalink.....
C. Robi..... D.Others.....

3. Do you watch Television ?

Yes..... No.....

4. How much time you spend on watching TV per day ?

A. Less than 1 hour..... B. 1 hour to less than 2 hours.....
C. 2 hours to less than 3 hours.....D. 3 hours or above.....

5. Do you watch Advertisement of Mobile Operator ?

A.Yes.....B. No.....C.Sometimes.....
D.Others.....

6. Which type of Advertisement you like most ?

A. Funny..... B. Realistic..... C Fictitious.....
D. Others.....

**7. Have you ever changed your mind on a operator After watching a certain TV
Advertisement ?**

A. Yes..... B.No

8. What was the operator ?

A.Grameenphone.....B. Banglalink.....
C.Robi.....D.Others.....

9. What makes you changed you perception of that Operator ?

- A. Catch-phrase (slogan).....
- B. Catchy melody.....
- C. Catch-insert or visual media.....
- D. Others.....

10. Do you think Mobile operator’s Advertisement is affecting consumer behavior ?

- A. Yes.....
- B. No.....
- C. Sometimes.....
- D. Not sure.....

11.Are they exaggerated and unrealistic ?

- A. Most of the time.....
- B. Sometimes.....
- C. Never.....
- D. Not sure.....

12. Do you think Mobile company operator use public’s emotions for the purpose of their business?

- A. Yes.....
- B. No.....
- C. Sometimes.....
- D. No comment.....

13. Do you think these type of Advertisement are Ethically Sound?

- A. Yes.....
- B. No.....
- C. Not Sure.....
- D. No Comment.....

Thank you for your Participation.

Personal Information of Consumer

Name:

Department

Questioner for a Survey of

“Consumer Reaction on selected Television Commercial of Mobile Phone Operator”

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A. Yes B.No.....

2. Which operator you liked to use ?

A.Grameenphone..... B.Banglalink.....

C. Robi..... D.Others.....

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- A. Yes..... B.No

8. What was the operator ?

- A. Grameenphone..... B. Banglalink.....
C. Robi..... D. Others.....

9. What makes you changed you perception of that Operator ?

- A. Catch-phrase (slogan)..... B. Catchy melody.....
C. Catch-insert or visual media..... D. Others.....

10. Do you think Mobile operator's Advertisement is affecting consumer behavior ?

- A. Yes..... B. No..... C. Sometimes.....
D. Not sure.....

11. Are they exaggerated and unrealistic ?

- A. Most of the time..... B. Sometimes..... C. Never.....
D. Not sure.....

12. Do you think Mobile company operator use public's emotions for the purpose of their business?

- A. Yes..... B. No.....
C. Sometimes..... D. No comment.....

13. Do you think these type of Advertisement are Ethically Sound?

- A. Yes..... B. No.....
C. Not Sure..... D. No Comment.....

Thank you for your Participation.

Personal Information of Consumer

Name:

Department