**SCREENER QUESTIONNAIRE**

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| **INTRODUCTION** |
| Introduction: Good morning / afternoon / evening.  My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from Market Xcel, an established market research agency. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_We would really appreciate if you could spare some time and provide us with your valuable inputs for our current study.  Please be assured we are not selling you anything, we are only interested in your opinion. May I ask you a few questions? |
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| **Respondent** |  |
| Name of the respondent |  |
| Contact number |  |
| Email Id |  |
| Address |  |
| City |  |
| Interviewer Name |  |  |  |  |  | **1** | **1** |
| Interview Date |  |  |

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| Q1 | **PROGRAMMER INSTRUCTION: TERMINATE IF AGE LESS THAN 18 YEARS AND ABOVE 60 YEARS**Please mention your age  |
| (R1)  | Age |  |  |  |

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| Q1a | **PROGRAMMER INSTRUCTION: DO NOT SHOW****POST CODE THE ACTUAL AGE BELOW****IF Q1A =1 OR 5 THEN TERMINATE ELSE CONTINUE**Please tell me your age [SA]  | Code | Route |
| (R1) | Below 18 years | 01 | CLOSE |
| (R2) | 18-25 | 02 |  |
| (R3) | 26-35 | 03 |  |
| (R4) | 36-45 | 04 |  |
| (R5) | 46-55 | 05 |  |
| (R6) | 56-60 | 06 |  |
| (R7) | More than 60 | 07 | CLOSE |

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| Q2 | Please select the gender [SA]  | Code | Soft Quotas |
| (R1) | Male | 01 | 75% |
| (R2) | Female | 02 | 25% |

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| Q3 | **PROGRAMMER INSTRUCTION: Responses in Alphabetic order**In which city do you reside? [SA] | Code | Route |
| (R1) | Vijaywada | 01 |  |
| (R2) | Chandigarh | 02 |  |
| (R3) | Nagpur | 03 |  |
| (R4) | Kanpur | 04 |  |
| (R5) | Meerut | 05 |  |
| (R6) | Mysore | 06 |  |
| (R7) | Bilaspur | 07 |  |
| (R8) | Kolhapur | 08 |  |
| (R9) | Bharuch | 09 |  |
| (R10) | Salem | 10 |  |
| (R11) | Udaipur | 11 |  |
| (R12) | Ratnagiri | 12 |  |
| (R13) | Burdwan | 13 |  |
| (R14) | Others | 99 | CLOSE |

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| Q4 | **PROGRAMMER INSTRUCTION: TERMINATE IF 3 IS SELECTED**Are you the decision maker/s with regards to purchasing financial products for yourself or for other family members? By this, I mean, that you are either a joint or sole decision-maker whenever buying financial products like Insurance, mutual funds, Savings accounts, Fixed Deposits, Home Loan, Credit Cards & banking products, etc. (SA) | Code | Route |
| (R1) | Yes, I am the joint decision maker | 01 |  |
| (R2) | Yes, I am the sole decision-maker | 02 |  |
| (R3) | No, I am not part of the decision-making process when it comes to purchasing financial services | 03 | CLOSE |

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| Q5 | **PROGRAMMER INSTRUCTION: ASK ALL**Can you please tell me if you are the Chief Wage Earner (CWE) of your household?By chief wage earner, I mean the person of your household who contributes the maximum towards the household expenditure. [SA] | Code | Route |
| (R1) | Yes | 01 |  |
| (R2) | No | 02 |  |

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| Q6a | **PROGRAMMER INSTRUCTION:- ASK ALL****TERMINATE IF CODED ‘ILLITERATE’ IN Q6a**Please tell me what is your current education level? [SA]Note that Graduate and Post Graduate have been broken down in two sub parts |
| Q6b | **PROGRAMMER INSTRUCTION- IF RESPONDENT IS CWE I.E. CODED 1 IN Q5 THEN AUTOCODE RESPONSE CODED FROM Q6a TO Q6b****TERMINATE IF CODED ‘ILLITERATE’ IN Q6b**And what is the current education Level of the Chief Wage Earner of your household? [SA] |
|  |  | **Q6a** | **Q6b** |
| **Respondent Education** | **CWE****Education** |
| (R1) | Illiterate | 01 | 01 |
| (R2) | School up to 4 years/ no schooling but literate | 02 | 02 |
| (R3) | Schooling 5-9 years | 03 | 03 |
| (R4) | SSC/HSC | 04 | 04 |
| (R5) | Some college but not graduate (Incl. Diploma) | 05 | 05 |
| (R6) | Graduate General (e.g. B.A., B.Sc., B.Com) | 06 | 06 |
| (R7) | Post Graduate General (e.g. M.A., M.Sc., M.Com) | 07 | 07 |
| (R8) | Graduate Professional (e.g. B.E., B.Tech) | 08 | 08 |
| (R9) | Post Graduate professional (e.g., M.Tech, MBA, CA, MBBS, LLB) | 09 | 09 |

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| Q7a | **PROGRAMMER INSTRUCTION:- ASK ALL**Please tell me what is your current occupation? Please think about only your primary job or occupation while answering this question? [SA] |
| Q7b | **PROGRAMMER INSTRUCTION- IF RESPONDENT IS CWE I.E. CODED 1 IN Q5 THEN AUTO CODE RESPONSE CODED IN Q7a & Q7b**And what is the current primary occupation of the Chief Wage Earner of your household? [SA] |
|  |  | **Q7a** | **Q7b** |
| **Respondent Occupation** | **CWE****Occupation** |
| (R1) | Unskilled Worker | 01 | 01 |
| (R2) | Skilled worker | 02 | 02 |
| (R3) | Petty Trader | 03 | 03 |
| (R4) | Shop owner | 04 | 04 |
| (R5) | Businessman/ Industrialist with No employees | 05 | 05 |
| (R6) | Businessman/ Industrialist with 1-9 employees | 06 | 06 |
| (R7) | Businessman/ Industrialist with 10+ employees | 07 | 07 |
| (R8) | Self-employed professional | 08 | 08 |
| (R9) | Clerical/Salesman | 09 | 09 |
| (R10) | Supervisory level | 10 | 10 |
| (R11) | Officer/Executive – Junior | 11 | 11 |
| (R12) | Officer/Executive -Middle/Senior | 12 | 12 |
| (R13) | Housewife | 13 | 13 |
| (R14) | Student | 14 | 14 |
| (R15) | Others, (Please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 99 | 99 |

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| Q8 | **PROGRAMMER INSTRUCTION: CODE SEC FROM Q6b** **AND Q7b****CONTINUE ONLY IF CODED 3/4/5/6/7/8MAINTAIN QUOTAS- SEC B- 20%, SEC C- 65% and SEC D- 15%****OLD SEC**[SA]  | Code(277) | Route |
| (R1) | A1  | 01 | CLOSE |
| (R2) | A2  | 02 | CLOSE |
| (R3) | B1  | 04 | 45% |
| (R4) | B2  | 05 |
| (R5) | C  | 07 | 50% |
| (R7) | D  | 08 | 5% |
| (R9) | E1  | 09 | CLOSE |
| (R10) | E2  | 10 | CLOSE |

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|  **Q6b+Q7b** |  Illiterate |  Literate but no formal schooling or Schooling unto 4 years |  Schooling between 5–9 years |  SSC/HSC |  Some college (including a diploma but not a graduate) |  Graduate (General) | Post Graduate (General) |  Graduate (Professional) |  Post Graduate (Professional) |
| Unskilled Worker | E2 | E2 | E1 | D | D | D | D | D | D |
| Skilled Workers | E2 | E1 | D | C | C | B2 | B2 | B2 | B2 |
| Petty traders | E2 | D | D | C | C | B1 | B1 | B2 | B2 |
| Shop Owners | D | D | C | B2 | B1 | A2 | A2 | A2 | A2 |
| Businessmen with No employees | D | C | B2 | B1 | A2 | A2 | A2 | A1 | A1 |
| Businessmen with 1-9 employees | C | B2 | B2 | B1 | A2 | A1 | A1 | A1 | A1 |
| Businessmen with 10+ employees | B1 | B1 | A2 | A2 | A1 | A1 | A1 | A1 | A1 |
| Self Employed professional | D | D | D | B2 | B1 | A2 | A2 | A1 | A1 |
| Clerical/Salesman | D | D | D | C | B2 | B1 | B1 | B1 | B1 |
| Supervisory Level | D | D | C | C | B2 | B1 | B1 | A2 | A2 |
| Officers/Executives-Junior | C | C | C | B2 | B1 | A2 | A2 | A2 | A2 |
| Officers/Executives-Mid/Senior | B1 | B1 | B1 | B1 | A2 | A1 | A1 | A1 | A1 |

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| Q9 | **PROGRAMMER INSTRUCTION: ASK ALL**Please mention your current monthly household income  |
| (R1)  | In INR |  |  |  |

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| Q9a | **PROGRAMMER INSTRUCTION: DO NOT SHOW****POST CODE THE ACTUAL INCOME BELOW**Please tell me your monthly income [SA]  | Code | Route |
| (R1) | <=10000 | 01 | CLOSE |
| (R2) | 10001-15000 | 02 | CLOSE |
| (R3) | 15001-20000 | 03 |  |
| (R4) | 20001-25000 | 04 |  |
| (R5) | 25001-35000 | 05 |  |
| (R6) | 35001-50000 | 06 |  |
| (R7) | 50001-75000 | 07 |  |
| (R8) | 75001-100000 | 08 |  |
| (R9) | >100000 | 09 |  |

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| ~~Q10~~ | **~~PROGRAMMER INSTRUCTION: ASK ALL~~**~~Do you have a PAN Card? [SA]~~ | ~~Code~~ | ~~Route~~ |
| ~~(R1)~~ | ~~Yes~~ | ~~01~~ |  |
| ~~(R2)~~ | ~~No~~ | ~~02~~ |  |

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| ~~Q10a~~ | **~~PROGRAMMER INSTRUCTION: ASK IF CODED 1 in Q10. Should be 10 digit alphanumeric code; LIMIT to 10 characters compulsoryDO NOT MAKE IT COMPULSORY~~**~~Could you tell us your PAN ?~~ |
| ~~(R1)~~  | ~~PAN (10 digit alpha-numberic code)~~ |  |  |  |
| ~~(R2)~~ | ~~Refused~~ |  |  |  |

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| Q11 | **Current Investment****TERMINATE IF NOT CODED ‘1’ OR CODED ‘22’ IN Q11OPTION 22 SHOULD BE EXCLUSIVE AND SHOULD BE ALLOWED TO CODE ALONG WITH ANY OTHER OPTION**In which all below mentioned financial products have you currently invested? By current investment, we mean all the investments that are still active/ ongoing and which have not been closed/ matured. [MA]  | Code | Route |
| (R1) | Savings bank account | 01 |  |
| (R2) | Fixed Deposit in Nationalized/ Private bank  | 02 |  |
| (R3) | Mutual Funds  | 03 |  |
| (R4) | Life Insurance - Government Company | 04 |  |
| (R5) | Life Insurance - Private Company | 05 |  |
| (R6) | Post office schemes like KVP/ MIS | 06 |  |
| (R7) | Public Provident Fund (PPF)  | 07 |  |
| (R8) | Stocks/Shares  | 08 |  |
| (R9) | National Saving’s Certificate(NSC) | 09 |  |
| (R10) | National Pension Scheme (NPS) | 10 |  |
| (R11) | Recurring Deposit in Nationalized/ Private Bank  | 11 |  |
| (R12) |  Health Insurance | 12 |  |
| (R13) |  Future/ Options | 13 |  |
| (R14) |  Commodities Market | 14 |  |
| (R15) |  Currency Trading | 15 |  |
| (R16) |  Gold | 16 |  |
| (R17) |  Bonds | 17 |  |
| (R18) |  General Insurance (Such as Motor, Travel, etc. excluding Health Insurance)  | 18 |  |
| (R19) |  Accident Insurance  | 19 |  |
| (R20) |  Real Estate  | 20 |  |
| (R21) | Loans (Personal Loans, Housing Loans, Vehicle Loan, etc) | 21 |  |
| (R22) |  None/ DK/ CS | 22 | CLOSE |

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| Q12 | **PROGRAMMER INSTRUCTION: ASK ALL**Have you ever taken a loan for any reason from a Bank/Financial Institute? [SA]  | Code | Route |
| (R1) | Yes | 01 |  |
| (R2) | No | 02 |  |

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| Q12a | **PROGRAMMER INSTRUCTION: ASK IF CODED 1 in Q12**Do you currently have any ongoing loans which you have not yet fully repaid? [SA]  | Code | Route |
| (R1) | Yes | 01 |  |
| (R2) | No | 02 |  |

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| Q12b | **PROGRAMMER INSTRUCTION: ASK IF CODED 1 in Q12****TERMINATE IF CODED 2 IN Q12 and CODED 2 IN Q12b**Do you intend to take a loan in the next 6 months? [SA]  | Code | Route |
| (R1) | Yes | 01 |  |
| (R2) | No | 02 |  |

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| Q12c | **PROGRAMMER INSTRUCTION: HIDDEN QUESTION****DO NOT SHOW** | Code | Quota |
| (R1) | CODE LAPSERS IF CODED 1 in Q12 and CODED 2 in Q12a and Coded 2 in Q12b | 01 | 15% |
| (R2) | CODE CURRENT USER IF CODED 1 in Q12 and 1 in Q12a and CODED 1 in Q12b | 02 | 25% |
| (R3) | CODE INTENDER IF CODED 1/2 in Q12 and CODED 1 IN Q12b | 03 | 60% |
| (R4) | CODE FIRST TIME LOAN INTENDER IF CODED 2 in Q12 and 1 in Q12b | 04 | Subset of 60% |
| (R5) | CODED 2 IN Q12 and CODED 2 IN Q12B | 05 | **CLOSE** |

**MAIN QUESTIONNAIRE**

Now, let's focus on **Loan Giving Companies**

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| Q.13 TOM | **PROGRAMMER INSTRUCTION: ASK ALL****INTERVIEWER INSTRUCTION: PLEASE TAKE UNAIDED RESPONSES**When you think about **Finance Companies providing Loans**, which is the **first company that** **comes to your mind**? [SA]OPEN END; POSTCODE |
| Q.14 SPONT | **PROGRAMMER INSTRUCTION: ASK ALL****INTERVIEWER INSTRUCTION: PLEASE TAKE UNAIDED RESPONSES**And which other **companies that provide Loans** are you **aware of** ? [MA]OPEN END; POSTCODE |
| Q.14a TOTAL SPONT AWARENESS | **AUTO CODE BRAND in either Q.13,14 AS TOTAL SPONTANEOUS AWARENESS**  |

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| Q15 | **Prompted Brand Awareness.** **ASK ALL. <<PROGRAMMER: ROTATE ORDER OF BRANDS ALPHABETICALLY.>>**Which of these **Loan giving companies** are you **aware** of? Please look at this list and indicate which of these you have ever seen or heard of. Please select all that apply.The brands that you have already mentioned are coded. [MA]PROGRAMMER INSTRUCTION- ONLY SHOW BRANDS NOT CODED IN Q14a. ROTATE BRANDS.  | Code | Route |

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| **Finance Companies** | **Q13** | **Q.14** | **Q15** |
| Bajaj Finance Limited | 1 | 1 | 1 |
| Piramal Capital & Housing Finance Ltd. | 2 | 2 | 2 |
| Shriram Transport Finance Company Limited | 3 | 3 | 3 |
| Muthoot Finance Limited | 4 | 4 | 4 |
| Manappuram Finance Limited | 5 | 5 | 5 |
| Awas Housing Finance | 6 | 6 | 6 |
| Edelweiss Financial Services Ltd. | 7 | 7 | 7 |
| Motilal Oswal | 8 | 8 | 8 |
| Aadhar Housing Finance | 9 | 9 | 9 |
| L&T Finance Limited | 10 | 10 | 10 |
| Tata Capital Financial Services Limited | 11 | 11 | 11 |
| HDB Financial Services | 12 | 12 | 12 |
| Cholamandalam Investment and Finance Company | 13 | 13 | 13 |
| IIFL Finance Limited | 14 | 14 | 14 |
| Poonawalla Housing Finance Limited | 15 | 15 | 15 |
| Indiabulls Housing Finance Limited | 16 | 16 | 16 |
| Reliance Home Finance Limited | 17 | 17 | 17 |
| Godrej Housing Finance Limited | 18 | 18 | 18 |
| Axis Bank Ltd. | 19 | 19 | 19 |
| Bandhan Bank Ltd. | 20 | 20 | 20 |
| Federal Bank Ltd. | 21 | 21 | 21 |
| HDFC Bank Ltd | 22 | 22 | 22 |
| ICICI Bank Ltd. | 23 | 23 | 23 |
| IndusInd Bank Ltd | 24 | 24 | 24 |
| IDFC FIRST Bank Limited | 25 | 25 | 25 |
| Kotak Mahindra Bank Ltd | 26 | 26 | 26 |
| Bank of Baroda  | 27 | 27 | 27 |
| Bank of India | 28 | 28 | 28 |
| Bank of Maharashtra | 29 | 29 | 29 |
| Canara Bank | 30 | 30 | 30 |
| Central Bank of India | 31 | 31 | 31 |
| Indian Overseas Bank | 32 | 32 | 32 |
| Punjab National Bank | 33 | 33 | 33 |
| State Bank of India | 34 | 34 | 34 |
| Indian Bank | 35 | 35 | 35 |
| Equitas Small Finance Bank | 36 | 36 | 36 |
| Aditya Birla Finance Ltd | 37 | 37 | 37 |
| Others, please specify | 36 | 36 | 36 |

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| Q.15a TOTAL AWARENESS | **AUTO CODE BRAND in either Q.13,14 and 15 AS TOTAL AWARENESS**  |

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| Q16 | **[WB04] Favorite Brand.** **ASK ALL AWARE OF BRAND. <<PROGRAMMER: ROTATE ORDER OF BRANDS ALPHABETICALLY. INCLUDE BRANDS FROM Q15a.**Which **Loan giving company** would you say is your **favorite**? It may or may not be your main **Loan giving company**. Please select one. [SA]  | Code | Route |
|  | **ASK FOR BRANDS CODED IN Q15a.** | 01 |  |
|  | ~~Others~~  | ~~997~~ |  |
|  | ~~Don't Know~~  | ~~998~~ |  |
|  | None  | 999 |  |

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| Q17 | **Second Favorite Brand.** **<<PROGRAMMER: ROTATE ORDER OF BRANDS ALPHABETICALLY. INCLUDE BRANDS FROM Q15a.** And which **Loan Giving company>>** is your **second favorite**? [SA]  | Code | Route |
|  | **ASK FOR BRANDS CODED IN Q15a except that coded in Q16.** | 01 |  |
|  | ~~Others~~  | ~~997~~ |  |
|  | ~~Don't Know~~  | ~~998~~ |  |
|  | None  | 999 |  |

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| Q18 |  **Recommended Brand.** **ASK IF AWARE..**If you had to **recommend** a **Loan giving company** to somebody, which would it be? Please select one. [SA]  | Code | Route |
|  | **ASK FOR BRANDS CODED IN Q15a.** | 01 |  |
|  | Others (Pipe from MM03)  | 997 |  |
|  | Don't Know  | 998 |  |
|  | None  | 999 |  |

**BRAND OWNERSHIP/USAGE**

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| Q19 |  **Regular Users (Loan Owners).** **ASK WHO ARE CODED OWNERS/LAPSERS CODED 1 or 2 in Q12c.****TERMINATE IF CODED DON’T KNOW OR NONE**You said that you currently have an ongoing loan. Which **Loan giving companies** do you currently have an ongoing loanwith? [MA] | Code | Route |
|  | **ASK FOR BRANDS CODED IN Q15a.** | 01 |  |
|  | Others (Pipe from Q15a)  | 997 |  |
|  | ~~Don't Know~~  | ~~998~~ |  |
|  | ~~None~~  | ~~999~~ |  |

**CONSIDERATION**

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| Q20a | **Consideration. SHOW CARD****ASK FOR ALL BRANDS CODED IN Q15a AND PIRAMAL FINANCE EVEN IF NOT AWARE OF PIRAMAL**Now think about all the **Loan giving companies** that you are aware of. For each of them, which of the statements best describes your attitude towards borrowing from the company? [SA per row]  |  |  |
|  | **DEFINITELY NOT CONSIDER** | **MAY NOT CONSIDER** | **MAY OR MAY NOT CONSIDER** | **MAY CONSIDER** | **DEFINITELY CONSIDER** |
| **ASK FOR BRANDS CODED IN Q15a** | 1 | 2 | 3 | 4 | 5 |

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| Q20b |  **[A04] Reasons for Non-Consideration.****ASK IF CODED 1/2/3 for PIRAMAL FINANCE IN Q20a**Thinking about Piramal Finance, **why wouldn't you consider** taking a loan from the brand? [OE] |
| (R1) |  |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
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**PRICE PERCEPTION**

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| Q21 | **Willingness to Pay Price Premium****ASK FOR ALL BRANDS CODED in Q15a AND FOR PIRAMAL**Now, I would like you to think about the **premium** you pay when you take a loan.Can you please indicate which of these statements best describe how much you would be willing to use each of the following **Loan giving companies**? Please select one answer for each brand. [SA per row] |
|  | I wouldn’t **take a loan** from this **company** at all | Only if its **rate of interest** is the **same** as the most competitive **interest rate given by any other brand** | Even if its **rate of interest is a bit higher** than the most competitive **interest rate given by any other brand** | Even if its **rate of interest** is **a lot higher** than the most competitive **interest rate given by any other brand** | Even if its **rate of interest** is higher than any other loan giving **companies** | Whatever its **rate of interest is**  |
| (R1) | **CONSIDERATION BRAND LIST** | 1 | 2 | 3 | 4 | 5 | 6 |

**IMAGERY**

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| Q22 | **ASK FOR ALL BRANDS CODED in Q14a AND FOR PIRAMAL IN CODED IN Q15a** **INTERVIEWER INST: SHOW SCREEN**Please tell me, with which of these **companies** do you **associate** the following statements? You can select as many brands as you want or may even choose to not select any brand for that statement. [MA] |  |  |
| Emotive | This brand has advertisements which make me want to know more about it and its products | 1 |  |
| Has wide range of financial products catering to my needs | 2 |  |
| Is a modern/progressive finance company (Technologically advanced) | 3 |  |
| It is a brand that enhances the status/ image of its customers | 4 |  |
| Is a brand that I trust | 5 |  |
| It is a brand for people like me | 6 |  |
| Is a brand which is leveraging technology to provide convenience to the customers | 7 |  |
| Cognitive | Offers a wide range of digital services over internet & mobile | 8 |  |
| Has user-friendly interface for Mobile app and website | 9 |  |
| No hidden fees/ charges | 10 |  |
| ~~Is a brand for people like me~~ | ~~11~~ |  |
| Has a wide network | 12 |  |
| Gives higher value loans than others | 13 |  |
| Provides competitive interest rates | 14 |  |
| Quick loan disbursement | 15 |  |
| Hassle-free documentation | 16 |  |
| Transparent in dealing with its customers | 17 |  |
|  | None of these **(PROGRAMMING INSTRUCTION: Mutually Exclusive)** | 99 |  |

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| Q22a |  **Why Trust and “Brand for me”** **ASK IF CODED PIRAMAL IN Q15a and CODED 5/6 in Q22.**You said that Piramal is a brand that you trust and feel that it is a brand for someone like you. Could you tell us why you feel so? [MA]  | Code | Route |
|  | It understands people like me and our situation | 01 |  |
|  | It is a brand that thinks for people like me  | 02 |  |
|  | It is a brand that has products that are perfectly suited for people like me | 03 |  |
|  | It is a brand which takes care of people like me  | 04 |  |
|  | It is a brand that understands what people like me go through and makes processes easy for us | 05 |  |
|  | It is a brand that focusses on problems faced by people like me and helps to solve them | 06 |  |
|  | It has been in the market for a long time | 07 |  |
|  | My friends and family have used its services and hence I trust this brand | 08 |  |
|  | The brand has advertisements which speaks about people like me and our situation | 09 |  |
|  | Other (Please Specify) | 10 |  |

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| Q22b |  **Why Trust and “Brand for me”** **ASK IF CODED TATA CAPITAL IN Q14a and CODED 5/6 in Q22.**You said that Tata Capital is a brand that you trust and feel that it is a brand for someone like you. Could you tell us why you feel so? [MA]  | Code | Route |
|  | It understands people like me and our situation | 01 |  |
|  | It is a brand that thinks for people like me  | 02 |  |
|  | It is a brand that has products that are perfectly suited for people like me | 03 |  |
|  | It is a brand which takes care of people like me  | 04 |  |
|  | It is a brand that understands what people like me go through and makes processes easy for us | 05 |  |
|  | It is a brand that focusses on problems faced by people like me and helps to solve them | 06 |  |
|  | It has been in the market for a long time | 07 |  |
|  | My friends and family have used its services and hence I trust this brand | 08 |  |
|  | The brand has advertisements which speaks about people like me and our situation | 09 |  |
|  | Other (Please Specify) | 10 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q22c |  **Why Trust and “Brand for me”** **ASK IF CODED IIFL IN Q14a and CODED 5/6 in Q22.**You said that IIFL is a brand that you trust and feel that it is a brand for someone like you. Could you tell us why you feel so? [MA]  | Code | Route |
|  | It understands people like me and our situation | 01 |  |
|  | It is a brand that thinks for people like me  | 02 |  |
|  | It is a brand that has products that are perfectly suited for people like me | 03 |  |
|  | It is a brand which takes care of people like me  | 04 |  |
|  | It is a brand that understands what people like me go through and makes processes easy for us | 05 |  |
|  | It is a brand that focusses on problems faced by people like me and helps to solve them | 06 |  |
|  | It has been in the market for a long time | 07 |  |
|  | My friends and family have used its services and hence I trust this brand | 08 |  |
|  | The brand has advertisements which speaks about people like me and our situation | 09 |  |
|  | Other (Please Specify) | 10 |  |

|  |  |  |  |
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| Q22d |  **Why Trust and “Brand for me”** **ASK IF CODED SHRIRAM CAPITAL (NET) IN Q14a and CODED 5/6 in Q22.**You said that ShriRam is a brand that you trust and feel that it is a brand for someone like you. Could you tell us why you feel so? [MA]  | Code | Route |
|  | It understands people like me and our situation | 01 |  |
|  | It is a brand that thinks for people like me  | 02 |  |
|  | It is a brand that has products that are perfectly suited for people like me | 03 |  |
|  | It is a brand which takes care of people like me  | 04 |  |
|  | It is a brand that understands what people like me go through and makes processes easy for us | 05 |  |
|  | It is a brand that focusses on problems faced by people like me and helps to solve them | 06 |  |
|  | It has been in the market for a long time | 07 |  |
|  | My friends and family have used its services and hence I trust this brand | 08 |  |
|  | The brand has advertisements which speaks about people like me and our situation | 09 |  |
|  | Other (Please Specify) | 10 |  |

**MARKETING IMPACT**

|  |  |
| --- | --- |
| Q23 | **[A32]**  **Marketing Impact.** **ASK FOR ALL BRANDS CODED in Q14a and for Piramal Finance if CODED in Q15a**Now, we would like you to evaluate how well the following brands have **performed in the market** to ensure their product/service meets your specific needs or demand. Please indicate which **Loan Giving companies** you think each statement applies. You can select as many or as few brands as you wish **based on your observation or experience** with the brand/s. [MA per row] Please scroll side ways to look at the brands before answering the each attributes |
|  | [**<<Insert Key Brand List>>**](https://drive.google.com/file/d/1K9CaZ-SfGnWhNgFDClH4qKC8oE4Brnrz/view)  | None of these |
|  | **Product** |  |  |
| (R1) | This **brand** has the loan **products** that is superior to other brands | 01 | 99 |
| (R2) | The **product features** provided by this **brand** is suitable for my loan needs | 01 | 99 |
| (R3) | This **brand** has a wide **product range of Loan products across various categories** | 01 | 99 |
|  | **Place** | 01 | 99 |
| (R5) | This **brand** has branches which nearby for me and easily accessible for all my banking needs |  |  |
| (R6) | This brand is easily accessible on online platforms which allows me to reach out easily |  |  |
|  | **Price** | 01 | 99 |
| (R7) | The brand provides the best rate of interest amongst all brands in the category | 01 | 99 |
| (R9) | This **brand** charges a minimal **processing fee** |  |  |
|  | **Promotion** | 01 | 99 |
| (R10) | This **brand** has very **memorable ads** | 01 | 99 |
| (R11) | This **brand** has very attractive **promotions** | 01 | 99 |
|  | **Customer service** |  |  |
| (R12) | I am satisfied with the **customer service** provided by this **brand**  | 01 | 99 |
| (R13) | This **brand** provides **fast** customer service  | 01 | 99 |
| (R14) | This **brand** has very **friendly** staff across branches |  |  |
|  | **Recommendation** | 01 | 99 |
| (R15) | My family and friends prefer this **brand** | 01 | 99 |

**~~AD SECTION~~**

 **~~Sequential Monadic and Least Fill to be used- Total 3 Ads to be shown to each Respondent. 1 each of - Piramal, Aditya Birla, Poonawala Fincorp~~**

**~~GROUP 1- Q24-31A, Q41-48A, Q57-64a~~**

**~~GROUP 2 – Q32-40A, Q49-56A, Q65-72a~~**

|  |
| --- |
| **~~INTERVIEWER INSTRUCTION~~****~~Now you will see some Advertisement that has been in the media recently, please observe and response accordingly~~** |

**~~SHOW AD 1 (KATORI AD)- Piramal~~**

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q24~~ |  **~~Visibility of Ad/s.~~** **~~ASK ALL. <<PROGRAMMER: SHOW RESPONDENT THE TEST AD. IF RESPONDENT CANNOT RECALL SEEING IT (NOT CODE 4 OR 5) IN THIS QUESTION, SKIP TO NEXT AD.~~** ~~You saw an ad that has been in~~ **~~the Media~~** ~~recently. Please select the statement that best describes whether you have~~ **~~seen~~** ~~the ad or not. [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Definitely haven't seen it~~  | ~~1~~ |  |
|  | ~~Don't think I've seen it~~  | ~~2~~ |  |
|  | ~~Unsure whether I've seen it~~  | ~~3~~ |  |
|  | ~~Yes, I think I've seen it~~  | ~~4~~ |  |
|  | ~~Yes, definitely seen it~~  | ~~5~~ |  |

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| --- | --- |
| ~~Q25~~ | **~~[CE05] Recognition of Ad. <<Note: Compulsory for Impact Measure of EPIC.~~****~~<<PROGRAMMER: PLEASE AUTOCODE FROM THE EXHAUSTIVE LIST OF BRAND MAPPING THAT HAS BEEN PROVIDED LIKE WE DID IN Q13a &Q13b~~****~~THE TEXT BOX SHOULD CONTAIN ONLY ALPHABETS. IF NUMBERS OR COMMA ARE SELECTED ERROR MESSAGE TO BE SHOWN>>~~****~~ASK IF CODE 4 OR 5 IN Q24.~~**~~Can you please write in the box below the name of the~~ **~~Loan giving company~~** ~~being advertised?~~  |
|  |  |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
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| ~~Q26~~ | **~~Absolute Likeability.~~** **~~ASK IF CODE 4 OR 5 IN Q24.~~**~~Which of these statements best describe your~~ **~~overall feeling~~** ~~about this advertisement? Would you say you ... [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Dislike it a lot~~  | ~~1~~ |  |
|  | ~~Dislike it a little~~  | ~~2~~ |  |
|  | ~~Neither like nor dislike~~  | ~~3~~ |  |
|  | ~~Like it a little~~  | ~~4~~ |  |
|  | ~~Like it very much~~  | ~~5~~ |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q27~~ | **~~Relative Likeability.~~** **~~ASK IF CODE 4 OR 5 IN Q24.~~**~~And now I'd like you to think about other ads that you have seen. Compared to most other ads would you say that you... [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Dislike it a lot more than other ads~~  | ~~1~~ |  |
|  | ~~Dislike it a little more than most~~ **~~other~~** ~~ads~~  | ~~2~~ |  |
|  | ~~Feel it's about average~~  | ~~3~~ |  |
|  | ~~Like this ad a little more than most~~ **~~other~~** ~~ads~~  | ~~4~~ |  |
|  | ~~Like this ad a lot more than most~~ **~~other~~** ~~ads~~  | ~~5~~ |  |

|  |  |
| --- | --- |
| ~~Q28~~ |  **~~Spontaneous Communication Take Out~~****~~ASK IF CODED 4/5 in Q24~~**~~What do you think this advertising was trying to tell you? [OE]~~ |
|  |  |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
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| ~~Q29~~ | **~~Comprehension/Relevance/Uniqueness/Persuasion/Use More/Wear Out.~~** **~~ASK IF CODE 4 OR 5 IN Q24.~~****~~<<PROGRAMMER: All sliders should say on the right side "Agree strongly" and on the left side "Do not agree at all". Include the Recode slider values to a 1-5 pt.~~**~~You will see some statements below. Please indicate how strongly you agree or disagree with these statements. Move the slider to indicate how strongly you agree.~~

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ~~5~~ | ~~4~~ | ~~3~~ | ~~2~~ | ~~1~~ |
| ~~Agree strongly~~ | ~~Somewhat Agree~~ | ~~Neutral~~ | ~~Somewhat disagree~~ | ~~Do not Agree at all~~ |

 |
| ~~(R1)~~ | **~~Comprehension:~~** ~~Most people would find it easy to follow~~  |  |  |  |  |
| ~~(R2)~~ | **~~Relevance:~~** ~~Is relevant to me as an individual~~  |  |  |  |  |
| ~~(R3)~~ | **~~Uniqueness:~~** ~~Is different from other~~ **~~Loan giving Companies’~~** ~~ads~~  |
| ~~(R4)~~ | **~~Persuasion:~~** ~~Makes me feel happier or more comfortable about using their services~~  |
| ~~(R5)~~ | **~~Use More:~~** ~~Makes me want to increase my usage of their services~~  |  |  |  |  |
| ~~(R6)~~ | **~~Wear Out:~~** ~~I am getting fed up with seeing the ad~~  |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q30~~ | **~~Persuasion Scale.~~** **~~ASK IF CODE 4 OR 5 IN Q24.~~**~~Which of these statements comes~~ **~~closest~~** ~~to the way the ad left you feeling about the~~ **~~Company~~**~~? Please choose all that apply. [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~It definitely made me want to use the services of the~~ **~~Company~~** | ~~1~~ |  |
|  | ~~It sounded interesting and I wanted to tell others about it~~  | ~~2~~ |  |
|  | ~~I wanted to try and find out more about it~~  | ~~3~~ |  |
|  | ~~That is just what I had been looking for~~  | ~~4~~ |  |
|  | ~~That ad reminded me about the~~ **~~Loan giving Companies~~** | ~~5~~ |  |
|  | ~~I've never quite thought about the~~ **~~Loan giving Companies~~** ~~like that before, that's something new~~  | ~~6~~ |  |
|  | ~~That's just how I've always seen the~~ **~~Loan giving Companies~~** | ~~7~~ |  |
|  | ~~None of the above-~~ **~~EXCLUSIVE~~** | ~~8~~ |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q31~~ | **~~CALL TO ACTION.~~** **~~ASK IF CODED 4/5 in Q24~~**~~You said you have seen an ad of Piramal Finance and liked the ad. What did you do after listening to the ad? [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~I called on the number~~  | ~~1~~ |  |
|  | ~~I searched online abut Piramal Finance on Google search~~  | ~~2~~ |  |
|  | ~~I asked my friends/family/colleagues about Piramal Finance~~  | ~~3~~ |  |
|  | ~~I searched about Piramal Finance on social media like Facebook, Instagram, Twitter~~ | ~~4~~ |  |
|  | ~~Walked into a branch~~ | ~~5~~ |  |
|  | ~~Downloaded the app of Piramal Finance~~ | ~~6~~ |  |
|  | ~~I did not do anything.~~ **~~EXCLUSIVE~~** | ~~7~~ |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q31a~~ |  **~~Source of Visibility~~****~~ASK IF CODED 4/5 in Q24~~** ~~You saw an ad that has been in~~ **~~the Media~~** ~~recently. Please select the statement that best describes where you have~~ **~~seen~~** ~~the ad [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~TV~~  | ~~1~~ |  |
|  | ~~Jio Cinema while seeing IPL~~  | ~~2~~ |  |
|  | ~~On social media (Facebook, Instagram, koo, Twitter, etc)~~  | ~~3~~ |  |
|  | ~~Youtube~~  | ~~4~~ |  |
|  | ~~Other (Please Specify……………………………..)~~  | ~~5~~ |  |

**~~SHOW AD 2 – Lohar Ad - Piramal~~**

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q32~~ |  **~~Visibility of Ad/s.~~** **~~ASK ALL. <<PROGRAMMER: SHOW RESPONDENT THE TEST AD. IF RESPONDENT CANNOT RECALL SEEING IT (NOT CODE 4 OR 5) IN THIS QUESTION, SKIP TO NEXT AD.~~** ~~You saw an ad that has been in~~ **~~the Media~~** ~~recently. Please select the statement that best describes whether you have~~ **~~seen~~** ~~the ad or not. [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Definitely haven't seen it~~  | ~~1~~ |  |
|  | ~~Don't think I've seen it~~  | ~~2~~ |  |
|  | ~~Unsure whether I've seen it~~  | ~~3~~ |  |
|  | ~~Yes, I think I've seen it~~  | ~~4~~ |  |
|  | ~~Yes, definitely seen it~~  | ~~5~~ |  |

|  |  |
| --- | --- |
| ~~Q33~~ | **~~[CE05] Recognition of Ad. <<Note: Compulsory for Impact Measure of EPIC.~~****~~<<PROGRAMMER: PLEASE AUTOCODE FROM THE EXHAUSTIVE LIST OF BRAND MAPPING THAT HAS BEEN PROVIDED LIKE WE DID IN Q13a &Q13b~~****~~THE TEXT BOX SHOULD CONTAIN ONLY ALPHABETS. IF NUMBERS OR COMMA ARE SELECTED ERROR MESSAGE TO BE SHOWN>>~~****~~ASK IF CODE 4 OR 5 IN Q32.~~**~~Can you please write in the box below the name of the~~ **~~Loan giving company~~** ~~being advertised?~~  |
|  |  |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q34~~ | **~~Absolute Likeability.~~** **~~ASK IF CODE 4 OR 5 IN Q32.~~**~~Which of these statements best describe your~~ **~~overall feeling~~** ~~about this advertisement? Would you say you ... [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Dislike it a lot~~  | ~~1~~ |  |
|  | ~~Dislike it a little~~  | ~~2~~ |  |
|  | ~~Neither like nor dislike~~  | ~~3~~ |  |
|  | ~~Like it a little~~  | ~~4~~ |  |
|  | ~~Like it very much~~  | ~~5~~ |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q35~~ | **~~Relative Likeability.~~** **~~ASK IF CODE 4 OR 5 IN Q32.~~**~~And now I'd like you to think about other ads that you have seen. Compared to most other ads would you say that you... [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Dislike it a lot more than other ads~~  | ~~1~~ |  |
|  | ~~Dislike it a little more than most~~ **~~other~~** ~~ads~~  | ~~2~~ |  |
|  | ~~Feel it's about average~~  | ~~3~~ |  |
|  | ~~Like this ad a little more than most~~ **~~other~~** ~~ads~~  | ~~4~~ |  |
|  | ~~Like this ad a lot more than most~~ **~~other~~** ~~ads~~  | ~~5~~ |  |

|  |  |
| --- | --- |
| ~~Q36~~ |  **~~Spontaneous Communication Take Out~~****~~ASK IF CODED 4/5 in Q32~~**~~What do you think this advertising was trying to tell you? [OE]~~ |
|  |  |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ~~Q37~~ | **~~Comprehension/Relevance/Uniqueness/Persuasion/Use More/Wear Out.~~** **~~ASK IF CODE 4 OR 5 IN Q32.~~****~~<<PROGRAMMER: All sliders should say on the right side "Agree strongly" and on the left side "Do not agree at all". Include the Recode slider values to a 1-5 pt.~~**~~You will see some statements below. Please indicate how strongly you agree or disagree with these statements. Move the slider to indicate how strongly you agree.~~

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ~~5~~ | ~~4~~ | ~~3~~ | ~~2~~ | ~~1~~ |
| ~~Agree strongly~~ | ~~Somewhat Agree~~ | ~~Neutral~~ | ~~Somewhat disagree~~ | ~~Do not Agree at all~~ |

 |
| ~~(R1)~~ | **~~Comprehension:~~** ~~Most people would find it easy to follow~~  |  |  |  |  |
| ~~(R2)~~ | **~~Relevance:~~** ~~Is relevant to me as an individual~~  |  |  |  |  |
| ~~(R3)~~ | **~~Uniqueness:~~** ~~Is different from other~~ **~~Loan giving Companies’~~** ~~ads~~  |
| ~~(R4)~~ | **~~Persuasion:~~** ~~Makes me feel happier or more comfortable about using their services~~  |
| ~~(R5)~~ | **~~Use More:~~** ~~Makes me want to increase my usage of their services~~  |  |  |  |  |
| ~~(R6)~~ | **~~Wear Out:~~** ~~I am getting fed up with seeing the ad~~  |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q38~~ | **~~Persuasion Scale.~~** **~~ASK IF CODE 4 OR 5 IN Q32.~~**~~Which of these statements comes~~ **~~closest~~** ~~to the way the ad left you feeling about the~~ **~~Company~~**~~? Please choose all that apply. [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~It definitely made me want to use the services of the~~ **~~Company~~** | ~~1~~ |  |
|  | ~~It sounded interesting and I wanted to tell others about it~~  | ~~2~~ |  |
|  | ~~I wanted to try and find out more about it~~  | ~~3~~ |  |
|  | ~~That is just what I had been looking for~~  | ~~4~~ |  |
|  | ~~That ad reminded me about the~~ **~~Loan giving Companies~~** | ~~5~~ |  |
|  | ~~I've never quite thought about the~~ **~~Loan giving Companies~~** ~~like that before, that's something new~~  | ~~6~~ |  |
|  | ~~That's just how I've always seen the~~ **~~Loan giving Companies~~** | ~~7~~ |  |
|  | ~~None of the above-~~ **~~EXCLUSIVE~~** | ~~8~~ |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q39~~ | **~~CALL TO ACTION.~~** **~~ASK IF CODED 4/5 in Q32~~** ~~You said you have seen an ad of Piramal Finance and liked the ad. What did you do after listening to the ad? [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~I called on the number~~  | ~~1~~ |  |
|  | ~~I searched online abut Piramal Finance on Google search~~  | ~~2~~ |  |
|  | ~~I asked my friends/family/colleagues about Piramal Finance~~  | ~~3~~ |  |
|  | ~~I searched about Piramal Finance on social media like Facebook, Instagram, Twitter~~ | ~~4~~ |  |
|  | ~~Walked into a branch~~ | ~~5~~ |  |
|  | ~~Downloaded the app of Piramal Finance~~ | ~~6~~ |  |
|  | ~~I did not do anything.~~ **~~EXCLUSIVE~~** | ~~7~~ |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q40a~~ |  **~~Source of Visibility~~****~~ASK IF CODED 4/5 in Q32~~** ~~You saw an ad that has been in~~ **~~the Media~~** ~~recently. Please select the statement that best describes where you have~~ **~~seen~~** ~~the ad [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~TV~~  | ~~1~~ |  |
|  | ~~Jio Cinema while seeing IPL~~  | ~~2~~ |  |
|  | ~~On social media (Facebook, Instagram, koo, Twitter, etc)~~  | ~~3~~ |  |
|  | ~~Youtube~~  | ~~4~~ |  |
|  | ~~Other (Please Specify……………………………..)~~  | ~~5~~ |  |

**~~SHOW AD 3 – Aditya Birla 1~~**

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q41~~ |  **~~Visibility of Ad/s.~~** **~~ASK ALL. <<PROGRAMMER: SHOW RESPONDENT THE TEST AD. IF RESPONDENT CANNOT RECALL SEEING IT (NOT CODE 4 OR 5) IN THIS QUESTION, SKIP TO NEXT AD.~~** ~~You saw an ad that has been in~~ **~~the Media~~** ~~recently. Please select the statement that best describes whether you have~~ **~~seen~~** ~~the ad or not. [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Definitely haven't seen it~~  | ~~1~~ |  |
|  | ~~Don't think I've seen it~~  | ~~2~~ |  |
|  | ~~Unsure whether I've seen it~~  | ~~3~~ |  |
|  | ~~Yes, I think I've seen it~~  | ~~4~~ |  |
|  | ~~Yes, definitely seen it~~  | ~~5~~ |  |

|  |  |
| --- | --- |
| ~~Q42~~ | **~~[CE05] Recognition of Ad. <<Note: Compulsory for Impact Measure of EPIC.~~****~~<<PROGRAMMER: PLEASE AUTOCODE FROM THE EXHAUSTIVE LIST OF BRAND MAPPING THAT HAS BEEN PROVIDED LIKE WE DID IN Q13a &Q13b~~****~~THE TEXT BOX SHOULD CONTAIN ONLY ALPHABETS. IF NUMBERS OR COMMA ARE SELECTED ERROR MESSAGE TO BE SHOWN>>~~****~~ASK IF CODE 4 OR 5 IN Q41.~~**~~Can you please write in the box below the name of the~~ **~~Loan giving company~~** ~~being advertised?~~  |
|  |  |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
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| --- | --- | --- | --- |
| ~~Q43~~ | **~~Absolute Likeability.~~** **~~ASK IF CODE 4 OR 5 IN Q41.~~**~~Which of these statements best describe your~~ **~~overall feeling~~** ~~about this advertisement? Would you say you ... [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Dislike it a lot~~  | ~~1~~ |  |
|  | ~~Dislike it a little~~  | ~~2~~ |  |
|  | ~~Neither like nor dislike~~  | ~~3~~ |  |
|  | ~~Like it a little~~  | ~~4~~ |  |
|  | ~~Like it very much~~  | ~~5~~ |  |

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| ~~Q44~~ | **~~Relative Likeability.~~** **~~ASK IF CODE 4 OR 5 IN Q41.~~**~~And now I'd like you to think about other ads that you have seen. Compared to most other ads would you say that you... [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Dislike it a lot more than other ads~~  | ~~1~~ |  |
|  | ~~Dislike it a little more than most~~ **~~other~~** ~~ads~~  | ~~2~~ |  |
|  | ~~Feel it's about average~~  | ~~3~~ |  |
|  | ~~Like this ad a little more than most~~ **~~other~~** ~~ads~~  | ~~4~~ |  |
|  | ~~Like this ad a lot more than most~~ **~~other~~** ~~ads~~  | ~~5~~ |  |

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| ~~Q45~~ |  **~~Spontaneous Communication Take Out~~****~~ASK IF CODED 4/5 in Q41~~**~~What do you think this advertising was trying to tell you? [OE]~~ |
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|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
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| ~~Q46~~ | **~~Comprehension/Relevance/Uniqueness/Persuasion/Use More/Wear Out.~~** **~~ASK IF CODE 4 OR 5 IN Q41.~~****~~<<PROGRAMMER: All sliders should say on the right side "Agree strongly" and on the left side "Do not agree at all". Include the Recode slider values to a 1-5 pt.~~**~~You will see some statements below. Please indicate how strongly you agree or disagree with these statements. Move the slider to indicate how strongly you agree.~~

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ~~5~~ | ~~4~~ | ~~3~~ | ~~2~~ | ~~1~~ |
| ~~Agree strongly~~ | ~~Somewhat Agree~~ | ~~Neutral~~ | ~~Somewhat disagree~~ | ~~Do not Agree at all~~ |

 |
| ~~(R1)~~ | **~~Comprehension:~~** ~~Most people would find it easy to follow~~  |  |  |  |  |
| ~~(R2)~~ | **~~Relevance:~~** ~~Is relevant to me as an individual~~  |  |  |  |  |
| ~~(R3)~~ | **~~Uniqueness:~~** ~~Is different from other~~ **~~Loan giving Companies’~~** ~~ads~~  |
| ~~(R4)~~ | **~~Persuasion:~~** ~~Makes me feel happier or more comfortable about using their services~~  |
| ~~(R5)~~ | **~~Use More:~~** ~~Makes me want to increase my usage of their services~~  |  |  |  |  |
| ~~(R6)~~ | **~~Wear Out:~~** ~~I am getting fed up with seeing the ad~~  |  |  |  |  |

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| ~~Q47~~ | **~~Persuasion Scale.~~** **~~ASK IF CODE 4 OR 5 IN Q41.~~**~~Which of these statements comes~~ **~~closest~~** ~~to the way the ad left you feeling about the~~ **~~Company~~**~~? Please choose all that apply. [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~It definitely made me want to use the services of the~~ **~~Company~~** | ~~1~~ |  |
|  | ~~It sounded interesting and I wanted to tell others about it~~  | ~~2~~ |  |
|  | ~~I wanted to try and find out more about it~~  | ~~3~~ |  |
|  | ~~That is just what I had been looking for~~  | ~~4~~ |  |
|  | ~~That ad reminded me about the~~ **~~Loan giving Companies~~** | ~~5~~ |  |
|  | ~~I've never quite thought about the~~ **~~Loan giving Companies~~** ~~like that before, that's something new~~  | ~~6~~ |  |
|  | ~~That's just how I've always seen the~~ **~~Loan giving Companies~~** | ~~7~~ |  |
|  | ~~None of the above-~~ **~~EXCLUSIVE~~** | ~~8~~ |  |

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| ~~Q48~~ | **~~CALL TO ACTION.~~** **~~ASK IF CODED 4/5 in Q41 AND ONLY FOR PIRAMAL ADS~~**~~You said you have seen an ad of Piramal Finance and liked the ad. What did you do after listening to the ad? [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~I called on the number~~  | ~~1~~ |  |
|  | ~~I searched online abut Piramal Finance on Google search~~  | ~~2~~ |  |
|  | ~~I asked my friends/family/colleagues about Piramal Finance~~  | ~~3~~ |  |
|  | ~~I searched about Piramal Finance on social media like Facebook, Instagram, Twitter~~ | ~~4~~ |  |
|  | ~~Walked into a branch~~ | ~~5~~ |  |
|  | ~~Downloaded the app of Piramal Finance~~ | ~~6~~ |  |
|  | ~~I did not do anything.~~ **~~EXCLUSIVE~~** | ~~7~~ |  |

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| ~~Q48a~~ |  **~~Source of Visibility~~****~~ASK IF CODED 4/5 in Q41~~**~~You saw an ad that has been in~~ **~~the Media~~** ~~recently. Please select the statement that best describes where you have~~ **~~seen~~** ~~the ad [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~TV~~  | ~~1~~ |  |
|  | ~~Jio Cinema while seeing IPL~~  | ~~2~~ |  |
|  | ~~On social media (Facebook, Instagram, koo, Twitter, etc)~~  | ~~3~~ |  |
|  | ~~Youtube~~  | ~~4~~ |  |
|  | ~~Other (Please Specify……………………………..)~~  | ~~5~~ |  |

**~~SHOW AD 4 – Aditya Birla 2~~**

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| ~~Q49~~ |  **~~Visibility of Ad/s.~~** **~~ASK ALL. <<PROGRAMMER: SHOW RESPONDENT THE TEST AD. IF RESPONDENT CANNOT RECALL SEEING IT (NOT CODE 4 OR 5) IN THIS QUESTION, SKIP TO NEXT AD.~~** ~~You saw an ad that has been in~~ **~~the Media~~** ~~recently. Please select the statement that best describes whether you have~~ **~~seen~~** ~~the ad or not. [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Definitely haven't seen it~~  | ~~1~~ |  |
|  | ~~Don't think I've seen it~~  | ~~2~~ |  |
|  | ~~Unsure whether I've seen it~~  | ~~3~~ |  |
|  | ~~Yes, I think I've seen it~~  | ~~4~~ |  |
|  | ~~Yes, definitely seen it~~  | ~~5~~ |  |

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| ~~Q50~~ | **~~[CE05] Recognition of Ad. <<Note: Compulsory for Impact Measure of EPIC.~~****~~<<PROGRAMMER: PLEASE AUTOCODE FROM THE EXHAUSTIVE LIST OF BRAND MAPPING THAT HAS BEEN PROVIDED LIKE WE DID IN Q13a &Q13b~~****~~THE TEXT BOX SHOULD CONTAIN ONLY ALPHABETS. IF NUMBERS OR COMMA ARE SELECTED ERROR MESSAGE TO BE SHOWN>>~~****~~ASK IF CODE 4 OR 5 IN Q49.~~**~~Can you please write in the box below the name of the~~ **~~Loan giving company~~** ~~being advertised?~~  |
|  |  |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
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| ~~Q51~~ | **~~Absolute Likeability.~~** **~~ASK IF CODE 4 OR 5 IN Q49.~~**~~Which of these statements best describe your~~ **~~overall feeling~~** ~~about this advertisement? Would you say you ... [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Dislike it a lot~~  | ~~1~~ |  |
|  | ~~Dislike it a little~~  | ~~2~~ |  |
|  | ~~Neither like nor dislike~~  | ~~3~~ |  |
|  | ~~Like it a little~~  | ~~4~~ |  |
|  | ~~Like it very much~~  | ~~5~~ |  |

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| --- | --- | --- | --- |
| ~~Q52~~ | **~~Relative Likeability.~~** **~~ASK IF CODE 4 OR 5 IN Q49.~~**~~And now I'd like you to think about other ads that you have seen. Compared to most other ads would you say that you... [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Dislike it a lot more than other ads~~  | ~~1~~ |  |
|  | ~~Dislike it a little more than most~~ **~~other~~** ~~ads~~  | ~~2~~ |  |
|  | ~~Feel it's about average~~  | ~~3~~ |  |
|  | ~~Like this ad a little more than most~~ **~~other~~** ~~ads~~  | ~~4~~ |  |
|  | ~~Like this ad a lot more than most~~ **~~other~~** ~~ads~~  | ~~5~~ |  |

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| ~~Q53~~ |  **~~Spontaneous Communication Take Out~~****~~ASK IF CODED 4/5 in Q49~~**~~What do you think this advertising was trying to tell you? [OE]~~ |
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|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
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| ~~Q54~~ | **~~Comprehension/Relevance/Uniqueness/Persuasion/Use More/Wear Out.~~** **~~ASK IF CODE 4 OR 5 IN Q49.~~****~~<<PROGRAMMER: All sliders should say on the right side "Agree strongly" and on the left side "Do not agree at all". Include the Recode slider values to a 1-5 pt.~~**~~You will see some statements below. Please indicate how strongly you agree or disagree with these statements. Move the slider to indicate how strongly you agree.~~

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ~~5~~ | ~~4~~ | ~~3~~ | ~~2~~ | ~~1~~ |
| ~~Agree strongly~~ | ~~Somewhat Agree~~ | ~~Neutral~~ | ~~Somewhat disagree~~ | ~~Do not Agree at all~~ |

 |
| ~~(R1)~~ | **~~Comprehension:~~** ~~Most people would find it easy to follow~~  |  |  |  |  |
| ~~(R2)~~ | **~~Relevance:~~** ~~Is relevant to me as an individual~~  |  |  |  |  |
| ~~(R3)~~ | **~~Uniqueness:~~** ~~Is different from other~~ **~~Loan giving Companies’~~** ~~ads~~  |
| ~~(R4)~~ | **~~Persuasion:~~** ~~Makes me feel happier or more comfortable about using their services~~  |
| ~~(R5)~~ | **~~Use More:~~** ~~Makes me want to increase my usage of their services~~  |  |  |  |  |
| ~~(R6)~~ | **~~Wear Out:~~** ~~I am getting fed up with seeing the ad~~  |  |  |  |  |

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| --- | --- | --- | --- |
| ~~Q55~~ | **~~Persuasion Scale.~~** **~~ASK IF CODE 4 OR 5 IN Q49.~~**~~Which of these statements comes~~ **~~closest~~** ~~to the way the ad left you feeling about the~~ **~~Company~~**~~? Please choose all that apply. [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~It definitely made me want to use the services of the~~ **~~Company~~** | ~~1~~ |  |
|  | ~~It sounded interesting and I wanted to tell others about it~~  | ~~2~~ |  |
|  | ~~I wanted to try and find out more about it~~  | ~~3~~ |  |
|  | ~~That is just what I had been looking for~~  | ~~4~~ |  |
|  | ~~That ad reminded me about the~~ **~~Loan giving Companies~~** | ~~5~~ |  |
|  | ~~I've never quite thought about the~~ **~~Loan giving Companies~~** ~~like that before, that's something new~~  | ~~6~~ |  |
|  | ~~That's just how I've always seen the~~ **~~Loan giving Companies~~** | ~~7~~ |  |
|  | ~~None of the above-~~ **~~EXCLUSIVE~~** | ~~8~~ |  |

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| ~~Q56~~ | **~~CALL TO ACTION.~~** **~~ASK IF CODED 4/5 in Q49 AND ONLY FOR PIRAMAL ADS~~**~~You said you have seen an ad of Piramal Finance and liked the ad. What did you do after listening to the ad? [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~I called on the number~~  | ~~1~~ |  |
|  | ~~I searched online abut Piramal Finance on Google search~~  | ~~2~~ |  |
|  | ~~I asked my friends/family/colleagues about Piramal Finance~~  | ~~3~~ |  |
|  | ~~I searched about Piramal Finance on social media like Facebook, Instagram, Twitter~~ | ~~4~~ |  |
|  | ~~Walked into a branch~~ | ~~5~~ |  |
|  | ~~Downloaded the app of Piramal Finance~~ | ~~6~~ |  |
|  | ~~I did not do anything.~~ **~~EXCLUSIVE~~** | ~~7~~ |  |

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| ~~Q56a~~ |  **~~Source of Visibility~~****~~ASK IF CODED 4/5 in Q49 for all Ads~~**~~You saw an ad that has been in~~ **~~the Media~~** ~~recently. Please select the statement that best describes where you have~~ **~~seen~~** ~~the ad [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~TV~~  | ~~1~~ |  |
|  | ~~Jio Cinema while seeing IPL~~  | ~~2~~ |  |
|  | ~~On social media (Facebook, Instagram, koo, Twitter, etc)~~  | ~~3~~ |  |
|  | ~~Youtube~~  | ~~4~~ |  |
|  | ~~Other (Please Specify……………………………..)~~  | ~~5~~ |  |

**~~SHOW AD 5 – Poonawala AD 1~~**

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| ~~Q57~~ |  **~~Visibility of Ad/s.~~** **~~ASK ALL. <<PROGRAMMER: SHOW RESPONDENT THE TEST AD. IF RESPONDENT CANNOT RECALL SEEING IT (NOT CODE 4 OR 5) IN THIS QUESTION, SKIP TO NEXT AD.~~** ~~You saw an ad that has been in~~ **~~the Media~~** ~~recently. Please select the statement that best describes whether you have~~ **~~seen~~** ~~the ad or not. [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Definitely haven't seen it~~  | ~~1~~ |  |
|  | ~~Don't think I've seen it~~  | ~~2~~ |  |
|  | ~~Unsure whether I've seen it~~  | ~~3~~ |  |
|  | ~~Yes, I think I've seen it~~  | ~~4~~ |  |
|  | ~~Yes, definitely seen it~~  | ~~5~~ |  |

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| ~~Q58~~ | **~~[CE05] Recognition of Ad. <<Note: Compulsory for Impact Measure of EPIC.~~****~~<<PROGRAMMER: PLEASE AUTOCODE FROM THE EXHAUSTIVE LIST OF BRAND MAPPING THAT HAS BEEN PROVIDED LIKE WE DID IN Q13a &Q13b~~****~~THE TEXT BOX SHOULD CONTAIN ONLY ALPHABETS. IF NUMBERS OR COMMA ARE SELECTED ERROR MESSAGE TO BE SHOWN>>~~****~~ASK IF CODE 4 OR 5 IN Q57.~~**~~Can you please write in the box below the name of the~~ **~~Loan giving company~~** ~~being advertised?~~  |
|  |  |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
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| ~~Q59~~ | **~~Absolute Likeability.~~** **~~ASK IF CODE 4 OR 5 IN Q57.~~**~~Which of these statements best describe your~~ **~~overall feeling~~** ~~about this advertisement? Would you say you ... [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Dislike it a lot~~  | ~~1~~ |  |
|  | ~~Dislike it a little~~  | ~~2~~ |  |
|  | ~~Neither like nor dislike~~  | ~~3~~ |  |
|  | ~~Like it a little~~  | ~~4~~ |  |
|  | ~~Like it very much~~  | ~~5~~ |  |

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| ~~Q60~~ | **~~Relative Likeability.~~** **~~ASK IF CODE 4 OR 5 IN Q57.~~**~~And now I'd like you to think about other ads that you have seen. Compared to most other ads would you say that you... [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Dislike it a lot more than other ads~~  | ~~1~~ |  |
|  | ~~Dislike it a little more than most~~ **~~other~~** ~~ads~~  | ~~2~~ |  |
|  | ~~Feel it's about average~~  | ~~3~~ |  |
|  | ~~Like this ad a little more than most~~ **~~other~~** ~~ads~~  | ~~4~~ |  |
|  | ~~Like this ad a lot more than most~~ **~~other~~** ~~ads~~  | ~~5~~ |  |

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| ~~Q61~~ |  **~~Spontaneous Communication Take Out~~****~~ASK IF CODED 4/5 in Q57~~**~~What do you think this advertising was trying to tell you? [OE]~~ |
|  |  |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
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| ~~Q62~~ | **~~Comprehension/Relevance/Uniqueness/Persuasion/Use More/Wear Out.~~** **~~ASK IF CODE 4 OR 5 IN Q57.~~****~~<<PROGRAMMER: All sliders should say on the right side "Agree strongly" and on the left side "Do not agree at all". Include the Recode slider values to a 1-5 pt.~~**~~You will see some statements below. Please indicate how strongly you agree or disagree with these statements. Move the slider to indicate how strongly you agree.~~

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ~~5~~ | ~~4~~ | ~~3~~ | ~~2~~ | ~~1~~ |
| ~~Agree strongly~~ | ~~Somewhat Agree~~ | ~~Neutral~~ | ~~Somewhat disagree~~ | ~~Do not Agree at all~~ |

 |
| ~~(R1)~~ | **~~Comprehension:~~** ~~Most people would find it easy to follow~~  |  |  |  |  |
| ~~(R2)~~ | **~~Relevance:~~** ~~Is relevant to me as an individual~~  |  |  |  |  |
| ~~(R3)~~ | **~~Uniqueness:~~** ~~Is different from other~~ **~~Loan giving Companies’~~** ~~ads~~  |
| ~~(R4)~~ | **~~Persuasion:~~** ~~Makes me feel happier or more comfortable about using their services~~  |
| ~~(R5)~~ | **~~Use More:~~** ~~Makes me want to increase my usage of their services~~  |  |  |  |  |
| ~~(R6)~~ | **~~Wear Out:~~** ~~I am getting fed up with seeing the ad~~  |  |  |  |  |

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| ~~Q63~~ | **~~Persuasion Scale.~~** **~~ASK IF CODE 4 OR 5 IN Q57.~~**~~Which of these statements comes~~ **~~closest~~** ~~to the way the ad left you feeling about the~~ **~~Company~~**~~? Please choose all that apply. [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~It definitely made me want to use the services of the~~ **~~Company~~** | ~~1~~ |  |
|  | ~~It sounded interesting and I wanted to tell others about it~~  | ~~2~~ |  |
|  | ~~I wanted to try and find out more about it~~  | ~~3~~ |  |
|  | ~~That is just what I had been looking for~~  | ~~4~~ |  |
|  | ~~That ad reminded me about the~~ **~~Loan giving Companies~~** | ~~5~~ |  |
|  | ~~I've never quite thought about the~~ **~~Loan giving Companies~~** ~~like that before, that's something new~~  | ~~6~~ |  |
|  | ~~That's just how I've always seen the~~ **~~Loan giving Companies~~** | ~~7~~ |  |
|  | ~~None of the above-~~ **~~EXCLUSIVE~~** | ~~8~~ |  |

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| ~~Q64~~ | **~~CALL TO ACTION.~~** **~~ASK IF CODED 4/5 in Q57 AND ONLY FOR PIRAMAL ADS~~**~~You said you have seen an ad of Piramal Finance and liked the ad. What did you do after listening to the ad? [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~I called on the number~~  | ~~1~~ |  |
|  | ~~I searched online abut Piramal Finance on Google search~~  | ~~2~~ |  |
|  | ~~I asked my friends/family/colleagues about Piramal Finance~~  | ~~3~~ |  |
|  | ~~I searched about Piramal Finance on social media like Facebook, Instagram, Twitter~~ | ~~4~~ |  |
|  | ~~Walked into a branch~~ | ~~5~~ |  |
|  | ~~Downloaded the app of Piramal Finance~~ | ~~6~~ |  |
|  | ~~I did not do anything.~~ **~~EXCLUSIVE~~** | ~~7~~ |  |

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| ~~Q64a~~ |  **~~Source of Visibility~~****~~ASK IF CODED 4/5 in Q57 for all Ads~~**~~You saw an ad that has been in~~ **~~the Media~~** ~~recently. Please select the statement that best describes where you have~~ **~~seen~~** ~~the ad [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~TV~~  | ~~1~~ |  |
|  | ~~Jio Cinema while seeing IPL~~  | ~~2~~ |  |
|  | ~~On social media (Facebook, Instagram, koo, Twitter, etc)~~  | ~~3~~ |  |
|  | ~~Youtube~~  | ~~4~~ |  |
|  | ~~Other (Please Specify……………………………..)~~  | ~~5~~ |  |

**~~SHOW AD – Poonawala Ad 2~~**

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| ~~Q65~~ |  **~~Visibility of Ad/s.~~** **~~ASK ALL. <<PROGRAMMER: SHOW RESPONDENT THE TEST AD. IF RESPONDENT CANNOT RECALL SEEING IT (NOT CODE 4 OR 5) IN THIS QUESTION, SKIP TO NEXT AD.~~** ~~You saw an ad that has been in~~ **~~the Media~~** ~~recently. Please select the statement that best describes whether you have~~ **~~seen~~** ~~the ad or not. [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Definitely haven't seen it~~  | ~~1~~ |  |
|  | ~~Don't think I've seen it~~  | ~~2~~ |  |
|  | ~~Unsure whether I've seen it~~  | ~~3~~ |  |
|  | ~~Yes, I think I've seen it~~  | ~~4~~ |  |
|  | ~~Yes, definitely seen it~~  | ~~5~~ |  |

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| ~~Q66~~ | **~~[CE05] Recognition of Ad. <<Note: Compulsory for Impact Measure of EPIC.~~****~~<<PROGRAMMER: PLEASE AUTOCODE FROM THE EXHAUSTIVE LIST OF BRAND MAPPING THAT HAS BEEN PROVIDED LIKE WE DID IN Q13a &Q13b~~****~~THE TEXT BOX SHOULD CONTAIN ONLY ALPHABETS. IF NUMBERS OR COMMA ARE SELECTED ERROR MESSAGE TO BE SHOWN>>~~****~~ASK IF CODE 4 OR 5 IN Q65.~~**~~Can you please write in the box below the name of the~~ **~~Loan giving company~~** ~~being advertised?~~  |
|  |  |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
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| ~~Q67~~ | **~~Absolute Likeability.~~** **~~ASK IF CODE 4 OR 5 IN Q65.~~**~~Which of these statements best describe your~~ **~~overall feeling~~** ~~about this advertisement? Would you say you ... [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Dislike it a lot~~  | ~~1~~ |  |
|  | ~~Dislike it a little~~  | ~~2~~ |  |
|  | ~~Neither like nor dislike~~  | ~~3~~ |  |
|  | ~~Like it a little~~  | ~~4~~ |  |
|  | ~~Like it very much~~  | ~~5~~ |  |

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| ~~Q68~~ | **~~Relative Likeability.~~** **~~ASK IF CODE 4 OR 5 IN Q65.~~**~~And now I'd like you to think about other ads that you have seen. Compared to most other ads would you say that you... [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Dislike it a lot more than other ads~~  | ~~1~~ |  |
|  | ~~Dislike it a little more than most~~ **~~other~~** ~~ads~~  | ~~2~~ |  |
|  | ~~Feel it's about average~~  | ~~3~~ |  |
|  | ~~Like this ad a little more than most~~ **~~other~~** ~~ads~~  | ~~4~~ |  |
|  | ~~Like this ad a lot more than most~~ **~~other~~** ~~ads~~  | ~~5~~ |  |

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| ~~Q69~~ |  **~~Spontaneous Communication Take Out~~****~~ASK IF CODED 4/5 in Q65~~**~~What do you think this advertising was trying to tell you? [OE]~~ |
|  |  |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
|  | ~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_~~ |
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| ~~Q70~~ | **~~Comprehension/Relevance/Uniqueness/Persuasion/Use More/Wear Out.~~** **~~ASK IF CODE 4 OR 5 IN Q65.~~****~~<<PROGRAMMER: All sliders should say on the right side "Agree strongly" and on the left side "Do not agree at all". Include the Recode slider values to a 1-5 pt.~~**~~You will see some statements below. Please indicate how strongly you agree or disagree with these statements. Move the slider to indicate how strongly you agree.~~

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ~~5~~ | ~~4~~ | ~~3~~ | ~~2~~ | ~~1~~ |
| ~~Agree strongly~~ | ~~Somewhat Agree~~ | ~~Neutral~~ | ~~Somewhat disagree~~ | ~~Do not Agree at all~~ |

 |
| ~~(R1)~~ | **~~Comprehension:~~** ~~Most people would find it easy to follow~~  |  |  |  |  |
| ~~(R2)~~ | **~~Relevance:~~** ~~Is relevant to me as an individual~~  |  |  |  |  |
| ~~(R3)~~ | **~~Uniqueness:~~** ~~Is different from other~~ **~~Loan giving Companies’~~** ~~ads~~  |
| ~~(R4)~~ | **~~Persuasion:~~** ~~Makes me feel happier or more comfortable about using their services~~  |
| ~~(R5)~~ | **~~Use More:~~** ~~Makes me want to increase my usage of their services~~  |  |  |  |  |
| ~~(R6)~~ | **~~Wear Out:~~** ~~I am getting fed up with seeing the ad~~  |  |  |  |  |

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| ~~Q71~~ | **~~Persuasion Scale.~~** **~~ASK IF CODE 4 OR 5 IN Q65.~~**~~Which of these statements comes~~ **~~closest~~** ~~to the way the ad left you feeling about the~~ **~~Company~~**~~? Please choose all that apply. [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~It definitely made me want to use the services of the~~ **~~Company~~** | ~~1~~ |  |
|  | ~~It sounded interesting and I wanted to tell others about it~~  | ~~2~~ |  |
|  | ~~I wanted to try and find out more about it~~  | ~~3~~ |  |
|  | ~~That is just what I had been looking for~~  | ~~4~~ |  |
|  | ~~That ad reminded me about the~~ **~~Loan giving Companies~~** | ~~5~~ |  |
|  | ~~I've never quite thought about the~~ **~~Loan giving Companies~~** ~~like that before, that's something new~~  | ~~6~~ |  |
|  | ~~That's just how I've always seen the~~ **~~Loan giving Companies~~** | ~~7~~ |  |
|  | ~~None of the above-~~ **~~EXCLUSIVE~~** | ~~8~~ |  |

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| ~~Q72~~ | **~~CALL TO ACTION.~~** **~~ASK IF CODED 4/5 in Q65 AND ONLY FOR PIRAMAL ADS~~**~~You said you have seen an ad of Piramal Finance and liked the ad. What did you do after listening to the ad? [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~I called on the number~~  | ~~1~~ |  |
|  | ~~I searched online abut Piramal Finance on Google search~~  | ~~2~~ |  |
|  | ~~I asked my friends/family/colleagues about Piramal Finance~~  | ~~3~~ |  |
|  | ~~I searched about Piramal Finance on social media like Facebook, Instagram, Twitter~~ | ~~4~~ |  |
|  | ~~Walked into a branch~~ | ~~5~~ |  |
|  | ~~Downloaded the app of Piramal Finance~~ | ~~6~~ |  |
|  | ~~I did not do anything.~~ **~~EXCLUSIVE~~** | ~~7~~ |  |

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| ~~Q72a~~ |  **~~Source of Visibility~~****~~ASK IF CODED 4/5 in Q65 for all Ads~~**~~You saw an ad that has been in~~ **~~the Media~~** ~~recently. Please select the statement that best describes where you have~~ **~~seen~~** ~~the ad [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~TV~~  | ~~1~~ |  |
|  | ~~Jio Cinema while seeing IPL~~  | ~~2~~ |  |
|  | ~~On social media (Facebook, Instagram, koo, Twitter, etc)~~  | ~~3~~ |  |
|  | ~~Youtube~~  | ~~4~~ |  |
|  | ~~Other (Please Specify……………………………..)~~  | ~~5~~ |  |

**MEDIA HABITS**

|  |  |  |  |
| --- | --- | --- | --- |
| Q73a | **ASK ALL.**Which of the following media have you used in the past 1 week? [MA]  | Code | Route |
|  | Television (Television Channels through Cable & Satellite or Set top box such as Tata Sky, Airtel, Dish TV etc. please don’t include OTT such as Netflix, Amazon Prime etc.) | 1 |  |
|  |  Radio | 2 |  |
|  |  Newspaper (Printed; Not Digital) | 3 |  |
|  |  Magazine (Printed; Not Digital) | 4 |  |
|  |  Cinema (In Theatre) | 5 |  |
|  | Digital News outlet usually used via apps or webpage (e.g., Daily hunt, TOI, NDTV, Inshorts, ET etc.) | 6 |  |
|  |  E-Newspapers which are electronic version of the physical newspaper | 7 |  |
|  |  Social Media websites/apps (e.g., Facebook, Twitter, Instagram, Pinterest, Tumblr, Google+) | 8 |  |
|  |  Video sharing website/apps (e.g., YouTube, Twitch, etc.) | 9 |  |
|  | Online Video Streaming Services or OTT (e.g., Netflix, Hotstar, Zee5, Amazon Prime etc.) | 10 |  |
|  | Search Engine / Portal (e.g., Google, Bing, Yahoo! Search) | 11 |  |
|  | Tech Blogs (e.g., digit.in, NDTV Gadgets, bgr.in, CNet, etc.) | 12 |  |
|  | User Community blogs / User Community, blogs, discussion forums (e.g., Fonearena, gsmarena.com, Android Forum etc.) | 13 |  |
|  |  e-Commerce websites/apps (e.g., Amazon, Flipkart, Paytm mall, eBay etc.) | 14 |  |
|  | Chat apps i.e. (e.g. Telegram, WhatsApp, Signal, Facebook Messenger, Snapchat etc.) | 15 |  |

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| ~~Q74a~~ | ~~ASK ALL~~~~Are you watching the Tata IPL this year? [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Yes~~ | ~~01~~ |  |
|  | ~~No~~ | ~~02~~ |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q74b~~ | ~~ASK IF CODED 1 in Q74a~~~~Where are you watching IPL? [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Cable TV~~ | ~~01~~ |  |
|  | ~~Smart TV~~ | ~~02~~ |  |
|  | ~~Dish Tv (DishTV, TataPlay, Airtel, etc)~~ | ~~03~~ |  |
|  | ~~My own mobile phone~~ | ~~04~~ |  |
|  | ~~Will watch on my family member’s phone~~ | ~~05~~ |  |
|  | ~~Will watch it at my friend/neighbor’s house~~ | ~~06~~ |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q74c~~ | ~~ASK IF CODED 1 in Q74a~~~~Could you tell me which App/channel are you watching IPL on? [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Jio Cinema~~ | ~~01~~ |  |
|  | ~~Sony Liv~~ | ~~02~~ |  |
|  | ~~Hotstar~~ | ~~03~~ |  |
|  | ~~Star Sports~~ | ~~04~~ |  |
|  | ~~Sony Ten~~  | ~~05~~ |  |
|  | ~~Colors~~ | ~~06~~ |  |
|  | ~~ESPN~~ | ~~07~~ |  |
|  | ~~Amazon Prime~~ | ~~08~~ |  |
|  | ~~Others Please Specify (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)~~ | ~~09~~ |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q74d~~ | ~~ASK IF CODED 1 in Q74a~~~~Have you seen any Ads from Piramal Finance while watching IPL? [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Yes~~ | ~~01~~ |  |
|  | ~~No~~ | ~~02~~ |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ~~Q75~~ | ~~ASK IF CODED 1 in Q74d~~~~You said you have watched an ad for Piramal Finance, could you tell us what did you do after seeing the ad? [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Visited the nearby branch~~ | ~~01~~ |  |
|  | ~~Clicked on the link which was there on the screen below the game~~ | ~~02~~ |  |
|  | ~~Called on the number which was appearing in the Ad~~ | ~~03~~ |  |
|  | ~~Searched for Piramal Finance on Google~~ | ~~04~~ |  |
|  | ~~Searched for Piramal Finance on Fb, Instagram, etc.~~ | ~~05~~ |  |
|  | ~~Followed Piramal Finance on social media platforms like Fb, Instagram, etc.~~ | ~~06~~ |  |
|  | ~~Downloaded the Piramal Finance App~~ | ~~07~~ |  |
|  | ~~I did not do anything~~ | ~~08~~ | ~~EXCLUSIVE~~ |

|  |  |  |  |
| --- | --- | --- | --- |
| Q76a | ASK IF CODED 1 in Q73aYou said you watch TV, could you tell me what are the channels that you regularly watch? [SA] | Code | Route |
|  | Please Specify | 01 |  |
|  | Please Specify | 02 |  |
|  | Please Specify | 03 |  |
|  | Please Specify | 04 |  |
|  | Please Specify | 05 |  |

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| --- | --- | --- | --- |
| Q76b | ASK IF CODED 3 in Q73aYou said you read the Newspaper, could you tell me what are the Newspapers that you regularly read? [SA] | Code | Route |
|  | Please Specify | 01 |  |
|  | Please Specify | 02 |  |
|  | Please Specify | 03 |  |