Faculty of Modern Languages and Communication

Universiti Putra Malaysia

43400 UPM Serdang, Selangor, Malaysia.

APPENDIX XX. Sample Survey Instrument

This survey is part of a research about the language of promotional advertisements. Your participation will provide important information for the present, as well as future research in the area. There are no right or wrong answers. You do not have to provide your name and your personal details will not be recorded. Please give your answers sincerely to help ensure the success of the investigation.

Thank you.
Jacquelyn Soo, UPM.

PART I.

Please tick (☑) a box below to provide some brief information about yourself.

1. Gender: [1]☐Female [2]☐Male

2. Age: [1]☐21-25 yrs. [2]☐26-30 yrs. [3]☐31-35 yrs. [4]☐36-40 yrs. [5]☐41-45 yrs. [6]☐46-50 yrs. [7]☐51-55 yrs. [8]☐56-60 yrs. [9]☐60 yrs. and above

3. Occupation: [1]☐Student [2]☐Homemaker [3]☐Retired [4]☐Self-employed [5]☐Administrative [6]☐Sales/Public Relations [7]☐Advertising/Promotions/Marketing [8]☐Education [9]☐Medical [10]☐Other, please state: _____

PART II.

Please use the following scale to indicate how you feel, from 'strongly agree' [6] to strongly disagree [1] for each of the following statements. E.g. Write [*6*] in the box after statement number 4. to indicate you strongly agree that contests influence your decision on what and when to buy.

1 ***2*** ***3*** ***4*** ***5*** ***6***

Strongly Disagree **Strongly Agree**

4. Contests influence my decisions on what and when to buy. [ ]

5. I don't mind spending more to participate in contests. [ ]

6. If people have won prizes in contests, so can I. [ ]

7. In future, I will participate in contests. [ ]

8. I think contests are a waste of time. [ ]

9. I prefer contest entry forms that are printed in English. [ ]

10. The size and shape of a contest entry form does not matter. [ ]

11. The prizes to be won in a contest can influence my decision to participate. [ ]

12. Good contests are those that offer a greater number of prizes to be won. [ ]

13. I prefer to join contests that have a longer period left than those that are going to end soon. [ ]

14. The more expensive the prizes to be won, the better the contest. [ ]

15. I will only participate in consumer contests where the prizes appeal to me. [ ]

16. Contests add value to my purchase because they offer the chance to win prizes. [ ]

17. I won't feel disappointed if I don't win anything by the end of a contest I participated in. [ ]

18. I prefer contests where I don't have to write slogans, draw, guess or count. [ ]

19. I prefer contest entry forms that are printed in colour instead of just black and white. [ ]

20. I always read the rules and regulations of a contest I intend to join. [ ]

PART III.

Please write the top 3 factors in a contest entry form that can influence your decision to participate in a contest.

E.g. Write ☐ *1* in the box next to 'Attractive prizes' to say that it is the top factor that influence your decision; ☐ *2* in the box next to 'Easy to join' and so on.

21. 1 ☐ Tells me how to join 2 ☐ Shows me why I should join 3 ☐ Interesting product claims
4 ☐ Attractive prizes 5 ☐ Easy to join 6 ☐ Affordable proof of purchase(s)
7 ☐ Extra chances to win 8 ☐ Greater number of prizes 9 ☐ Longer contest period

Please write the top 5 types of grand prizes that could interest you to participate in a contest.

22. 1 ☐ Car 2 ☐ Cash 3 ☐ Home electrical items 4 ☐ Home entertainment system
5 ☐ House 6 ☐ Holidays 7 ☐ PC/Computer products 8 ☐ Health & beauty products/services
9 ☐ Jewelry 10 ☐ Motorbike 11 ☐ Shopping spree 12 ☐ Portable personal entertainment

Please write your top 5 criteria preferences in a contest.

23. 1 ☐ Count & Win 2 ☐ Creative drawing 3 ☐ Question & Answer
4 ☐ Guess & Win 5 ☐ Slogan writing 6 ☐ Rank & Win
7 ☐ Earliest entry received 8 ☐ Creative signature 9 ☐ Highest number of entries
10 ☐ Match & Win 11 ☐ 'X' number entry* 12 ☐ Word puzzle
13 ☐ Other, please state: _____

**E.g. 'The first 100th entry, every 200th entry, and so on*.

24. Please share some additional thoughts you may have about the words and pictures contained in contest entry forms.

_____

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Thank you once more for taking the time to complete this survey. Should you have further questions, please feel free to send your queries to the researcher at:
jacquelynsoo@hotmail.com