

The Impact of Color, Emotion, and Simplicity in Advertisements on Consumer Behavior Among Students of Rajshahi University

Hello, I am Nayeem an Undergraduate Student(4th Year) of Department of Statistics, University of Rajshahi. I am conducting an academic research project as part of my studies. I kindly request you to take a few minutes to complete this questionnaire. All your responses will be kept strictly confidential and used only for academic research purposes.

Thank you for your valuable time and cooperation.

Sincerely,
Nayeem

** Indicates required question*

1. Nickname *

2. Age *

3. Gender *

Mark only one oval.

☐ Male

☐ Female

4. Academic Year *

Mark only one oval.

☐ 1st Year

☐ 2nd Year

☐ 3rd Year

☐ 4th Year

☐ Master's

5. Average Monthly Spending on Consumer Products (ভোগ্য পণ্য) (Taka) *

6. How often do you shop online? *

Mark only one oval.

☐ Never

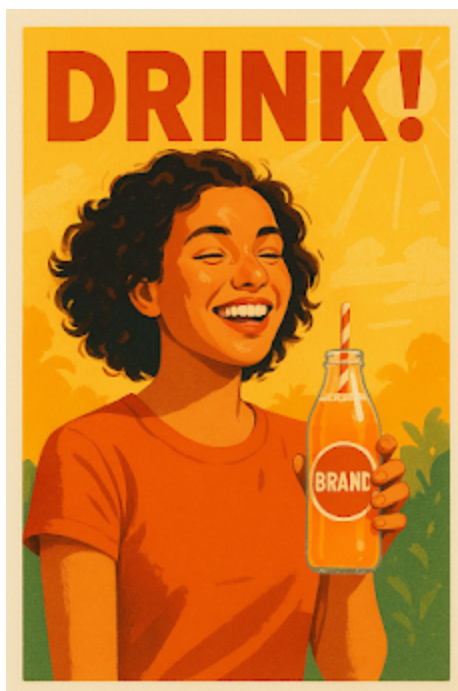
☐ Rarely

☐ Occasionally

☐ Frequently

☐ Very Frequently

7. How much you like this Ad? *



Mark only one oval.

1 2 3 4 5

Not ☐ ☐ ☐ ☐ ☐ Yeah, I love it

8. What emotion did this ad make you feel most strongly? *

Mark only one oval.

- ☐ Happiness
- ☐ Excitement
- ☐ Trust
- ☐ Sadness
- ☐ None

9. How would you describe the color scheme used in this ad? *

Mark only one oval.

- ☐ Pleasant
- ☐ Neutral
- ☐ Unpleasant

10. How likely are you to purchase this product? *

Mark only one oval.

- ☐ Very unlikely
- ☐ Unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very likely

11. What part of the ad caught your attention the most? *

Mark only one oval.

- ☐ Product Image
- ☐ Color Scheme
- ☐ Human Face or Expression
- ☐ Text
- ☐ Logo or Brand name

12. Did the color scheme influence your perception of the product? *

Mark only one oval.

☐ Yes

☐ No

13. How would you describe the design of this ad? *

Mark only one oval.

☐ Simple

☐ Complex

14. How much you like this Ad? *



Mark only one oval.

1 2 3 4 5

Not ☐ ☐ ☐ ☐ ☐ Yeah, I love it

15. What emotion did the person's facial expression in the ad make you feel most strongly? *

Mark only one oval.

- ☐ Happiness
- ☐ Trust
- ☐ Interest
- ☐ Confusion
- ☐ Annoyance
- ☐ None

16. How strongly did the person's facial expression influence your opinion about the product? *

Mark only one oval.

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very much
- ☐ Extremely

17. How trustworthy does the product appear based on this ad? *

Mark only one oval.

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very much
- ☐ Extremely

18. How likely are you to purchase this product based on the emotional tone of the ad? *

Mark only one oval.

- ☐ Very Unlikely
- ☐ Unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Llikely

19. In your opinion, how important was the model's expression in shaping your perception of the product? *

Mark only one oval.

- ☐ Not Important
- ☐ Slightly Important
- ☐ Moderately Important
- ☐ Very Important
- ☐ Extremely Important

20. How intense was the emotion you felt while viewing the ad? *

Mark only one oval.

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

21. How much you like this Ad? *



Mark only one oval.

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Yeah, I love it

22. How simple or complex did the ad look to you? *

Mark only one oval.

- ☐ Very Complex
- ☐ Complex
- ☐ Not Sure
- ☐ Simple
- ☐ Very Simple

23. How easy was it to understand what the ad was showing? *

Mark only one oval.

- ☐ Very Hard
- ☐ A little Hard
- ☐ Not Sure
- ☐ A Little Easy
- ☐ Very Easy

24. How clean and well-organized did the ad look? *

Mark only one oval.

- ☐ Not At all
- ☐ A Little
- ☐ It Was Okey
- ☐ Very much

25. How good does the product look to you in this ad? *

Mark only one oval.

- ☐ Very Bad
- ☐ Bad
- ☐ Not Sure
- ☐ Good
- ☐ Very Good

26. Would you think about buying this product after seeing the ad? *

Mark only one oval.

- ☐ Definitely not
- ☐ Probably not
- ☐ Not sure
- ☐ Probably yes
- ☐ Definitely yes

27. Did the simple look of the ad help you think better about the product? *

Mark only one oval.

- ☐ Not at all
- ☐ A little
- ☐ Somewhat
- ☐ A lot
- ☐ Very much

28. How often do advertisements influence your decision to buy a product? *

Mark only one oval.

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always

29. What type of advertisement are you most likely to respond to? *

Mark only one oval.

- ☐ Emotional
- ☐ Product-focused
- ☐ Discount/price-based
- ☐ Storytelling or relatable situations

30. How loyal are you to specific brands when shopping? *

Mark only one oval.

- ☐ Very loyal (I stick to a few brands)
- ☐ Somewhat loyal (I prefer certain brands but try others too)
- ☐ Not loyal (I often switch between brands)

31. Do you find simple ad designs more attractive than complex ones? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Depends on the product

32. Do ads featuring positive emotions (e.g., happiness, joy) make you more interested in the product? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Sometimes

33. Which ad made you most likely to consider purchasing the product? *

Mark only one oval.

☐ Ad-1

☐ Ad-2

☐ Ad-3

34. What was the most important factor in your choice? *

Mark only one oval.

☐ Faces or people in the ad

☐ The product itself

☐ Colors and visuals

☐ Simplicity of the design

☐ The brand or logo

35. Do you trust a product more when the ad shows people (e.g., faces or emotions)? *

Mark only one oval.

☐ Yes

☐ No

☐ Sometimes

36. Does the color scheme of an ad affect how good the product looks? *

Mark only one oval.

☐ Yes

☐ No

☐ Sometimes

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