

## APPENDIX P I: QUESTIONNAIRE

Hello

My name is Pavlína Rýparová and as a student of third year of Tomas Bata University in Zlín I would like to ask you to fill in the following anonymous questionnaire. It will take only a few minutes of your time and help me to evaluate useful information that are necessary for my bachelor thesis about Marketing Communications of ŠKODA AUTO a.s.

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### **Gender:**

- Man
- Woman

### **Age category:**

- 15 – 18
- 18 – 30
- 31 – 50
- 51 and more

### **Region where you live:**

- Zlínský region
- Olomoucký region
- Jihomoravský region
- Moravskoslezský region
- Vysočina
- Praha
- Středočeský region
- Jihočeský region
- Plzeňský region
- Karlovarský region
- Ústecký region
- Královehradecký region
- Liberecký region
- Pardubický region
- Other

**What is your occupation?**

- Student
- Full-time job
- Student and part-time job
- Unemployed

**Are you familiar with the ŠKODA AUTO a.s. company? (If not, please go to the end of the questionnaire and finish it)**

- Yes
- No

**How did you learn about the ŠKODA AUTO a.s. company?**

- From the Internet
- From press
- From outdoor advertisement
- From the radio
- From trade fair
- I have known the company for a long time
- From a friend

**What form of advertising of ŠKODA AUTO a.s. did you meet?**

- Internet advertisement
- Press advertisement
- Outdoor advertisement
- Radio advertisement
- I have not met any kind of advertising yet

**Do you think that promotion of ŠKODA AUTO a.s. is sufficient?**

- Yes
- No

**Would you buy any of the products of ŠKODA AUTO a.s. based on their promotion?**

- Yes
- Maybe
- No

**What is your priority when buying cars?**

- Quality
- Price

- Design
- Brand
- Their promotion

That is all. Thank you for your willingness and time spent by filling in this questionnaire.