QUESTIONNAIRE

CONSUMER ATTITUDES TOWARDS SOCIAL NETWORKING SITES

SECTION –A

Please put tick (✓) mark for the following questions

1. In which of the following social network sites you have an account

   ☐ Facebook ☐ LinkedIn ☐ Hi5 ☐ Google plus ☐ Myspace

   ☐ bebo ☐ Others (pl. Specify) _____

2. How many friends do you have in each of the following SNS?

	< 101	101-200	201-300	301-400	401-500	>500
Facebook	○	○	○	○	○	○
Linkedin	○	○	○	○	○	○
Hi5	○	○	○	○	○	○
Google+	○	○	○	○	○	○
Myspace	○	○	○	○	○	○
bebo	○	○	○	○	○	○
Others	○	○	○	○	○	○

3. How often do you check your personal SNS accounts?

   ○ Many times a day ○ Once in a day ○ 3-4 times a week

   ○ Once in a week ○ Whenever need arises

4. Approximately how many minutes on that day do you spent on SNS?

   ○ Less than 16 mins ○16-30 mins ○31-60 mins ○ 61-120 mins

   ○ More than 120 mins

5. What category of products do you purchase frequently through online SNS?

   ☐ Tie ☐ Shirt ☐ Pen drive ☐ Belt

   ☐ Cooler ☐ T-Shirt ☐ Mobile ☐ Shoe

   ☐ Trousers ☐ Camera ☐ Laptop ☐ Wrist Watch

   ☐ Others (Pl. Specify)_____

6. How long have you been purchasing products through SNS?

   ○ Less than 13Months ○ 13-24 Months ○ 25-36 Months

   ○ 37-48 Months ○ 49-60 Months ○ More than 60 Months

7. How much do you spent per year for online purchase through SNS (approximately)?

   ○ Less than `5,001 ○ `5,001- `10,000 ○ `10,001 - `15,000

   ○ `15,001- `20,000 ○ More than `20,000

8. Which mode of payment usually do you prefer for purchasing products through SNS?

   ☐ Cash on delivery ☐ Credit Card ☐ Debit Card

   ☐ Online Banking

9. What is the source of information regarding the purchase of your products through online SNS?

   ☐ Advertisements on SNS ☐ eWOM *(electronic Word of Mouth)*

   ☐ Pages *(Information given on separate page for each brand/product/company)*

10. Please select the electronic devices through which you access SNS regularly.

    ☐ Computer ☐ Smart Phone ☐ Tablet Computer

    ☐ Laptop ☐ iPad

11. Do you worry about privacy problem when using SNS?

    ○ Always ○ Sometimes ○ Occasionally ○ Rarely ○ Not at all

12. What problem do you think SNS can possibly cause?

    ☐ Internet Fraud –*(Giving false information through chatting, email, message boards, etc..)*

    ☐ Leaking Private Information – *(Sharing one's information with others without his/her knowledge)*

    ☐ Cyber bulling – *(Hurting others through false message/information)*

    ☐ Affecting communication skills– *(Possibilities of individual communication skills getting suppressed)*

    ☐ Psychological Disorder *(Anxiety, Depression, Loneliness)*

    ☐ Narcissism *(One who admires himself too much)*

    ☐ Antisocial Behaviour

    ☐ Others (Pls. Specify)_____

13. Which social networking site do you use the most? *(Select only one)*

    ☐ Facebook ☐ Hi5 ☐ bebo ☐ Linkedin

    ☐ Myspace ☐ Google+ ☐ Other_____

14. If you are on SNS, what do you usually do with it? (You may choose more than one option)

    ☐ Sharing personal updates ☐ Photos ☐ Videos

    ☐ Communicating with friends ☐ Playing games ☐ Getting updates

    ☐ Searching information about products or services

    ☐Others (Pls. Specify)_____

15. Will you stay on SNS for next 2 years?

○ Yes ○ No ○ Not sure

16. **Please provide your degree of agreement towards social network sites (SNS)**

SA – Strongly Agree A - Agree N – Neutral D - Disagree SD - Strongly Disagree

Sl.No.	Statements	SA	A	N	D	SD
1	Many of my friends or families use SNS frequently.	○	○	○	○	○
2	From a technical viewpoint, SNS is a useful technology.	○	○	○	○	○
3	SNS is a wonderful innovation.	○	○	○	○	○
4	SNS is a valuable social networking service.	○	○	○	○	○
5	Time appears to go very quickly when I am using SNS.	○	○	○	○	○
6	While using SNS, I am able to block out most other distractions.	○	○	○	○	○
7	I have fun interacting with SNS.	○	○	○	○	○
8	I enjoy using SNS.	○	○	○	○	○
9	I feel that I have control over my interaction with SNS.	○	○	○	○	○
10	Using SNS arouses my imagination.	○	○	○	○	○
11	SNS can be adapted to meet a variety of needs.	○	○	○	○	○
12	The user interface of SNS has a well-organized appearance.	○	○	○	○	○
13	SNS is trustworthy.	○	○	○	○	○
14	The information provided by SNS is accurate.	○	○	○	○	○
15	The information from SNS is always up to date.	○	○	○	○	○
16	I find SNS easy to use.	○	○	○	○	○
17	Using SNS helps me to connect with others instantaneously.	○	○	○	○	○
18	Using SNS enhances my personal effectiveness.	○	○	○	○	○
19	I find SNS to be useful in my life.	○	○	○	○	○
20	I use SNS to learn more about other people in my classes/works	○	○	○	○	○
21	I use SNS to learn more about other people living near to me	○	○	○	○	○
22	I use SNS to keep in touch with my old friends	○	○	○	○	○
23	I use SNS to meet new people	○	○	○	○	○

SECTION – B

For the following section, please give your views with respect to Facebook.

1. **Please select the most used operations/applications on Facebook. You may select more than one (if needed)**
   - ☐ Tag friends in your status and posts
   - ☐ Events invitations *(Calendar, Birthday, etc..)*
   - ☐ Questions asked by friends
   - ☐ Play games
   - ☐ "Check in" to locations/Places
   - ☐ Participate in contests
   - ☐ Buy & sell *(in Newsfeed).*
   - ☐ Blogging *(Pages)*
   - ☐ Chatting

For the following section, give your degree of agreement based on the below mentioned scale.

SA – Strongly Agree A - Agree N – Neutral D - Disagree SD - Strongly Disagree

2. **ADVERTISEMENT ATTITUDES**

The following statements describe the advertisement attitudes. Please read each statement and click on the answer that best reflects your behaviour or feeling on seeing the advertisements on Facebook.

Sl. No	Statements	SA	A	N	D	SD
Behavioral responses						
1	I pay attention to advertisements shown in Facebook.	○	○	○	○	○
2	I search for related information about advertisements shown in Facebook.	○	○	○	○	○
Trust						
3	Advertisements in Facebook are reliable.	○	○	○	○	○
4	Advertisements in Facebook are honest.	○	○	○	○	○
5	I am willing to ***rely*** on advertisements in Facebook that conveyed information when making purchase-related decisions.	○	○	○	○	○
6	I am willing to ***make important purchase-related decisions*** based on advertisements in Facebook that conveyed information.	○	○	○	○	○
7	Advertisements in Facebook are enjoyable.	○	○	○	○	○
8	Advertisements in Facebook are likable.	○	○	○	○	○
Informative						
9	Advertisements in Facebook are a convenient source of product information.	○	○	○	○	○
10	Advertisements in Facebook inform me about the latest products and information available on the market.	○	○	○	○	○
Entertaining						
11	Advertisements in Facebook are more interesting than the content of other media.	○	○	○	○	○
12	From the advertisements in Facebook, I learn about fashions and what to buy to impress others.	○	○	○	○	○
Irritating						
13	Advertisements in Facebook are confusing.	○	○	○	○	○
14	Advertisements in Facebook are irritating.	○	○	○	○	○

3. eWOM (electronic Word-of-Mouth)

eWOM: Any positive or negative statement made by potential, actual, or former customers about a product or company, is made available to a multitude of people and institutions via the Internet.

In the following section, give your opinion about electronic word-of-mouth in Facebook that you use most. Please read each statement and click on the answer that best reflects your behaviors and feelings.

Sl. No	Statements	SA	A	N	D	SD
Argument quality						
1	The comments about products/brands in Facebook are relevant.	○	○	○	○	○
2	The comments about products/brands in Facebook are timely.	○	○	○	○	○
3	The comments about products/brands in Facebook are accurate.	○	○	○	○	○
4	The comments about products/brands in Facebook have sufficient information.	○	○	○	○	○
Source Credibility						
5	People who left comments about products/brands in Facebook are ***experts*** in evaluating quality of the products/brands.	○	○	○	○	○
6	People who left comments about products/brands in Facebook are ***trustworthy.***	○	○	○	○	○
Information usefulness						
7	The comments about products/brands in Facebook are ***valuable.***	○	○	○	○	○
8	The comments about products/brands in Facebook are ***helpful.***	○	○	○	○	○
Information adoption						
9	I closely followed the suggestions of the positive comments and purchase the recommended products/brands.	○	○	○	○	○
10	I agree with the suggestions given in the comments.	○	○	○	○	○

4. BRAND ATTITUDE

The following statements describe about Brand attitudes. Please read each statement and click on the answer that best reflects your feeling when you see a brand in advertisement or hear about a brand through eWOM in Facebook.

Sl. No	Statements	SA	A	N	D	SD
Brand awareness						
1	I easily recognize the brand features in Facebook advertisements.	○	○	○	○	○
2	Several characteristics of brand instantly come to my mind when I see it in Facebook.	○	○	○	○	○
3	I easily memorize the symbol/logo of brand seen in Facebook.	○	○	○	○	○
Brand image						
4	Brands I have seen in Facebook are reliable.	○	○	○	○	○
5	I trust the brands that are featured / advertised in Facebook.	○	○	○	○	○
6	Brands I have seen in Facebook are attractive.	○	○	○	○	○

5. IMPULSE BUYING INTENTION

The following statements describe the impulse of buying intention. Please read each statement and click on the answer that best reflects your feeling when seeing eWOM and advertisement on Facebook.

Sl. No	Statements	SA	A	N	D	SD
Excitement						
1	I feel excited when I see some products featured in Facebook.	○	○	○	○	○
2	I frequently talk to others about product featured in Facebook.	○	○	○	○	○
Esteem						
3	People respect me when I use the product purchased through Facebook.	○	○	○	○	○
4	I feel elated when I use product purchased through Facebook .	○	○	○	○	○

6. SHOPPING ATTITUDE

The following statements describe the shopping attitude. Please read each statement and click on the answer that best reflects your behavior or feeling when shopping through Facebook.

Sl. No	Statements	SA	A	N	D	SD
Perceived ease of use						
1	Learning to shop on the Facebook is easy for me.	○	○	○	○	○
2	It is not difficult to get shopping on the Facebook to do what I want to do.	○	○	○	○	○
Perceived usefulness						
3	Shopping on the Facebook is useful for me.	○	○	○	○	○
4	Shopping on the Facebook makes my life easier.	○	○	○	○	○
Perceived enjoyment						
5	I find shopping on the Facebook enjoyable.	○	○	○	○	○
6	I find shopping on the Facebook interesting.	○	○	○	○	○
Perceived security						
7	Using credit cards to make purchases on the Facebook would be safe.	○	○	○	○	○
8	Payment by 'Cash on delivery' method would be protective.	○	○	○	○	○

7. POST PURCHASE BEHAVIOUR

The following statements describe the post-purchase behavior. Please read each statement and click on the answer that best reflects your feeling when purchasing through Facebook.

Sl. No	Statements	SA	A	N	D	SD
1	The product I purchased through Facebook is of good quality.	○	○	○	○	○
2	I am satisfied with the price of the product I bought through Facebook	○	○	○	○	○
3	The companies meet out the promises that are given in the Facebook advertisements.	○	○	○	○	○

8. SOCIAL MEDIA LOYALTY

The following statements describe the Social Media Loyalty. Please read each statement and click on the answer that best reflects your loyalty on Facebook.

Sl. No	Statements	SA	A	N	D	SD
1	It is possible for me to will buy a product on Facebook in the near future.	○	○	○	○	○
2	The probability that I would consider buying product in Facebook is high.	○	○	○	○	○
3	I purchase the product through Facebook even if the price of the product is comparatively high.	○	○	○	○	○

9. eWOM Intention

The following statements describe the eWOM intention. Please read each statement and click on the answer that best reflects your feeling when purchase through Facebook.

Sl. No	Statements	SA	A	N	D	SD
1	I will inform others about the product I purchased through Facebook	○	○	○	○	○
2	I will remind others about the product I purchased through Facebook	○	○	○	○	○
3	After using the product, I express my positive opinion to others through eWOM in Facebook.	○	○	○	○	○
4	Often I express my negative opinion about products to others through Facebook.	○	○	○	○	○
5	When I have a negative experience, I would advise people against that purchase.	○	○	○	○	○

SECTION – C

1. Gender :

   ○ Male ○ Female

2. Age :

   ○ Below 25 years ○26 – 35 years ○ 36 – 45 years ○ Above 45 years

3. Education :

   ○ School Level ○ Under graduate ○ Post graduate ○ Professional

   ○ Others (pl. specify)_____

4. Occupation :

   ○ Student ○ Businessman ○Govt. Employee

   ○ Private Employee ○ Professional ○ Job Seeker

   ○ Housewife ○ Others (pl. Specify)_____

5. Please select your monthly family income:

   ○ Less than 50,000 ○ 50,000- 1,00,000 ○1,00,001- 1,50,000

   ○ Over 1,50,000

6. Where do you currently reside in?

   _____

THANK YOU

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ANNAMALAI UNIVERSITY

DEPARTMENT OF BUSINESS ADMINISTRATION

Dear friends,

I am working for my PhD in the area of Marketing with special reference to Social Networking Sites. I am approaching you with a favour of providing information relating to the social networking sites and online purchasing through Facebook. I request your genuine response towards completing this academic task. I assure you that the information provided by you will be kept strictly confidential and used for academic purpose only.

Research Scholar

C. MAGESH, MBA
Asst Professor cum Research Scholar
Dept. of Business Administration DDE,
Annamalai University
Annamalai Nagar – 608 002

Research Supervisor

Dr. K. TAMIZH JYOTHI, BE, MBA, PGDMM, Ph.D
Asst. Professor cum Research Supervisor
Dept. of Business Administration DDE,
Annamalai University
Annamalai Nagar – 608 002

We invite all to take part in this research survey.

Click here for Questionnaire

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A STUDY ON CONSUMERS' ATTITUDES TOWARDS SOCIAL NETWORKING SITES

SECTION – A

1. Name : _____

2. Who referred this link or questionnaire? _____

3. In which of the following Social Network Sites(SNS) you have an account?

- ☐ Facebook
- ☐ LinkedIn
- ☐ Hi5
- ☐ Google+
- ☐ Myspace
- ☐ bebo
- ☐ Others _____

4. How many friends do you have in each of the following SNS?

	< 101	101-200	201-300	301-400	401-500	>500
Facebook	○	○	○	○	○	○
Linkedin	○	○	○	○	○	○
Hi5	○	○	○	○	○	○
Google+	○	○	○	○	○	○
Myspace	○	○	○	○	○	○
bebo	○	○	○	○	○	○
Others	○	○	○	○	○	○

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5. How often do you check your personal SNS accounts?

- ○ Many times a day
- ○ Once in a day
- ○ 3-4 times a week
- ○ Once in a week
- ○ Whenever need arises

6. Approximately how many minutes on that day do you spend on SNS?

- ○ Less than 16 mins
- ○ 16-30 mins
- ○ 31-60 mins
- ○ 31-60 mins
- ○ More than 120 mins

7. What category of products you do purchase frequently through online SNS?

- ☐ Tie
- ☐ Shirt
- ☐ Pen drive
- ☐ Belt
- ☐ Cooler
- ☐ T-Shirt
- ☐ Mobile
- ☐ Shoe
- ☐ Trousers
- ☐ Camera
- ☐ Laptop
- ☐ Wrist Watch
- ☐ Others

8. How long have you been purchasing products through SNS?

- ○ Less than 13 Months
- ○ 13-24 Months
- ○ 25-36 Months
- ○ 37-48 Months
- ○ 49-60 Months
- ○ More than 60 Months

9. How much do you spend per year for online purchase through SNS (approximately)?

- ○ Less than Rs. 5,001
- ○ Rs. 5,001 - Rs. 10,000
- ○ Rs. 10,001 - Rs. 15,000
- ○ Rs. 15,001 - Rs. 20,000
- ○ More than Rs. 20,000

10. Which mode of payment usually do you prefer for purchasing products through SNS?

- ☐ Cash on delivery
- ☐ Credit Card
- ☐ Debit Card
- ☐ Online Banking

11. What is the source of information regarding the purchase of your products through online SNS?

- ☐ Advertisements on SNS
- ☐ eWOM (*electronic Word of Mouth*)
- ☐ Pages (Information given on separate page for each brand/product/company)

12. Please select the electronic devices through which you access SNS regularly:

- ☐ Computer
- ☐ Smart Phone
- ☐ Tablet Computer
- ☐ Laptop
- ☐ iPad

13. Do you worry about privacy problem when using SNS?

- ○ Always
- ○ Sometimes
- ○ Occasionally
- ○ Rarely
- ○ Not at all

14. What problems do you think SNS can possibly cause?

- ☐ Internet Fraud –(Giving false information through chatting, email, message boards etc..)
- ☐ Leaking Private Information – (Sharing one's information with others without his/her knowledge)
- ☐ Cyber bulling – (Hurting others through false message/information)
- ☐ Affecting communication skills – (Possibilities of individual communication skills getting suppressed)
- ☐ Psychological Disorder (Anxiety, Depression, Loneliness)
- ☐ Narcissism (One who admires himself too much)
- ☐ Antisocial Behaviour
- ☐ Others

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15. Which social networking site do you use the most? (Select only one)

- ☐ Facebook
- ☐ LinkedIn
- ☐ Hi5
- ☐ Google+
- ☐ Myspace
- ☐ bebo
- ☐ Others

16. If you are on SNS, what do you usually do with it? (You may choose more than one option)

- ☐ Sharing personal updates
- ☐ Upload Photos
- ☐ Upload Videos
- ☐ Communicating with friends
- ☐ Playing games
- ☐ Getting updates
- ☐ Searching information about products or services
- ☐ Others

17. Will you stay on SNS for next 2 years?

- ○ Yes
- ○ No
- ○ Not sure

18. Please select any one option for the following statements about shopping on SNS.

SA – Strongly Agree A – Agree N – Neutral D – Disagree SD – Strongly Disagree

Sl.No	Statements	SA	A	N	D	SD
1.	Many of my friends or families use SNS frequently.	○	○	○	○	○
2.	From a technical viewpoint, SNS is a useful technology.	○	○	○	○	○
3.	SNS is a wonderful innovation.	○	○	○	○	○
4.	SNS is a valuable social networking service.	○	○	○	○	○
5.	Time appears to go very quickly when I am using SNS.	○	○	○	○	○
6.	While using SNS, I am able to block out most other distractions.	○	○	○	○	○
7.	I have fun interacting with SNS.	○	○	○	○	○
8.	I enjoy using SNS.	○	○	○	○	○
9.	I feel that I have control over my interaction with SNS.	○	○	○	○	○
10.	Using SNS arouses my imagination.	○	○	○	○	○
11.	SNS can be adapted to meet a variety of needs.	○	○	○	○	○
12.	The user interface of SNS has a well-organized appearance.	○	○	○	○	○
13.	SNS is trustworthy.	○	○	○	○	○
14.	The information provided by SNS is accurate.	○	○	○	○	○
15.	The information from SNS is always up to date.	○	○	○	○	○
16.	I find SNS easy to use.	○	○	○	○	○
17.	Using SNS helps me to connect with others instantaneously.	○	○	○	○	○
18.	Using SNS enhances my personal effectiveness.	○	○	○	○	○
19.	I find SNS to be useful in my life.	○	○	○	○	○
20.	I use SNS to learn more about other people in my classes/works	○	○	○	○	○
21.	I use SNS to learn more about other people living near to me	○	○	○	○	○
22.	I use SNS to keep in touch with my old friends	○	○	○	○	○
23.	I use SNS to meet new people	○	○	○	○	○

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A STUDY ON CONSUMERS' ATTITUDES TOWARDS SOCIAL NETWORKING SITES

SECTION – B

For the following section, please give your views with respect to Facebook.

1. Please select the most used operations/applications on Facebook. You may select more than one (if needed).

- ☐ Tag friends in your status and posts
- ☐ Questions asked by friends
- ☐ "Check in" to locations/Places
- ☐ Buy & sell (in Newsfeed).
- ☐ Chatting
- ☐ Events invitations (Calendar, Birthday, etc.,)
- ☐ Play games
- ☐ Participate in contests
- ☐ Blogging (Pages)

For the following section, give your degree of agreement based on the below mentioned scale.

SA – Strongly Agree A – Agree N – Neutral D – Disagree SD – Strongly Disagree

2. ADVERTISEMENT ATTITUDE

The following statements describe the advertisement attitude. Please read each statement and click on the answer that best reflects your behaviour or feeling on seeing the advertisements on Facebook.

Sl.No	Statements	SA	A	N	D	SD
Behavioral responses						
1.	I pay attention to advertisements shown in Facebook.	●	●	●	●	●
2.	I search for related information about advertisements shown in Facebook.	●	●	●	●	●
Trust						
3.	Advertisements in Facebook are accurate.	●	●	●	●	●
4.	Advertisements in Facebook are honest.	●	●	●	●	●
5.	I am willing to *rely* on advertisements in Facebook that conveyed information when making purchase-related decisions.	●	●	●	●	●
6.	I am willing to *make important purchase-related decisions* based on advertisements in Facebook that conveyed information.	●	●	●	●	●
7.	Advertisements in Facebook are enjoyable.	●	●	●	●	●
8.	Advertisements in Facebook are likable.	●	●	●	●	●
Informative						
9.	Advertisements in Facebook are a convenient source of product information.	●	●	●	●	●
10.	Advertisements in Facebook inform me about the latest products and information available on the market.	●	●	●	●	●
Entertaining						
11.	Advertisements in Facebook are more interesting than the content of other media.	●	●	●	●	●
12.	From the advertisements in Facebook, I learn about fashions and what to buy to impress others.	●	●	●	●	●
Irritating						
13.	Advertisements in Facebook are confusing.	●	●	●	●	●
14.	Advertisements in Facebook are irritating.	●	●	●	●	●

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3. eWOM (electronic Word-of-Mouth)

eWOM: Any positive or negative statement made by potential, actual, or former customers about a product or company, is made available to a multitude of people and institutions via the Internet.

In the following section, give your opinion about electronic word-of-mouth in Facebook that you use most. Please read each statement and click on the answer that best reflects your behaviors and feelings.

Sl.No	Statements on SNS	SA	A	N	D	SD
Argument Quality						
1.	The comments about products/brands in Facebook are relevant.	●	●	●	●	●
2.	The comments about products/brands in Facebook are timely.	●	●	●	●	●
3.	The comments about products/brands in Facebook are accurate.	●	●	●	●	●
4.	The comments about products/brands in Facebook have sufficient information.	●	●	●	●	●
Source Credibility						
5.	People who left comments about products/brands in Facebook are *experts* in evaluating quality of the products/brands.	●	●	●	●	●
6.	People who left comments about products/brands in Facebook are *trustworthy*.	●	●	●	●	●
Information Usefulness						
7.	The comments about products/brands in Facebook are *valuable*.	●	●	●	●	●
8.	The comments about products/brands in Facebook are *helpful*.	●	●	●	●	●
Information Adoption						
9.	I closely followed the suggestions of the positive comments and purchase the recommended products/brands.	●	●	●	●	●
10.	I agree with the suggestions given in the comments.	●	●	●	●	●

4. BRAND ATTITUDE

The following statements describe brand attitudes. Please read each statement and click on the answer that best reflects your feeling when you see a brand on advertisement or hear about a brand through eWOM in Facebook.

SA – Strongly Agree A – Agree N – Neutral D – Disagree SD – Strongly Disagree

Sl.No	Statements	SA	A	N	D	SD
Brand awareness						
1.	I easily recognize the brand features in Facebook advertisements.	●	●	●	●	●
2.	Several characteristics of brand instantly come to my mind when I see it in Facebook.	●	●	●	●	●
3.	I easily memorize the symbol/logo of brand seen in Facebook.	●	●	●	●	●
Brand image						
4.	Brands I have seen in Facebook are reliable.	●	●	●	●	●
5.	I trust the brands that are featured / advertised in Facebook.	●	●	●	●	●
6.	Brands I have seen in Facebook are attractive.	●	●	●	●	●

5. IMPULSE BUYING INTENTION

The following statements describe the impulse of buying intention. Please read each statement and click on the answer that best reflects your feeling when seeing eWOM and advertisement on Facebook.

Sl.No	Statements	SA	A	N	D	SD
Excitement						
1.	I feel excited when I see some products featured in Facebook.	●	●	●	●	●
2.	I frequently talk to others about product featured in Facebook.	●	●	●	●	●
Esteem						
3.	People respect me when I use the product purchased through Facebook.	●	●	●	●	●
4.	I feel elated when I use product purchased through Facebook.	●	●	●	●	●

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6. SHOPPING ATTITUDE

The following statements describe the shopping attitude. Please read each statement and click on the answer that best reflects your behavior or feeling when shopping through Facebook.

Sl.No	Statements	SA	A	N	D	SD
Perceived ease of use						
1.	Learning to shop on the Facebook is easy for me.	●	●	●	●	●
2.	It is not difficult to get shopping on the Facebook to do what I want to do.	●	●	●	●	●
Perceived usefulness						
3.	Shopping on the Facebook is useful for me.	●	●	●	●	●
4.	Shopping on the Facebook makes my life easier.	●	●	●	●	●
Perceived enjoyment						
5.	I find shopping on the Facebook enjoyable.	●	●	●	●	●
6.	I find shopping on the Facebook interesting.	●	●	●	●	●
Perceived security						
7.	Using credit cards to make purchases on the Facebook would be safe.	●	●	●	●	●
8.	Making payments on the Facebook would be secure.	●	●	●	●	●

7. POST PURCHASE BEHAVIOUR

The following statements describe the post-purchase behavior. Please read each statement and click on the answer that best reflects your feeling when purchasing through Facebook.

Sl.No	Statements	SA	A	N	D	SD
1.	The product I purchased through Facebook is of good quality.	●	●	●	●	●
2.	I am satisfied with the price of the product I bought through Facebook.	●	●	●	●	●
3.	The companies meet out the promises that are given in the Facebook advertisements.	●	●	●	●	●

8. SOCIAL MEDIA LOYALTY

The following statements describe the Social Media Loyalty. Please read each statement and click on the answer that best reflects your loyalty on Facebook.

Sl.No	Statements	SA	A	N	D	SD
1.	In future I will certainly buy products through Facebook only	●	●	●	●	●
2.	The probability that I would consider buying product in Facebook is high.	●	●	●	●	●
3.	Even if i hear about a product through other sources, I will purchase it only Facebook	●	●	●	●	●

9. eWOM Intention

The following statements describe the eWOM intention. Please read each statement and click on the answer that best reflects your feeling when purchase through Facebook.

Sl.No	Statements	SA	A	N	D	SD
1.	I will inform others about the product I purchased through Facebook.	●	●	●	●	●
2.	I will remind others about the product I purchased through Facebook.	●	●	●	●	●
3.	After using the product, I express my positive opinion to others through eWOM in Facebook.	●	●	●	●	●
4.	Often I express my negative opinion about products to others through Facebook.	●	●	●	●	●
5.	When I have a negative experience, I would advise people not to buy that particular products.	●	●	●	●	●

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SECTION – C

1. Name :

2. Gender

- Male
- Female

3. Age

- Below 25 years
- 26 – 35 years
- 36 – 45 years
- Above 45 years

4. Education

- School Level
- Undergraduate
- Postgraduate
- Professional
- Others

5. Occupation

- Student
- Businessman
- Government Employee
- Private Employee
- Professional
- Job Seeker
- Housewife
- Others

6. Email: **Contact No.(Optional):**

7. Please select your monthly family income:

- Less than Rs. 50,000
- Rs. 50,000 - Rs. 1,00,000
- Rs. 1,00,001 - Rs. 1,50,000
- Over Rs. 1,50,000

8. Who referred this link or questionnaire?

9. Where do you currently reside in? < -- Please Select -- >

10. Suggestion :

Submit

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