



Social Media Usage and Brand Choice

Dear Sir / Madam,

The main purpose of this survey is to investigate the brand awareness and brand choice on social media. Social media such as Social network sites (e.g. Facebook), Micro blogs (e.g. Twitter), Media sharing sites (e.g. YouTube), Weblogs, Forums, Review and Voting websites. Your honest response is greatly appreciated. The information obtained via this survey will be used for academic purposes only. We would like to express our deepest gratitude to you for spending your valuable time in responding to this questionnaire.

Please indicate your Age Group *

- Less than 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55 and above

Please indicate your gender *

- Male
- Female

Please indicate your highest education level *

- High School
- Under Graduate
- Post Graduate
- M.Phil/Ph.D.
- Other

Please indicate your occupation *

- Student
- Business
- Profession
- Service
- Retired
- Other

Income Group *

- Monthly
- Below 10000
- 10000-20000
- 21000-30000
- 31000-40000
- 41000-50000 Above 50000



Do you use Social Media *

(Facebook, Twitter, LinkedIn, Instagram, Pinrest, Blogs, forums etc)

- Yes
- No

Which of the following social networking websites have you account on *

(You may tick more than one option, if you have account on different social media websites)

- Facebook
- Twitter
- LinkedIn
- Youtube
- Instagram
- Pinterest
- Blogs
- Forums
- Others

What is your Social Media usage frequency *

- Several times a day
- Once a day
- Several times a week
- Once a Week
- Several times a month

How much time do you spend on social media *

(Per Day)

- Less than 30 mins
- 30 mins - 1 hr
- 1-2 hr
- 3-4 hr
- 4 and above

How much experience do you have of using social media *

Total time period of social media use

- 1 year and less
- 2 years
- 3 years
- 4 years
- 5 years and above



How many friends do have on social media *

Number of friends

- 0-99
- 100-199
- 200-299
- 00-399
- 400 and above

You prefer to use these sites mostly for *

You may tick more than one option, if applicable

- Keeping in touch with friends/relatives
- Making new friend
- Shopping
- knowing about local events
- Planning an event
- Getting information
- Getting knowledge about discounts, sale, offers, freebies etc
- Getting knowledge about new products/services
- making business/professional connection
- Marketing and Promotion purposes

Where do you go to as a preferred source for information about products/services you want to buy *

- Company's Website
- Newspaper
- Blogs/Forum
- I search on Google first
- Other Social Networks (Facebook, Twitter, Youtube, etc.)

Do you shop online *

- Yes
- No

How often do you purchase online *

- Several times a week
- Once a week
- Several times a month
- Once a month
- Once in 2 months
- Never



What type of products influence you the most through social networking sites *

(You may select more than one option, if applicable)

- Clothes
- Electronics
- Mobile and Mobile Accessories
- Cosmetic/Personal Care Products
- Household Products
- Books
- Fashion Accessories
- Foot wares
- None of them

Do you prefer to buy the products frequently through these social networking sites *

Yes

No

Are you a member of a fan page for a brand or product on Facebook, Twitter or any other social networking sites *

Yes

No



	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I consider myself belong to my favorite brand's fan *					
Social media tools make me a part of my favorite brand community *					
I contribute to the conversation on the brand sites *					
I am interested in knowing input from other users in the brand fan page *					
I keep track of specific brand online community *					
I would like to see status updates from the brand *					
I feel associated with the online brand by sharing and receiving information *					
I like to share pictures/videos with brand's fans *					
The social media tools attract visitors to contribute or provide feedback *					
I share a link or a fan page of a brand to other friends in my social media *					
I post on the forum of my favorite brand fan page *					
I feel my opinion or reaction on a brand fan page is valued *					
I will share an advertisement that offers a discount or coupon from the brand to other friends in my social media account *					
I have produced photo, video or story in order to participate in a contest held by brand *					
I will recommend the brand fan page to a friend or colleague in the future *					
I follow a brand page recommended by my family or friends on social media *					
I used any social media platforms as a source to search for information about the brand *					
I use social media tools to get others' opinions					
I trust on the information obtained via online professional brand communities					
I trust on the information obtained via social media platforms by users *					
Social media platforms influence the opinion that I have about a brand *					



The comments of other users on social media encourage me or discourage me to buy a product *					
I bring up things I have seen on a social media platform *					
I give advice tips or my experience to people who are fan of a brand based on things I have read on brand site or page *					
I will talk about brand on blogs, social networks or social media platforms *					
I use things from a site in discussion or argument with people I know *					
I will invite friends to learn more about the brand online *					
I am conscious about brands *					
I can quickly recall the symbol/ logo of the brands					
Some characteristics of the brand come to my mind quickly *					
My brand page engagement on social media makes me more aware about brands *					
Likes and comments on brand pages by my friends help me to know more about brands *					
I believe that the shared sites, liked pages, chat and tweet about products give information about brands *					
I consider brand pages are the convenient source of brand information *					
I follow the brand pages because it gives me information about deals, coupons, freebies and discounts *					
I can recognize different brands on social networking site *					
I already recognize some brands before using social networking site *					
Social sites help us to share our thoughts about different brands and services *					
I recognize brands from social media advertising *					
I recognize brands from Brand pages *					
I recognize brands from latest trending on social media *					
I recognize brands from videos shared by friends/firms on social media *					



I can recall the brands on social networking sites *					
Friend's likes/comments help me to recall the brands *					
Advertisements on social media help me to recall the brands *					
Latest trending on social media helps me to recall the brands *					
Suggested posts on social media help me to recall the brands *					
Branded products and services assure good quality and services *					
I like the brands because it suit my personality *					
I consider the safety and mental satisfaction of buying branded products *					
I think using social sites is helpful for brand choice *					
Use of social sites can bring change in our brand choice *					
I consider social media platform provide me information about variety of brands *					
I can easily compare the brands on social media *					
I consider the friend's preferences while choosing brand on social media *					
I seek expert opinion about brands on social media *					
Comments, likes, tweets and replies by my family friend's on social media are helpful in brand choice *					
Pictures, videos and campaigns, on social media platform are helpful to choose a brand *					
Engagement with brand pages on social media helps me in brand choice *					
When brand awareness is helpful in brand selection on social media *					
Brand recognition on social media is helpful in brand choice *					
I consider that using social media platform help me to make decisions better before purchasing goods and services *					
I consider that using social media platform increases my interest in					



buying products/services *					
Brand engagement influence my purchase intention *					
When my brand awareness on social media is high , I more likely to purchase the product *					
I am very likely to buy products or services recommended by my friends on social media platforms *					
Positive comments of the other users about a brand/product on social media encourage me to purchase that product *					
Negative comments of the other users about a brand/product on social media discourage me to purchase that product *					
Sharing brand experience with customers influence the purchase decision *					