

Personal Info:

1. name: Md. Abdul Munaf
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3. gender: Male
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7. education:
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9. electronic device used: Mobile

Question:

1(A).Do you use social media?

Answer: yes, I use it to watch natok , song (mainly for entertainment).

1(B). How much time do you spend on social media?

Answer: approx. 2 hour per day.

2. How frequently do you buy products online? *

answer: I never buy products in online.

3. What is your impression about integrating business in social media?

Answer: It is good for general people. They can now easily buy products.

4. If you have a shop, will you make a social media handle? why or why not?

answer: of course, I will try to open an account for my shop.

5. If you want to make an online portal of your shop, which will you create first (in context of Bangladesh)? Social media or website? Reasons?

Answer: I will go for social media as it is easy to use for me.

6(a). Do you think every website should have their social media handle in their website?

Answer: I think every shop should include their social media handle in their website.

6(b)."When I go to any website, I look for social media handle." Do you agree.

answer: Yes, at least I will look for their social media handle.

7. Over shopping on websites and shopping in social media which one you will peak? why?

Answer: social media as I am familiar with it.

8. "In offline we used to go in different shops to review and research about products and to guess current market price. We can also do the same via social media". Do you agree?

Ans: yes.

9. "Many people like talking one to one with the shopkeeper while buying products. Social media comes with a chatting feature where you can chat one to one with anyone you like. Chatting with shopkeeper or shop's social media handle replicates one to one talking. " Do you agree.

Ans: no, I do not think they are the same. But I felt I am closer with the person on chatting though he is far away from me.

10. "Social media is easier to use than shopping websites." Do you agree.

answer: yes, as I only use social media not website. so I will peak social media compare to website.

11. Social media handles lack the formality of website. Do you agree?

Ans: no, again I do not use website so I do not think so

12. "Mass people of Bangladesh can use social media more skillfully than websites. " Do you agree.

Answer: yes, again I do not use website and also I think many of us use social media more skillfully than website

13. "Different websites have different interfaces. It makes it harder for mass people to use it." Do you agree.

answer: as I do not use it so I do not give the answer properly.

14. Effect of social media activity on customer behavior?

Answer: this does not affect me much as I do not believe them blindly.

15. "Shops with more social media activity seem more trustworthy." Do you agree?

answer: no, I will always check the product before buying it.

16. "Familiar shops with known names make them trustworthy." Do you agree?

answer: no, again I will check the product then buy it.

17. When you see many posts or activities you get familiar with the name of the shop. How does it influence you?

Ans: I does not influence me.

18. Do you check for reviews of a store on social media before buying any product? If yes, how does the review influence you?

Ans: I will check the review and then I will decide to buy it or not.

19. "Number of ratings or number of positive reviews reflect credibility." Do you agree?

Ans: yes, when I see some positive review , I will convince to buy the product.

20. "After buying products, I always give feedback about their product in their social media handle." Do you agree?

Ans: yes, I will give the feedback whether the product is good or not.

21. "My review will help someone in future to take their decisions." Do you agree?

answer: yes, cause I think when I will give negative review that help people to not cheated

22. "It is useful in social media if feedback can be given both personally and privately". Do you agree?

Ans: I think this is more effective if I send message the shopkeeper privately about the defect of the product first.

23. If you buy any product from a social media handle, social media algorithm will bring that shop again and again. How does this influence you?

Ans: that will not give me good feeling.

24. What is your impression of the effect of social media in offline marketing?

Ans: yes, it will force me to check the product first then buy it.

25. "Reviews of social media handle influence my decision in physical stores." Do you agree?

Ans: yes

26. What is your impression of the widespread use of social media?

Ans. If people use the social media for good thing then it is good otherwise it is bad for us.

27. Do you have any relatives in rural areas? (Yes, no)

Ans: yes.

28. If yes in 39, then What percentage of them use social media at a moderate rate?

Ans: they use social media as we have internet connection.

29. What is your impression of effectiveness of social media in advertisement?

Ans: I think it is very effective.

30. How frequently do you check emails?

Ans: I don't have email account.

31. Which form of advertisement do you think will reach widely? TV, social media, billboard, email, phone message?

Ans: social media.

32. How you can be contacted and reached except calling via phone? social media, email, other?

Ans: only phone.