

Role of Social Media in Online Marketing

This survey gathers info about role of social media in online marketing. Please give reason of your answer for each question

Name *

Ahad Kaiser Tamim

Age *

BBGBHS

Gender *

Male

Living place(Home district) *

Tangail

Contact no(Optional)

01916581545

Email(optional)

Education *

SSC

Occupation *

Student

Electronic devices used by you *

Mobile, PC, Playstation

Social media in Online Marketing

Do you use social media? *

Yes

How frequently do you use social media? *

At least 2 hours a Day

How frequently do you buy products online? *

Rarely

What are the advantages or disadvantages of marketing through social media? *

Advantages : Easy Advertisements & Monetization

Disadvantages : Risk of False Advertisements and Customers, Smoother Communication

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

Yes, I will

For communication with the Customers, Adverstising my Products

If you want to make an online portal of your shop, which will you create first in context of Bangladesh? Social media or website? What are the reasons? *

Social Media,
Cuz in Bangladesh, Social Medias like Facebook, Instagram are very popular than web-based pages

Convenient one between social media and website

"When I go to any website I look for social media handle." Do you agree. *

Yes

What is your impression about websites not having social media handle and What is your impression about social media handles not having websites? *

I cant communicate with the administrators of the website without a social media handle

Over shopping in websites and shopping in social media which one you will pick? why? *

2

"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". How much do you agree and why? *

I agree cuz we can get an initial idea of the prices of the products

"Many people likes talking one to one with shopkeeper during buying products. Social media comes with chatting feature where you can chat one to one with anyone you like. Chatting with shopkeeper or shop social media handle replicates one to one talking. " How much do you agree and why. *

I dont agree because we dont get same amount of value when we communicate via chatting in comparison with talking one to one

"Buying in social media gives more shopping vibe than website." How much do you agree and why. *

50-50

"Social media is easy to use then shopping websites." How much do you agree and why. *

50-50

"It is more human friendly and less mechanical to shop in social media than in websites." How much do you agree and why. *

Varies from person to person

"Social media handles lacks the formality of website. "How much do you agree and why. *

Probably

Do you like lack of formality of social media shops? *

Ya

Do you think it is the reason for social media being more or less convenient? *

Yes

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

Yes

"Mass people uses social media more than any other websites. Its interface are familiar to people. So it is more intuitive to them for using social media." Do you agree. *

Yes

"Different websites has different interface. Its make harder for mass people to use it." Do you agree *

Yes

Effect of social media activity on customer behaviour

"Shops with more social media activity seems more trustworthy." Do you agree. *

Yes

"Familiar shops with known name makes them trustworthy." Do you agree. *

Yes

When you see many posts or activities you get familiar to the name of the shop. How does it influences you? *

I get influenced by the positive and negative reviews of the shop

Do you check for reviews of a store in social media before buying any product? If yes how the review influences you? *

Yes, i do. By that i can get an idea of the quality of the products they sell

"No of stars or no of positive reviews reflect the credibility." Do you agree. *

Yes

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

Yes and No

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

Yes

"It is useful in social media that feedback can be given both personally and privately in social media." Do you agree. *

Yes

If you buy any product form a social media handle, social media algorithm will bring that shop again and again. How does this influences you to buy again? *

No experience

Trend of rating is normally not included in websites or social media handle. How useful do you think trend of rating will be? *

Very useful

Effect of social media in offline marketing

"When I go to a physical shop and read review of products of that shop on social media." How much do you agree and why? *

Dont understans thr question

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

Yes

"I always share review of a physical store in social media." Do you agree. *

Yes

"It is easier to give review in social media than physically." How much do you agree and why? *

I agree

How much your social media influences you to from selecting a shop to buying something from that shop? *

Pretty much

Wide-spread-ness of social media

Do you have any relatives in rural area? *

a few

What percentage of them use social media at a moderate rate? (checks social media 2-3 times daily) *

0%

Now a days, different online shops without any offline outlet are there. Normally they use their own home to store and also as shop. How frequently this phenomenon has been observed by you in your rural area? *

No one observed this

Do you think these online shops using social media as their method of advertisement is effective? why? *

Yes I think so.

Effectiveness of social media in advertisement

How frequently do you check emails? *

Twice a week

Which form of advertisement do you think will reach widely? *

Social Media based

Do you think promotions or special offers can be broadcast effectively via social media more effectively? *

Yes

How you can be contacted and reached except calling via phone? *

Email and Social Media

Comments

Any further opinion

Nope

Any Comments about questioner

Nope

This content is neither created nor endorsed by Google.

Google Forms