

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 *

Fatin Ahmed

Age *

19

Gender *



Male



Female



Prefer not to say

Living place(Home district) *

Dhaka

Contact no(Optional)

.....

Email(optional)

.....

Education *

HSC

.....

Occupation *

Student

.....

Electronic devices used by you *



Smart Phone



Laptop or Desktop



Tablet



Other:

.....

Social media in Online Marketing

Do you use social media? *

☒ Yes

☐ No

How many hours in a day do you use social media? *

3

How frequently do you buy products online? (how many times in a year or in a month) *

6-7 times in a month

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

Advantages are like i can get my essential products in a cheap prize, the value of the products are quite good

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

Sometimes the products we buy from social media are very bad in quality

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

Yes, I will.To promote my business

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

Social Media,because it is very well known for our citizens

Convenient one between social media and website

"When I go to any website I look for social media handle." How much do you agree? *

- ☒ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

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

If they handle websites they can attract more customers like never before

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

I don't like over shopping

"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 don't agree

"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. *

Yes i agree because it helps the buyers to insure the quality of the products

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

I don't agree

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

☐ Strongly Disagree

☐ Disagree

☐ Neutral

☐ Agree

☒ Strongly Agree

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

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☒ Strongly Agree

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

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☒ Strongly Agree

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

No

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. *

- ☒ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

"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. *

- ☐ Strongly Agree
- ☒ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

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

- ☐ Strongly Agree
- ☒ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

Effect of social media activity on customer behaviour

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

- ☐ Strongly Agree
- ☒ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

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

- ☐ Strongly Agree
- ☒ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

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

It influences me to buy more

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

No

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

- ☐ Strongly Agree
- ☒ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

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

Do you agree.

- ☐ Strongly Agree
- ☐ Agree
- ☒ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

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

- ☒ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

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

- ☐ Strongly Agree
- ☒ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

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 to buy again? *

No

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

Not 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." Do you agree *

- ☐ Strongly Agree
- ☒ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

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

- ☒ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

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

- ☒ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

"It is easier to give review in social media than physically." Do you agree *

- ☒ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

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

By seeing others good reviews

Wide-spread-ness of social media

Do you have any relatives in rural area? *

Yes

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

5%

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? *

I didn't observed

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

Yes it's effective for us

Effectiveness of social media in advertisement

How frequently do you check emails? *

Daily

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

Food related

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? *

By emails

Comments

Any further opinion

Any Comments about questioner

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