

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 *

Firdous siddique

Age *

20

Gender *

male

Living place(Home district) *

dinjapur sadar

Contact no(Optional)

1

Email(optional)

1

Education *

engineering

Occupation *

student

Electronic devices used by you *

smart phone, laptop

Social media in Online Marketing

Do you use social media? *

yes

How frequently do you use social media? *

1 hr a day

How frequently do you buy products online? *

once or twice a month

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

not so good. Sometimes fraudulent

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

yes, easy for customers to use but hard to judge quality of product

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 is visited more, so advertisement easier, more customer friendly, more

Convenient one between social media and website

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

never

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

nothing

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

for social media: easy to contact, fast response
website more reliable

"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? *

yes

"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. *

some sort of

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

yes

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

not always but sometimes

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

yes

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

yes

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

for convenience better, but for reliability not so. But for established brand reliability is ensured

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

no

"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. *

not always, sometimes design of website is better. payment system better in website

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

yes, agree

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? *

yes, manipulation is main policy

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

yes, normally পিছনের গুলা চেক করি, সামনের গুলা নরমালি প্রমোট করা হয়

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

সামনের গুলা প্রমোট করা, নেগেটিভ গুলাকে বেশি প্রায়োরিটি দেই

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

no

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

doesnot give review

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

yes, identity hide করতে চাইলে প্রাইভেটলি বোটার, বাট এটা ওরা অন্যভাবে প্রোমোট করতে পারে

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? *

na, বিরক্ত নিয়ে আসে

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

হ্যা এটা করা উচিত

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? *

না করি না

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

না করে না অত

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

মিসবিহেভ করলে শেয়ার করি

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

. হ্যাঁ, সোশ্যাল মিডিয়াতে অনেক ইজিলি রিচ করে

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

সোশ্যাল মিডিয়া থেকে জাজ করি না, গুগল করে ওয়েবসাইট চেক করি

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) *

50%

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? *

বেশি চোখে পড়ে, কমদামি গুলাতে এট্রাকটেড হই, রিলায়বিলিটি কম। | গ্রাম এলাকায় ইফেক্টিভ হতে পারে। | রিলায়বিলিটি নিয়ে মানুষ সবসময় চিন্তা করে না।

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

একটা লেভেল পর্যন্ত ইফেক্টিভ, এরপরে বেশি আসলে মানুষ বোরড হয়ে যেতে পারে

Effectiveness of social media in advertisement

How frequently do you check emails? *

once in a week

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

TV and Social media

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? *

text message

Comments

Any further opinion

grammertical mistake, long

Any Comments about questioneer

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