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

Socal 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 িপছেনর ×লা cচক কির, সামেনর ×লা নরমািল c রােমাট করা হয়

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

সামেনর ×লা c রােমাট করা, cনেগিটভ ×লােক cবিশ রােয়ািরিট cদই

"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 করেত চাইেল রাইেভটিল cবটার, বাট এটা ওরা অ যভােব c রােমাট করেত পাের

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, িবরি ত িনেয় আেস

Trend of rating is normally not included in websites or social media handle. How useful do you \*

think trend of rating will be?

½যা এটা করা উিচত

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 কির না

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

না কের না অত

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

িমসিবেহভ করেল cশয়ার কির

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

. ½যা, cসাNযাল িমিডয়ােত অেনক ইিজিল িরচ কের

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

that shop?

cসাNযাল িমিডয়া cথেক জাজ কির না, ×গল কের ওেয়বসাইট cচক কির

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?

cবিশ cচােখ পেড়, কমদািম ×লােত এtiরাকেটড হই, িরলায়িবিলিট কম।। রাম এলাকায় ইেফিēটভ হেত পাের। িরলায়িবিলিট িনেয় মানুষ সবসময় িচ তা কের না।

Do you think these online shops using social media as their method of advertisement is

effective? why?

\*

একটা cলেভল পয´ ত ইেফিēটভ, এরপের cবিশ আসেল মানুষ cবারড হেয় cযেত পাের

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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