

Questionnaire: The Effects of Social Media Advertisement on Sales

Section 1: General Information

1. What is the name of your business? (Optional)
2. What type of products or services does your business offer?
 - ☐ Fashion & Apparel
 - ☐ Electronics & Gadgets
 - ☐ Food & Beverages
 - ☐ Health & Beauty
 - ☐ Others (Please specify): _____
3. What is the size of your business?
 - ☐ Small (1-10 employees)
 - ☐ Medium (11-50 employees)
 - ☐ Large (51+ employees)
4. How long has your business been operating?
 - ☐ Less than 1 year
 - ☐ 1-3 years
 - ☐ 4-6 years
 - ☐ More than 6 years

Section 2: Social Media Advertising Usage

5. Do you use social media platforms for advertising?
 - ☐ Yes
 - ☐ No
6. Which social media platforms do you advertise on? (Select all that apply)
 - ☐ Facebook
 - ☐ Instagram

- ☐ Twitter/X
- ☐ Tik-Tok
- ☐ LinkedIn
- ☐ Snapchat
- ☐ WhatsApp

Section 3: Advertising Expenditure & Performance

9. What is your monthly budget for social media advertisements?

- ☐ Less than \$100
- ☐ \$100 - \$500
- ☐ \$500 - \$1,000
- ☐ More than \$1,000

10. How do you measure the effectiveness of your social media ads? (Select all that apply)

- ☐ Sales increase
- ☐ Website traffic
- ☐ Engagement (likes, shares, comments)
- ☐ Brand awareness
- ☐ Customer inquiries/messages

Section 4: Customer Engagement and Sales Impact

12. How do customers usually engage with your social media ads? (Select all that apply)

- ☐ Clicking on the ad
- ☐ Liking/sharing/commenting
- ☐ Visiting the website
- ☐ Directly making a purchase

15. How often do your social media posts receive customer engagement (likes, shares, comments)?

- ☐ Rarely
- ☐ Occasionally

- ☐ Frequently
- ☐ Always

Section 5: Social Media vs. Traditional Advertising

20. Do you use other forms of advertising besides social media?

- ☐ Yes
- ☐ No

21. If yes, which traditional advertising methods do you use? (Select all that apply)

- ☐ Television ads
- ☐ Newspaper/magazine ads
- ☐ Radio ads
- ☐ Billboards
- ☐ Flyers/posters

Section 6: Challenges and Future Improvements

23. What challenges do you face in using social media advertising? (Select all that apply)

- ☐ High advertising costs
- ☐ Low engagement rates
- ☐ Difficulty in tracking ROI
- ☐ Platform algorithm changes
- ☐ Competition
- ☐ Others (Please specify): _____

Thank You!

Thank you for your participation. Your responses will help analyze the effectiveness of social media advertising on sales.