



Indian Institute of  
Management, Kozhikode



# Healthier Air, Stronger Relationships

Submission for Amazon  
Advertising S.M.A.R.T  
Challenge 2021

**Team Kollaborators**



Priyanka Gupta



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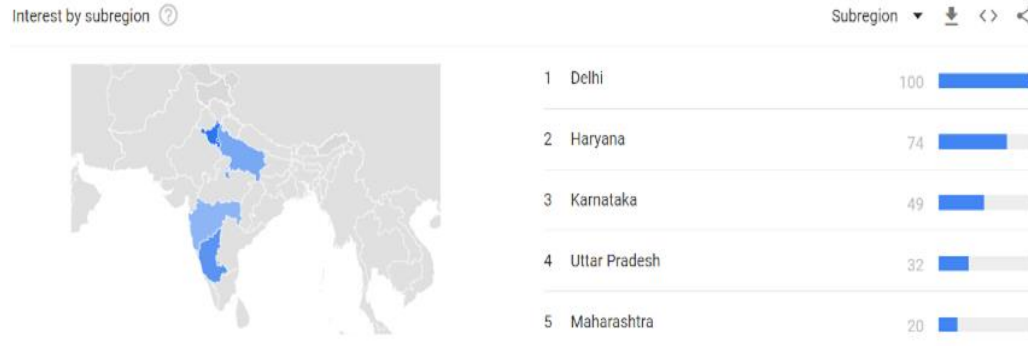
Sunmeet Sethi

# CUSTOMER RESEARCH AND OBJECTIVE

## CUSTOMER NEED AND RESEARCH

### Secondary Research

Google Trends show, "Air Purifier" trending in **Delhi, Gurgaon** (Haryana), **Bangalore** (Karnataka), **Noida** (UP), **Mumbai** (Maharashtra).



### AWARENESS

While outdoor air quality is far better studied and understood, the level of information and understanding on indoor air quality and its long-term impact on human health is still developing.

### IMPACT OF BAD AIR AT HOME

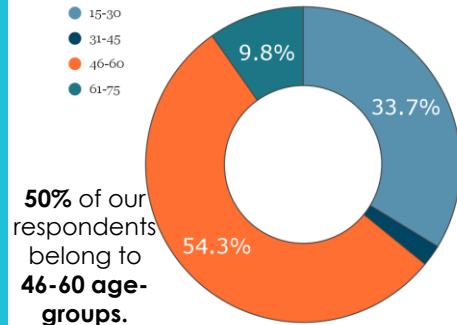
The WHO fact sheet on household air pollution (HAP) states that 3.8 million premature deaths occur annually – including stroke, chronic obstructive pulmonary diseases (COPD) and lung cancer, all of which are attributed to exposure to household air pollution



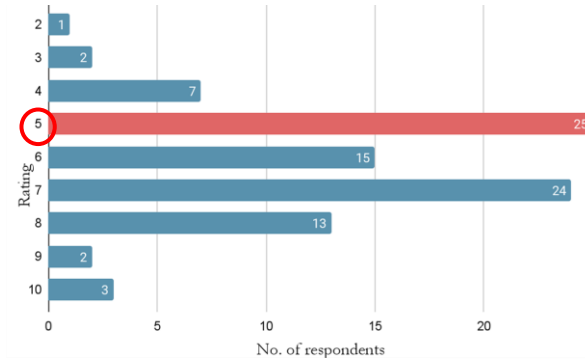
AIR QUALITY NEARS 'EMERGENCY' LEVELS, POOR VISIBILITY THROUGH THE DAY

**Breathing is injurious to health**  
Air pollution is linked to 1 in 18 deaths in area

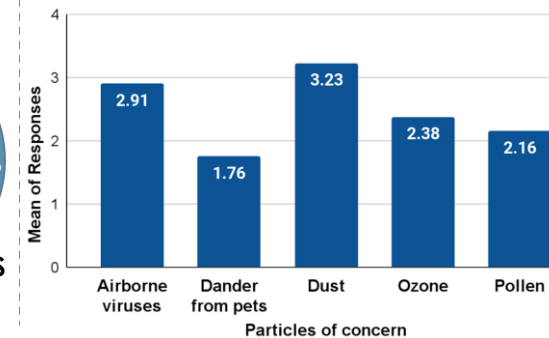
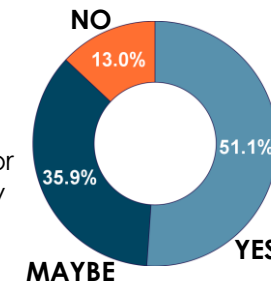
### Primary Research



27% (25/92) of respondents are aware of the **indoor environmental issues** and have rated indoor air quality as 5/10.



Almost 85% people believe that Indoor air quality causes health concerns.



## OBJECTIVE

The campaign will be focused on leveraging the **existing brand name** and generating **awareness** about the new air purifier - **OXIFILTR**.

**PRIMARY OBJECTIVE:** To generate **adoption** of oxifiltr through **public awareness** about indoor air quality.

**SECONDARY OBJECTIVE:** Highlight long-term **health benefits** of **OXIFILTR** like better sleep quality, improved cognitive function and increased life expectancy; **generate liking** for extension.



### RIGHT PLACE

With the AQI reading 'Hazardous' in **DELHI**, majority of our Budgets (70%) would be targeted towards Delhi consumers.

### RIGHT TIME

The duration of the campaign is **1<sup>st</sup> to 30<sup>th</sup> Oct** because as per Google trends for the last 4 years, the search term has witnessed a peak in **Oct-Nov (Diwali season)**.

### RIGHT MESSAGE

New-age Technology  
Smart-Home Capability  
Better Sleep quality, improved cognitive function and increased life expectancy



# CONSUMER SEGMENTS AND COMMUNICATION



## YOUNG PARENTS/TO-BE PARENTS AND ELDERS

- People with respiratory issues; inclined to consider purchase.
- Young parents with infants and expectant mothers who **understand the need but do not consider** this as a must-buy product.

### Triggers



- KOL Recommendation
- Online Reviews, Word of Mouth
- Birth of child
- Social Influence
- Presence in ecosystem



## NRI CONSUMERS AND MIGRANTS

- Health-conscious individuals who are not accustomed to pollution.
- **Cleanliness conscious** and early tech adopters.



### Triggers

- Moving to NCR
- Online Reviews, Word of Mouth
- Social Influence



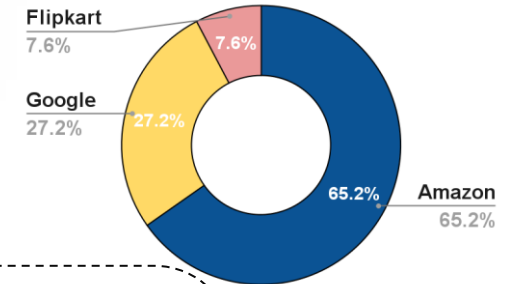
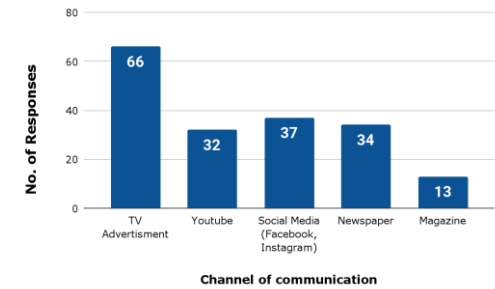
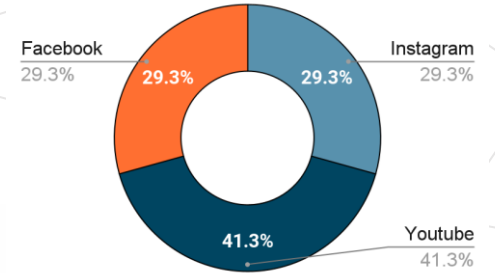
## PREMIER CONSUMER SEGMENT

- People having high-spending capacity (**earnings > 50,000/month**)
- Brand conscious customers.



### Triggers

- KOL Recommendation, influencer reviews
- Social acceptance of the product
- Celebrity Endorsement



## Digital Channels and Platforms



### Social Media (Facebook / Instagram)

- Mothers spend **2-3 hours on internet** everyday
- **36%** use Instagram for discovering new products & with women having influencing power in household decision making regarding healthcare, major household purchases are driven through social media.



### Display & Video 360

### Display & Mobile Advertising

- **34%** aged 26-33, &
- **32%** aged 34-45 spend **3 to 4 hours** on smartphones.
- Wealthy and educated people more likely to use internet
- Display advertising can be used to retarget niche customers to create recall.



### Video Marketing (YT, OTT)

- **1/3** YouTube viewers in India access videos on mobile, spend **48hr/month** on websites as per Google study.
- **2/3** shoppers say online video gives - inspiration for purchases.
- With rising penetration of smartphones, Video marketing attracts customer attention.

### amazon advertising

- **66%** Indian urban active users research online before buying products.
- **52%** online researchers visit Amazon for research.
- Indian shoppers prefer researching before purchasing.
- Amazon is **the most popular** destination for discovery.

Primary research showed **40%** check YT & **65%** research on Amazon.




SM is the overall **2<sup>nd</sup>** best and **the best online channel** for communication.

# CUSTOMER JOURNEY MAP

*Health conscious families with young children or elderly parents (25-60 years)*

AWARENESS		CONSIDERATION		CONVERSION	
PROBLEM	EXPLORATION	CHOICE	COMPARE	TAKE ACTION	REVIEW
Concerned about <b>health</b> due to rise in respiratory disorders. <b>Young children, elders</b> and <b>pets</b> at home.	Exploring <b>ads</b> , <b>Searching</b> & filtering the best brands. <b>Reading reviews</b> from <b>unboxing videos</b> , live streams and KOL recommendations.	<b>Efficiency</b> of the air filter. <b>Ease of use</b> & <b>cost of filter</b> replacement. <b>Size</b> and <b>noise</b> level. <b>Energy efficiency</b> rating	<b>Compare</b> and <b>explore benefits</b> of brands online. <b>Air change rate</b> of an air-purifier. <b>Customer Service</b> and <b>warranty</b> .	<b>Buy</b> the air-purifier as per requirements.	Receives an emails from brand asking for their <b>experience</b> and <b>review</b> on the website.
"Are air-purifiers <b>effective</b> ?" "Does <b>air purifier</b> <b>reduce immunity</b> ?" "Do I really <b>need</b> an air-purifier?"	"How much would it <b>cost</b> ?" "Which filter would be the <b>best</b> ?" " <b>Air conditioner</b> is sufficient to clean indoor air."	"What air purifiers do <b>doctors</b> recommend?" "What is the <b>highest rated</b> air-purifier?" "Will it be helpful only during <b>peak pollution</b> ?"	"Is there any <b>demo service</b> available?" " <b>Durability</b> of filters?" "Which purifier has interchangeable filters?"	"The <b>benefits look promising</b> , I hope it works as it claims"	" <b>This air-purifier works like a dream. It helped with my child's rhinitis. Worth every penny</b> "
<div><div><div>Social Media</div><div>Word of Mouth</div><div>TV Advertisements/ Newspaper</div></div><div><div>Google</div><div>Facebook</div><div>Instagram</div><div>Amazon</div></div><div><div>KOL Recommendations</div><div>Online Reviews</div><div>Proof of efficacy</div></div><div><div>Display</div><div>Amazon</div><div>Youtube</div><div>Facebook/ Instagram</div></div><div><div>Amazon</div><div>Product Website</div></div><div><div>Email/ Website</div><div>Amazon Reviews</div></div></div>					
<ul style="list-style-type: none"><li>• <b>Contextual</b> and <b>custom audience</b> can be targeted with relevant keywords.</li><li>• Generate brand related content and share across the platforms to <b>generate awareness</b>.</li><li>• Use <b>brand equity</b> of existing brand.</li><li>• Highlight <b>Health benefits</b>.</li></ul>		<b>Engaging</b> unboxing review videos by <b>tech experts</b> .. <b>Review</b> and <b>live streams</b> from real customers and <b>influencers</b> ..	<b>Amazon Sponsored Ads</b> , <b>AQI Triggered Dynamic Ads</b> , Interactive Shoppables.	<b>Limited Offers</b> and <b>Discounts</b> , <b>Extended Warranties</b> . <b>Value-added Features</b> , <b>Amazon Blog</b> .	Targeting using <b>Amazon reviews</b> , Customer review displayed on <b>social media</b> , <b>video shorts</b> .

# Media Plan

	Channels	Targeting	Creatives	Landing Page
Awareness	<p><b>60% Budget</b> 1st-30th Oct</p> <p>Delhi NCR (70%), Mumbai (15%), Bangalore (15%)</p> 	<ul style="list-style-type: none"><li>- <b>Custom Audience:</b> Home, Tech, Family and Health related content.</li><li>- <b>Contextual Audience:</b> Health, Pollution, allergies, dust, home appliances, air purifier, humidifier, smart home, wellness, AQI index.</li><li>- <b>Pincode Targeting</b> - Premium area codes in Delhi NCR. (For luxury segment)</li></ul>	<ul style="list-style-type: none"><li>- <b>Generate Category related Awareness</b> about Indoor Pollution</li><li>- Airborne viruses, Paints, warnishes, Pets, Pollens, Cooking (Aloo Parathas)</li><li>- <b>Myth Busting!</b> Air Purifiers don't decrease the immunity of your kids.</li></ul>	<p><b>Know More CTA</b> directed to Brand's Oxifiltr Product Page on the website with more information and videos about the product benefits and USPs.</p>
Consideration	<p><b>20% Budget</b> 15th-30th Oct</p> <p>Delhi NCR (70%), Mumbai (15%), Bangalore (15%)</p> 	<ul style="list-style-type: none"><li>- <b>In-Market Audience</b></li><li>- <b>Retargeting</b> and <b>Lookalike</b> Target imprint pool (users who have visited the brands website) and clicker/engaged pool - users who engaged with the ads. Both with a look back window of 30 days</li></ul>	<ul style="list-style-type: none"><li>- Engaging Unboxing and Review Videos by Tech experts like <b>Rajiv Makhani</b>.</li><li>- <b>Customer Review</b> short videos.</li><li>- <b>AQI triggered</b> Dynamic Ads</li><li>- Interactive Shoppable <b>Live streams</b></li></ul>	<p><b>Buy now/ Add to cart CTA</b> with Landing page directed to the Amazon Product detail page or brand's website Oxifiltr buy page.</p>
Conversion	<p><b>10% Budget</b> 15th-30th Oct</p> <p>Delhi NCR (70%), Mumbai (15%), Bangalore (15%)</p> 	<ul style="list-style-type: none"><li>- <b>Retargeting</b></li></ul>	<ul style="list-style-type: none"><li>- <b>Limited Offers</b> and <b>Discounts</b></li><li>- Extended <b>Warranties</b></li><li>- <b>Additional</b> Filters</li><li>- <b>Comparison</b> with other brands through Amazon Blogs (Amazon's Choice)</li></ul>	<p><b>Buy now/ Add to cart CTA</b> with Landing page directed to the Amazon Product detail page or brand's website Oxifiltr buy page.</p>

Campaign will start with **equal budgets on all 3 user segments** and can be **optimized on best performing channels and audiences**.

Total Air Purifier  
Market Volume-  
550K with a 30%  
YOY growth in  
2020.

Awareness

**137M+  
Reach**  
(as per FB Ad  
Manager))

Consideration

**41M Users**  
show interest  
and engage  
with the brand  
content

Conversion

**411K users**  
show interest  
in buying.

Drive ~**412  
orders** by  
end of year.

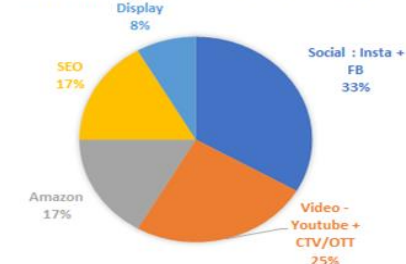
## Metrics

**Impressions, Reach, Viewability** (70%+), **SOV**(80%), **Clicks** (0.4%), **Organic position**, Engagement Rate (2%), CPM, CTR, Referral traffic, Video Completions, VCR (70%).

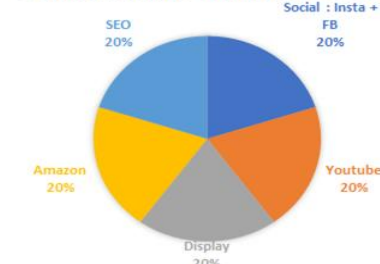
**Viewability** (70%+), **Clicks** (0.4%), Organic position, **Engagement Rate** (2%), **CTR**, **CPCV**, **Total time spent** by users on videos, Referral traffic, **Video Completions**, **VCR** (70%+), Orders, CPA.

Clicks (0.4%), **Total Number of Orders**, **Cost per acquisition**, Cart abandonment rate.

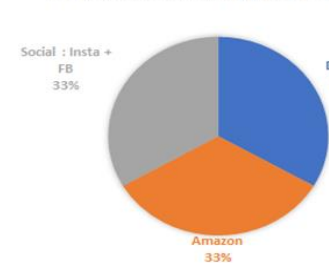
### AWARENESS CHANNEL BUDGET



### CONSIDERATION CHANNEL BUDGET



### CONVERSION CHANNEL BUDGET



## Challenges

- Buying an Air Purifier is a **highly involved decision** so it can take longer for customers to convert.
- **Media Wastage**
  - Unseen Ads
  - Ad blockers
  - Bots
- One month is **too short** a duration.
- **Overlapping Audience** - mixed messaging resulting in media budget inefficiencies.
- **Perceived fit** between the brand and extension.

## Campaign Success Realization

Since we have a Air Purifier range of ₹15-40K, if we consider an average price of 27.5K, with 412 orders, we are earning ₹11.3M on a marketing spend of ₹10M by the end of the year.

**Current Market Share = 412/550K = 0.1%**

We should run an always-on to further penetrate in the market and capture more market share.





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Management, Kozhikode



# Thank you!

## Team Kollaborators



Priyanka Gupta



Saumya Jindal



Sunmeet Sethi

200+ ACTIVE BRANDS; MARKET LEADER PHILIPS SPENT 30 Cr INR in Q4 (Print, TV)

## 'Efficiency' Claims

## Purify Your Room in 6 Minutes

Quickly removes 99.9% of pollutants, viruses, germs, bacteria & allergens. Buy now.

Philips Air Purifiers remove 99.9% H1N1 and Bacteria #BreatheHealthyWithPhilips

Say goodbye to bacteria & virus with India's No.1 air purifier



Amway India  
5 November at 13:55

Harmful particles are found in sizes invisible to the naked eye. That's why they can easily travel deeper into our bodies, causing health concerns. Atmosphere Mini™ comes equipped with a HEPA 13 grade filter, which can capture particles as small as 0.0024 microns with 99.99% efficiency.

Explore now: <https://bit.ly/3jXpbQU>

**KENT HEPA Air Purifiers** HEPA Air Purifiers Cleans rooms air within minutes Real Time Air Purity Monitor **Rated No.1**

Removes 99.97% indoor air pollutants, up to 0.003 microns.\*

Buy now

## 'Virus and Health' Claims

**PLASMACLUSTER TECHNOLOGY** Air as Natural as Nature **SHARP Be Original**

**GERMS AND VIRUSES BEWARE**  
TRESPASSERS WILL BE NEUTRALISED

Protected by SHARP Patented by SHARP

In this era of the 'new normal', Sharp air purifiers are equipped with Plasmacluster air purification system that helps you breathe without worries.

Diwali offer: 99.97% discount on germs

**PHILIPS** Air Purifier

Removes up to 99.9% viruses from the air.  
#BreatheAgain

**FREE HEALTH BENEFITS WORTH ₹15,000\***

Innovation + you

2-3 YEARS WARRANTY  
0% EMI  
Range starts at ₹8,995

## Reasons to use an Air Purifier for Expectant Mothers

By KENT RO SYSTEMS Air Purifier 0 Comments



Expectant mothers need to pay a lot of attention to their food habits, clean water, the time of water they

Eureka Forbes  
Sponsored

Presenting Aeroguard Pro 1000 H which eliminates 99.99% Bacteria and Viruses. Get Free Demo.

**AEROGUARD PRO1000H ELIMINATES 99.99% BACTERIA AND VIRUSES**

INDIA'S FIRST AIR PURIFIER WITH ANTI-CORONA MIST TECHNOLOGY

**Breathe Easy Sleep Better**

BOOK NOW

## 'Leadership' Claims

**PHILIPS** Air Purifier

#BreatheAgain With India's No. 1 Air Purifier.

UP TO 25% OFF No Cost EMI

**Korea's No. 1 Living Appliances Brand\***

**CUCKOO** Air Purifiers

POLLUTION OUTSIDE. HEALTHY AIR INSIDE.

Ad - [www.cowayindia.in/airpurifiers](http://www.cowayindia.in/airpurifiers) 1800 102 6960

**Coway is World #1 Air Purifier - Special Anti-Virus Green HEPA**  
Patented Green HEPA made of Japanese Gingko & Sumac Trees. Unique property to kill Virus. Removes 99.97% of Harmful Pollutants (PM 0.1 & PM 2.5 particles). Best Rated Filter Life. Stylish Appearance. Easy Touch Display. Intuitively Understand.  
Coway Air Purifiers · Why Air Purifier · Coway Design Philosophy · Research & Development

PHILIPS



SHARP

CUCKOO  
BEYOND STANDARDS

MOLEKULE



Blueair Honeywell

coway

dyson



## COMPETITION SNAPSHOT - II

HEAVY SPENDS IN Q4 WITH USE OF 'CELEBRITIES' BY KEY BRANDS

Help your child fight against Asthma  
With Philips Air Purifiers

Upto 25% off

Make your indoor air baby-safe with Blueair

LG Life's Good

INDIA'S TRUSTED AIR PURIFIER THAT SENSES PM 1.0

Unlike ordinary air purifiers that have the capacity to sense dust particles just up to PM 2.5, LG PuriCare Air Purifier senses ultra-fine dust as small as PM 1.0\*. Making sure that your family breathes the purest air possible.

PM 1.0 SENSOR

CLEAN BOOSTER  
Circulates and maintains clean air throughout the room with touch.

360 DEGREE PURIFICATION  
Unique 360 degree purification cleanses air from each and every corner.

RESTART BREATHING with LG Air Purifier

STARTS AT ₹2667

Polluted Air can cause irreversible damage to the lungs of your loved ones.

Protect them now with Aeroguard

ACTIVE SHIELD  
BREATHE PURE. LIVE HEALTHY.

For a customized free home demo call: 8080943433

To buy online log on to [www.aeroguardforbes.com](http://www.aeroguardforbes.com)

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KENT HEPA Pure Air Purifiers

Why Breathe Polluted Air? Instead Make Your Air 100% Pure

HEPA Technology

Kent Air Purifier Range  
Sabse Shudh Hawa

For Demo, Call 9582-123-456 | Website: [www.kent.co.in](http://www.kent.co.in) | Available at all leading appliances stores.

20 CIGARETTES A DAY ARE TOO MANY FOR AN ADULT. NOW THINK IF YOUR CHILD SMOKES THAT NUMBER. EVERYDAY.

Air pollution in Delhi-NCR is as bad as smoking 20 cigarettes a day. Panasonic Air Purifiers give you 99% pure air at home.

SHARP Be Original.

Plasmacluster  
The World's Most Popular Indoor Air Purifier

CERTIFIED BY 26 GLOBAL TEST LABORATORIES

Bring home a Sharp Plasmacluster today. Only Plasmacluster purifier with the ADVANCE HEPA TECHNOLOGY that purifies the air in your home and helps your child breathe better.

Starts at ₹10990 | For a free home demo call 080 210 1000 | [www.purifier.com.in](http://www.purifier.com.in)

pureit AIR PURIFIER

I AM A SMOKER. NOT BY CHOICE.

The polluted air outside is in your home too. Breathing it over time is similar to making smoke from several cigarettes.

Bring home a Pureit air purifier today. Only Pureit comes with the ADVANCE HEPA TECHNOLOGY that purifies the air in your home and helps your child breathe better.

Starts at ₹10990 | For a free home demo call 080 210 1000 | [www.purifier.com.in](http://www.purifier.com.in)

Blueair India  
January 25 at 3:35 PM

Dr. Matthew Fuller, Doctor of Philosophy in Educational Administration, Illinois State University, quoted that 'the effects of bad air is very upsetting and it can harm the unborn babies in multiple ways such as causing low birth weight, organ damage and preterm births'. To read more, click - <https://bit.ly/2QP69gU>

#AskTheExpert #BreatheHappinessWithBlueair #AirPurifier #CleanAir

#AskTheExpert  
Polluted air increases the risk of miscarriage - Dr. Matthew Fuller

AIR POLLUTION\* CAUSED BY EVERYDAY ACTIVITIES INSIDE YOUR HOME COULD BE UP TO 500. WHO standard is 25.

Air Touch SE with Real Time PM2.5 Display

CHAR MEIN HONEYWELL, TOH LIFE VERY WELL!

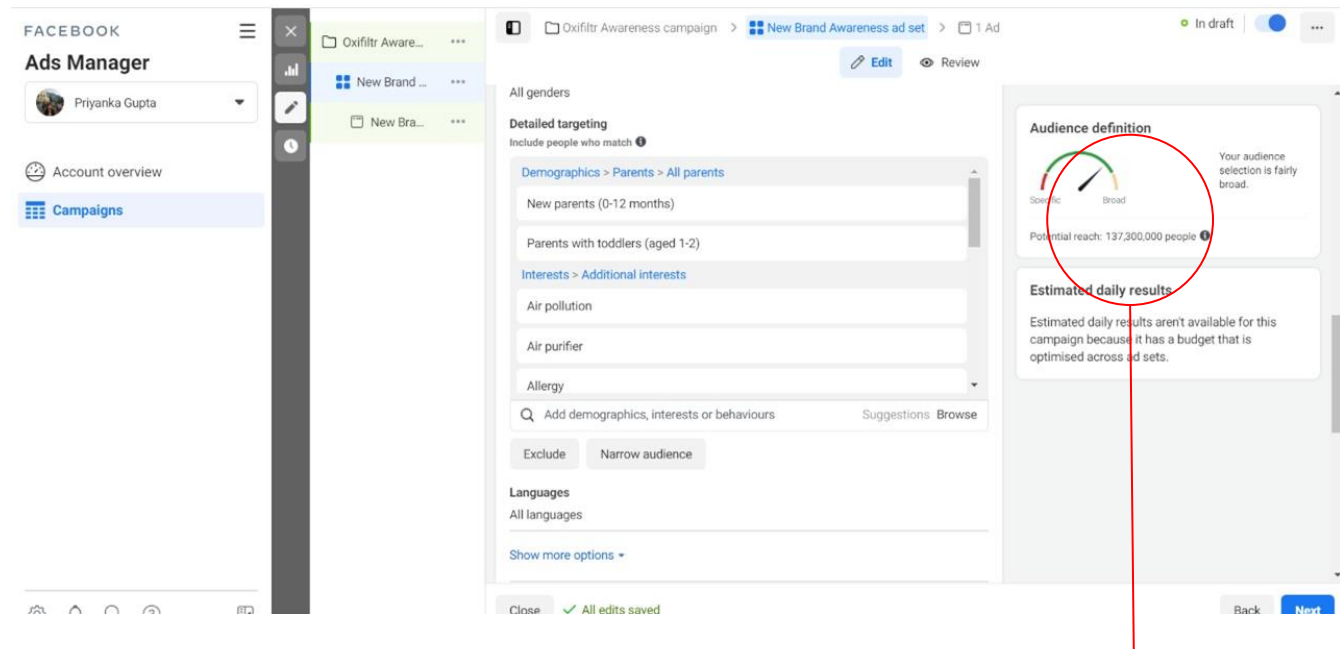
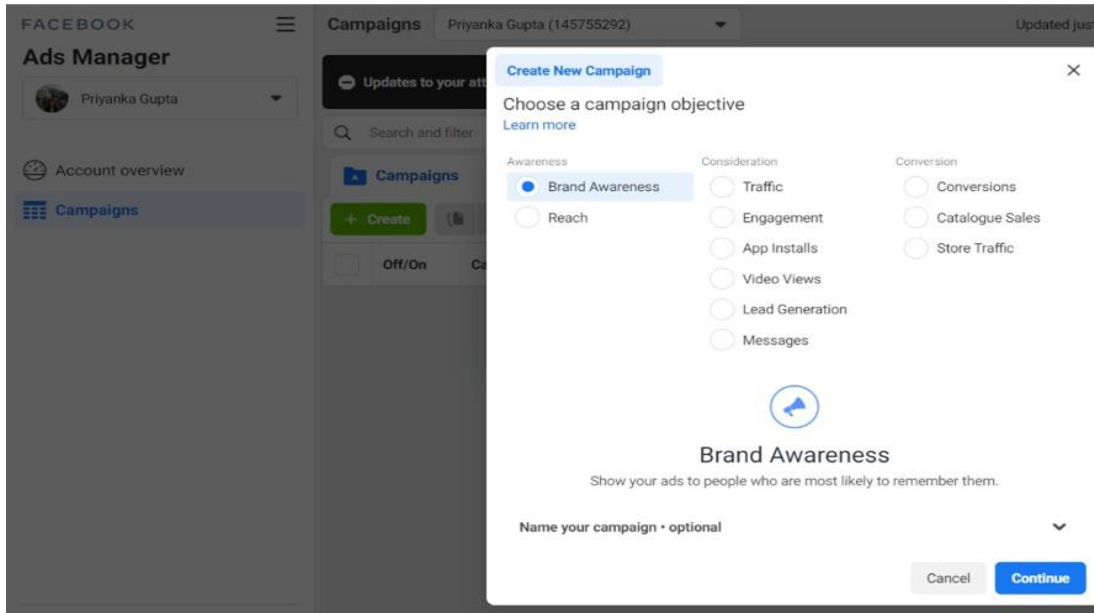
For Demo, Call 9582-123-456 | Website: [www.kent.co.in](http://www.kent.co.in) | Available at all leading appliances stores.

# Appendix

Phase	Channel	Format	Budget (Lakhs)
<b>Awareness</b> Dates : 1st Oct to 30th Oct Budget : 60 Lakhs (60%)	Social : Instagram + Facebook	Image and Video Ads, Carousel Ads, Instagram and Facebook interactive Stories Ads, Instant experience video ads, Facebook 360 deg video ad.	20
	Video advertising (Youtube/CTV/OTT)	Unskippable Video Ads and Bumper Video Ads, Review Videos	15
	Display and Mobile Banners (PPC)	Full Blend : Static Banner (All sizes), Expandables, Native, Lightbox and interstitial Ads	5
	Amazon	Sponsored Brand, Sponsored Product, brand store and Blogs	10
	SEO	P1 : High priority brand related keywords. P2: Category related keyword	10
<b>Consideration</b> Dates : 15th Oct to 30th Oct Budget : 25 Lakhs (25%)	Social : Instagram + Facebook	Image and Video Ads, Carousel Ads, Instagram and Facebook interactive Stories Ads, Instant experience video ads, Facebook 360 deg video ad.	5
	Youtube	Unskippable Video Ads and Bumper Video Ads, Review Videos	5
	Display and Mobile Banners	Full Blend : Static Banner (All sizes), Expandables, Native, Lightbox and interstitial Ads	5
	Amazon	Sponsored Brand, Sponsored Product, brand store and Blogs	5
	SEO	P1 : High priority brand related keywords. P2: Category related keyword	5
<b>Retargeting</b> Dates: 15th Oct to 30th Oct Budget: 15 Lakhs (15%)	Display and Mobile Banners	Desktop and Mobile : Static Banners (All sizes), Lightbox, Interstitial Ads	5
	Amazon	Sponsored Product	5
	Social : Instagram + Facebook	Image and Video Ads, Carousel Ads, Instagram and Facebook interactive Stories Ads, Instant experience video ads, Facebook 360 deg video ad.	5



# Appendix



We added the custom audience for our targeted geo, demography (25-60 yrs) using interest and behaviour segments and the approx FB reach was 137.3M

137.3M Reach

Air Purifier  
Brands currently  
being used by  
the  
respondents of  
our survey



Locations where our  
respondents would  
prefer using Air-Purifiers  
apart from Home, office,  
hotel, car, public  
transport.



## Understanding the Air Purifier Requirements

## Survey Flow

Block: Default Question Block (14 Questions)

Page Break

Start of Block: Default Question Block

Q1 Please enter your name

Q2 Which age bracket do you fall in

- ☐ 15-30
- ☐ 31-45
- ☐ 46-60
- ☐ 61-75

Q3 Using the scale below, how would you rate the Indoor Air Quality in your home?

Poor	Excellent
1	5
2	4
3	3
4	2
5	1

0 1 2 3 4 5 6 7 8 9 10

Q4 Do you currently have some sort of air filter or air purifier running in your home?

- ☐ Yes
- ☐ No
- ☐ If Yes, please specify which model.



Q5 Which airborne particles concern you most?

	Not concerned	Somewhat concerned	Very concerned
Airborne viruses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dander from pets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ozone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pollen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 Where would you consider using an air purifier?

☐ Home

☐ Office

☐ Hotel

☐ Car

☐ Public Transport

☐ Other (please specify) \_\_\_\_\_

Q7 Do you believe Indoor Air Quality problems might be contributing to sickness or allergic reactions in your home?

☐ Yes

☐ Maybe

☐ No

Q8 Air purifier products

	Unlikely	Somewhat Likely	Very likely
Are you likely to buy an air purifier in the near future for yourself?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are you likely to buy an air purifier in the near future as a gift?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Rank the following features that you would consider while evaluating an air purifier. (Drag the choices as per your ranking)

\_\_\_\_\_ HEPA Filter (High-Efficiency Particulate Air filter)

\_\_\_\_\_ Size

\_\_\_\_\_ Ease of Use and Cost of Filter Replacement

\_\_\_\_\_ Noise Level

\_\_\_\_\_ Energy Efficiency Rating

Q10 Specify the digital channels where you have seen an air purifier advertisement

- ☐ TV Advertisement
- ☐ Youtube
- ☐ Social Media (Facebook, Instagram)
- ☐ Newspaper
- ☐ Magazine

Q11 What would be your top reason for purchasing an air purifier?

- ☐ Health Concerns
- ☐ Better Sleep
- ☐ Allergies
- ☐ Asthma
- ☐ Children
- ☐ Elders at home
- ☐ Cleaner Environment
- ☐ COVID Related

Q12 How relevant do you feel are the Air Purifier ads appearing to you on social media platforms?

- ☐ 1 star
- ☐ 2 stars
- ☐ 3 stars
- ☐ 4 stars
- ☐ 5 stars

Q13 Which social media platform do you most frequently visit?

- ☐ Instagram
- ☐ Youtube
- ☐ Facebook

Q14 Which platform do you prefer to compare electronic products online?

- ☐ Amazon
- ☐ Google
- ☐ Flipkart

End of Block: Default Question Block