**QUESTIONNAIRE**

Dear Respondent,

I am currently conducting a study entitled “**Advantages and Disadvantages of Social Media Marketing**”.

Please answer the following questions.

**A. Please tick your answers**.

|  |
| --- |
| **Age** 17-24 years old 25-34 years old 35-44 years old 45-54 years old |
| **Gender**  Male Female |

**B. Please tick the box that best represents your opinion about each item mentioned below:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Statements** | **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** |
| **1** | Social media has a positive impact on marketing |  |  |  |  |  |
| **2** | I think social media is not good in marketing |  |  |  |  |  |
| **3** | Social media marketing attracts more women than men |  |  |  |  |  |

**C. Please answer the following questions:**

|  |
| --- |
| 1. What are the problems associated with social media marketing? |

|  |
| --- |
| **2.** Which do you prefer traditional advertising marketing or social media marketing? Why? |

**Thank you!!!**