Dear Sir / Ma’am,

Warm Greetings,

At the outset I would like to introduce myself, I am Meenakshi Tomar a Doctoral Research Fellow at University of Petroleum & Energy Studies (UPES). I am currently pursuing my PhD. in the field of Marketing Sector. The purpose of the study is to find out the Factors That Influence The Selection of Social Media as a Marketing Communication Channel by Automotive Lubricant Companies in India. I shall be grateful to you for valuable response on the suggested questionnaire.

I assure you that the your response will be used for the academic purpose only & will be confidential

Your inputs undoubtedly will help me in validating the variable and will go a long way in carrying out this study effectively

Please read each question given below & indicate your response by marking against the preferred option.

*Kindly rate the variables to the degree of confirmation on a five point Likert Scale, which are represented as follows: 1 Not at all significant , 2 Not so significant , 3 Neither significant nor insignificant, 4 Quite significant, 5 Very significant

SECTION 1
This section intends to know the significance of variables pertaining to promotion, branding and positioning that influence the selection of Social Media as a Marketing Communication Channel by Automotive Lubricant companies in India.

1. **Scope of word of mouth marketing.**
   Help text: Word of Mouth marketing refers to informal spreading and sharing of information about product or service among people.

   | 1 | 2 | 3 | 4 | 5 |

2. **Potential of emotional reach for company’s products and service.**
   Help Text: Emotional reach creates memories based on posts that reveal emotional nature of the message and trigger the minds of customers with respect to emotions.

   | 1 | 2 | 3 | 4 | 5 |

3. **Availability of a number of promotional avenues on the same platform.**
   Help Text: Facebook, LinkedIn, Twitter etc

   | 1 | 2 | 3 | 4 | 5 |

4. **Easy mode of communication**

   | 1 | 2 | 3 | 4 | 5 |

5. **Faster dissemination of product information**

   | 1 | 2 | 3 | 4 | 5 |

6. **Effective platform for push and pull online communication.**
Help text: People on social media react to advertisements and discounts placed on social media much faster.

7. **Effective platform for brand promotion**
   Help text: Brands get easily identified over social media with the use of unique posts and information.

8. **Ability to increase brand awareness.**
   Help text: The more the number of posts about brands are posted, the more awareness gets created.

9. **Ability to build positive brand association.**
   Help Text: With the use of all positive elements pertaining to brand over social media, marketers are able to create positive brand associations.

10. **Potential platform of product positioning.**
Help text: Products gets positioned in the mindsets of the people creating positive perceptions through visuals and creative used over social media by the company.

SECTION 2

This section intends to know the significance of variables pertaining to influence on consumer behaviour that influence the selection of Social Media as a Marketing Communication Channel by Automotive Lubricant companies in India.

11. Potential to develop sense of community.  
   Help text: A group of people having certain features in common develop community over social media e.g., cake lovers, bike crazy people etc.

12. Potential to act as motivator for people to connect with company.  
   Help text: With the help of creative and moral message over social media there is a motivation for people to get connected with the company

13. Potential to analyse the buying roles of consumers.
Help text: it becomes easier for the marketer to decide with the help of comment posted whether the person is initiator, user or a prospect.

14. **Ability to engage people into loyalty programs.**
   Help text: People who are continuously in touch with the companies over social media may be offered loyalty program easily as they are regularly getting updated with the company’s information.

15. **Perception of being easy to use among people.**
   Help text: People can access social media from home, office, mobile with their most preferred language.

**SECTION 3**

*This section intends to know the significance of variables pertaining to reach and time that influence the selection of Social Media as a Marketing Communication Channel by Automotive Lubricant companies in India.*

16. **Ability to reach specific target audience.**
Help Text: The people present over social media express their likes and dislikes in some form or other which help companies to target specific kind of people.

17. **Scope of reaching huge diversity of consumers over one platform.**
Help text: The number of the people accessing various social media platforms is very high hence giving companies opportunity to increase reach.

18. **Nature of viral approach.**
Help text: People accessing various social media platforms have the habit of sharing and reposting messages to making it viral.

19. **Global reach**
Help text: Social media is a platform which is accessed worldwide.

20. **Scope of importing contacts of consumers.**
Help text: The number of people associated with a single person over social media can be accessed easily through the feature of import contacts provided on this platform.
21. **Scope of gathering profile information of consumers.**
   Help text: There is a scope of gathering profile information of people pertaining to demographics, profession, income, likes, dislikes etc. over social media.

22. **Ability to provide ease of location for use.**
   Help text: Geographically there are no constraints to use social media.

23. **Feature of being time independent.**
   Help text: People don’t have to wait for particular time to watch an ad or wait for newspapers. Social media can be accessed anytime.

24. **High speed of information dissemination.**

25. ** Longer presence of visual communication.**
   Help text: Visual communications that are posted over social media can be assessed for a very long period thereby increasing the life of the advertisement.
26. **Scope of immediate response.**

Help text: People who access a particular post generally respond in terms of like, share or comment on real time basis.

27. **Potential of customer engagement.**

Help text: Customer engagement refers to customer’s involvement through messages and feedback that the customers give and keep themselves updated with the company and product information.

28. **Scope of seeking suggestions from customers.**

29. **Scope of building customer loyalty.**
30. Potential platform of consumer grievance redressal.

31. Feature of being an easy tool of CRM.

32. Scope of consumer involvement in new product development.

33. Scope of online lead generation.

34. Scope of providing on screen order forms.

35. Platform for offering discounts to consumers.

36. Potential platform of e-commerce.

SECTION 5
This section intends to know the significance of variables pertaining to cost and finance that influence the selection of Social Media as a Marketing Communication Channel by Automotive Lubricant companies in India.

37. **High return on investment.**
   Help text: The number of people getting associated with a company over social media is usually higher at a given cost implication.

38. **Potential of eliminating shelf space cost.**
   Help text: Since no physical display of products is required, no shelf space cost is involved.

39. **Ability to reduce marketing costs.**
   Help text: One can market using multiple creatives with the least cost possible reaching of a higher number of people thereby reducing costs.
40. **Excluding of middle parties costs.**
Help text: companies are able to save the cost of promotional material used by distribution channel partners by advertising over social media thereby saving extra costs.

41. **Flexibility to shift from uncertain marketing variable cost to a forcastable fixed cost.**
Help Text: The cost to promote over social media is absolutely fixed.

**SECTION 6**

This section intends to know the significance of variables pertaining to scope of creativity, technology and communication that influence the selection of Social Media as a Marketing Communication Channel by Automotive Lubricant companies in India.

42. **Potential of incorporating description into communication messages.**
Help Text: With the availability of modern softwares and applications over social media once can easily add description to the visual communication.
43. **Potential of incorporating greater degree of creativity.**

44. **Ability to provide full colored virtual catalogue.**

45. **Potential of incorporating entertainment into marketing communication messages.**

46. **A potential platform for online events**

   Help Text: With the help of interactive features and huge reach, online events and campaigns are organized over social media very frequently.

47. **Feature of being an open source.**

   Help text: Social media can be accessed at a person’s own will and convenience and is allowed to use or modify without waiting for any permission.

48. **Scope of two way communication.**
49. Feature of continued communication.
   Help text: With replies over a particular post or message by the customer and company over social media the continuity remains intact.

50. Scope of gathering immediate response

51. Potential of spreading awareness.

52. A platform for chats and video conferences.

53. Feature of being a platform a microblogging.

54. Scope of gathering review and product rankings.

55. Scope of reducing barriers to communication
SECTION 7

This section intends to know the significance of variables pertaining to marketing research and intelligence that influence the selection of Social Media as a Marketing Communication Channel by Automotive Lubricant companies in India.

56. Ease of gathering local business review.

![Ease of gathering local business review](image)

57. A potential platform for conducting for polls.

![A potential platform for conducting for polls](image)

58. Scope of getting connected to market trends.

![Scope of getting connected to market trends](image)

59. Potential of gathering information on marketing intelligence.

![Potential of gathering information on marketing intelligence](image)
60. Potential platform for societal marketing.

Kindly provide your personal details

Name: _____________________________________________

Email ID: __________________________________________

Designation: _______________________________________

Phone Number: _____________________________________

Organization: _______________________________________

Location: ___________________________________________

APPENDIX B: BIBLIOGRAPHY

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