Appendices

- Questionnaire
Effect of Social Media on Consumer’s Internet Buying Behaviour in Rajasthan

Dear Sir/Madam

This questionnaire is designed to collect your opinion regarding “Effect of Social Media on Consumer’s Internet Buying Behaviour in Rajasthan”. I assure you that it is an academic exercise for the purpose of research only and your response will be kept confidential.

Regards,
Kuldeep Sharma
Research Scholar
Faculty of Management Studies
Mohanlal Sukhadia University
Udaipur

* Required

1. Name: *
   ........................................................................................................

2. Email id: *
   ........................................................................................................

3. Gender: (Mark only one oval).
   ☐ Male  ☐ Female

4. Location (City): *
   ........................................................................................................

5. Age Group: (Mark only one oval).
   ☐ 20 Years or Under  ☐ 21 Years – 30 Years
   ☐ 31 Years – 40 Years  ☐ 41 Years – 50 Years
   ☐ 51 Years & Above
6. Education Level: (Mark only one oval).
   - [ ] Doctorate
   - [ ] Post Graduation
   - [ ] Graduation
   - [ ] Other:

7. Occupation: (Mark only one oval).
   - [ ] Professional
   - [ ] Business / Self – Employed
   - [ ] Service
   - [ ] Student
   - [ ] Other:

8. Annual Household Income: (Mark only one oval)
   - [ ] Up to 4 Lac
   - [ ] 4 Lac – 8 Lac
   - [ ] 8 Lac – 12 Lac
   - [ ] 12 Lac & Above

INTERNET USAGE & INTERNET SHOPPING

9. Do you use Internet? (Mark only one oval)
   - [ ] Yes
   - [ ] No

10. How often do you surf the Internet? (Mark only one oval)
    - [ ] Everyday
    - [ ] 3 – 4 Days in a Week
    - [ ] 1 – 2 Days in a Week
    - [ ] Once in a Month

11. What is the duration of each session? (Mark only one oval)
    - [ ] More than 5 hours
    - [ ] 3 – 5 Hours
    - [ ] 1 – 3 Hours
    - [ ] Less than 1 Hour

12. What is your purpose for surfing the Internet? (Tick all that apply)
    - [ ] Social Networking
    - [ ] Email
    - [ ] Shopping
    - [ ] Entertainment
    - [ ] News
    - [ ] Other:
13. On which device you surf the internet most of the time? (Mark only one oval)
   - PC
   - Laptop
   - Tablet
   - Smart Phone

14. Do you buy products/services over the Internet? (Mark only one oval)
   - Yes
   - No

15. Have you purchased any product from the Internet in last month? (Mark only one oval)
   - Yes
   - No

16. How often do you shop over the Internet? (Mark only one oval)
   - More than Once in a Month
   - Once in a Month
   - Once in 2 – 4 Months
   - Once in 3 – 6 Months

17. What do you generally purchase from the Internet? (Tick all that apply)
   - Mobiles, Computers & Accessories
   - Electronic Items
   - Apparels & Footwear
   - Cosmetics & Accessories
   - Home Decor Items
   - Books
   - Other: ..........................................

18. What is the reason of buying a product over the Internet? (Tick all that apply)
   - Discount Offers
   - Convenience
   - Wide Range of Products
   - No Waiting Line
   - Other: ..........................................

19. Which is your preferred mode of payment? (Mark only one oval)
   - Credit Card
   - Debit Card
   - Net Banking
   - COD (Cash on Delivery)
20. Give your preference/rank on the following online shopping website. (Scroll sideways for Rank 1-10) (Mark only one oval per row).

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21. Please indicate you choice on the following statement. (Mark only one oval per row).

<table>
<thead>
<tr>
<th>A. I prefer internet shopping over offline (physical store) shopping.</th>
<th>Always</th>
<th>Often</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. I visit retail stores to see the actual product before online purchase.</td>
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<td>C. I compare product specification on various websites prior to purchasing.</td>
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<td>D. I compare product price on various websites prior to purchasing.</td>
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<td>E. I prefer to buy products from the websites offering discounts</td>
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<td>F. I prefer to buy products from the websites offering loyalty bonus/discounts/cash back for next purchases.</td>
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<tr>
<td>G. I take advantage of &quot;Flash Sale (heavy discount on products for a very short span of time e.g. 1-3 hours)&quot; on internet.</td>
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</table>
SOCIAL MEDIA TRENDS

22. Do you use Social Media? (Mark only one oval)
   □ Yes  □ No

23. Give rank to the following social media networking sites as per your preference. (Mark only one oval per row).

   1  2  3  4  5

   Facebook
   Linkedin
   Twitter
   Instagram
   Google+

24. How often do you visit Social Media Sites? (Mark only one oval)
   □ Everyday  □ 3 - 4 Days Per Week
   □ 1 - 2 Days Per Week  □ Once in a Month

25. What is the duration of each session? (Mark only one oval)
   □ More than 5 Hours  □ 3 - 5 Hours
   □ 1 - 3 Hours  □ Less than 1 Hour
26. Please indicate your choice on the following statement. (Mark only one oval per row)

<table>
<thead>
<tr>
<th></th>
<th>Always</th>
<th>Often</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. I visit the webpages liked/shared by me on social media sites.</td>
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<td>B. I visit the webpages liked/shared by members connected to my social media network.</td>
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<td>C. I prefer to buy products liked/shared by me on internet.</td>
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<tr>
<td>D. I prefer to buy products liked/shared by the members connected to my social media network.</td>
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<td>E. I do extensive research on review sites, consumer forums and internet before online purchase.</td>
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<td>F. I compare electronic word of mouth/customer reviews with the claims made by company about the products.</td>
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<td>G. I find electronic word of mouth/customer reviews more reliable than company's paid advertisements.</td>
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<td>H. I trust on electronic word of mouth/customer reviews regarding company's products.</td>
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<td>I. I like to click on the company advertisements displayed on my social media pages.</td>
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<td>J. I trust the company's paid advertisements posted on social networking platforms.</td>
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<td>K. I believe that more reviews about a product increase its chance to be purchased.</td>
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<td>L. I believe that negative reviews are more likely to affect internet shopping.</td>
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<td>M. I trust the reviews of people in my friend list/connection.</td>
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<td>N. I am asked to provide feedback for the purchased products by online sellers.</td>
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<td>O. I post my feedback/review after purchasing the product over the Internet.</td>
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<td>P. I get proper response from the online seller for my feedback.</td>
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<td>Q. I get my product issues resolved (if any) from the online seller.</td>
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<td>R. I would like to repeat purchase from my online seller.</td>
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</table>
27. Which online source do you get consumer reviews about the products from? (Tick all that apply)

☐ Seller's Website
☐ Social Networks
☐ Blogs
☐ Discussion Forums
☐ Other:

28. Rate your overall Online Shopping experience on the rating scale.  
1 - Highly Satisfied, 2 - Satisfied, 3 - Neutral, 4 - Dissatisfied, 5 - Highly Dissatisfied

(Mark only one oval)

1 2 3 4 5

Highly Satisfied

Highly Dissatisfied

29. How satisfied are you with the feedback mechanism of online sellers?

(Mark only one oval)

1 2 3 4 5

Highly Satisfied

Highly Dissatisfied

30. Give your suggestion for online sellers to improve their feedback mechanism.

........................................................................................................................................
........................................................................................................................................


........................................................................................................................................
........................................................................................................................................

Thanks for your valuable time and support.