Dear Respondent,

I, Puneet Walia, Research Scholar in Department of Commerce and Management at Sri Guru Granth Sahib World University, Fatehgarh Sahib is conducting a research on "Impact of Viral Marketing on Purchase Decision in Cellular Companies". The information provided by you will be used for academic purpose only and will be kept strictly confidential.

PART I

1. Name of the Respondent (Optional): .................................................................

2. Gender:
   Male □
   Female □

3. Age:
   15-19 □
   19-23 □
   23-27 □
   27-31 □
   31-35 □

4. Education Qualification
   Less than 10th □
   10th Pass □
   12th Pass □
   Graduate □
   Post Graduate □
   Others □

5. Occupation:
   Business □
   Salaried Person □
   Farmer □
   Student □
   Home Maker □

6. Where do you currently reside in Punjab?
   Amritsar □
   Bathinda □
   Ludhiana □
   Jalandhar □
   Patiala □

7. Monthly Family Income:
   Below Rs. 20,000 □
   20,000 - 30,000 □
   30,000 - 40,000 □
   40,000 – 50000 □
   Above Rs.50000 □
PART II

8. I noticed that e-mail often contain marketing messages and advertisements.
   □ Strongly Agree    □ Agree    □ Neutral    □ Disagree    □ Strongly Disagree

9. I understand that social network sites and video website contain marketing messages and advertisements.
   □ Strongly Agree    □ Agree    □ Neutral    □ Disagree    □ Strongly Disagree

10. I think that some Blogs/Articles and forums contain marketing messages and advertisements.
    □ Strongly Agree    □ Agree    □ Neutral    □ Disagree    □ Strongly Disagree

11. Some SMS that I received contains marketing messages.
    □ Strongly Agree    □ Agree    □ Neutral    □ Disagree    □ Strongly Disagree

12. I perceived Informativeness as marketing message that will provide me accurate, useful and up-to-date information.
    □ Strongly Agree    □ Agree    □ Neutral    □ Disagree    □ Strongly Disagree

13. I find e-mail marketing messages informative.
    □ Strongly Agree    □ Agree    □ Neutral    □ Disagree    □ Strongly Disagree

14. Marketing messages displayed on social networking sites (such as Facebook, Twitter, Instagram) are informative.
    □ Strongly Agree    □ Agree    □ Neutral    □ Disagree    □ Strongly Disagree

15. Fan pages on social networking sites are informative.
    □ Strongly Agree    □ Agree    □ Neutral    □ Disagree    □ Strongly Disagree

16. SMS advertisements provide useful information about products and services
    □ Strongly Agree    □ Agree    □ Neutral    □ Disagree    □ Strongly Disagree

17. Internet Blogs/Articles are an important source of information.
    □ Strongly Agree    □ Agree    □ Neutral    □ Disagree    □ Strongly Disagree
18. I think that a marketing message that contains visual enjoyment and funny languages is entertaining.

☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

19. Joining fan pages on social networking sites is entertaining and exciting.

☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

20. The element of humor and fun makes SMS advertisements entertaining.

☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

21. I find Blogs/Articles entertaining as people share their views about products and services that makes them interesting and worth reading.

☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

22. I find marketing messages received via e-mails entertaining.

☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

23. I feel irritated when the advertisers make use of the techniques that annoy, offend, or insult me.

☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

24. E-mail marketing messages are a source of irritation.

☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

25. I believe that unsolicited e-mails contain viruses.

☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

26. Marketing messages on social media sites are irritating.

☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

27. I delete SMS advertisement without reading because it is annoying.

☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

28. I find Blogs/Articles irritating as the information provided is misleading and unreliable.

☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree
29. I perceived source credibility as truthfulness and believability
☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

30. I think that a company’s credibility will influence my perceived source credibility towards the marketing message.
☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

31. I trust the information provided by marketers through e-mails.
☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

32. Fan pages on social media sites are trustworthy.
☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

33. I trust SMS advertisements received.
☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

34. Incentive includes sales promotion, contests, free gifts etc.
☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

35. Incentives are values or benefits from which I can advantage when receiving viral marketing messages.
☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

36. I think viral marketing contain incentives.
☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

37. Sales promotions are important incentives in viral marketing
☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

38. I can benefit from viral marketing’s incentives. (Contest, Promotion etc.)
☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

39. I think viral marketing provide me with relevant product information.
☐ Strongly Agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly Disagree

40. I consider viral marketing as a useful marketing tool for creating brand awareness.
□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree
41. I find viral marketing messages more effective as compared to traditional media marketing messages, like T.V. and print advertisements.

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree
42. I enjoy most viral marketing advertisement.

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree
43. When I receive viral marketing message, I become frustrated and angry.

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree
44. I will not read the messages that passed thru viral marketing.

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree
45. I will become part of viral campaigns if they involve incentives. (Pass the message around)

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree
46. It is very likely that I will purchase the product.

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree
47. I will purchase the product next time when I need that type of product

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree
48. I will definitely try the product.

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree
49. Would you have recommended your friend to purchase the product?

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree

Thanking You