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## LIST OF APPENDICES

### APPENDICES 1: RESEARCH QUESTIONNAIRE

#### IMPACT OF SOCIAL MEDIA MARKETING ON YOUNG INDIAN CONSUMER'S PURCHASING DECISIONS

#### QUESTIONNAIRE

1. Age
  - 18–23
  - 23–27
  - 27–31
  - 31–35
2. Gender
  - Male
  - Female
3. What encourages you to buy products/services on social media?
  - Posted photos and videos of product
  - Reviews and feedback
  - The number and type of people that like, follow, or comment regarding products
  - Others \_\_\_\_\_
4. Does social media trigger you to purchase a products/services through its advertisements?
  - Yes
  - No
  - Not sure

5. For what reasons you follow (“like”) brands on social media?
  - To read reviews and comments about product
  - You are a current customer
  - To get discount coupons
  - To get updates about product/service
  - Others \_\_\_\_\_
  
6. Which social media do you use to obtain information about products/services? (select multiple options if needed)
  - Reviews sites
  - Social networking
  - Multimedia sharing
  - Blogging
  - Others \_\_\_\_\_
  
7. What kind of purchases you do through social media? (select multiple options if needed)
  - Clothes
  - Electronics and household appliances
  - Travel
  - Entertainment (movies, music, concert, etc.)
  - Others \_\_\_\_\_
  
8. How often do you purchase products/services after reading reviews on social media?
  - Never
  - Rarely
  - Sometimes
  - Always
  
9. Do you share opinion or feedback on social media when you are satisfied or dissatisfied of your purchase?
  - Never
  - Rarely
  - Sometimes
  - Frequently
  - Always
  
10. Do you prefer to purchase expensive products in social media?
  - Yes
  - No
  - Maybe

11. Is your purchasing cost or budget vary upon the credibility commerce company?
  - Yes
  - No
  - Maybe
12. After purchasing in social media, does your buying decision ever changed and why?
  - Defective item
  - Got a better deal
  - Delay in delivery
  - Others
13. Do you agree with social media conveys your satisfaction or dissatisfaction directly to the manufacturers of product or service provider?
  - Strongly disagree
  - Disagree
  - Neutral
  - Agree
  - Strongly agree
14. After a purchase, do you rate or write a review on social media about product/service?
  - Never
  - Rarely
  - Sometimes
  - Frequently
  - Always