

Brtan, I. Social media marketing in Croatian consumerism - Appendix 2.

Questionnaire for students

Psycholinguistic Approach to Social Media Marketing

This questionnaire is being conducted for the purpose of writing a graduate thesis entitled "Psycholinguistic Approach to Social Media Marketing". The research is confidential and anonymous and it examines the ways in which consumers in Croatia handle data available on social media and the factors that affect their final decision when buying a particular product. The questionnaire consists of 25 questions that need to be answered and takes 10 minutes to complete. The collected data will be used solely for research purposes.

** - Questions marked with * require an answer.*

Sex *

Female

Male

Age *

18 - 25

26 - 34

35 - 49

Older than 50

1. Which social media do you most commonly use?*

Facebook

Twitter

LinkedIn

YouTube

Instagram

Other:

2. How many hours per week do you on average spend on social media? *

0

1 - 3

4 - 6

7 - 9

More than 10

3. How many hours per week do you on average spend with mass media (e.g. TV, radio, newspapers)? *

0

1 - 3

4 - 6

7 - 9

More than 10

4. Do you agree with the statement that social networks allow you to actively search information about the product being advertised? *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

5. What kind of advertising most attracts your attention? *

Photo

Text ad

Pop-up ad

Promotional video

Other:

6. What is your general opinion about advertising on social media? *

I think of it as useful

I think of it as interesting

I think of it as educational

I think of it as annoying

Other:

7. Do you have a certain attitude towards a product before buying it? *

Never

Rarely

Sometimes

Very often

Always

8. Which of the factors listed below affect your attitude towards a product? *

Opinions and experiences of peers / friends / family members

Information from mass media (eg TV, radio, newspapers)

Online information (e.g. reviews, forums, blogs, etc.)

Former experience with a product

Product reputation

9. Do you look for information that agree with your original attitude towards a product? *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

10. How often does an ad created on social media in accordance with your interests trigger a purchase? *

Always

Often

Sometimes

Rarely

Never

11. Do you agree with the statement that advertising via mass media (e.g. TV, radio, newspapers) still attracts consumers' attention? *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

12. What kind of mass media (e.g. TV, radio, newspapers) would you consider to be the most suitable for advertising? *

TV

Radio

Newspapers

Magazines

13. What do you consider as the most important feature of social media marketing? *

Increased awareness of a particular product

Useful feedback from consumers

A communication channel between consumers and manufacturers

Greater choice of products and services

14. What do you think is the greatest shortcoming of social media marketing? *

Too wide choice of products

False information on a particular product

Excessive exposure to ads that do not match your interests

Reduced activity of older people on social media

15. Do you agree with the statement that it is easier to search information on social media than in mass media (e.g. TV, radio, newspapers)? *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

16. On a scale from 1 to 5 (1 - least, 5 - most), to what extent do you use the aforementioned social networks as a source of information before purchasing the product? *

	1	2	3	4	5
Facebook					
Twitter					
LinkedIn					
Instagram					
Forums					

17. Do you agree with the statement that advertisements and reviews of other users on social media encourage you to purchase new products? *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

18. Do you agree that social media ads are more trustworthy than ads in mass media (e.g. TV, radio, newspapers)? *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

19. Do you rely on information available on social media in case of possible concerns about a particular product? *

Never

Rarely

Sometimes

Very often

Always

20. Do you change the initial preference features for the product you plan to purchase after searching for relevant information on social media? *

Never

Rarely

Sometimes

Very often

Always

21. Do you change your attitude towards a particular product after reading reviews from other users on social media? *

Never

Rarely

Sometimes

Very often

Always

22. How often do you express your own opinion and experience regarding a product on social media after using it? *

Never

Rarely

Sometimes

Often

Always

23. On a scale from 1 to 5 (1 - least, 5 - most), indicate to what extent do social media ads affect the listed decision-making phases? *

	1	2	3	4	5
Problem or need recognition					
Product information					
Search for alternative products					
Evaluation of available information					
Feedback after the purchase					

24. Do you agree with the statement that social media make your decision-making process more complex when purchasing a product? *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

25. On a scale from 1 to 5 (1 - least, 5 - most), indicate to what extent the factors listed below affect your decision-making process? *

	1	2	3	4	5
Means (e.g. time, money, etc.)					
Amount of available information					
Personal reasons					
Uncertainty and indecision					
Risk					