

9 Appendix

9.1 List of Supplements

1. **Questionnaire Survey:** Questionnaire for Social Media Marketing Assessment: Haldiram's 2022-2023 - A Comprehensive Analysis

Section 1 of 4: Demographic Questions

1. Email: * _____
2. Your Gender: *
a. Male b. Female c. Prefer not to say d. Other _____
3. Your age: *
a. 18-24 b. 25-34 c. 35-44 d. 45-54 e. 55-64 f. 65+
4. Your highest educational qualification: *
a. 12th Passb. Diploma c. Bachelors d. Masters e. PhD
5. Job/Employment Status: *
a. Student b. Job c. Self Employed d. Other _____
6. Type of residence in India: *
a. Urban b. Rural
7. State/Union Territory: * _____
8. City/Town/Village: * _____

Section 2 of 4: Attitude towards social media

1. Which of the following social media do you use the most? *
a. Facebook, Messenger
b. Instagram
c. Snapchat
d. Twitter

- e. Pinterest
- f. LinkedIn
- g. WhatsApp
- h. Other _____

2. How many hours a day do you spend on social media platforms? *

- a. Up to 1 Hour
- b. Up to 2 Hours
- c. Up to 3 Hours
- d. Up to 4 Hours
- e. More than 5 Hours

3. How often do you use social media platforms (e.g., Facebook, Instagram, Twitter, TikTok) in a typical week? *

- a. Multiple times a day
- b. Daily
- c. Few times a week
- d. Rarely
- e. Never

4. Purpose of using social media? *

- a. News updates
- b. Entertainment
- c. Employment opportunities
- d. Self-promotion (if you are an influencer)
- e. Communication with friends and family
- f. To play games
- g. Searching information about products or services
- h. Searching information about products or services
- i. Other _____

5. What device do you use to access these social media platforms? *

- a. Laptop
- b. Smartphone
- c. Tablet/iPad

Section 3 of 4: Role of social media towards Haldiram Brand

1. Have you heard of the Haldiram brand? *

- a. Yes
- b. No

2. How did you first become aware of the Haldiram brand? (Select all applicable options) *

- a. Television advertisements
- b. social media
- c. Word of mouth
- d. In-store displays
- e. Other _____

<https://www.youtube.com/watch?v=-VXkrv3hgHk> <https://www.youtube.com/watch?v=fJyIzvoqof8>

3. Have you ever come across Haldiram-related content on social media? (e.g., posts, ads, reviews) *

- a. Yes
- b. No

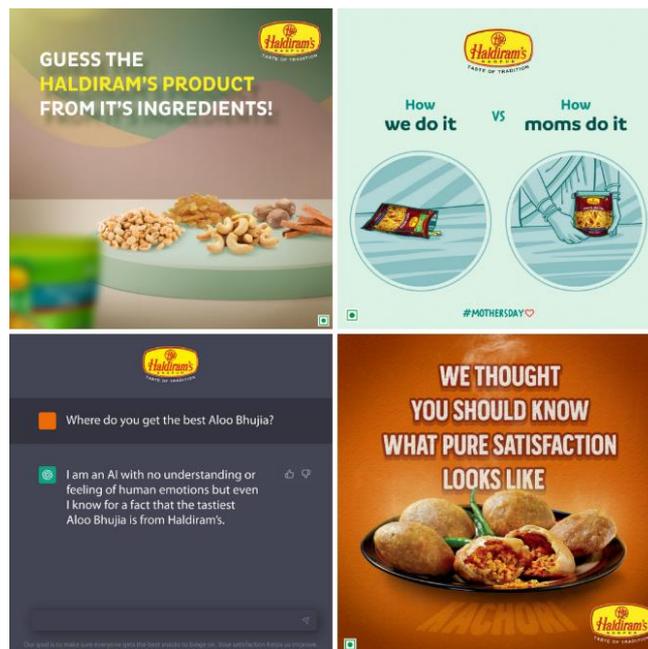


Image 3

4. If yes, please describe the type of Haldiram-related content you've encountered on social media. (e.g., food images, promotions, customer reviews)

5. How frequently do you engage with or share Haldiram-related content on social media? *

- a. Frequently
- b. Occasionally
- c. Rarely
- d. Never

Section 4 of 4: Perception of social media towards Haldiram Brand

1. Has social media influenced your perception of the Haldiram brand in any way? (e.g., positive/negative opinions, product preferences) *

- a. Yes
- b. No

2. If yes, please explain how social media has influenced your perception of Haldiram.

3. Have you ever purchased Haldiram products based on what you saw or read on social media? *

- a. Yes
- b. No

4. Have you ever posted reviews or feedback about Haldiram products on social media? *

- a. Yes
- b. No

5. What improvements or changes would you suggest for Haldiram's social media presence to enhance its brand image? *

6. Do you have any recommendations for Haldiram to better engage with its customers on social media platforms?