

Appendix

1. Name

2. Gender - (A) Male (B) Female

3. Age Group - (A) Below 18 Years (B) 19 to 23 Years (C) 24 to 28 Years

4. Education Qualification - (A) Certification (B) Diploma (C) bachelor's degree (D) master's degree (E) Doctoral Degree

5. Income - (A) Below \$1000 (B) \$1000 to \$2000 (C) Above \$2000

Digital Marketing (1 - Strongly Disagree & 5 - Strongly Agree)

This brand actively engages on social media.

This brand leverages social media to enhance its identity.

This brand utilizes social media to communicate its values.

This brand employs social media for consumer entertainment.

This brand employs social media for consumer education.

This brand invests in paid advertising on social media.

Brand Engagement (1 - Strongly Disagree & 5 - Strongly Agree)

I sense a commitment to this brand.

I experience a sense of connection with this brand.

I have confidence in this brand.

I am actively engaged with this brand.

I perceive this brand's active engagement with me.

I believe this brand communicates transparently with me.

Consumer Perception (1 - Strongly Disagree & 5 - Strongly Agree)

I hold favourable sentiments towards this brand.

I consider this brand to be well-known.

I find this brand attractive.

I believe this brand enjoys a positive reputation.

I intend to engage with this brand on social media.

I have a desire to make a purchase from this brand.

Content Significance (1 - Strongly Disagree & 5 - Strongly Agree)

This brand emphasizes the product's functionalities in its communication.

This brand presents arguments about the product's attributes.

This brand highlights the product's qualities in communication.

This brand communicates the symbolic value of its products.

This brand employs arguments concerning the benefits of the product.

This brand underscores the brand's personality in communication.

Consumer Characteristics (1 - Strongly Disagree & 5 - Strongly Agree)

I am always willing to go the extra mile to assist others in need.

I generally maintain positive feelings towards others.

I occasionally feel envious of the success enjoyed by others.

I take responsibility for my actions and wouldn't shift blame onto others.

Occasionally, I experience frustration when things don't go as planned.

I've felt the urge to challenge authority, even when aware of its correctness.

I consistently maintain politeness, even in interactions with disagreeable individuals.

I am comfortable admitting when I lack knowledge about something.

I recall pretending to be unwell to avoid certain situations.

I occasionally feel irritated when others request favours from me.