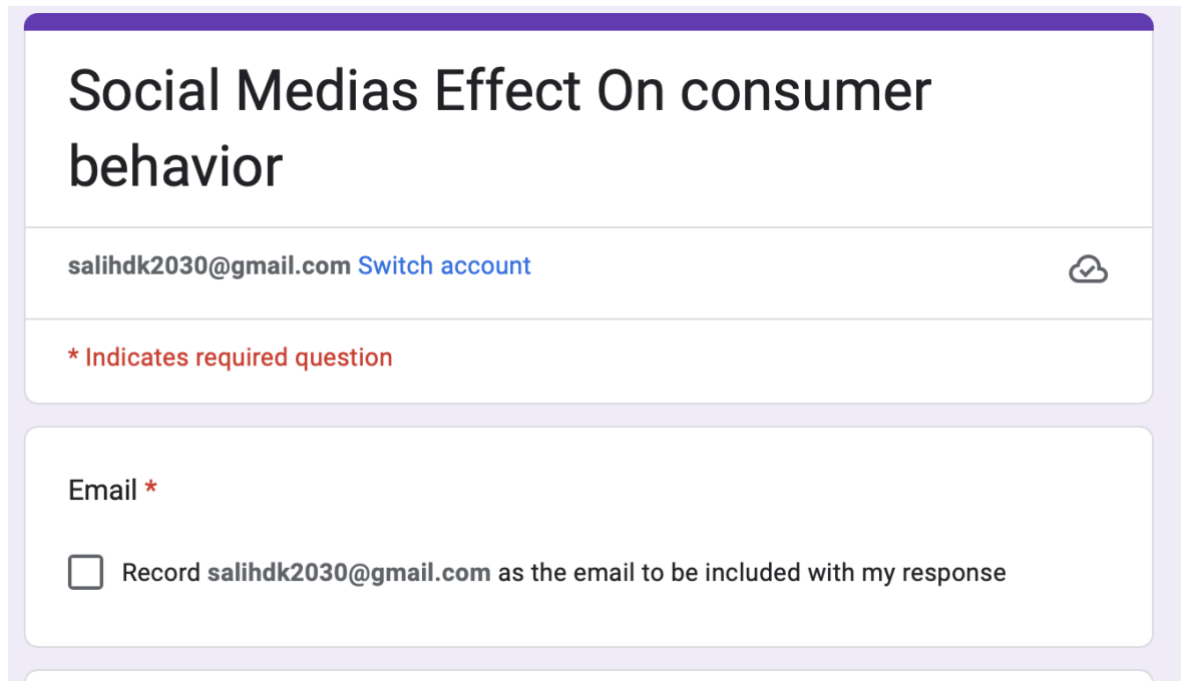


Appendix

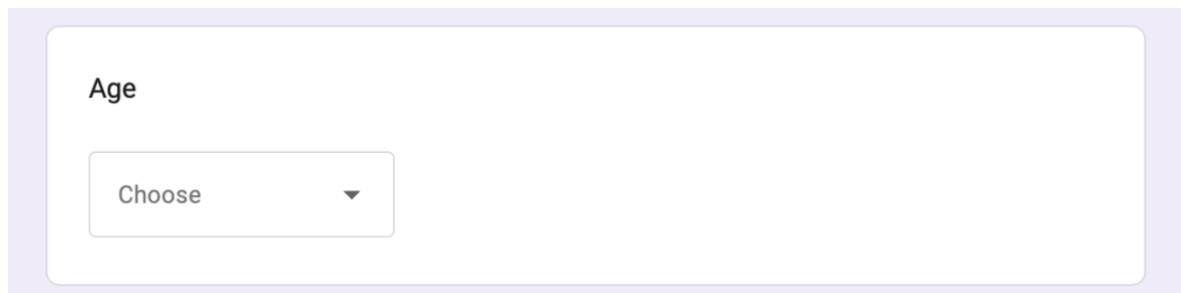
Collecting information and opening of the survey.



The screenshot shows a survey interface with a purple header bar. The main title is "Social Medias Effect On consumer behavior". Below the title, the user's email "salihdk2030@gmail.com" is displayed with a "Switch account" link and a cloud icon. A red asterisk note states "* Indicates required question". Below this, the label "Email *" is shown. At the bottom, there is a checkbox with the text "Record salihdk2030@gmail.com as the email to be included with my response".

Source: Own processing 2024

Question 1: Age



The screenshot shows a survey question titled "Age". Below the title is a dropdown menu with the text "Choose" and a downward arrow.

Source: Own processing 2024

Question 2: Gender

Gender

Male

Female

Source: Own processing 2024

Question 3: Occupation

Occupation

Student

Employee

Freelancing

Other: _____

Source: Own processing 2024

Question 4: How frequently do you use social media platforms (e.g., Facebook, Instagram, Twitter, Snapchat)?

How frequently do you use social media platforms (e.g., Facebook, Instagram, Twitter, Snapchat)?

1-2 hours/day

3-4 hours/day

5-6 hours/day

6+ hours/day

Source: Own processing 2024

Question 5: What is the primary purpose of your social media usage?

What is the primary purpose of your social media usage?

- Texting/Calling (keeping in touch with people)
- Entertainment (Tiktoks, Instagram etc.)
- Shopping
- Learning/News

Source: Own processing 2024

Question 6: Have you ever made a purchase influenced by something you saw on social media?

Have you ever made a purchase influenced by something you saw on social media?

- Yes
- No
- Maybe

Source: Own processing 2024

Question 7: Do you follow any brands or companies on social media?

Do you follow any brands or companies on social media?

- Yes
- No

Source: Own processing 2024

Question 8: How likely are you to research a product or service on social media before making a purchase decision?

How likely are you to research a product or service on social media before making a purchase decision?

- Sometimes
- Never
- Usually
- Always

Source: Own processing 2024

Question 9: Do you feel that social media has influenced your purchasing decisions more positively or negatively?

Do you feel that social media has influenced your purchasing decisions more positively or negatively?

- Positive
- Negative

Source: Own processing 2024

Question 10: How often do you compare products or services on social media before making a purchase?

How often do you compare products or services on social media before making a purchase?

- Sometimes
- Always
- Often
- Rarely
- Never

Source: Own processing 2024

Question 11: Do you believe that social media platforms accurately represent the products or services they advertise?

Do you believe that social media platforms accurately represent the products or services they advertise?

- Yes
- No

Source: Own processing 2024

Question 12: How influential do you find user-generated content (e.g., reviews, testimonials) on social media when making purchasing decisions?

How influential do you find user-generated content (e.g., reviews, testimonials) on social media when making purchasing decisions?

1 2 3 4 5

Source: Own processing 2024

Question 13: Do you think social media has changed the way you perceive brands and products compared to traditional advertising channels?

Do you think social media has changed the way you perceive brands and products compared to traditional advertising channels?

Yes

No

Send me a copy of my responses.

[Clear form](#)

Source: Own processing 2024