

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Information Technology**



## **Master's Thesis Appendix**

**The Role of Social Media Marketing in E-Commerce:**

**An Investigation of the Relationship between Social**

**Media Presence and Customer Engagement**

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# Appendix

## Demographics

- **Age:**
  - 25-32
  - 32-39
  - Above 40
  
- **Gender**
  - Male
  - Female
  
- **Qualification**
  - Undergraduate
  - Graduated
  - Post-graduate
  
- **Occupation**
  - Student
  - Employed
  - Self employed
  - Other occupation
  
- **Monthly income**
  - 10.000 CZK or less
  - 10.000 - 15.000 CZK
  - 15.000 - 25.000 CZK
  - 25.000 - 45.000 CZK
  - More than 45.000 CZK

## Questionnaire

Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b>Independent variables</b>					
<b>1. Social Media Presence</b>					
I find the e-commerce company's interactions with users on social media to be positive and engaging.					
The social media presence of the e-commerce company has positively influenced my perception of the brand.					
The content shared on social media platforms by the e-commerce company is relevant and interesting.					
<b>2. Social Media Marketing Strategies</b>					
The e-commerce company's use of influencers on social media is effective in capturing my attention.					
The e-commerce company's social media contests and promotions are appealing and encourage my participation.					
The overall social media marketing strategies of the e-commerce company					

contribute to a positive brand image.					
<b>Dependent Variable</b>					
<b>1. Customer Engagement</b>					
The e-commerce company's social media presence makes me feel more connected to the brand.					
I frequently interact with the e-commerce company's posts on social media.					
I often share or comment on the e-commerce brand's content on social media.					