

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
Independent variables					
1. Social Media Presence					
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.					
2. Social Media Marketing Strategies					
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.					
Dependent Variable					
1. Customer Engagement					
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.					