

1 Appendix

Social Media Promotions- Influencing consumer buying behavior for Flying Machine

Name

Age

- 21-30
- 31-40
- 41-50
- 51 and above

Email ID

Salary (P.A.)

- Up to 2.5 lakh
- 2.5 lakh to 5 lakh
- 5 lakh to 10 lakh
- 10 lakh and more

Gender

- Male
- Female

Education

- SSC
- HSC
- Bachelor's Degree
- Master's Degree
- Ph.D. or higher

Qualification

- Profession
- Business
- Employee
- Homemaker

Are you a regular customer of flying machines?

- Yes
- No

How often do you buy the apparel of this brand?

- Daily
- Weekly
- Once a month
- Every 2-3 months
- 2-3 times per year
- Other:

What is the average time that you spend at a flying machine?

- Less than 30 minutes
- 30 min- 1 hour
- 1 hour- 2 hours
- More than 2 hours

Who influences your purchase at a flying machine?

- Friends
- Self
- Family
- Spouse
- Other:

What influenced you to buy the products of the flying machine brand?

- Advertising
- Word of mouth
- Attractive packaging
- Shop display
- Family/Friend/Relatives
- Other:

Which do you use social media sites for checking the latest fashion and related information?

- Facebook
- Instagram
- Twitter
- Snapchat
- Youtube
- Other:

If you change your buying preferences and purchase another clothing brand instead of a flying machine, what will be the reason for it?

- Price
- Promotional offers
- Better quality
- Brand

Which factor influences you more while making a purchase decision?

- Price
- Quality
- Brand
- Style
- Promotional Offers

How much money do you spend on flying machines per visit?

- Below 1000
- 1000-2000
- 2000-3000
- Above 3000

Will you like to switch your brand preference if you get some promotional scheme with another brand?

- Yes, always. I stick to the same products.
- Never. I keep experimenting with new products.