

**Questions for survey (English version)**

1. How often do you use the Internet?
  - 2-3 days a week;
  - Every day, 1-2 hours;
  - Every day, 3-4 hours;
  - Every day, more than 5 hours.
  
2. Do you use social media sites or applications (*Facebook, Twitter, LinkedIn, Instagram, Youtube...*)?
  - Yes
  - No
  
3. In which social media site(s) or application(s) do you have a profile(s) (multiple options are available)?
  - Facebook
  - Instagram
  - LinkedIn
  - Snapchat
  - Twitter
  - Viber
  - What's app
  - Youtube
  - Other \_\_\_\_\_
  
4. Do you consider a social media as a major communication tool?
  - Yes, I prefer communicating with everyone via social networks, rather than face to face ;
  - Yes, I find social media very useful and easy tool to contact if there is a big distance between ;
  - Yes, but I prefer both: communication in social networks and face-to-face conversations ;
  - No, I prefer meetings and face-to-face conversations ;
  
5. How would you evaluate each aspect in respect of social media usefulness (in scale of 1-5, where 1-not useful at all ; 5- very useful) :
  - Interactive medium
  - Sources of information
  - Bridges communication gap with the ones that live abroad
  - Customer interaction tool (commenting, request for customer service)
  - Crisis communication tool
  - Marketing communication tool
  
6. What kind of advertising would you notice/watch in social media (choose two most appropriate ones) :
  - The one that meets my interests, hobbies
  - The one that advertises innovative production (novelties)
  - The one where I could participate and contribute to
  - Of a brand that keeps in touch with its consumers and provide useful information about itself from time to time ;
  - I am not interested and always skip advertisements if I can

- Other .....
7. In your opinion, how a brand/company could communicate with customers in social media in most effective way? Through (choose the most appropriate one) :
    - Interactive fan pages
    - Flash ads
    - Banner ads
    - Games, quizzes or updates
    - Video ads
  8. How often are you interested by an advertisement in social media site that you would click for more information about it ?
    - Very often
    - Sometimes
    - Seldom
    - Never
  9. When you are considering to buy a product/service, what do you do (choose the most appropriate one) :
    - Look through the reviews and comments in seller's webpage ;
    - Looking or asking for some feedback in social media ;
    - Asking your friend/relative for advice on that product or service ;
    - Going through some stores and looking for the best option to choose ;
    - I don't look for any advices, if I want – I go and buy it
  10. How are you likely to recommend or give a feedback on a product or service in social media site?
    - Very likely, I like to express my opinion, I feel that my opinion is valuable
    - I give a feedback only when the quality of a product/service is good
    - I give a feedback only when the quality of a product/service is bad
    - I keep that opinion to myself and give feedback only when I am asked to do so
  11. In general, considering past six months, what kind of feedbacks of a products or services did you give
    - More positive ones ;
    - More negative ones ;
    - I did not get any feedback.
  12. Which brand manufacturer of electronic & smart appliance technologies (tablets & smartphones, laptops, cameras & TVs) do you prefer the most?
    - Apple
    - Blackberry
    - HTC
    - Nokia
    - Samsung
    - Sony
    - Other \_\_\_\_\_
  13. Stop for a moment - think of the favorite brand that you chose in previous (12) question. Which of the following would most accurately describe the reasons of your choice :

- It understands my preferences and always offers the things that I like ;
  - It is one of the most expensive and luxurious products in the market ;
  - I follow its updates in the market – its newest offer has so many innovative characteristics!
  - I was recommended to buy it by someone I know.
  - Your personal experience .....
14. Are you still interested in this brand's new product offers even though you already have a mobile phone/laptop/tablet/camera/TV?
- Yes, I also check other brands, because I like being up-to-date in technological innovations ;
  - Yes, I am only interested in this brand's offers – if it will be good enough, I may buy it ;
  - No, since I already have one, I am not interested in the newer ones.
15. Are you aware of the brand “Nescafé Dolce Gusto” – coffee machines and its accessories?
- Yes
  - No
16. Why this brand does attract you?
- I prefer non-traditional coffee (espresso, cappuccino, latte, mocha, frappé) and it's a good way to save money by making it at home ;
  - This brand came with a bang into the market – to make a restaurant quality coffee while not leaving your home? Sure I want it! ;
  - Because of the brand's social responsibility to protect the environment while making coffee, capsules, machines and packaging ;
  - I don't have that yet, but I am willing to purchase it
  - I have never heard about this brand before
17. You are
- Female
  - Male
18. How old are you?
- 6-18
  - 18-25
  - 26-40
  - 41-55
  - Over 56