

Appendix A

Survey Questionnaire

Dear **Respondent**,

My name is Kamyr Catapang, a graduate school student of University of Sto. Tomas currently taking up Master of Arts in Marketing Communication. I am currently writing my thesis entitled "*The Impact of Digital Social Network on Consumer Brand Perception: A Study on User-Generated Content on Facebook.*"

In line with this, kindly accomplish this online survey questionnaire for the completion of my study. It takes approximately 5 minutes of your time to answer all questions. Accomplishing the survey is completely voluntary.

To guarantee your privacy, your inputs will be held with utmost confidentiality and will be used for research purposes only. Your participation in this survey will help marketing practitioners develop strategic marketing plan by using Facebook as an interactive commercial platform.

Thank you very much for your time. I appreciate your cooperation.

I. FACEBOOK USAGE

Q: How long do you access Facebook on a daily basis?

- Less than an hour
- 1 to 2 hours
- 3 to 4 hours
- 5 to 6 hours
- 7 hours and above

Q: Which device do you usually use to browse online?

- Mobile or Smartphone
- Personal computer
- Tablet

II. FACEBOOK GROUP INVOLVEMENT

Q: Are you a member of Facebook groups?

- Yes
- No

Q: Are you aware of *Masarap Ba? Community*?

- Yes

No

Q: Are you a member of the *Masarap Ba? Community*?

Yes

No

If No, please do not proceed to the next questions.

Q: How long have you been part of the online community?

Less than six months

Six months to a year

More than one year

Since it started in 2017

III. RATE SCALE

Please rate the following questions by circling the number which best corresponds to your answer.

Scale: 4 = Strongly Agree

3 = Agree

2 = Disagree

1 = Strongly Disagree

Effectiveness of Online Community

How would you rate the effectiveness of the Facebook group as an online community? (1 being the least agreeable and 4 the most agreeable)

The online community provides a lot of brand information.	1	2	3	4
The posts in the online community are updated.	1	2	3	4
I can build connections with group members	1	2	3	4
I can exchange views with group members.	1	2	3	4
The online community provides helpful brand information.	1	2	3	4
I reach out to Facebook group for opinions about brands.	1	2	3	4
I enjoy being a member of the online community.	1	2	3	4
I feel good to be part of the online community.	1	2	3	4

Consumer Engagement

How would you rate the Facebook group in engaging members? (1 being the least agreeable and 4 the most agreeable)

I can communicate well with the group members.	1	2	3	4
I am engaged with the Facebook group.	1	2	3	4
I involve myself in group discussions by commenting on posts.	1	2	3	4
I show participation in group discussions through liking posts.	1	2	3	4
I adopt information I learned from the Facebook group.	1	2	3	4
I share what I learned to other members.	1	2	3	4
For the most part, I post something for group discussion.	1	2	3	4
I am willing to share information for the benefit of other group members.	1	2	3	4

Intention Attachment

As I engage in the discussion, it feels good to influence other members as I share my views.	1	2	3	4
I have control over my views about brands.	1	2	3	4
I value how I connect with other members sharing the same views.	1	2	3	4
I value how I can easily communicate with other members and vice versa.	1	2	3	4
There is a sense of achievement whenever I share a post.	1	2	3	4
From time to time, I am happy to lead the group in the discussion as I post my feedback and reviews.	1	2	3	4

After becoming a member of the Facebook group, how did you respond toward brands?

I become aware of brands through the Facebook group.	1	2	3	4
I get more information about brands through group discussions.	1	2	3	4
I am familiar with brands because of posts shared by the group members.	1	2	3	4
Even without product advertisements, the group made me informed about brands.	1	2	3	4
The Facebook group carries a lot of brand information	1	2	3	4
The group helps me become conscious about new and existing brands.	1	2	3	4
My view toward the brands changes after reading the posts on the Facebook group.	1	2	3	4

I can rely on the brand information provided by the group members.	1	2	3	4
I felt that there is a positive association toward the brand.	1	2	3	4
The Facebook group makes me excited about the brand.	1	2	3	4
I am convinced that the perception toward the brand is accurate.	1	2	3	4
I felt that the posts on the Facebook group are reliable.	1	2	3	4
I am willing to post my personal experiences about a brand.	1	2	3	4
I felt that my experiences matter with other group members.	1	2	3	4
I convince other members to try the brands I tried.	1	2	3	4
I motivate group members by sharing my experiences.	1	2	3	4
I share my experiences for other members to inform about brands.	1	2	3	4
Through my experiences, members are creatively engaged.	1	2	3	4

IV. DEMOGRAPHICS

Name (Optional)

Age

Q: Educational attainment (choose one)

- High school graduate
- College graduate
- College graduate with M.A. units
- With PhD units
- PhD Degree

Q: Average monthly income

- 10,000 - 20,000
- 20,001 - 30,000

- 30,001 - 40,000
- 40,000 and above

