Project: Esteem

NOTE: Now, we will be showing you 2 different images of Social media posts on Linkedin and we would like to gather your feedback regarding those 2 posts. QD1 Please select your gender. Male Female QD2
Please select your gender. Male Female
Male Female
Female
QD2 **
Please select the age group from below.
18 - 30 years 31 - 40 years
41 - 50 years
51 - 60 years
QD3 *
Please share your formal education level. Please share your formal education level.
Below Under Graduate(Engineering Diploma, etc.)
Under Graduate/Bachelors Degrees, like BSc, B.E, B.Tech, BCS, B.Com etc.
Post Graduate Degrees like M.Com, MSc, MCA, M.E, M.Tech, MBA, etc.)
Doctorate
QD4 *
Please share your current job level.
Individual Contributor Role(Working based on leader/manager instructions)
Team Leader(Leading a small team in project)
Project Leader(Leading multiple team leaders in Project)
Project Manager(Leading multiple Project Leaders in Project)
Senior Management
Executive Management

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QD5 Please share your total work experience. Please round off your experience.	* perience to "Completed years" and answer this question.
Less than 3 years	
4 to 6 years	
7 to 10 years	
11 to 15 years	
More than 16 years (16 years or more)	
QD6 Do you work for OR have worked for TCS earlier? Yes No	*
QD7 What is your perception of TCS as an Employer Brand? (Please rate) Positive 4	* e on a scale of 5, where 5 means Positive and 1 means Negative)
2	
Negative	
LINKEDIN POST A (POSTED BY AN EMPLOYEE) Select the below option to confirm you have seen the picture. Please, confirm that you have seen the picture.	
	Deepa J Employee at Tata Consultancy Services 2w • 🚱
	Team outing to a nearby hill station! Good outdoor activity for team building!

QA1 Attitude towards LinkedIn Post A	1	2	3	4	5
HOW PLEASANT YOU THINK THE POST WAS? (RATE FROM 1 TO 5 WHERE, 5 MEANS PLEASANT AND 1 MEANS UNPLEASANT)	*				
DO YOU THINK THE POST WAS GOOD? (RATE FROM 1 TO 5 WHERE, 5 MEANS GOOD AND 1 MEANS BAD)	*	\bigcirc		\bigcirc	
HOW COMFORTABLE YOU THINK THE POST WAS? (RATE FROM 1 TO 5 WHERE, 5 MEANS COMFORTABLE AND 1 MEANS UNCOMFORTABLE)	*				
DO YOU THINK THIS WAS A NICE POST? (RATE FROM 1 TO 5 WHERE, 5 MEANS NICE AND 1 MEANS AWFUL)	*	\bigcirc			
QA2	Strongly Disagree	Disagree		Agree	Strongly Agree
I HAVE A GOOD FEELING ABOUT THE COMPANY	*				
I ADMIRE AND RESPECT THE COMPANY	*			\bigcirc	0
I TRUST THIS COMPANY	*	\bigcirc		\bigcirc	\bigcirc
DEVELOPS INNOVATIVE PRODUCTS AND SERVICES	*	\bigcirc			\bigcirc
OFFERS HIGH QUALITY PRODUCTS AND SERVICES	*	\bigcirc			\bigcirc
OFFERS PRODUCTS AND SERVICES THAT ARE GOOD VALUE FOR MONEY	*			\bigcirc	\circ
HAS EXCELLENT LEADERSHIP	*	\bigcirc		\bigcirc	\bigcirc
HAS A CLEAR VISION FOR ITS FUTURE	*	\bigcirc		\bigcirc	\circ
RECOGNIZES AND TAKES ADVANTAGE OF MARKET OPPORTUNITIES	*				
OF WARRET OF TORYON TES					

LOOKS LIKE A GOOD COMPANY TO WORK FOR	*			\bigcirc
LOOKS LIKE A COMPANY THAT WOULD HAVE GOOD EMPLOYEES	*	0		\circ
SUPPORTS GOOD CAUSES	*			\bigcirc
IS AN ENVIRONMENTALLY RESPONSIBLE COMPANY	*		0	\bigcirc
MAINTAINS A HIGH STANDARD IN THE WAY IT TEATS PEOPLE	*	\circ		\circ
HAS A STRONG RECORD OF PROFITABILITY	*	\circ		\bigcirc
TENDS TO OUTPERFORM ITS COMPETITORS	*	\circ		\circ
LOOKS LIKE A COMPANY WITH STRONG PROSPECTS FOR FUTURE GROWTH	*		0	0
043				
QA3	Strongly Disagree	Disagree	Agree	Strongly Agree
THIS BRAND PAYS ATTENTION TO MY NEEDS.	*	Disagree	Agree	Strongly Agree
THIS BRAND PAYS ATTENTION TO MY		Disagree	Agree	Strongly Agree
THIS BRAND PAYS ATTENTION TO MY NEEDS. THE PRODUCTS/SERVICES OF THIS	*	Disagree	Agree	Strongly Agree
THIS BRAND PAYS ATTENTION TO MY NEEDS. THE PRODUCTS/SERVICES OF THIS BRAND ARE OF HIGH QUALITY THE PRODUCTS/SERVICES OF THIS	*	Disagree	Agree	Strongly Agree
THIS BRAND PAYS ATTENTION TO MY NEEDS. THE PRODUCTS/SERVICES OF THIS BRAND ARE OF HIGH QUALITY THE PRODUCTS/SERVICES OF THIS BRAND ARE USEFUL FOR ME. THIS BRAND INDUCES FEELINGS &	*	Disagree	Agree	Strongly Agree
THIS BRAND PAYS ATTENTION TO MY NEEDS. THE PRODUCTS/SERVICES OF THIS BRAND ARE OF HIGH QUALITY THE PRODUCTS/SERVICES OF THIS BRAND ARE USEFUL FOR ME. THIS BRAND INDUCES FEELINGS & SENTIMENTS I HAVE STRONG EMOTIONS FOR THIS	*	Disagree	Agree	Strongly Agree
THIS BRAND PAYS ATTENTION TO MY NEEDS. THE PRODUCTS/SERVICES OF THIS BRAND ARE OF HIGH QUALITY THE PRODUCTS/SERVICES OF THIS BRAND ARE USEFUL FOR ME. THIS BRAND INDUCES FEELINGS & SENTIMENTS I HAVE STRONG EMOTIONS FOR THIS BRAND I FOLLOW THE BRAND PAGES OF BECAUSE OF MY ATTACHMENT TO	*	Disagree	Agree	Strongly Agree

I FIND THE TOPICS SHARED ON BRAND PAGES REMARKABLE	*	\bigcirc		\bigcirc
THIS BRAND MAKES A STRONG IMPRESSION ON MY VISUAL SENSES/OR OTHER SENSES	*			
I FIND THIS BRAND INTERESTING IN A SENSORY WAY	*	\bigcirc	\bigcirc	\bigcirc
THIS BRAND RESULTS IN BODILY EXPERIENCES	*	\bigcirc	0	0
I FOLLOW THE BRAND PAGES TO GET LATEST INFORMATION ABOUT THIS BRAND	*			
I VISIT BRAND PAGE ON SOCIAL NETWORKS (SNS) REGULARLY	*	\bigcirc	\circ	\circ
I FOLLOW BRAND PAGES TO GET IN CONTACT WITH OTHER PEOPLE WHO HAVE SIMILAR INTERESTS TO ME.	*			0
QA4	Strongly Disagree	Disagree	Agree	Strongly Agree
	0,7	S		23.21.87.8
GAINING CAREER-ENHANCING EXPERIENCE	*	\bigcirc		
		0		
EXPERIENCE FEELING GOOD ABOUT YOURSELF AS A RESULT OF WORKING FOR THE	*			
EXPERIENCE FEELING GOOD ABOUT YOURSELF AS A RESULT OF WORKING FOR THE ORGANISATION JOB SECURITY WITHIN THE	*			
EXPERIENCE FEELING GOOD ABOUT YOURSELF AS A RESULT OF WORKING FOR THE ORGANISATION JOB SECURITY WITHIN THE ORGANISATION THE ORGANISATION PRODUCES INNOVATIVE PRODUCTS AND	*			
EXPERIENCE FEELING GOOD ABOUT YOURSELF AS A RESULT OF WORKING FOR THE ORGANISATION JOB SECURITY WITHIN THE ORGANISATION THE ORGANISATION PRODUCES INNOVATIVE PRODUCTS AND SERVICES OPPORTUNITY TO APPLY WHAT WAS	*			
FEELING GOOD ABOUT YOURSELF AS A RESULT OF WORKING FOR THE ORGANISATION JOB SECURITY WITHIN THE ORGANISATION THE ORGANISATION PRODUCES INNOVATIVE PRODUCTS AND SERVICES OPPORTUNITY TO APPLY WHAT WAS LEARNED AT A TERTIARY INSTITUTION THE ORGANISATION IS CUSTOMER-	* · · · · · · · · · · · · · · · · · · ·			

GOOD PROMOTION OPPORTUNITIES WITHIN THE ORGANISATION	*	\bigcirc		\circ	
HUMANITARIAN ORGANIZATION- GIVING BACK TO SOCIETY	*				
OPPORTUNITY TO TEACH OTHERS WHAT YOU HAVE LEARNED	*			\bigcirc	
GIVES A SENSE OF ACCEPTANCE AND BELONGING	*				\bigcirc
HANDS-ON INTER-DEPARTMENTAL EXPERIENCE	*			\bigcirc	\bigcirc
SUPPORTIVE AND ENCOURAGING COLLEAGUES	*			0	\circ
RECOGNITION/APPRECIATION FROM MANAGEMENT	*			\bigcirc	0
A FUN WORKING ENVIRONMENT	*	\bigcirc	\circ	\bigcirc	\circ
HAPPY WORKING ENVIRONMENT	*	\bigcirc	\circ	\bigcirc	0
WORKING IN AN EXCITING ENVIRONMENT	*			\bigcirc	0
LINKEDIN POST B (POSTED BY THE EMPL Please select the below option to confirm you Please, confirm you have seen the	u have se	en the p	picture.		*
			Tata Consultancy Services 4,007,546 followers		
			Our new Robotics Lab was inauguraresearch symposium at TCS Noida. cognitive robotics, human-robot cothe perfect place for our researcher	With a strong focus on au llaboration among others, s to tinker with their bots.	tomation using this agile workspace is
			Ananth Krishnan Gautam Shroff Te	ej Paul Bhatla Prof Jeffrey (Ullman
			#TCSResearch #Automation #Robo	otics	
				F FR IT FROM BIT	

QB1 Attitude towards LinkedIn Post B	1	2	3	4	5
HOW PLEASANT YOU THINK THE POST WAS? (RATE FROM 1 TO 5 WHERE, 5 MEANS PLEASANT AND 1 MEANS UNPLEASANT)	*			0	
DO YOU THINK THE POST WAS GOOD? (RATE FROM 1 TO 5 WHERE, 5 MEANS GOOD AND 1 MEANS BAD)	*	\bigcirc		\bigcirc	
HOW COMFORTABLE YOU THINK THE POST WAS? (RATE FROM 1 TO 5 WHERE, 5 MEANS COMFORTABLE AND 1 MEANS UNCOMFORTABLE)	*		0	0	
DO YOU THINK THIS WAS A NICE POST? (RATE FROM 1 TO 5 WHERE, 5 MEANS NICE AND 1 MEANS AWFUL)	*	\bigcirc			
QB2	Strongly Disagree	Disagree		Agree	Strongly Agree
I HAVE A GOOD FEELING ABOUT THE COMPANY	*				
I ADMIRE AND RESPECT THE COMPANY	*			\bigcirc	0
I TRUST THIS COMPANY	*	\bigcirc		\bigcirc	\bigcirc
DEVELOPS INNOVATIVE PRODUCTS AND SERVICES	*			\bigcirc	\circ
OFFERS HIGH QUALITY PRODUCTS AND SERVICES	*				\bigcirc
OFFERS PRODUCTS AND SERVICES THAT ARE GOOD VALUE FOR MONEY	*				\bigcirc
HAS EXCELLENT LEADERSHIP	*	\bigcirc		\bigcirc	\bigcirc
HAS A CLEAR VISION FOR ITS FUTURE	*	\bigcirc		\bigcirc	0
RECOGNIZES AND TAKES ADVANTAGE OF MARKET OPPORTUNITIES	*	\bigcirc		\bigcirc	\bigcirc

LOOKS LIKE A GOOD COMPANY TO WORK FOR	*			\bigcirc
LOOKS LIKE A COMPANY THAT WOULD HAVE GOOD EMPLOYEES	*			\circ
SUPPORTS GOOD CAUSES	*			\bigcirc
IS AN ENVIRONMENTALLY RESPONSIBLE COMPANY	*		0	\bigcirc
MAINTAINS A HIGH STANDARD IN THE WAY IT TEATS PEOPLE	*			\bigcirc
HAS A STRONG RECORD OF PROFITABILITY	*			\circ
TENDS TO OUTPERFORM ITS COMPETITORS	*			\circ
LOOKS LIKE A COMPANY WITH STRONG PROSPECTS FOR FUTURE GROWTH	*			0
OD3				
QB3	Strongly Disagree	Disagree	Agree	Strongly Agree
THIS BRAND PAYS ATTENTION TO MY NEEDS.	Strongly Disagree	Disagree	Agree	Strongly Agree
THIS BRAND PAYS ATTENTION TO MY		Disagree	Agree	Strongly Agree
THIS BRAND PAYS ATTENTION TO MY NEEDS. THE PRODUCTS/SERVICES OF THIS	*	Disagree	Agree	Strongly Agree
THIS BRAND PAYS ATTENTION TO MY NEEDS. THE PRODUCTS/SERVICES OF THIS BRAND ARE OF HIGH QUALITY THE PRODUCTS/SERVICES OF THIS	*	Disagree	Agree	Strongly Agree
THIS BRAND PAYS ATTENTION TO MY NEEDS. THE PRODUCTS/SERVICES OF THIS BRAND ARE OF HIGH QUALITY THE PRODUCTS/SERVICES OF THIS BRAND ARE USEFUL FOR ME. THIS BRAND INDUCES FEELINGS &	*	Disagree	Agree	Strongly Agree
THIS BRAND PAYS ATTENTION TO MY NEEDS. THE PRODUCTS/SERVICES OF THIS BRAND ARE OF HIGH QUALITY THE PRODUCTS/SERVICES OF THIS BRAND ARE USEFUL FOR ME. THIS BRAND INDUCES FEELINGS & SENTIMENTS I HAVE STRONG EMOTIONS FOR THIS	*	Disagree O	Agree	Strongly Agree
THIS BRAND PAYS ATTENTION TO MY NEEDS. THE PRODUCTS/SERVICES OF THIS BRAND ARE OF HIGH QUALITY THE PRODUCTS/SERVICES OF THIS BRAND ARE USEFUL FOR ME. THIS BRAND INDUCES FEELINGS & SENTIMENTS I HAVE STRONG EMOTIONS FOR THIS BRAND I FOLLOW THE BRAND PAGES OF BECAUSE OF MY ATTACHMENT TO	*	Disagree O	Agree	Strongly Agree

I FIND THE TOPICS SHARED ON BRAND PAGES REMARKABLE	*	\bigcirc		\bigcirc
THIS BRAND MAKES A STRONG IMPRESSION ON MY VISUAL SENSES/OR OTHER SENSES	*	0		
I FIND THIS BRAND INTERESTING IN A SENSORY WAY	*	\bigcirc	\bigcirc	\bigcirc
THIS BRAND RESULTS IN BODILY EXPERIENCES	*	\circ		0
I FOLLOW THE BRAND PAGES TO GET LATEST INFORMATION ABOUT THIS BRAND	*	0		
I VISIT BRAND PAGE ON SOCIAL NETWORKS (SNS) REGULARLY	*	\bigcirc		\circ
I FOLLOW BRAND PAGES TO GET IN CONTACT WITH OTHER PEOPLE WHO HAVE SIMILAR INTERESTS TO ME.	*	0		0
QB4	Strongly Disagree	Disagree	Agree	Strongly Agree
GAINING CAREER-ENHANCING EXPERIENCE		0		
	*			0
EXPERIENCE FEELING GOOD ABOUT YOURSELF AS A RESULT OF WORKING FOR THE	*			
EXPERIENCE FEELING GOOD ABOUT YOURSELF AS A RESULT OF WORKING FOR THE ORGANISATION JOB SECURITY WITHIN THE	O			
EXPERIENCE FEELING GOOD ABOUT YOURSELF AS A RESULT OF WORKING FOR THE ORGANISATION JOB SECURITY WITHIN THE ORGANISATION THE ORGANISATION PRODUCES INNOVATIVE PRODUCTS AND	*			
EXPERIENCE FEELING GOOD ABOUT YOURSELF AS A RESULT OF WORKING FOR THE ORGANISATION JOB SECURITY WITHIN THE ORGANISATION THE ORGANISATION PRODUCES INNOVATIVE PRODUCTS AND SERVICES OPPORTUNITY TO APPLY WHAT WAS	*			
FEELING GOOD ABOUT YOURSELF AS A RESULT OF WORKING FOR THE ORGANISATION JOB SECURITY WITHIN THE ORGANISATION THE ORGANISATION PRODUCES INNOVATIVE PRODUCTS AND SERVICES OPPORTUNITY TO APPLY WHAT WAS LEARNED AT A TERTIARY INSTITUTION THE ORGANISATION IS CUSTOMER-	*			

GOOD PROMOTION OPPORTUNITIES WITHIN THE ORGANISATION	*	\bigcirc		\bigcirc	\bigcirc
HUMANITARIAN ORGANIZATION- GIVING BACK TO SOCIETY	*	\bigcirc		\bigcirc	\bigcirc
OPPORTUNITY TO TEACH OTHERS WHAT YOU HAVE LEARNED	*	\bigcirc	\bigcirc	\circ	\bigcirc
GIVES A SENSE OF ACCEPTANCE AND BELONGING	*	\bigcirc		\circ	\bigcirc
HANDS-ON INTER-DEPARTMENTAL EXPERIENCE	*	\bigcirc		\bigcirc	\bigcirc
SUPPORTIVE AND ENCOURAGING COLLEAGUES	*	\bigcirc		\circ	\bigcirc
RECOGNITION/APPRECIATION FROM MANAGEMENT	*	\bigcirc	\bigcirc	\circ	\bigcirc
A FUN WORKING ENVIRONMENT	*		\circ	\bigcirc	\bigcirc
HAPPY WORKING ENVIRONMENT	*		0	\bigcirc	
WORKING IN AN EXCITING ENVIRONMENT	*	\bigcirc	\bigcirc	\bigcirc	\circ