

Project : Esteem

WELCOME!

Greetings from AG Consultancy Services! This is an educational survey to understand the effectiveness of corporate communication on Social Media. This is not a commercial project. Pictures of the posts used in this survey are just fictitious examples. We always follow GDPR guidelines and no personal information will be shared with anyone without taking prior consent.

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 the age group from below.

- ☐ 18 - 30 years
- ☐ 31 - 40 years
- ☐ 41 - 50 years
- ☐ 51 - 60 years

QD3

*

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

QD5

*

Please share your total work experience. Please round off your experience 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 on a scale of 5, where 5 means Positive and 1 means Negative)

- ☐ Positive
- ☐ 4
- ☐ 3
- ☐ 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.



QA1		1	2	3	4	5
<i>Attitude towards LinkedIn Post A</i>						
HOW PLEASANT YOU THINK THE POST WAS? (RATE FROM 1 TO 5 WHERE, 5 MEANS PLEASANT AND 1 MEANS UNPLEASANT)	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DO YOU THINK THE POST WAS GOOD? (RATE FROM 1 TO 5 WHERE, 5 MEANS GOOD AND 1 MEANS BAD)	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HOW COMFORTABLE YOU THINK THE POST WAS? (RATE FROM 1 TO 5 WHERE, 5 MEANS COMFORTABLE AND 1 MEANS UNCOMFORTABLE)	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DO YOU THINK THIS WAS A NICE POST? (RATE FROM 1 TO 5 WHERE, 5 MEANS NICE AND 1 MEANS AWFUL)	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QA2		Strongly Disagree	Disagree	Agree	Strongly Agree	
I HAVE A GOOD FEELING ABOUT THE COMPANY	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
I ADMIRE AND RESPECT THE COMPANY	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
I TRUST THIS COMPANY	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
DEVELOPS INNOVATIVE PRODUCTS AND SERVICES	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
OFFERS HIGH QUALITY PRODUCTS AND SERVICES	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
OFFERS PRODUCTS AND SERVICES THAT ARE GOOD VALUE FOR MONEY	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
HAS EXCELLENT LEADERSHIP	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
HAS A CLEAR VISION FOR ITS FUTURE	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
RECOGNIZES AND TAKES ADVANTAGE OF MARKET OPPORTUNITIES	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
IS WELL MANAGED	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

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

I FIND THE TOPICS SHARED ON BRAND PAGES REMARKABLE	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
THIS BRAND MAKES A STRONG IMPRESSION ON MY VISUAL SENSES/OR OTHER SENSES	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I FIND THIS BRAND INTERESTING IN A SENSORY WAY	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
THIS BRAND RESULTS IN BODILY EXPERIENCES	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I FOLLOW THE BRAND PAGES TO GET LATEST INFORMATION ABOUT THIS BRAND	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I VISIT BRAND PAGE ON SOCIAL NETWORKS (SNS) REGULARLY	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I FOLLOW BRAND PAGES TO GET IN CONTACT WITH OTHER PEOPLE WHO HAVE SIMILAR INTERESTS TO ME.	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QA4		Strongly Disagree	Disagree	Agree	Strongly Agree
GAINING CAREER-ENHANCING EXPERIENCE	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FEELING GOOD ABOUT YOURSELF AS A RESULT OF WORKING FOR THE ORGANISATION	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JOB SECURITY WITHIN THE ORGANISATION	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
THE ORGANISATION PRODUCES INNOVATIVE PRODUCTS AND SERVICES	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OPPORTUNITY TO APPLY WHAT WAS LEARNED AT A TERTIARY INSTITUTION	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
THE ORGANISATION IS CUSTOMER-ORIENTATED	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AN ABOVE AVERAGE BASIC SALARY	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AN ATTRACTIVE OVERALL COMPENSATION PACKAGE	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

LINKEDIN POST B (POSTED BY THE EMPLOYER) *

Please select the below option to confirm you have seen the picture.

☐ Please, confirm you have seen the picture.

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

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

I FIND THE TOPICS SHARED ON BRAND PAGES REMARKABLE	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
THIS BRAND MAKES A STRONG IMPRESSION ON MY VISUAL SENSES/OR OTHER SENSES	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I FIND THIS BRAND INTERESTING IN A SENSORY WAY	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
THIS BRAND RESULTS IN BODILY EXPERIENCES	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I FOLLOW THE BRAND PAGES TO GET LATEST INFORMATION ABOUT THIS BRAND	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I VISIT BRAND PAGE ON SOCIAL NETWORKS (SNS) REGULARLY	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I FOLLOW BRAND PAGES TO GET IN CONTACT WITH OTHER PEOPLE WHO HAVE SIMILAR INTERESTS TO ME.	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QB4		Strongly Disagree	Disagree	Agree	Strongly Agree
GAINING CAREER-ENHANCING EXPERIENCE		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FEELING GOOD ABOUT YOURSELF AS A RESULT OF WORKING FOR THE ORGANISATION	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JOB SECURITY WITHIN THE ORGANISATION	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
THE ORGANISATION PRODUCES INNOVATIVE PRODUCTS AND SERVICES	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OPPORTUNITY TO APPLY WHAT WAS LEARNED AT A TERTIARY INSTITUTION	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
THE ORGANISATION IS CUSTOMER-ORIENTATED	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AN ABOVE AVERAGE BASIC SALARY	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AN ATTRACTIVE OVERALL COMPENSATION PACKAGE	*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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