Likert scale for the following questions:

**Q.1:**

1 - Strongly disagree

2 - Quite disagree

3 - Neutral (or No opinion)

4 - Quite agree

5 - Strongly agree

**Q.2**

1 - Strongly disagree

2 - Quite disagree

3 - Neutral (or No opinion)

4 - Quite agree

5 - Strongly agree

**Q.3**

1 – Definitely would do under any circumstances.

2 – Might do under certain circumstances.

3 – Not sure.

4 – Probably would not do.

5 – Definitely would not do even if it means an exclusive story.

**Q.4**

1 - Very unimportant

2 - Somewhat unimportant

3 - Neutral

4 - Somewhat important

5 - Very important