

**Dear Sir, Madame**

**Greetings:**

**Subject: questionnaire for a study**

This study is for “some parameters for measuring advertising efficiency and effectiveness in the Palestinian banking sector”. It is considered as a requirement to achieve a PhD degree in business at the Sudan University of Science and Technology, that the student Mohammad Zedan Salem is doing under the supervision of Dr. Mousa Hasab Alrasoul.

I will be very pleased if you kindly answer the questions below by putting your check/cross mark on the space provided.

Your honest opinion in answering the following questions will be much appreciated. Rest assured that all your answers will be treated confidentially and will only be used for the purpose of this study.

**Thank you very much**

**The researcher**

**Part One: Personal Information**

1.1 Age:

Less than 30 years      31-40 years      41-50 years      51-60 years      61 years

and more

1.2 Gender:

Male  Female

1.3 My job is:

Public sector employee     Private sector employee  
 Unemployed     businessman     labor     others, please specify \_\_\_\_\_

1.4 Educational attainment:

High school or lower     Diploma     Bachelor     Master  
 Ph.D.

1.5 The period of the present dealing with my bank:

Less than one year     1-3 years     4 years and more

1.6 The average number of times I visit my bank every month:

one time     two times     three times     four times     five times and more

1.7 I deal with:

One bank     two banks     three banks and more

1.8 My account(s) in bank is (you can choose more than one answer):

Current account     saving account     time deposit     loans  
 Overdraft     letter of credit or letter of guarantee

1.9 The advertising message affects your purchase decision making? (give percentage such as 7%, 20%, ...etc.) \_\_\_\_\_

1.10 Which of the following services you are used? And when you start using it?

Kind of services	Put sign (X) for the services you are used	The period in (months)
Deposits		

Direct credit facilities such as loans		
Indirect credit facilities such as letter of credit and letter of guarantee		
ATM machine		
Visa card		
Credit card		
Transfer and remittance		
Travel checks		
Manager checks		
Call bank		
Treasury		
Save box		

## Part Two: Questions Related to Bank Advertising Message

How do I feel about the following?

2.1 I think that the content of bank advertising message was:

Very good  good  fair  poor  very poor

2.2 I think that the time of bank advertising message was:

Very good  good  fair  poor  very poor

2.3 I think that bank advertisement was honest after I started dealing with the bank.

Strongly agree  agree  no opinion  disagree  strongly disagree

2.4 I think that the present bank advertising campaigns are:

Very good  good  fair  poor  very poor

2.5 I remember the last three bank advertisements?

Yes  no

2.6 I was elected by the bank management to evaluate advertising message to determine the range of advertising message efforts.

Yes  no

2.7 I think that the advertising message contains one or more of the following elements.... (You can choose more than one answer)

Attraction ( )

Attention ( )

Influence ( )

Persuasion ( )

Motivation ( )  
 Provocation ( )

**Part Three: Questions Related to Bank Advertising Media:**

How do I feel about the following?

3.1 I think that advertising media used by the bank were:

Very good    good    fair    poor    very poor

3.2 In general, I think that there is a positive effect of proper advertising media on the potential client.

Strongly agree    agree    no opinion    disagree    strongly disagree

3.3 How did I come to know about the bank I deal with? (You can choose more than one answer)

	Advertisement on							
Advertising media	Newspapers	Magazines	Radio	TV	Internet	Poster	Personal relation	Other, please specify
Put the sign (X)								

3.4 What is the proper advertising media that I prefer to read or hear or watch advertisement through it by percentage? (You can choose more than one answer) (Distribute 100% among the following media)

	Advertisement on							
Advertising media	Newspapers	Magazines	Radio	TV	Internet	Poster	Personal relation	Other, please specify
Percentage (%)								

3.5 What are the reasons that persuaded me for making my above choice among the media? (Choose and put in order according to importance)

- Good design ( )
- Satisfaction of my wants and needs ( )
- Simplicity ( )
- Proper timing ( )
- Others, please specify? ( ) \_\_\_\_\_

3.6 Put the following media in descending order according to your watching, reading, and listening habits?

- Newspapers ( )
- Magazines ( )
- Radio ( )
- TV ( )
- Internet ( )

- Poster ( )
- Personal relation ( )
- Other, please specify? ( ) \_\_\_\_\_

**Thank You Very Much**