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**

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**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?

<table>
<thead>
<tr>
<th>Kind of services</th>
<th>Put sign (X) for the services you are used</th>
<th>The period in (months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deposits</td>
<td></td>
<td></td>
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2
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 ( )
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)

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)

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