

## APPENDICES

**APPENDIX: Questionnaire for the study**

**Part 1: DEMOGRAPHIC DATA**

1. What products / services that your company is providing?

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2. Please specify your com web site

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3. How long your company been in the market?

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4. What is the company size? (from the respect of number of staff )

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5. What is the annual turn over of your company? (estimated figure)

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6. What is the estimated annual promotion budget in your company (online & offline)?

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7. What is your role or portfolio in the company?

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Part 2: ONLINE / OFFLINE PROMOTION EDGE

Now we would like to focus on online & offline promotions.

**Offline promotion** – Conventional advertising activities (TV, radio, papers, billboard, point of sales, etc)

**Online Promotion** – All advertising / promotion activities carried out on the Internet.

1. Base on your personal perception/experience, please put down the respective strengths and weaknesses for online/offline promotion techniques.

	Strengths	Weaknesses
Online Promo		
Offline Promo		

2. In terms of promotional effort of your company, could you kindly estimate the proportion of online and offline promotion mix?

Online \_\_\_\_\_ %  
Offline \_\_\_\_\_ %  
Total        100        %

(IF ONLINE PROMO EQUAL TO 0%, ANSWER THE FOLLOWING Q3 & Q4, THEN TERMINATE! OTHERWISE GO TO PART 3.)

3. Please tell me the reasons why you are not adopting online promotions at all?

4. How likely your company using online promotions in the next 12 months?

Definitely will

Somewhat will

Neither nor

Somewhat will not

Definitely will not

Please tick (√) at the relevant answer.

Part 3: ONLINE PROMOTION MIX

1. Please write down the different options of the online promotion mix that you are aware of.

2. With reference to the online promotion mix, what are the areas that you would consider when choosing the different options (e.g. e-mail advertising, banner exchange, etc.)?

1	Product attribute communications	
2	Purchase intent	
3	Brand awareness	

4	Advertisement awareness	
5	Click-through rate	
6	Potential for sales	
7	Others (please specify)	

3. Specify the proportion of online promotion mix that you are currently using.

**Online Promotion Mix**

**Percentage**

Placing advertisement on other site or portal

\_\_\_\_\_

Register site with search engines and directories

\_\_\_\_\_

E-mail advertising

\_\_\_\_\_

Sponsorship of an event, team or sports personality

\_\_\_\_\_

Others (please specify)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Total**

**100%**

4. What is the rationale that you use \_\_\_\_\_ (most used promo mix) more than other online promotion techniques.

\_\_\_\_\_

\_\_\_\_\_

5. Can you please briefly discuss on the reasons of using less/not using at all \_\_\_\_\_ (the least used (not used) promotion mix)?
- \_\_\_\_\_
- \_\_\_\_\_

(IF PLACING AN ADVERTISEMENT IS MORE THAN ZERO PERCENT, PLEASE ANSWER THE FOLLOWING QUESTIONS, OTHERWISE SKIP TO QUESTION 8.)

6. How many sites do you have advertising running on, excluding your own?
- \_\_\_\_\_

7. How do you finance for the ads being run on other sites?
- \_\_\_\_\_

	Q (6) Total Ads	Q (7) Money Term	Q (7) Exchange Program	Q (7) Other Means (Please specify _____)
Number of ads				

8. Base on your personal perception/experience, could you please discuss what are the perceived strengths and weaknesses of BANNER EXCHANGE? *Banner exchange includes exchanging one's banner with other sites under certain arrangement, either through a pre-determined ratio, something in return or other means.*

Strengths	Weaknesses

(IF THE EXCHANGE PROGRAM BE USED MORE THAN ZERO, PLEASE PROCEED TO THE FOLLOWING QUESTIONS, OTHERWISE TERMINATE!)

**Part 4: BANNER EXCHANGE**

1. Is there any specific reason for you to use Banner Exchange in your Banner Advertising?

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2. Please specify the sites / portals that you are currently exchanging banners with?

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3. Details of the banner (format, size, location to be placed, any specific time, etc.)

Format (e.g. pop up): \_\_\_\_\_

Size: \_\_\_\_\_

Location of banner (on a web page): \_\_\_\_\_

Displaying time (e.g. 3pm – 6pm, weekend): \_\_\_\_\_

4. Does your partner's banner's specification identical with yours?

Yes \_\_\_\_\_ No \_\_\_\_\_

5. If No, details of the partner's banner (format, size, location to be placed, any specific time, etc.)

Format: \_\_\_\_\_

Size: \_\_\_\_\_

Location of banner (on a web page): \_\_\_\_\_

Time of display: \_\_\_\_\_

6. How do you decide on the specification?

\_\_\_\_\_

\_\_\_\_\_

7. How does your banner being displayed on the other party's site?

☐ Through certain ratio, please specify the ratio: \_\_\_\_\_

☐ Exchange for goodies / in kind, please specify: \_\_\_\_\_

\_\_\_\_\_



☐ Free display (no specification of number of times)

8. How did you decide on the exchange rate? What were the criteria considered?

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*(PLEASE TICK (✓) IN THE RELEVANT BOX, YOU MAY TICK MORE THAN 1 BOX)*

9. How do you source for the sites to exchange your banners with?

- ☐ Through banner exchange services
- ☐ Same industry / sites with services @ products which are inter-related to yours
- ☐ Searching engines
- ☐ Well-known / traffic generated sites
- ☐ Others (please specify): \_\_\_\_\_

10. What are the factors do you consider when choosing a site to be exchanged with?

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11. How long is the contract for the exchange? \_\_\_\_\_ months

12. Do you measure the effectiveness of BANNER EXCHANGE?

Yes \_\_\_\_\_ No \_\_\_\_\_

13. If yes, how do you measure the effectiveness of BANNER EXCHANGE?

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14. How effective is BANNER EXCHANGE?

Definitely effective \_\_\_\_\_

Somewhat effective \_\_\_\_\_

Neither not \_\_\_\_\_

Definitely ineffective \_\_\_\_\_

Somewhat ineffective \_\_\_\_\_

*Please tick (✓)  
at the relevant  
answer.*