

The Dutch financial sector, its image and the role of social media

To obtain profound information and opinions about the Dutch financial sector, its image and the possible influence of social media, I would kindly ask you to fill in this questionnaire.
Your anonymity will be guaranteed and completing this questionnaire will approximately take 5-8 minutes.

Start

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1.

Are you:

- ☐ Male
☐ Female

2.

Your age is:

- ☐ <20 years
☐ 21-30 years
☐ 31-40 years
☐ 41-50 years
☐ 51-64 years

- ☐ > 65 years

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3.

Which nationality do you have:
(cases with a double nationality, choose one)

- ☐ Dutch
☐ EU (excluding NL)
☐ Non EU

4.

Do you have a Dutch bank account:

- ☐ Yes
☐ No

5.

At which bank are you a customer:
(taking your most important bank into account)

- ☐ ABN AMRO
☐ Rabobank
☐ ING
☐ Fortis
☐ Friesland Bank
☐ SNS Bank
☐ Other, namely

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6.

How many years are you a client at this bank:

- ☐ <5 years
- ☐ 5-10 years
- ☐ 11-15 years
- ☐ 16-20 years
- ☐ >20 years

7.

Have you thought of changing to another bank in the last year:

- ☐ Yes, because
- ☐ No

8.

What would be a possible reason to change to another bank:
(multiple answers possible)

- ☐ More financial advantages
- ☐ Better service
- ☐ More reliable bank
- ☐ Other, namely

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This questionnaire focuses on the communication between Dutch banks and its customers and the role of social media. The following questions will be regarding this subject. Explaining social media: social media are different types of online media. Examples will be provided behind the answers.

9.

How does you bank communicate with you?
(multiple responses possible)

- ☐ Mail
- ☐ Email/website
- ☐ Telephone
- ☐ Face to face
- ☐ Other, namely

10.

What kind of social media does your bank use?
(multiple responses possible)

- ☐ Social networking (Facebook/Hyves)
- ☐ Blogging
- ☐ Microblogging (Twitter)
- ☐ None
- ☐ Don't know

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11.

Do you use one of these types of media to communicate with your bank?
(multiple responses possible)

- ☐ Social networks (e.g Facebook/Hyves)
- ☐ Blogs
- ☐ Microblogging (e.g. Twitter)
- ☐ Other, namely
- ☐ No

12.

Which way of communication between you and your bank would you prefer?
(multiple responses possible)

- ☐ Mail
- ☐ Email/website
- ☐ Telephone
- ☐ Face to face
- ☐ Type of social media, namely

13.

Are you satisfied about the services of you bank?

- ☐ Yes
- ☐ No

14.

What can be improved in your opinion?

- ☐ Communication
- ☐ Service
- ☐ Other, namely
- ☐ Nothing

15.

Do you use social media to communicate about your bank to others?(please tick the right box)

All the time ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Not at all

16.

If positive, which types of social media do you use to communicate about your bank?

- ☐ Social networking (Facebook/Hyves)
- ☐ Blogging
- ☐ Microblogging (Twitter)
- ☐ Other, namely
- ☐ I don't communicate with others about my bank

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Statistics show that the financial crisis had a big influence on the image of the Dutch banking sector. To obtain specific and individual information, the questions below are focused on image of Dutch banks and the financial crisis.

17.

How would you rate your bank on these different characteristics?

Trustworthy	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Untrustworthy
Honest	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Dishonest
Stable	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Unstable
Dynamic	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Passive
Responsible	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Irresponsible

18.

Has your trust in your bank changed in the last three years?

- ☐ Yes, positively
☐ Yes, negatively
☐ No

19.

If yes negatively, why did your trust declined?
(multiple responses possible)

- ☐ Financial crisis
☐ More critical information available online

- ☐ Other, namely
☐ Not applicable

20.

With which key terms would you describe your bank?*

21.

Did the financial crisis make you more critical about your bank or the Dutch financial sector?

- ☐ Yes
☐ No

22.

Are you familiar with the DNB (De Nederlandsche Bank)?

- ☐ Yes
☐ No

23.

What do you think about the quality ratings of the DNB?(e.g. AAA-status)

- ☐ Positively
☐ Negatively

☐ No opinion

24.

Is the relationship with your bank affected due to the financial crisis? (e.g. fall of DSB bank/IceSave)

☐ Yes
☐ No

25.

How do you consider information provided by social media?

Very reliable ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very unreliable

26.

Does the provider of information plays a role in the reliability?

Certainly ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Not at all

27.

Do you think that social media played a role in the collapse of different banks during the financial crisis? (e.g. DSB bank/IceSave)

Absolutely ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Not at all

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Thank you for filling in this questionnaire!

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