

INTERVIEW GUIDE

Key area 1: General knowledge of marketing communication tools (opening questions)

Q 1.1: From your knowledge and understanding, what are the various marketing communication tools?

Q 1.2: Which of these tools are powerful in delivering a message? Why?

Key area 2: The usage of marketing communication tools in the Egyptian banking sector

Q 2.1: What are the marketing communication tools used in the Egyptian banking sector?

Q 2.2: In your opinion, which of these tools are useful on building a bank's value? Explain.

Key area 3: The bank marketing communication tools and CBBE dimensions

Q 3.1: Which banks do you know in Egypt? How?

Q 3.2: Which banks do you perceive as high quality?

Q 3.3: Which marketing communication tools affect your perception towards the quality? Please elaborate.

Q 3.4: Which marketing communication tools show the bank characteristics? Explain.

Q 3.5: Which marketing communication tools help create loyal customers towards the bank? Please elaborate.

Q 3.6: Which marketing communication tools show that banks fulfill their promises (trustworthy)? Tell me more.

Key area 4: CBBE dimensions and the overall brand equity (closing question)

Q 4: Do you think that (brand awareness, brand perceived quality, brand associations, brand loyalty, and brand trust) are important in building a bank brand equity? Explain.