

THE VIETNAM NATIONAL UNIVERSITY – HO CHI MINH CITY
THE INTERNATIONAL UNIVERSITY



QUESTIONNAIRE

**THE IMPACT OF BLOGS OVER COMPANY MARKETING
COMMUNICATION: CASE OF START-UP AND SMALL FIRMS IN
VIETNAM**

Dear Ms. / Mrs./ Mr

I make this surveys to find out what impact of blogs over company marketing communication: case of start-up and small firms in vietnam. All information of the survey respondents will be kept confidential and it is only used for research purposes. All of your answers will be very helpful for my research paper and and important information to the success of research.

I hope to receive the attention and help of Mr. / Ms. Sincerely thank!

Part 1: Screening questions

Do you currently use internet?

- Yes
- No

He / she had been used blogs/websites to marketing yet ?

- Yes
- No

What kind of blogs/websites you've ever used for marketing?

- FaceBook
- Company Blog
- WordPress
- Other (.....)

How often do you use blog for your marketing communication?

- Sometime
- Usually
- Always
- Other (.....)

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<http://phantichspss.com/lien-he-gioi-thieu> **Để được:**

1. Tư vấn mô hình nghiên cứu/bảng câu hỏi/ training trực tiếp về các bước làm luận văn như là: phân tích hồi quy, phân tích nhân tố, Cronbach's Alpha... trong SPSS, và mô hình SEM, CFA, AMOS.
2. Cung cấp/chỉnh sửa số liệu khảo sát phù hợp với bảng câu hỏi của bạn để chạy ra kết quả có ý nghĩa thống kê.

Part 2: Detailed questions

Please circle the number which show your evaluation for each question as the following instruction below:

Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

Perceived benefits of blogs						
1	Easy to use blogs to interact with customers more than other marketing methods	1	2	3	4	5
2	Use blogs to raise awareness of customers about products or services	1	2	3	4	5
3	Use Blogging will raise awareness about the brand	1	2	3	4	5
4	Using blogs help you have more knowledge about leadership	1	2	3	4	5
5	Using blog is effective for gaining insight in consumers beliefs and behaviour	1	2	3	4	5
Social pressure from competitors						
6	If our competitors used external blogs, we would consider using them, too	1	2	3	4	5
7	If our competitors used internal blogs, we would consider using them, too	1	2	3	4	5

8	If our competitors would frequently update their blogs, we would consider updating our content more frequently, too	1	2	3	4	5
9	If our competitors were engaged in conversations with blog users, we would consider allocating more time to respond to blog users' comments, too	1	2	3	4	5
Attitude towards corporate blogging						
10	Blog is a good method of marketing communication	1	2	3	4	5
11	Blog is a intelligent method of marketing communication	1	2	3	4	5
12	Blog is necessary social network in marketing communication, now	1	2	3	4	5
13	Blog is a advantageous method of marketing communication	1	2	3	4	5
14	Using the Blog for marketing communication would express my business style	1	2	3	4	5
Intention to use blogs in marketing communication						
15	We anticipate use blog in our marketing communication	1	2	3	4	5
16	We are recommend our friends to use blog for business	1	2	3	4	5
17	It's probable that we will use blog in our marketing communication	1	2	3	4	5
18	We expect to use blog in our marketing communication	1	2	3	4	5
19	We are willing to use blog in the near future	1	2	3	4	5

Part 3: Personal information

1. What is your gender?

- Male Female

2. Which age group are you in?

- 18-25
 26-35
 36-45
 over 45

3. Level of education:

- Vocational high school diploma
 College
 University-level

○ Others

4. What is your monthly income range?

- <3,000,000 VND
- 3,000,000-6,000,000 VND
- 6,000,000-10,000,000 VND
- >10,000,000 VND

Thank you very much for your care and contribution !