

Customers' Knowledge on Ethical Hacking Practices and Its Influence on Brand Image (A Case of Machhapuchchhre Bank Limited)

Researcher:

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Purpose of the Study:

This study aims to assess customers' knowledge of ethical hacking practices and how it influences their trust, loyalty, and perception of Machhapuchchhre Bank's brand image.

Participation Information:

- Your participation is voluntary.
- You may choose to withdraw at any time without any penalty.
- The survey will take about 5–7 minutes to complete.
- Your responses will be kept confidential and used solely for academic research purposes.
- No personal identifiers will be collected.

* Indicates required question

1. By ticking the box below, you confirm that: *

1. You have read and understood the purpose of this study.
2. You voluntarily agree to take part in the survey.
3. You are at least **18 years** of age.

Mark only one oval.

☐ I agree to participate in this survey.

Basic Information

2. Age *

3. Sex: *

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

4. Education Level: *

Mark only one oval.

- ☐ High School
- ☐ Bachelor's Degree
- ☐ Master's Degree and above

5. Occupation/Industry: *

Mark only one oval.

- ☐ Student
- ☐ Banking/Finance
- ☐ IT/Cybersecurity
- ☐ Healthcare
- ☐ Education
- ☐ Retail
- ☐ Government
- ☐ Other: _____

6. How often do you use Machhapuchchhre Bank's digital/online banking services? *

Mark only one oval.

- ☐ Rarely (less than once a month)
- ☐ Occasionally (1–3 times per month)
- ☐ Frequently (1–6 times per week)
- ☐ Daily (at least once per day)

Customers' Knowledge of Ethical Hacking Practices in Machhapuchchhre Bank

7. I am aware that Machhapuchchhre Bank invests in ethical hacking to test its digital security systems. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

8. I know that ethical hackers at Machhapuchchhre Bank help identify and fix potential security flaws. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

9. I have seen or heard that Machhapuchchhre Bank publicly communicates its use of ethical hacking. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

10. I understand how ethical hacking helps Machhapuchchhre Bank protect customer data. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

11. I am aware of specific cybersecurity initiatives taken by Machhapuchchhre Bank. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

Trust in Machhapuchchhre Bank

12. I trust Machhapuchchhre Bank to protect my sensitive financial information. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

13. I trust Machhapuchchhre Bank to act in my best interests. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

14. I trust Machhapuchchhre Bank to provide secure banking services. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

15. I feel confident using Machhapuchchhre Bank's banking services. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

16. I have confidence in Machhapuchchhre Bank's ability to manage my financial needs. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

Loyalty to Machhapuchchhre Bank

17. I am likely to continue using Machhapuchchhre Bank. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

18. I prefer Machhapuchchhre Bank over other banks. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

19. I recommend Machhapuchchhre Bank to others. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

20. I would choose Machhapuchchhre Bank even if other banks offer similar services. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

21. I feel more committed to Machhapuchchhre Bank. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

Credibility of Machhapuchchhre Bank

22. I believe Machhapuchchhre Bank is a professional organization. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

23. Machhapuchchhre Bank is a competent institution. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

24. I trust Machhapuchchhre Bank to deliver high-quality services. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

25. I view Machhapuchchhre Bank as a reliable organization. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

26. Machhapuchchhre Bank demonstrates expertise in banking services. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

Brand Image of Machhapuchchhre Bank

27. I have a positive overall image of Machhapuchchhre Bank. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

28. I view Machhapuchchhre Bank as an innovative organization. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

29. Machhapuchchhre Bank stands out among other banks in Nepal. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

30. I believe Machhapuchchhre Bank is a leader in the banking industry. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

31. Machhapuchchhre Bank has a strong reputation. *

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree

Google Forms