ANNEXURE A

CONSUMER EXPECTATIONS AND PERCEPTIONS OF SERVICES

Directions

This survey deals with your opinion of __________ services. Please show the extent to which you think firms offering __________ services should possess the features described by each statement. If you strongly agree that these firms should possess a feature circle the number 5. If you Strongly Disagree that these firms should possess a feature, circle 1. If your feelings are not strong, circle one of the numbers in the middle.

The following are the verbal descriptions of the statements and the corresponding numbers denoting the degree of agreement or disagreement.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>(SA)</td>
<td>(A)</td>
<td>(N-A/D)</td>
<td>(D)</td>
<td>(SD)</td>
</tr>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

E1. Their physical facilities
   should be visually appealing

E2. Their employees should get
   adequate support from these
   firms to do their jobs well.

E3. Their employees should be polite

E4. They shouldn’t be expected to
   have operating hours convenient
   to all their customers.

E5. They shouldn’t be expected to
   tell customers exactly when
   services will be performed.

E6. Their employees should be well
   dressed and appear neat.

E7. The appearance of the physical
   facilities of these firms should
   be in keeping with the type of
   services provided.
E8. When customers have problems, these firms should be sympathetic and reassuring.

E9. Their employees don't always have to be willing to help customers.

E10. It is okay if customers have to wait a long time to receive their services.

E11. They should keep their records accurately.

E12. It is okay if they are too busy to respond to customer requests promptly.

E13. When these firms promise to do something by a certain time, they should do so.

E14. It is unrealistic to expect employees to know what the needs of their customers are.

E15. Customers' dealings with these firms should be very pleasant.

E16. These firms should not be expected to give customers individual attention.

E17. Employees of these firms cannot be expected to give customers personal attention.

E18. These firms should be dependable.

E19. They should have up-to-date equipment.

E20. Customers should be able to trust employees of these firms.
E21. Customers should feel secure in their dealings with these firms.  
E22. Their employees should be knowledgeable.  
E23. They should provide their services at the time they promise to do so.  
E24. It is not realistic for customers to expect prompt service from employees of these firms.  
E25. It is unrealistic to expect these firms to have their customers' best interests at heart.  
E26. Customers should be able to feel safe in their transactions with these firms' employees.
Directions.

The following Set of Statement relate to your feelings about the firm which provides you with the service. For each Statement, please show the extent to which you believe the firm has the feature described by the Statement. Circling 5 means that you Strongly Agree that the firm has that feature, and circling 1 means that you Strongly Disagree. You may circle any of the numbers in the middle that show how strong your feelings are.

The following verbal descriptions of the Statements and the corresponding numbers denoting the degree of agreement or disagreement :-

Strongly Agree (SA) 5
Agree (A) 4
Neither Agree nor Disagree (N-A/D) 3
Disagree (D) 2
Strongly Disagree (SD) 1

<table>
<thead>
<tr>
<th></th>
<th>SA</th>
<th>A</th>
<th>N-A/D</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1. The firm's physical facilities are visually appealing.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>P2. Employees get adequate support from the firm to do their jobs well.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>P3. Employees of the firm are polite</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>P4. The firm does not have operating hours convenient to all of its customers.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>P5. The firm does not tell customers exactly when services will be performed.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>P6. The firm's employees are well dressed and appear neat.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>P7. The appearance of the physical facilities of the firm is in keeping with the type of services provided.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>