APPENDIX B:
The survey instrument for consumer survey – Financial Institution
Dear Respondent,

We are doing a research in KIMS at Karnatak University on consumer response to help provide better facilities to you. To help us in this kindly fill in the data sheet below by circling or ticking the box which you feel is appropriate. All information provided by you will be kept strictly confidential. I thank you for your kind co-operation in filling this Data Sheet.

Sincerely

Anita Basalingappa
Research Scholar

DATA SHEET (for customers)

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<tbody>
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<td>1. Name:</td>
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<tr>
<td>2. Occupation:</td>
<td>□ Self employed</td>
<td>□ Doctor</td>
<td>□ Engineer</td>
<td>□ Agriculturist</td>
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<td></td>
<td>□ Govt. employee</td>
<td>□ Bank employee</td>
<td>□ Others</td>
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3. I got to know more about KARVY FINANCIAL CONSULTANTS after I have started using services of KARVY FINANCIAL CONSULTANTS and hence I am keen on availing the service of this financial consultant.

4. I am interested in Visiting Office KARVY FINANCIAL CONSULTANTS because it is visually appealing

5. I have been using services of KARVY FINANCIAL CONSULTANTS because of the low Cost of Services, visual pleasure, and new concept of a financial consultant.

6. As a matter of requirement I have been using services of KARVY FINANCIAL CONSULTANTS and will continue the same.

7. In future I will definitely use services of KARVY FINANCIAL CONSULTANTS because of the attitude of the employees towards me

8. I have a positive feeling toward KARVY FINANCIAL CONSULTANTS because of the attitude of the employees towards me

9. I will definitely use services of KARVY FINANCIAL CONSULTANTS because of the benefits I get from KARVY FINANCIAL CONSULTANTS

10. I have a positive feeling towards KARVY FINANCIAL CONSULTANTS because of the benefits I get from KARVY FINANCIAL CONSULTANTS

11. I am interested in KARVY FINANCIAL CONSULTANTS because of the new schemes and benefit I get

12. I tend to use services more from Karvy Financial Consultants because of the financial benefits and investment gains

13. I use services of KARVY FINANCIAL CONSULTANTS because most of high status individuals deal with them
14. I use services of KARVY FINANCIAL CONSULTANTS because of individual attention and care I receive.

15. I intend to use services of KARVY FINANCIAL CONSULTANTS because of the financial benefits.

16. In future I intend to use services of KARVY FINANCIAL CONSULTANTS because of the individual attention and care that I feel I in future could receive.

17. I intend to use services of KARVY FINANCIAL CONSULTANTS because it would feel good status-wise.

18. I like using services of KARVY FINANCIAL CONSULTANTS because of the experience I have had with this financial consultant.

19. I have decided to use services of KARVY FINANCIAL CONSULTANTS henceforth because the first financial consulting experience at KARVY FINANCIAL CONSULTANTS was good.

20. I like using the services of KARVY FINANCIAL CONSULTANTS because of the value for money services & products I get at KARVY FINANCIAL CONSULTANTS.

21. I like using services of KARVY FINANCIAL CONSULTANTS because their office is spacious and it feels good to spend time in KARVY FINANCIAL CONSULTANTS.

22. I have decided to use services of KARVY FINANCIAL CONSULTANTS henceforth because of the value for money services and products available at KARVY FINANCIAL CONSULTANTS.

23. I have decided to use services of KARVY FINANCIAL CONSULTANTS henceforth because its office is spacious and it feels good to spend time in KARVY FINANCIAL CONSULTANTS.

24. In future I will use services of KARVY FINANCIAL CONSULTANTS only because of convenience and not because of anything else.

25. At present I use services of KARVY FINANCIAL CONSULTANTS because of convenience and not because of any other reason.

26. In future I will use services of KARVY FINANCIAL CONSULTANTS because of ease of parking space near their office.

27. At present I use services of KARVY FINANCIAL CONSULTANTS because of ease of parking space.

28. I use services of KARVY FINANCIAL CONSULTANTS because the service at KARVY FINANCIAL CONSULTANTS is extremely convenient to my lifestyle (Reminders are sent, personalized service).

29. The benefits that one gets by using services of KARVY FINANCIAL CONSULTANTS distinguishes it from other financial consultants.

30. The benefits that one gets by using services of KARVY FINANCIAL CONSULTANTS helps in understanding the differences between the various financial consultants.

31. I will definitely use services of KARVY FINANCIAL CONSULTANTS because of the benefits that I get from KARVY FINANCIAL CONSULTANTS.

32. I am willing to travel or shift from the existing financial consultant to use services of KARVY FINANCIAL CONSULTANTS because of the kind of relationship that KARVY FINANCIAL CONSULTANTS maintains with the customers.

33. I have been using services of KARVY FINANCIAL CONSULTANTS because of the relationship that is extended to me and the benefits that I get.
34. I understand the various features of various products and services of financial consultant because of KARVY FINANCIAL CONSULTANTS □□□□□□□

35. I buy from KARVY FINANCIAL CONSULTANTS because... I understand the utility of a financial consultant t

36. I understand how KARVY FINANCIAL CONSULTANTS is different from others □□□□□□□

37. I have decided to use services of KARVY FINANCIAL CONSULTANTS □□□□□□□

38. I intend to use services of KARVY FINANCIAL CONSULTANTS because... I understand the utility of a financial consultant t

39. I understand how KARVY FINANCIAL CONSULTANTS is different from others □□□□□□□

40. I have been using services of KARVY FINANCIAL CONSULTANTS and I enjoy the experience □□□□□□□

1. I understand the services of KARVY FINANCIAL CONSULTANTS well enough to evaluate it against other financial consultants. □□□□□□□

2. It is important that when choosing a financial consultant, I make the right choice of the financial consultant □□□□□□□

3. KARVY FINANCIAL CONSULTANTS is a financial consultant that interests me. □□□□□□□

4. When deciding on a financial consultant I am not interested in bargain-seeking. □□□□□□□

5. When choosing a financial consultant, I compare cost of service of different consultants to be sure I get the best value for money. □□□□□□□

6. KARVY FINANCIAL CONSULTANTS has up to date information on financial products. □□□□□□□

7. KARVY FINANCIAL CONSULTANT'S's office facilities are visually appealing. □□□□□□□

8. KARVY FINANCIAL CONSULTANT is exactly what I need from a financial consultant □□□□□□□

9. KARVY FINANCIAL CONSULTANTS as a choice of financial consultant has not worked out well as I thought it would. □□□□□□□

10. If I could do it over again, I would choose an alternative financial consultant to KARVY FINANCIAL CONSULTANTS. □□□□□□□

11. I truly have enjoyed using services of KARVY FINANCIAL CONSULTANTS □□□□□□□

12. Financial consultants should not be expected to give to all customer individual attention. □□□□□□□

13. KARVY FINANCIAL CONSULTANTS is a financial consultant that I could talk about for a long time. □□□□□□□

14. I have a preference for KARVY FINANCIAL CONSULTANTS in this locality. □□□□□□□

15. KARVY FINANCIAL CONSULTANTS is more than a mere financial consultant. □□□□□□□

16. I would try an alternative financial consultant if it charged 25% less than KARVY FINANCIAL CONSULTANTS. □□□□□□□

17. I would try an alternative financial consultant if the alternative financial consultant offered increased facilities than KARVY FINANCIAL CONSULTANTS. □□□□□□□

18. I would change financial consultant if the alternative offered increased status in my horiely. □□□□□□□

19. I would change financial consultant if the alternative financial consultant's staff were more friendly. □□□□□□□
20. When I see an alternative financial consultant somewhat different than the usual, I ________
investigate it.

21. I usually use services of the same financial consultant within a locality. ________

22. Using services of KARVY FINANCIAL CONSULTANTS says a lot about who I am. ________

23. I care a lot about KARVY FINANCIAL CONSULTANTS ________

24. I consider myself to be highly loyal to KARVY FINANCIAL CONSULTANTS ________

25. I would get tired of using services of KARVY FINANCIAL CONSULTANTS every time ________

26. When I go to a financial consultant, I feel safer to buy/invest in financial instruments I am familiar with. ________

27. If I like a financial consultant, I rarely switch from it just to try something different ________

28. I get bored with using the services of the same financial consultant even if it is good. ________

29. a) Your Age (Yrs.)
   - < 25
   - 26-35
   - 36-45
   - 46-60
   - > 60

b) Income (Rs. p.a.)
   - < 60,000
   - 60,000-1.2 L
   - 1.2 L-2.4 L
   - 2.4 L-3.6 L
   - 3.6 L-6.0 L
   - 6.0 L-12.0 L
   - >12.0 L

c) Education
   - Up to Xth
   - Graduate
   - Post Graduate
   - Doctor
   - Management
   - Law
   - PhD.

   - Engineer

d) No. Of Members in your Household
   - < 2
   - 3-4
   - 5-8
   - > 8

e) Your Yearly Investment
   - 1-5 Lakhs
   - 5-10 Lakhs
   - > 10 Lakhs

Thank you for your patient co-operation