APPENDIX D:
The survey instrument for consumer survey - Bank
Dear Respondent,

We are doing a research in KIMS at Karnataka 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)

1. Name :________________________________________________________________

2. Occupation :□ Self employed □ Doctor □ Engineer □ Agriculturist
□ Govt. employee □ Bank employee □ Others____________________

3. I got to know more about SYNDICATE BANK after I have started using services of □ □ □ □ □ □ SYNDICATE BANK and hence I am keen on availing the service of the bank.

4. I am interested in SYNDICATE BANK because it is visually appealing □ □ □ □ □ □

5. I have been using services of SYNDICATE BANK because of the low prices, visual □ □ □ □ □ □
pleasure, and new concept of a bank.

6. As a matter of requirement I have been using services of SYNDICATE BANK and will □ □ □ □ □ □ continue the same.

7. I will definitely use services of SYNDICATE BANK because of the attitude of the □ □ □ □ □ □ employees towards me

8. I have a positive feeling toward SYNDICATE BANK because of the attitude of the □ □ □ □ □ □ employees towards me

9. I will definitely use services of SYNDICATE BANK because of the benefits I get from □ □ □ □ □ □ SYNDICATE BANK

10. I have a positive feeling towards SYNDICATE BANK because of the benefits I get from □ □ □ □ □ □ SYNDICATE BANK

11. I am interested in SYNDICATE BANK because of the schemes and discounts I get □ □ □ □ □ □

12. I tend to use services more from SYNDICATE BANK because of the financial benefits □ □ □ □ □ □

13. I use services of SYNDICATE BANK because it feels good status wise □ □ □ □ □ □

14. I use services of SYNDICATE BANK because of individual attention and care I receive □ □ □ □ □ □

15. I intend to use services of SYNDICATE BANK because of the financial benefits □ □ □ □ □ □

16. I intend to use services of SYNDICATE BANK because of the individual attention and □ □ □ □ □ □ care that I could receive

17. I intend to use services of SYNDICATE BANK because it would feel good status-wise □ □ □ □ □ □
18. I like using services of SYNDICATE BANK because of the experience I have had with this bank.

19. I have decided to use services of SYNDICATE BANK henceforth because of the first banking experience at SYNDICATE BANK.

20. I like using the services of SYNDICATE BANK because of the value for money services and products available at SYNDICATE BANK.

21. I like using services of SYNDICATE BANK because it is spacious and feels good to spend time in SYNDICATE BANK.

22. I have decided to use services of SYNDICATE BANK henceforth because of the value for money services and products available at SYNDICATE BANK.

23. I have decided to use services of SYNDICATE BANK henceforth because it is spacious and feels good to spend time in SYNDICATE BANK.

24. I will use services of SYNDICATE BANK because of convenience and not because of anything else.

25. I use services of SYNDICATE BANK because of convenience and not because of any other reason.

26. I will use services of SYNDICATE BANK because of ease of parking space.

27. I use services of SYNDICATE BANK because of ease of parking space.

28. I use services of SYNDICATE BANK because the service at SYNDICATE BANK is extremely convenient to my lifestyle (Reminders are sent, ATMs, Credit card).

29. The benefits that one gets by using services of SYNDICATE BANK distinguishes it from other banks.

30. The benefits that one gets by using services of SYNDICATE BANK helps in understanding the differences between the various banks.

31. I will definitely use services of SYNDICATE BANK because of the benefits that I get from SYNDICATE BANK.

32. I am willing to travel or shift from the existing bank to use services of SYNDICATE BANK because of the kind of relationship that SYNDICATE BANK maintains with the customers.

33. I have been using services of SYNDICATE BANK because of the relationship that is extended to me and the benefits that I get.

34. I understand the various features and services of the bank because of SYNDICATE BANK.

35. I buy from SYNDICATE BANK because... I understand the concept of a bank.

36. I understand how SYNDICATE BANK is different from others.

37. I have decided to use services of SYNDICATE BANK or I have decided to be loyal to SYNDICATE BANK.

38. I intend to use services of SYNDICATE BANK because... I understand this concept of a bank.

39. I understand how SYNDICATE BANK is different from others I have been using services of SYNDICATE BANK and I enjoy the experience.
1. I understand the services of SYNDICATE BANK well enough to evaluate it against other banks. □
2. It is important that when choosing a bank, I make the right choice of the bank. □
3. SYNDICATE BANK is a bank that interests me. □
4. When deciding on a bank I am not interested in bargain-seeking. □
5. When choosing a bank, I compare prices of items different to be sure I get the best value for money. □
6. SYNDICATE BANK has up to date equipment. □
7. SYNDICATE BANK's facilities are visually appealing. □
8. SYNDICATE BANK is exactly what I need from a bank. □
9. SYNDICATE BANK as a choice of bank has not worked out well as I thought it would. □
10. If I could do it over again, I would choose an alternative bank to SYNDICATE BANK. □
11. I truly have enjoyed using services of SYNDICATE BANK. □
12. Banks should not be expected to give customers individual attention. □
13. SYNDICATE BANK is a bank that I could talk about for a long time. □
14. I have a preference for SYNDICATE BANK in this locality. □
15. SYNDICATE BANK is more than a mere bank. □
16. I would try an alternative bank if it gave 25% more interest than SYNDICATE BANK. □
17. I would try an alternative bank if the alternative bank offered increased facilities than SYNDICATE BANK. □
18. I would change bank if the alternative offered increased status. □
19. I would change bank if the alternative bank's staff were more friendly. □
20. When I see an alternative bank somewhat different than the usual, I investigate it. □
21. I usually use services of the same bank within a locality. □
22. Using services of SYNDICATE BANK says a lot about who I am. □
23. I care a lot about SYNDICATE BANK. □
24. I consider myself to be highly loyal to SYNDICATE BANK. □
25. I would get tired of using services of SYNDICATE BANK every time. □
26. When I go to a bank, I feel safer to buy/invest in financial instruments I am familiar with. □
27. If I like a bank, I rarely switch from it just to try something different. □
28. I get bored with using the services of the same bank 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 □ Engineer □ Management □ Law □ PhD.
   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