Appendices

Appendix 1

**QUESTIONNAIRE**

Bank Switching
Behaviour of Customers

In order to gain an understanding of the process of switching of customers in the retail banking industry, I invite your participation in this survey. Your responses will help me to understand how and why customers switch from one retail bank to another. I would appreciate your honest responses, as your answers are extremely valuable for the study. I assure you that any information you provide will be treated with strict confidentiality.

The questionnaire contains questions that pertain to your banking experience. The questionnaire contains six sections. Kindly mark your responses to the statements in the sections.

Most of the questions refer to your **main bank/primary account**. Your main bank or primary account is the bank where your salary or wages are paid into and/or where most transactions take place.