List of Figures

Figure 1.1 Evolution of the Indian Banking Industry
Figure 1.2 Structure of the Indian Banking Industry
Figure 1.3 Structure of Thesis
Figure 2.1 Engel Blackwell Miniard Model
Figure 2.2 Theory of Reasoned Action
Figure 2.3 Theory of Planned Behaviour
Figure 2.4 Trigger Response Model
Figure 2.5 Goonroos Model of Service Quality (Nordic Model)
Figure 2.6 GAP Model of Service Quality
Figure 2.7 Extended Service Quality Model
Figure 2.8 Three Component Model of Service Quality
Figure 2.9a Attribute Based Model & Figure 2.9b Overall Affect Model
Figure 2.10 Philip and Hazlett Model
Figure 2.11 Antecedents and Mediator Model of Service Quality
Figure 2.12 Hierarchical Service Quality Model
Figure 3.1 Basic EKB Model of Consumer Decision Making
Figure 3.2 Belch, Belch, Kerr and Powell (2012) Model of Consumer Decision Making
Figure 3.3 Components of Process
Figure 3.4 Switching Process
Figure 3.5 Relations between Concepts
Figure 3.7 Types of Triggers
Figure 3.8 Dimensions of Perceived Service Quality
Figure 3.9 Dimensions of Commitment
Figure 3.10 Conceptual Model of the Study
Figure 3.11 Hypotheses 1a-1e, 2a-2e, 3a-3e
Figure 3.12 Hypotheses 4a-4e
Figure 3.13  Hypotheses 1,2,3,5,6,7,8

Figure 4.1  Phases of the Research

Figure 5.1  Scree Test

Figure 5.2  Perceived Service Quality Indicators

Figure 5.3  Structural Model Analysis – Perceived Service Quality Construct

Figure 5.4  Plot of relationship between Perceived Service Quality Dimensions and Perceived Service Quality

Figure 5.5  Switching Triggers and Perceived Service Quality Indicators

Figure 5.6  Structural Model Analysis: Triggers – Perceived Service Quality

Figure 5.7  Plot of relationship between the Switching Triggers and Perceived Service Quality Dimensions

Figure 5.8  Research Model with Indicators

Figure 5.9  Structural Model Analysis – Research Model

Figure 5.10  Plot of relationship between Switching Triggers and Perceived Service Quality

Figure 5.11  Plot of relationship between Perceived Service Quality and Switching Intention

Figure 5.12  Plot of Low and High Levels of Affective and Continuance Commitments

Figure 5.13  Structural Model Analysis –in the absence of Consumer Commitment

Figure 5.14  Models with Indicators considering Commitment as Second Order Formative Construct

Figure 5.15  Structural Model Analysis - Commitment as Second Order Formative Construct

Figure 5.16  Gender wise Switchers & Non Switchers

Figure 5.17  Age wise Switchers & Non Switchers

Figure 5.18  Occupation wise Switchers & Non Switchers

Figure 5.19  Income wise Switchers & Non Switchers
Figure 6.1  Plot of relationship between Human Interaction and Perceived Service Quality
Figure 6.2  Plot of relationship between Core Service and Perceived Service Quality
Figure 6.3  Plot of relationship between Convenience and Perceived Service Quality
Figure 6.4  Plot of relationship between Tangibles and Perceived Service Quality
Figure 6.5  Plot of relationship between Technology and Perceived Service Quality
Figure 6.6  Plot of relationship between Situational Trigger and Perceived Service Quality Dimensions
Figure 6.7  Plot of relationship between Reactional Trigger and Perceived Service Quality Dimensions
Figure 6.8  Plot of relationship between Influential Trigger and Perceived Service Quality Dimensions
Figure 6.9  Plot of relationship between Switching Triggers (Situational, Reactional and Influential) and Perceived Service Quality
Figure 6.10 Plot of Relationship between Perceived Service Quality and Switching Intention
Figure 6.11 Plot of Low and High Levels of Affective Commitment
Figure 6.12 Plot of Low and High Levels of Continuance Commitment