Appendix 1
Questionnaire

Appendix 2A
Qualitative Work to Identify Switching Triggers

Appendix 2B
Qualitative Work to Identify Switching Triggers

Appendix 3A
Qualitative Work to Identify Indicators of Perceived Service Quality

Appendix 3B
Qualitative Work to Identify Indicators of Perceived Service Quality

Appendix 4
List of Banks Visited for Data Collection

Appendix 5
Details of Questionnaires Collected

Appendix 6
Exploratory Factor Analysis of Perceived Service Quality

Appendix 7
WarpPLS 3.0 Analysis of Perceived Service Quality Scale

Appendix 8
WarpPLS 3.0 Analysis of Switching Trigger Scale

Appendix 9
WarpPLS 3.0 Analysis of Trigger – Perceived Service Quality Link

Appendix 10
WarpPLS 3.0 Analysis of Research Model

Appendix 11
WarpPLS 3.0 Analysis of Research Model without Commitment

Appendix 12
Descriptive Statistics

Appendix 13
SPSS 17.0 Anova Test – Age

Appendix 14
SPSS 17.0 Anova Test – Occupation