

Appendix

Questionnaire for Brand Building Practices: A Study among Commercial Banks in Kerala

Declaration by the researcher Dear sir/madam,

This questionnaire is to analyse the Brand Building Practices: A Study among Commercial Banks in Kerala. Your valuable views and opinion regarding this is highly important for the same. Any information collected will be used only for academic purpose. I assure you that all your response will be kept confidential. Kindly give open, honest and serious view.

Thanking you,

Part — A: Demographic profile of the respondent

I have bank account with _____

Gender: Male Female Others

Age: < 30 years old 31-50 years Above 50 years

Educational Qualification: Higher Secondary Education Graduation Post Graduation
Professional / Diploma

Occupation: Govt. Sector Private Sector Self-owned Business Student Housewife
Retired Others

Annual Income: Up to Rs. 1,20,000 Rs. 1,20,001 to Rs 3,00,000 Rs 3,00,000 to 5,00,000
Above 5 lakhs

1. For how long have you been dealing with this bank?

1-3 years 4-5 years 6-10 years Above 10 years

2. Tick the different types of facilities you have with this bank.

Deposit account Credit Card Debit Card Loan account Locker facility Mutual fund
Insurance product Share trading A/c

3. What kind of deposit accounts do you have?

Savings Bank Recurring Deposit Fixed Deposit

4. What kind of loans have you taken?

Car loan Jewel loan Consumer loan Housing loan Others Not availed

5. Do you currently deal with other banks? Yes No

6. If yes, specify the kind of facilities you have with other banks

Deposit Account Current account Loan account

Share trading Account Locker facility Mutual Funds Insurance Others

Part — B: Brand Building Practices

(Give tick mark, wherever it is applicable)

Strongly Agree (SA) -5, Agree (A) – 4, Neither agree nor disagree (N)– 3, Disagree (D)- 2, Strongly Disagree (SD) – 1

Sl.No	My banks advertisement	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
ADVT 1	Catch my attention					
ADVT 2	Contains up-to-date information					
ADVT 3	Feels to be genuine					
ADVT 4	Influences in availing services					
ADVT 5	Helpful in carrying out my banking activities					

Sl.No.	Customer relationship management of my bank	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
CRM 1	Maintain integrity of transactions					
CRM 2	Able to meet customer expectations					
CRM 3	Able to maintain long-term relationship					
CRM 4	Procedures and formalities are easy					
CRM 5	Technology platform is superior					

Sl.No.	My banks social media platforms	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
SOM 1	Provides interesting content					
SOM 2	Make possible of exchange of opinion					
SOM 3	Help me to evaluate and select appropriate services.					
SOM 4	Offers unique information search.					

Sl.No.	Corporate Social responsibility-I feel good when my bank	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
CSR 1	Support community groups					
CSR 2	Promote local cultural and social events					
CSR 3	Act as a socially responsible organization					
CSR 4	Act for welfare of society					
CSR 5	Fulfil legal obligations					

Sl.No.	Internal Branding- My bank staffs	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
INB 1	Provide prompt services.					
INB 2	Encourage me to do transactions with the bank					
INB 3	Help me to choose right type of services					
INB 4	Are knowledgeable and skilled					
INB 5	Give recommendations and updates about the services					
INB 6	Act as banks brand ambassadors.					

Sl.No.	My banks promotional offer and discount schemes are	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
POD 1	Really attractive and curious					
POD 2	Designed according to customers' needs					
POD 3	Beneficial to me					
POD 4	Capable of creating brand image					
POD 5	Better than other banks					

Part C Brand Equity, Customer satisfaction, and Behavioural intentions

Sl.No.	Brand Awareness	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
BEA 1	I can quickly recognize my bank among other competing banks					
BEA 2	I can recognize the symbol or logo of my bank					

BEA 3	I have a good opinion about my bank					
BEA 4	I know the services offered by my bank					
BEA 5	If someone asks me about banks, my bank easily comes to my mind					

Sl.No.	Brand loyalty	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
BRL 1	I recommend my bank to others					
BRL 2	I consider myself to be loyal to my bank					
BRL 3	My bank would be most preferred in future for any banking needs					
BRL 4	I would like to avail other services of my bank					
BRL 5	If similar bank services cost the same, I choose my bank					

Sl.No.	Brand association-My bank	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
BRA 1	Feels me proud to do all my banking transactions					
BRA 2	Is reliable in all areas of services					
BRA 3	Has very pleasant atmosphere					
BRA 4	Has an image of doing the right things					
BRA 5	Gives me good memories					

Sl.No.	Perceived quality-My banks	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
PRQ 1	Staff take cares of banking services in promised time					
PRQ 2	Overall quality of service is excellent					
PRQ 3	Services are of high standard					

PRQ 4	Services are worth the money					
PRQ 5	Grievance handling is very quick					

Highly satisfied -5, Satisfied-4, Neither dissatisfied nor satisfied-3, Dissatisfied-2, Highly Dissatisfied-1

Sl.No.	Customer satisfaction-I am satisfied with	Highly Dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Highly satisfied
CUS 1	Wide range of products and services offered by the bank					
CUS 2	Rate charged for banking services					
CUS 3	Communication and promotional offers provided by the bank					
CUS 4	Location and accessibility of branches					
CUS 5	Staffs' behaviour, knowledge and attitude					
CUS 6	Simple and user-friendly banking process					
CUS 7	Amenities and facilities of my bank branch					

Sl.No.	Behavioural Intention	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
BHI 1	I intend to keep transacting with this bank in the future					
BHI 2	I do intend to keep transacting with my bank					
BHI 3	I am willing to pay higher fees to my bank					
BHI 4	I always say positive things to others about my bank					