

POST MERGER ANALYSIS OF CUSTOMER SATISFACTION AND LOYALTY - A STUDY ON RECENT MERGER OF ASSOCIATES OF A POPULAR BANK WITH ITSELF

Age:

Gender:

Bank Name:

Year of account opening:

Location:

SECTION 1

Please indicate to what extent you agree with the following statements.

1 = Not at all, 2 = Somewhat, 3 = Neutral, 4 = Some extent, 5 = Very great extent

(Tick in the appropriate box)

		1	2	3	4	5
1	I feel happy about the merger					
2	I feel pleased about the merger					
3	I feel disappointed about the merger					
4	I feel violated about the merger					
5	I feel grateful about the merger					
6	To what extent does the bank provide X					
7	Is X efficiently provided by bank ?					
8	To what extent do you expect X from the bank?					

Specify some expectations you had while opening the account or the promises made by the bank and rate them.

1 = Not at all fulfilled, 2 = Something was fulfilled, 3 = Neutral, 4 = Majority of things was fulfilled, 5 = Almost every thing was fulfilled

(Tick in the appropriate box)

SECTION 2

Please rate the following statements.

1 = Very High, High

5 = Neutral,

8 = High, 9 = Very low