

APPENDIX II

Relationship between Price Factor and Moderating Variable

Moderating Variable	Strongly Disagree		Disagree		Slightly Disagree		Slightly Agree		Agree		Strongly Agree		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Gender														
Male	1	100	15	93.8	25	96.2	19	79.2	24	80	6	100	90	87.4
Female	0	0	1	6.3	1	3.8	5	20.8	6	20	0	0	13	12.6
Age Group														
Below 20 Years	0	0	0	0	0	0	4	16.7	0	0	0	0	4	3.9
20-30 Years	1	100	7	43.8	11	42.3	7	29.2	17	56.7	3	50	46	44.7
30-40 Years	0	0	5	31.3	8	30.8	8	33.3	8	26.7	1	16.7	30	29.1
40-50 Years	0	0	4	25	4	15.4	1	4.2	5	16.7	2	33.3	16	15.5
Above 50 Years	0	0	0	0	3	11.5	4	16.7	0	0	0	0	7	6.8
Level Of Education														
S.L.C	0	0	0	0	0	0	2	8.3	0	0	0	0	2	1.9
Intermediate	0	0	0	0	2	7.7	4	16.7	2	6.7	0	0	8	7.8
Bachelor	0	0	5	31.3	7	26.9	11	45.8	10	33.3	0	0	33	32
Post Graduation	1	100	11	68.8	17	65.4	7	29.2	18	60	6	100	60	58.3
Occupation														
Business	0	0	1	6.3	1	3.8	3	12.5	3	10	1	16.7	9	8.7
Service	0	0	1	6.3	3	11.5	2	8.3	0	0	0	0	6	5.8
Teaching	1	100	14	87.5	22	84.6	19	79.2	21	70	5	83.3	82	79.6
Study	0	0	0	0	0	0	0	0	6	20	0	0	6	5.8
Monthly Income														
Below Rs 5000	0	0	0	0	4	15.4	6	25	4	16.7	0	0	14	14.4
Rs 5000-10000	0	0	0	0	2	7.7	0	0	4	16.7	0	0	6	6.2
Rs 10000-15000	0	0	4	25	4	15.4	8	33.3	3	12.5	1	16.7	20	20.6
Rs 15000-20000	0	0	3	18.8	5	19.2	2	8.3	1	4.2	2	33.3	13	13.4
Above Rs 20000	1	100	9	56.3	11	42.3	8	33.3	12	50	3	50	44	45.4
Total	5	500	80	500	130	500	120	500	144	500	30	500	509	500

Relationship between Reputation Factor and Moderating variables.

Moderating Variable	Strongly Disagree		Disagree		Slightly Disagree		Slightly Agree		Agree		Strongly Agree		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Gender														
Male	4	80	28	90.3	29	90.6	25	89.3	4	57	0	0	90	87.4
Female	1	20	3	9.7	3	9.4	3	10.7	3	42.9	0	0	13	12.6
Age Group														
Below 20 Years	0	0	0	0	2	6.3	2	7.1	0	0	0	0	4	3.9
20-30 Years	2	40	16	51.6	11	34.4	14	50	3	42.9	0	0	46	44.7
30-40 Years	1	20	12	38.7	13	40.6	3	10.7	1	14.3	0	0	30	29.1
40-50 Years	1	20	2	6.5	6	18.8	7	25	0	0	0	0	16	15.5
Above 50 Years	1	20	1	3.2	0	0	2	7	3	42.9	0	0	7	6.8
Level Of Education														
S.L.C	0	0	0	0	0	0	0	0	2	28.6	0	0	2	1.9
Intermediate	0	0	0	0	5	15.6	3	10.7	0	0	0	0	8	7.8
Bachelor	0	0	10	32.3	9	28.1	11	39.3	3	42.9	0	0	33	32
Post Graduation	5	100	21	67.7	18	56.3	14	50	2	28.6	0	0	60	58.3
Occupation														
Business	0	0	1	6.3	1	3.8	3	12.5	3	10	1	16.7	9	8.7
Service	0	0	1	6.3	3	11.5	2	8.3	0	0	0	0	6	5.8
Teaching	1	100	14	87.5	22	84.6	19	79.2	21	70	5	83.3	82	79.6
Study	0	0	0	0	0	0	0	0	6	20	0	0	6	5.8
Monthly Income														
Below Rs 5000	0	0	4	12.9	4	13.3	5	20.8	1	14.3	0	0	14	14.4
Rs 5000-10000	0	0	2	6.5	3	10	0	0	1	14.3	0	0	6	6.2
Rs 10000-15000	0	0	4	12.9	8	26.7	6	25	2	28.6	0	0	20	20.6
Rs 15000-20000	0	0	4	12.9	4	13.3	4	16.7	1	14.3	0	0	13	13.4
Above Rs 20000	5	100	17	54.8	11	36.7	9	37.5	2	28.6	0	0	44	45.4
Total	21	500	140	500	152	500	132	500	58	500	6	500	509	500

Relationship between Service Quality Factor and Moderating Variables

Moderating Variable	Strongly Disagree		Disagree		Slightly Disagree		Slightly Agree		Agree		Strongly Agree		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Gender														
Male	4	80	6	100	28	93.3	23	76.7	26	89.7	3	100	90	87.4
Female	1	20	0	0	2	6.7	7	23.3	3	10.3	0	0	13	12.6
Age Group														
Below 20 Years	0	0	0	0	2	6.7	2	6.7	0	0	0	0	4	3.9
20-30 Years	3	60	3	50	13	43.3	14	46.7	12	41.4	1	33.3	46	44.7
30-40 Years	2	40	2	33.3	7	23.7	10	33.3	9	31	0	0	30	29.1
40-50 Years	0	0	1	16.7	6	20	3	10	6	20.7	0	0	16	15.5
Above 50 Years	0	0	0	0	2	6.7	1	3.3	2	6.9	2	66.7	7	6.8
Level Of Education														
S.L.C	0	0	0	0	0	0	0	0	2	6.9	0	0	2	1.9
Intermediate	0	0	0	0	4	13.3	4	13.3	0	0	0	0	8	7.8
Bachelor	0	0	2	33.3	13	43.3	11	36.7	7	24.1	0	0	33	32
Post Graduation	5	100	4	66.7	13	43.3	15	50	20	69	3	100	60	58.3
Occupation														
Business	0	0	0	0	5	16.7	3	10	0	0	1	33.3	9	8.7
Service	0	0	0	0	1	3.3	3	10	2	6.9	0	0	65	5.8
Teaching	5	100	4	66.7	24	80	24	80	23	79.3	2	66.7	82	79.6
Study	0	0	2	33.3	0	0	0	0	4	13.8	0	0	6	5.8
Monthly Income														
Below Rs 5000	0	0	0	0	9	30	4	13.3	1	4	0	0	14	14.4
Rs 5000-10000	0	0	0	0	2	6.7	3	10	1	4	0	0	6	6.2
Rs 10000-15000	0	0	2	50	6	20	4	13.3	8	32	0	0	20	20.6
Rs 15000-20000	0	0	1	25	1	3.3	3	10	6	24	2	66.7	13	13.4
Above Rs 20000	5	100	1	25	12	40	16	53.3	9	36	1	33.3	44	45.4
Total	25	500	28	500	150	500	150	500	141	500	15	500	509	500s

Relationship between Service Product and Moderating Variable.

Moderating Variable	Strongly Disagree		Disagree		Slightly Disagree		Slightly Agree		Agree		Strongly Agree		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Gender														
Male	2	100	9	90	7	87.5	21	95.5	36	80	15	93.8	90	87.4
Female	0	0	1	10	1	12.5	1	4.5	9	20	1	6.3	13	12.6
Age Group														
Below 20 Years	0	0	0	0	0	0	2	9.1	2	4.4	0	0	4	3.9
20-30 Years	2	100	4	40	6	75	7	31.8	19	42.2	8	50	46	44.7
30-40 Years	0	0	1	40	1	12.5	11	50	12	26.7	2	12.5	30	29.1
40-50 Years	0	0	1	10	1	12.5	2	9.1	8	17.8	4	25	16	15.5
Above 50 Years	0	0		10	0	0	0	0	4	8.9	2	12.5	7	6.8
Level Of Education														
S.L.C	0	0	0	0	0	0	0	0	2	4.4	0	0	2	1.9
Intermediate	0	0	0	0	1	12.5	3	13.6	4	8.9	0	0	8	7.8
Bachelor	0	0	1	10	4	50	5	22.7	15	33.3	8	50	33	32
Post Graduation	2	100	9	90	3	37.5	14	63.6	24	53.3	8	50	60	58.3
Occupation														
Business	0	0	0	0	1	12.5	5	22.7	3	6.7	0	0	9	8.7
Service	0	0	1	10	0	0	2	9.1	1	2.2	2	12.5	6	5.8
Teaching	2	100	9	90	5	62.5	13	59.1	41	91.1	12	75	82	79.6
Study	0	0	0	0	2	25	2	9.1	0	0	2	12.5	6	5.8
Monthly Income														
Below Rs 5000	0	0	0	0	3	50	2	10	4	8.9	5	35.7	14	14.4
Rs 5000-10000	0	0	0	0	1	16.7	1	5	4	8.9	0	0	6	6.2
Rs 10000-15000	0	0	2	20	0	0	5	25	12	26.7	1	7.1	20	20.6
Rs 15000-20000	0	0	0	0	1	16.7	2	10	61	13.3	4	28.6	13	13.4
Above Rs 20000	2	100	8	80	1	16.7	10	50	19	42.2	4	28.6	44	45.4
Total	10	500	50	500	38	500	108	500	225	500	78	500	509	500

Relationship between Advertising Competition Factor and Moderating Variable.

Moderating Variable	Strongly Disagree		Disagree		Slightly Disagree		Slightly Agree		Agree		Strongly Agree		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Gender														
Male	5	100	25	92.6	15	78.9	26	89.7	18	81.8	1	100	90	87.4
Female	0	0	2	7.4	4	21.1	3	10.3	4	18.2	0	0	13	12.6
Age Group														
Below 20 Years	0	0	0	0	0	0	2	6.9	2	9.1	0	0	4	3.9
20-30 Years	3	60	13	48.1	6	31.6	15	51.7	9	40.9	0	0	46	44.7
30-40 Years	2	40	6	22.2	6	31.6	9	31	7	31.8	0	0	30	29.1
40-50 Years	0	0	6	22.2	2	10.5	3	10.3	4	18.2	1	100	16	15.5
Above 50 Years	0	0	2	7.4	5	26.3	0	0	0	0	0	0	7	6.8
Level Of Education														
S.L.C	0	0	0	0	2	10.5	0	0	0	0	0	0	2	1.9
Intermediate	0	0	1	3.7	2	10.5	3	10.3	2	9.1	0	0	8	7.8
Bachelor	0	0	12	44.4	6	31.6	9	31	6	27.3	0	0	33	32
Post Graduation	5	100	14	51.9	9	47.4	17	58.6	14	63.6	1	100	60	58.3
Occupation														
Business	1	20	1	3.7	1	5.3	6	20.7	0	0	0	0	9	8.7
Service	0	0	2	3.7	1	5.3	4	13.8	0	0	0	0	6	5.8
Teaching	4	80	23	85.2	1	89.5	19	65.5	18	81.8	1	100	82	79.6
Study	0	0	2	7.4	0	0	0	0	4	18.2	0	0	6	5.8
Monthly Income														
Below Rs 5000	0	0	6	24	3	15.8	3	10.3	2	11.1	0	0	14	14.4
Rs 5000-10000	0	0	1	4	2	10.5	3	10.3	0	0	0	0	6	6.2
Rs 10000-15000	0	0	6	24	7	36.8	2	6.9	5	27.8	0	0	20	20.6
Rs 15000-20000	1	20	3	12	2	10.5	3	10.3	4	22.2	0	0	13	13.4
Above Rs 20000	4	80	9	36	5	26.3	18	62.1	7	38.9	1	100	44	45.4
Total	25	500	133	500	95	500	145	500	106	500	5	500	509	500

Relationship between Involuntary Switching Factor and Moderating Variable.

Moderating Variable	Strongly Disagree		Disagree		Slightly Disagree		Slightly Agree		Agree		Strongly Agree		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Gender														
Male	12	85.7	24	85.7	19	90.5	17	89.5	12	80	6	100	90	87.4
Female	2	14.3	4	14.3	2	9.5	2	10.5	3	20	0	0	13	12.6
Age Group														
Below 20 Years	0	0	0	0	2	9.5	0	0	0	0	2	33.3	4	3.9
20-30 Years	2	14.3	15	53.6	11	52.4	11	57.9	6	40	1	16.7	46	44.7
30-40 Years	6	42.9	9	32.1	4	19	4	21.1	4	26.7	3	50	30	29.1
40-50 Years	3	21.4	3	10.7	4	19	4	21.1	2	13.3	0	0	16	15.5
Above 50 Years	3	21.4	1	3.6	0	0	0	0	3	20	0	0	7	6.8
Level Of Education														
S.L.C	0	0	0	0	0	0	0	0	2	13.3	0	0	2	1.9
Intermediate	1	7.1	1	3.6	3	14.3	0	0	1	6.7	2	33.3	8	7.8
Bachelor	1	7.1	7	25	9	42.9	6	31.6	10	66.7	0	0	33	32
Post Graduation	12	85.7	20	71.4	9	42.9	13	68.4	2	13.3	4	66.7	60	58.3
Occupation														
Business	1	7.1	0	0	2	9.5	2	10.5	3	20	1	16.7	9	8.7
Service	2	14.3	3	10.7	0	0	1	5.3	0	0	0	0	6	5.8
Teaching	11	78.6	25	89.3	17	81	14	73.7	10	66.7	5	83.3	82	79.6
Study	0	0	0	0	2	9.5	2	10.5	2	13.3	0	0	6	5.8
Monthly Income														
Below Rs 5000	1	7.1	2	7.1	6	31.6	0	0	3	23.1	2	33.3	14	14.4
Rs 5000-10000	1	7.1	3	10.7	1	5.3	0	0	1	7.7	0	0	6	6.2
Rs 10000-15000	0	0	4	14.3	5	26.3	5	29.4	5	38.5	1	16.7	20	20.6
Rs 15000-20000	4	28.6	4	14.3	1	5.3	2	11.8	1	7.7	1	16.7	13	13.4
Above Rs 20000	8	57.1	15	53.6	6	31.6	10	58.8	3	23.1	2	33.3	44	45.4
Total	70	500	140	500	103	500	93	500	73	500	30	500	509	500

Relationship between Inconvenient Location Factor and Moderating Variable.

Moderating Variable	Strongly Disagree		Disagree		Slightly Disagree		Slightly Agree		Agree		Strongly Agree		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Gender														
Male	8	80	22	95.7	6	85.7	26	96.3	15	68.2	13	92.9	90	87.4
Female	2	20	1	4.3	1	14.3	1	3.7	7	31.8	1	7.1	13	12.6
Age Group														
Below 20 Years	0	0	0	0	0	0	4	14.8	0	0	0	0	4	3.9
20-30 Years	2	20	9	39.1	5	71.4	11	40.7	12	54.5	7	50	46	44.7
30-40 Years	5	50	10	43.5	1	14.3	5	18.5	4	18.2	5	35.7	30	29.1
40-50 Years	2	20	3	13	0	0	5	18.5	4	18.2	2	14.3	16	15.5
Above 50 Years	1	10	1	4.3	1	14.3	2	7.4	2	9.1	0	0	7	6.8
Level Of Education														
S.L.C	0	0	0	0	0	0	0	0	2	9.1	0	0	2	1.9
Intermediate	0	0	2	8.7	0	0	5	18.5	0	0	1	7.1	8	7.8
Bachelor	0	0	4	17.4	3	42.9	8	29.6	13	59.1	5	35.7	33	32
Post Graduation	10	100	17	73.9	4	57.1	14	51.9	7	31.8	8	57.1	60	58.3
Occupation														
Business	1	10	0	0	1	14.3	4	14.8	2	9.1	1	7.1	9	8.7
Service	2	20	3	13	1	14.3	0	0	0	0	0	0	6	5.8
Teaching	7	70	20	87	5	71.4	31	77.8	18	81.8	11	78.6	82	79.6
Study	0	0	0	0	0	0	2	7.4	2	9.1	2	14.3	6	5.8
Monthly Income														
Below Rs 5000	0	0	1	4.3	2	28.6	6	24	2	10	3	25	14	14.4
Rs 5000-10000	0	0	1	4.3	0	0	1	4	3	15	1	8.3	6	6.2
Rs 10000-15000	0	0	6	26.1	1	14.3	4	16	7	35	2	16.7	20	20.6
Rs 15000-20000	2	20	2	8.7	0	0	4	16	3	15	2	16.7	13	13.4
Above Rs 20000	8	80	13	56.5	4	57.1	10	40	5	25	4	33.3	44	45.4
Total	50	500	115	115	35	500	133	500	108	500	68	500	509	500