

Customer's Perception for Financial Supermarket Business Model by Comparing Traditional Banking Mode

By:-

Ms. Manmeet Kaur Dhaliwal

(Department of B.Com. Management Studies (BMS))

Ms. Jyoti Yogesh Khaire

(Department of B.Com. Accounting and Finance (BAF))

Ms. Somali Chatterjee

(Department of B.Com. Banking and Insurance (BBI))

Ms. Mansi Pradeep Mishra

(Department of B.Com. Accounting and Finance (BAF))

**" KARMAVEER BHAURAO PATIL (Autonomous) COLLEGE, VASHI, NAVI
MUMBAI"**

Table of Contents

Abstract	8267
Chapter 1 - Introduction	8268
1.1 Background	8271
1.2 Literature review	8272
1.3 Research Gap	8273
1.4 Research Question	8274
1.5 Importance of the Study	8274
1.6 Research Objectives	8274
Chapter 2 - Research Methodology	8274
2.1 Research Method & Design	8274
2.2 Research Approach	8275
	8266

2.3 Sampling Technique	8276
Chapter 3 - Data Analysis	8276
Chapter 4 - Results	8279
Chapter 5 - Conclusion	8280
References	8281
Appendix A	8284

Abstract

The financial supermarket offering understands the legal association of financial intermediaries to provide clients with a wide range of financial services in one place and under one brand. It acts as an advancement and upgraded version of the banking service provider institution as it enhances consumer switching costs and provides beneficial facilities. From the Indian perspective, it is a one-stop supplier for all financial services and activities like deposit short-term and long-term loans, insurance investment banking, and so on. The motive of the research is to comprehensively analyze the Financial supermarket business model along with comparison between the financial supermarket and traditional Indian banking system. Moreover, consumer perspective for the financial supermarket system. In this research, the paper implements empirical methodology based on survey approach to obtain accurate results. The survey was conducted among the 123 participants based on numerous questions. The outcome demonstrates that Financial supermarkets have enormous potential and abundance of opportunities to boost the economic marketplace because of their various characteristics, making it easy and convenient to use and providing better facilities than traditional banking infrastructure. Additionally, the paper also highlights the challenges in front of the Financial

supermarket business model in Indian soil and the dynamic potential to convert the challenges into opportunities.

Keywords- Financial Supermarket, Comparison of financial supermarket and traditional banking system, customer perception for financial supermarket

Chapter 1 - Introduction

Financial Supermarket

A financial supermarket is a kind of economic organization which offers a broad discipline of financial services. Financial supermarkets comprise facilities such as everyday banking, lending service, stock brokerage, insurance, and investment banking. Financial supermarkets provide enormous benefits to their consumers by offering dynamics functioning most suitably and conveniently (Novikova, M. V., & Svyrydovych, M. S). It is a system that connects people to facilitate transactions, including the purchase, selling of security household items and other operations to reduce fees of services provided within the existing market. It is a structure that offers consumers in a similar location under the same brand a wide range of banking insurance and investment services (Reverchuk, I. B., & Smirnov, Y. V., 2018). It is a coordinated financial supermarket supplying innovative and diverse services under one roof. It is the ultimate shopping place for a consumer who is willing to deal with numerous economic benefits. It combines the complexity of investment banking with commercial banking services for individuals and companies.

It acts as an advancement and upgraded version of the banking service provider institution as it enhances consumer switching costs and provides beneficial facilities. For instance, a financial supermarket is profitable because it allows the bank to charge fees otherwise earned by other professionals or organizations (Agarwal, A. K., 2008). The financial

supermarket offering understands the legal association of financial intermediaries to provide clients with a wide range of financial services in one place and under one brand. Dynamic characteristics of the financial supermarket from another financial institute can be illustrated as-

- The institute has the capability to create surplus values.
- New survey standards that are a high level of services and individual approach to each client.
- Excessive demand on staff at a financial supermarket.

The financial supermarket is a universal financial intermediary that is able to offer consumers a wide variety of financial services in one location (Zafar, T., & Zafar, S. M., 2012). The entire economic package provided by the financial supermarket is a bit narrower. Its essential components are in steady demand in the market involving banking insurance and investment (Reverchuk, I. B., & Smirnov, Y. V., 2018). The various segment of financial supermarkets can be categorized as

1. Legal limit governing the economic activities
2. Existing and potential direction for financial product
3. The level of development of the financial market of a country as a whole and its individual segment.
4. Stability and solvency of organizations that are candidates to the entrance of the financial supermarket.

Advantages

Financial supermarkets have a variety of benefits for banks as well as investment companies, insurance agencies, and other funding institutes. The diversification of services provided by the bank with an additional competitive advantage, which in turn provides a

condition for attracting more clients (Cai, Y., et al., 2013). Second, greater operational efficiency and swiftness of decision-making for investment and insurance products need to create more flexible programs for consumer servicing, promoting the competitive advantage of financial conglomerates. The third one was that a separate company's competitive advantage and financial supermart lead usually enhance company firmness against critical financial situations. The fourth effectivization of retail chain and other banking resources lead to creating credit risk reduction (Cui-lan, L., 2000). Eventually, the classification of banking operations offers the lowest rate of profitability as compared to other procedures in the capital market, which enhance profit level by their appropriate and additional possibilities of activities.

The creation of a financial supermarket provides financial intermediaries to consumers, which implies the demand for coordinating their work and their subordinates to a single goal since the beginning of their joint activity.

"Risks management of financial supermarkets"

Financial supermarkets are functioning face risks of various kinds to the activity of the organization department directed to the different segments of the financial market and the supermarket structure. The foremost challenge was the lack of capital to uphold the activity, which enhanced the risk and its handle mechanism became considerably low. Risk is at its highest level when there exist sub units in the structure of financial conglomerates not regulated by the control authority of the financial market (Shkolnyk, I., 2008). This is usually called dual accounting of capital. The formation of financial management of the financial supermarket is a prerequisite to generate a complex approach towards risk management. Financial supermarket risk emerging can be classified as market risk, operational risk, financial risk, and business risk.

Indian perspective on financial supermarket

From the Indian perspective, it is a one-stop supplier for all financial services and activities like deposit short-term and long-term loans, insurance investment banking, and so on. Global experience with this type of banking functioning is varied with demographic and geographical conditions (Zafar, T., & Zafar, S. M., 2012). The concept of this type of functioning was prevalent in various forms in European countries. The main intention behind the innovative financial institute was to mitigate the risky behavior by restricting commercial banks to their traditional activities of accepting deposits and lending. India can act as an emerging sector in the financial supermarket because of its giant youthful population (Singal, R., 2012). However, financial literacy and inclusiveness are one of the most concerning factors from a banking perspective, and lack of awareness also creates immense talent in the development of the banking sector even though they have diversity and lots of opportunities that can assist the financial industry in striving for accelerated profit and progress with appropriate measures and convert the mass into financial inclusion (Singh, R. S., 2014).

1.1 Background

The term financial supermarket became popular in the decade 1980 as an economic form short of exploiting economists' scope across financial services. The credit for founding a new concept in banking mechanism goes to Alton Wingate, who formulated the first supermarket Bank in Georgia in the year 1984 (Wall. D. L., 2017). The idea of the financial supermarket has its roots last 30 years and is considered one of the worldwide primary care providers of retail banking services. With the evolution of the internet and digitization of mobile applications m m

this financial supermarket concept when combined with the technology, enhances the capability to provide financial services virtually anywhere with a single click.

1.2 Literature review

The research (Kaura, V. et al., 2013) determines the comparison among public sector and private sector banks based on the component such as service convenience dimension, decision convenience, access convenience, transaction convenience, pre benefit, and post benefit convenience. The research is based on a cross-sectional analysis taking 445 retail banking consumers from the private and public sectors from urban localities in Rajasthan. The outcome demonstrates that service convenience dimensions work differently in the private and public sectors. Another research (Novikova, M. V., & Svyrydovych, M. S.) focuses on financial supermarkets and their structure and tries to analyze the features that distinguish financial supermarkets from other financial institutes. A financial supermarket is a kind of economic organization which offers a broad discipline of financial services (Zafar, T., & Zafar, S. M., 2012). The motive of the research was to comprehensively estimate financial supermarkets in the form of integration insurance companies. Another paper tries to explore the financial market strategy taken by the European country Ukraine (Hryhoryshyna. A, et al.). The research analyzes the present condition of the financial market of Ukraine and the challenges of the investment fund due to temporary relief refunds of business entities and households. The fundamental intention behind the paper is to comprehensively analyze the new concept of the financial supermarket for this purpose and determine the role of banking and its distribution channels. The paper (GINIYATULLINA, E. R., 2020) explores two types of financial supermarkets: bank-based supermarkets and independent intermediate bases supermarkets. It

also identifies the significance of independent intermediate financial supermarkets in terms of consumer experience by conducting quantitative surveys on Russian consumers.

The research outcome demonstrates that the new concept in the banking industry has immense potential to pave the way for inclusive development. The paper (Gavetti, G., & Menon, A., 2016) identifies the changes introduced by the financial supermarket model created by Charles Merrill. The study comprehensively analyses the various models such as conceptual models and other business models to explore the understanding and integrate the vision to formulate a model of strategic foresight. Subsequently, it recommends directions for future behavioral strategies for financial institutions. The research (KOSTETSKY, V., & BUTOV, A., 2019) tries to find out the position of supermarkets among financial intermediaries who are working simultaneously in the economic world and their role in building a model for enhancing and endeavoring the quality of financial services in the European countries specifically focusing on Ukraine (Gorditsa, T. M., 2017). The outcome demonstrates that a financial supermarket is a form of distribution of financial services that have the potential to meet the challenges that come in front of the economy and technological hurdles of a country to sustain in a competitive and dynamic world. Analysis of theoretical and practical aspects reveals that financial supermarkets have various significance and prominent roles in countries' economies as compared to traditional methods (Oliynik, G. I., 2013).

1.3 Research Gap

There are not enough resources available in the particular field so there is an immense gap in the availability of relevant material. Another gap is the empirical study is based on the google survey because of a pandemic on a small amount of sample to obtain the relevant outcome.

1.4 Research Question

Q.1 Comparisons between ‘Financial Supermarket’ and Traditional Banking?

Q.2 What is the customer’s perception of financial supermarkets?

1.5 Importance of the Study

The study emphasizes the present trend of transforming banking practices, the striving inclusion banking mechanism implemented all over the world. It also intended to comparatively analyze the advancement in the banking sector as compared with the traditional banking system of India. Moreover the consumer perspective toward financial supermarket business and its utility in the present digital scenario, their advantages and challenges are also comprehensively discussed in the research.

1.6 Research Objectives

- The motive of the research is to comprehensively analyze the Financial supermarket business model.
- The comparison between the financial supermarket and traditional Indian banking system.
- Consumer perspective for the financial supermarket system.

Chapter 2 - Research Methodology

2.1 Research Method & Design

The topic is related to identifying the comparison between the financial supermarket and traditional Indian banking system as well as consumer perspective for the financial supermarket system. Subsequently, the quantitative methods appropriately suited to obtain the desired outcomes.

2.2 Research Approach

Primary Data

Primary data is a data type that is real and authentic. Primary data is usually collected from real-time sources such as surveys, questionnaires, experiments, and interviews. These are not concentrating on exploring the existing articles that mean it is singular and peculiar. This is because specific types of theories, methodology are used in every research. In this research, the researcher implements primary data to obtain accurate results. In this research, the investigator has conducted a Google survey, including close-ended questions. The survey was conducted among the 123 participants based on numerous questions. First, it is not time-consuming, and it is very reliable considering objectives. Through research, investigators examine in-depth the consumer perspective for the financial supermarket system compared to the conventional banking system.

Secondary Data

The secondary is data which many scholars use in their research. In simple terms, some investigators have already collected and documented for its persistence and not for the current research challenge. It is accessible from various sources such as government publications, books, journal articles, websites, and reports. These are concentrating on exploring the existing theme. They are less reliable and less suitable. This research selected data from several journals such as Scimedirect, Web of Science, JSTOR, Emerald Insight, and others. The researcher has used secondary data to upgrade their knowledge. Secondary data is also crucial as a primary empirical method to conduct this study in this methodology section. It assists in enhancing the knowledge and significant role in determining the hypothesis.

To enhance the knowledge and perception regarding the topic and try to determine the question, the study selected broader perspectives and gathered data from the related terms encompassed under the Financial Supermarket Business model and its services along with traditional banking system, universal banking, among others. All the relevant data should contain any one of the key components in search, such as under the abstract, title, or comes under keywords.

2.3 Sampling Technique

Researchers used Google forms to collect as a sampling method. There are two reasons to do so: the first is a pandemic (Covid-19) going on, and secondly, it is an easy and efficient way to collect fast results.

Chapter 3 - Data Analysis

This section explicitly keenly observes the survey data retrieved after the empirical analysis which exhibit determine the research questions.

Q.1 Comparisons between ‘Financial Supermarket’ and Traditional Banking?

To comprehensively identify the comparison between the financial supermarket and the traditional banking system. There are several prominent factors that manifested the differences among both models. These factors and the comparison is exhibited in the tabular form in the below section.

The data reveals that around 59% of the respondents believe that a financial supermarket is far better than the traditional banking system, why approximately 5.8 % of the respondents agreed with the contents. However, 35.2 % of the participants were neutral towards the questionnaire. Another prominent question regarding demonstrating that financial supermarkets provide services faster with effectiveness and more efficient than traditional banking models. The data indicate that around 69.7 percent of the respondents strongly agreed and agreed with the

context, although 2.4 % of the respondents would disagree. Moreover, 27.9 percent of the respondents were in a neutral phase, and they were in a dilemma.

The data manifested that financial supermarkets have immense potential and reliability in the market and appropriately give intense fight to the traditional banking system. Because of their characteristics, they are more likable in a rapidly growing world where every essential banking and insurance service is accommodated and obtained from the single roof, in a swiftly and robust mechanism.

The Financial Supermarket demonstrate diverse, dynamic characteristics such as

- Faster and efficient
- Offer promised services
- Commitment to meeting customers' needs
- Security of financial services
- Convenience and easy to understand
- Internet banking facility

Thus from the survey it is clear that the innovative and new mechanism of the banking system called the financial supermarket is far leading as compared to the conventional banking system.

Q.2 What is the customer's perception of financial supermarkets?

The consumer perception of the financial supermarket can be effectively analyzed based on prominent determinants like convenient facility, fast delivery of services, meeting the consumer need, and providing financial assistance with robust security mechanisms. This characteristic makes the financial supermarket business model more reliable and effective. Moreover, exhibit the immense potential and bright future with an abundance of opportunity to

provide advanced services based on cutting edge technology to uplift the social and economic development of the community.

Factors	Agreed & Strongly Agreed	Disagreed & Strongly Disagreed	Neutral
Adequate security of financial services.	52.6%	6.5%	41.0%
Has the ability to offer promised services.	48.4%	6.5%	45.1%
Strong commitment to meeting customers' needs.	57.4%	4.9%	37.7%
Internet banking facility	68.0%	2.4%	29.5%
A range of services in a convenient manner	66.5%	2.6%	32.0%

Other than the above-described data questionnaire was asked from all the participants whether they feel convenient with the supermarket or traditional banking model around 73.8 % of the respondent feels suitable in the financial supermarket banking system compared with 26.2% of the respondent was convenient while using the traditional banking system. This illustrates the perception of the consumer that because of the facilities provided by the financial supermarket, they efficiently utilize them in suitable and swiftly without moving various offices for obtaining relevant services as the most magnificent characteristic of a supermarket is to offer assistance in one destination.

People get every desired service without wasting traveling time and waiting in the queue as the facilities are also available online, although the traditional banking system also providing online functioning still needs to travel for various functions provided by a separate financial marketplace like the banking and insurances services. However, a financial supermarket is a kind

of supermarket that has the capability to provide all the relevant and essential services all along in one place in an effective manner.

Chapter 4 - Results

It is a structure that offers consumers in a similar location under the same brand a wide range of banking insurance and investment services. It is a coordinated financial supermarket supplying innovative and diverse services under one roof. It is the ultimate shopping place for a consumer who is willing to deal with numerous economic benefits. It combines the complexity of investment banking with commercial banking services for individuals and companies.

One of the prominent questionnaires based on the Indian banking marketplace was asked by the participant whether financial supermarket responsibility in Indian business or not. The data revealed that around 70.5% of the participants believe that it was a bright in the dynamic scope in the Indian banking marketplace. However, approximately 27% of the participants were neutral and dilemma compared to 2.5% of them who disagreed with the context.

Financial supermarkets have enormous potential and abundance of opportunities to boost the economic marketplace because of their various characteristics, making it easy and convenient to use and providing better facilities than traditional banking infrastructure. Because of its fast and efficient manner of providing facility consumers can rely on their services as well as they need the customer needs and wants, their robust security mechanism which is sure consumers regarding their financial savings as well as internet banking facility make it a more advanced and sweet table for the present scenario.

Although one of the most *challenging situations for financial supermarkets from an Indian perspective* is people are unaware regarding the services and what a financial supermarket means, one of the most common questions asked in the survey is whether people are aware of

what a financial supermarket is and what kind of services it provides to their customers. The data revealed that around 66.4 % of the participants were only aware of the financial supermarket, in contrast to 33.6 % of people who did not know or did not have any awareness regarding the financial supermarket. In order to accomplish the desire of a financial supermarket on Indian soil, they need to be aware of the mass through various means like social media interaction, an advertisement for any other form by which people get knowledgeable regarding the services and the functionality provided by financial supermarkets because it has the potential to boost the economy as well as offer better facilities promptly to the customers without giving a challenging situation for them.

Chapter 5 - Conclusion

Financial supermarkets comprise facilities such as everyday banking, lending service, stock brokerage, insurance, and investment banking. Financial supermarkets provide enormous benefits to their consumers by offering dynamics functioning most suitably and conveniently. It is a system that connects people to facilitate transactions, including the purchase, selling of security household items and other operations to reduce fees of services provided within the existing market.

This innovative banking infrastructure embraces enormous advantages like diversification of services provided by the bank with an additional competitive advantage, which in turn provides a condition for attracting more clients. Second, greater operational efficiency and swift decision-making for investment and insurance products promote the competitive advantage of financial conglomerates. The third one was financial supermart leads usually enhance company firmness against critical financial situations. The fourth effectivization of retail chain and other banking resources lead to creating credit risk reduction. However, a financial

supermarket is a kind of supermarket that has the capability to provide all the relevant and essential services all along in one place in an effective manner.

Perhaps all the characteristics and benefits offered by the new business supermarket model hold multiple uncertainties. The emerging financial supermarket risk can be classified as market, operational, economic, and business risk. From an Indian perspective, the challenges facing the model are: The foremost challenge was the lack of capital to uphold the activity, which enhanced the risk and its handle mechanism became considerably low, and the second one was the unawareness among the social mass who did not know about this innovative single destination solution and service providing a financial mechanism.

Eventually, the empirical data manifested that financial supermarkets have immense potential and reliability in the market and appropriately give intense fight to the traditional banking system. Because of their characteristics, they are more likable in a rapidly growing world where every essential banking and insurance service is accommodated and obtained from the single roof, in a swiftly and robust mechanism.

References

1. Kaura, V., Prasad, C. S. D., & Sharma, S. (2013). Customer Perception of Service Convenience: A Comparison between Public and New Private Sector Banks. *Global Business Review*, 14(3), 529–547. doi:10.1177/0972150913496884
2. Novikova, M. V., & Svyrydovych, M. S. FINANCIAL SUPERMARKET IN FORM OF INTEGRATION INSURANCE COMPANIES.
3. Reverchuk, I. B., & Smirnov, Y. V. (2018). FINANCIAL SUPERMARKET–HIGHER STAGE OF BANKS INTEGRATION WITH OTHER FINANCIAL INSTITUTIONS. *Current Trends in Young Scientists' Research*, 122.

4. Zafar, T., & Zafar, S. M. (2012). A study on universal banking and its impact on Indian financial market. *Journal of Business Management and Social Sciences Research*, 1(2), 81-91.
5. Agarwal, A. K. (2008). Study of new wave of financial supermarket.
6. Cai, Y., Wang, X., & Yao, L. (2013). One-Stop Financial Supermarket—New Location of Securities Company's Innovation and Transformation.
7. Cui-lan, L. (2000). Financial Supermarket: the Development Trend in the Financial Industry in 21 Century [J]. *FINANCIAL THEORY AND PRACTICE*, 7.
8. Reverchuk, I. B., & Smirnov, Y. V. (2018). FINANCIAL SUPERMARKET—HIGHER STAGE OF BANKS INTEGRATION WITH OTHER FINANCIAL INSTITUTIONS. *Current Trends in Young Scientists' Research*, 122.
9. Singal, R. (2012). Future Prospects with Universal banking In India. *International Journal of Latest Trends in Engineering and Technology (IJLTET)*, 1(1).
10. Bahl, S. (2012). Universal banking in India opportunities & challenges. *South Asian Journal of Marketing & Management Research*, 2(8), 48-59.
11. Singh, R. S. (2014). India's Service Sector—Shaping Future of Indian Retail Industry. *Procedia Economics and Finance*, 11, 314-322.
12. Shkolnyk, I. (2008). Risks management of financial supermarkets. *Problems and perspectives in management*, (6, Iss. 1), 24-30.
13. GINIYATULLINA, E. R. (2020). FINANCIAL SUPERMARKET AS A NEW CHANNEL OF BANKING SERVICES DISTRIBUTION. In *Мировая экономика и мировые финансы: тенденции и перспективы развития* (pp. 225-230).
14. Agarwal, S. Impact of Information Technology in Indian Banking Industry: A Review.

15. Hryhoryshyna, A, Alexandrova, M, & Kovalchuk, I. FINANCIAL SUPERMARKET – HIGHER STAGE OF BANKS INTEGRATION WITH OTHER FINANCIAL INSTITUTIONS. Zhytomyr State Technological University.
16. Wall, D. L. (2017). The Evolving Financial Supermarket. CENTER FOR FINANCIAL INNOVATION AND STABILITY
17. Kaura, V., Prasad, C. S. D., & Sharma, S. (2013). Customer Perception of Service Convenience: A Comparison between Public and New Private Sector Banks. *Global Business Review*, 14(3), 529–547. doi:10.1177/0972150913496884
18. Brück, S., & Sun, L. (2008). Dream of the red financial supermarket: the gradual emergence of integrated financial services provision in China in the 21st century. *Journal of Chinese Economic and Business Studies*, 6(4), 385-405.
19. KOSTETSKYY, V., & BUTOV, A. (2019). Financial supermarkets are a complex model of the system of improving quality of financial services. *World of finance*, (3 (52)), 60-72.
20. Oliynik, G. I. (2013). Features of creating a financial supermarket, based on bank and insurance company. *Ефективна економіка*, (2).
21. Moore, G. (2001). Corporate social and financial performance: An investigation in the UK supermarket industry. *Journal of Business ethics*, 34(3), 299-315.
22. Gorditsa, T. M. (2017). The Model Of Universal Banking Supermarket In Ukraine. *The USV Annals of Economics and Public Administration*, 17(1 (25)), 136-143.
23. Gavetti, G., & Menon, A. (2016). Evolution cum agency: Toward a model of strategic foresight. *Strategy Science*, 1(3), 207-233.

24. Vijai, C., & Anitha, P. (2020). Information Technology in Indian Banking Sector Some Recent Developments. Available at SSRN 3514518.

25. Sangvai, R., & Dhamdhere, R. (2021). Axis Bank-Change Management Approaches. Psychology and Education Journal, 58(2), 5184-5192.

Appendix A

Q. Gender

- a. Male
- b. Female
- c. Transgender

Q. Age

- a. 18-25
- b. 26-30
- c. 31-35
- d. 36-40
- e. Above 40

Q. Annual Income

- a. Below 4 Lakhs
- b. 4 Lakhs and above but below 8 Lakhs
- c. 8 Lakhs and above but below 20 Lakhs
- d. 20 Lakhs and above

Q. Education level

- a. Post Graduate
- b. Graduate

c. Senior Secondary

d. Others

Q. Occupation

a. Student

b. Service

c. Business

d. Home-maker

Q. Are you aware of financial supermarkets?

a. Yes

b. No

Q. Do you find a financial supermarket better than a traditional market ?

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

Q. Financial supermarkets deliver services faster and efficient than traditional banking model:

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

Q. Financial supermarkets provide adequate security of financial services:

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

Q. Does financial supermarkets has a ability to offer promised services:

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

Q. Financial supermarkets has strong commitment to meeting customers' needs:

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

Q. Financial supermarkets embedded with Internet banking facility:

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree

e. Strongly agree

Q. Financial supermarket provides a range of services in a convenient manner under a roof:

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

Q. You feel convenient with-

a. Traditional banking system

b. Financial Supermarket banking system

Q. Do you easily operate online technology for banking practice?

a. Yes

b. No

c. Sometime

d. Not at all

Q. Do you think financial supermarkets have potential in the Indian banking marketplace?

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree