

## **Appendix A**

### **Questionnaire Administration**

As suggested by Patterson and Smith (2001), and Aaker et al. (2007) the placement of items were rotated to avoid an order effect. The questionnaire was produced in four different versions. The author assigned a number to every statement. For the first version, in order not to have statements of the same scale together or too close, the statements which were assigned the same number were grouped together. Then, the statements were presented in ascending order. The second version followed the same procedure as the first version, but the statements were presented in descending order. Health care was presented first, followed by banking. For the third and fourth version, the author rotated the items the same as previously, but banking was presented first and followed by health care.