CHAPTER – I
INTRODUCTION

The banking sector is a lifeline of modern economy as well as an important pillar of Indian financial system which reflects the economic health of the country. During post liberalization era, many reforms have taken place in Indian banking sector to deliver quality services to the customers. At the same time, customers’ expectations towards services of banks have been growing and with the support of latest technology; bankers are also trying their level best in matching their expectations. Modern services like anywhere banking, tele banking, internet banking, mobile banking, SMS banking, customer service kiosks, POS terminals, no frills accounts, super savings family accounts, self service banking etc., have become the buzz words of the day and to remain competitive, banks are offering innovative and attractive packaged technologically based services to their customers. The bank being service industry has to deliver its services in accordance with the needs of customers. Customer oriented business and quality customer services are the keys to the growth and sustainability of banking industry. Therefore, banking culture must be customer oriented and customer-centric to manage each and every customer uniquely.

Banking sector in India comprises nationalized banks, private banks, co-operative banks and foreign banks. With the advent of these entire banking group, there found progress of branch expansion of public sector and other commercial banks. “Total number of bank offices have increased from 8,260 in 1969 to 1,01,261 as on 31st March 2012, and the national average population per bank office of scheduled commercial bank has progressively declined from 63,800 in 1969 to 13,000 in 2012”, which shows the competitive tendency among banks and this also implies the undertaking of marketing activities by the Indian banks in their regular banking business. Similarly, during early stage agricultural sector contributed highest but of
late the service sector has been contributing a major portion towards the growth of Gross Domestic Product (GDP) of India. “The agricultural sector contributed 14.6 per cent, industrial sector contributed 28.6 per cent and service sector contributed around 57.2 per cent towards the GDP of India during 2011-12”\(^2\).

During post nationalization of banks, the quantitative expansion in banking business has not witnessed qualitative improvement in their operations and services. Because the cost per employee indicates that banking is certainly not a low paying profession. “Cost per employee in public sector bank has gone up to ₹ 7.44 lakhs as on 31-3- 2012 from ₹ 7.2 lakhs as on 31-3-2011 and ₹ 5.5 lakhs in 2009-10. In private sector, it was ₹ 6.88 lakhs as on 31-3-12 as against ₹ 6.5 lakhs during 2010-11”\(^3\). There was downward trend in the quality of services and efficiency of banks which in turn affected adversely to the economic growth of the country. In view of above, the RBI has initiated reforms to make banking system more viable, competitive, vibrant, productive, efficient, profitable, techno based and customer friendly by keeping in mind the global and domestic perspective.

**Bank Marketing**

In the past, Indian banks were conservative and inward looking in their nature. They were unwilling to accept changes and new ideas, mainly concerned with their profits and stereotyped banking activities. As a matter of fact, there was no competition in Indian banking sector during those days. But the days of simply creating the services and keeping it to the disposal of customers have gone now. Today’s customers, due to high technology and continuously changing of government norms, are becoming more knowledgeable, demanding, analytical and also aware of their rights. Therefore, gradually banks’ approach towards customers’ has been changed and automatically banks and banking functions have been passing through various phases.
Marketing is the most useful and emerging tool in banking sector but before 1950’s, bank had no understanding or regard for marketing by assuming that personal selling was not necessary. Bank marketing is an approach to market the services in a profitable way. It is an attempt to maintained commercial viability. “Marketing came into banks in the late 1950’s, not in the form of marketing concept but in the form of promotional concept. Banker’s attitude and comprehension about marketing has changed in 1960th. They recognized that customer is crucial for every activities of banking organization. In this way, the concept of Bank Marketing deserves the attention of Indian bankers and realized that it is unable to continue with their take it or leave it attitude business policies. Accordingly, banks shifted their attitude towards marketing their products. Again “Bank marketing concept changed in 1970’s, and the first major step in the direction of marketing was initiated by the SBI in 1972, by dividing the customers under four major segments such as commercial and institutional, small industrial and small business, agriculture, personal and service banking segments”.

Bank marketing period is also known as modern period. “In 1973, the SBI improved marketing strategies in different areas of their banking operations and in 1974, banks picked up the word marketing and during this time they began to offer profit, security, regular income, retirement benefit, money for daughter’s marriage, children’s education, etc., besides the mobilization of funds. It was in the early 1980, banks realized marketing is more than that and they started developing the product,
market penetration and training to the bank staff\(^6\). The continuous process of rectification and modification in banking operations creates four phases; they are traditional banking period, development banking period, bank marketing period and very recently customer centric period. Thus, qualitative customer service has occupied the centre stage of operation in banking industry. Similarly, “changes are also found in the customers’ perceptions towards banks as;

- 1950s to 1960s - Serving the customer.
- 1960s to 1980s - Satisfying the customer.
- 1980s to 1990s - Pleasing the customer.
- 1990s to 2000 - Delighting the customer.
- 2000 to 2005 - Retaining the customer.
- Beyond 2005 - Reaching out to new and young customers with tech-savvy products.”\(^7\)

The Government of India and the RBI, being the regulators of banking sector, actively engaged from the very beginning in the processes like review, examination and evaluation of customer services with a view to support the banks in providing qualitative customer services. Accordingly, the RBI set up various committees to improve the quality of services.

In 1972, the RBI appointed R. G. Saraiya Committee to improve quality of customer service in banks. During 1975-77, the RBI appointed another Working Group, under the Chairmanship of Shri R.K.Talwar to study the quality of customer services in banks. After considering the recommendations forwarded by above committees, during 1983-88, the RBI appointed one more committee under the Chairmanship of Dr. C. Rangarajan, the Deputy Governor, to draw up a prospective plan of computerization for the banking industry. Goiporia Committee, appointed by
the RBI in 1991, also worked effectively to improve service quality in banks and forwarded many recommendations. In 1994, W.S. Saraf the executive director of RBI, recommended to setting up Electronic Fund Transfer (EFT) system. On the basis of recommendations of Saraf Committee, the RBI, in 1995 set up a Committee presided over by Smt K.S. Shere, the principal legal adviser of RBI, to study all aspects of EFT. This Committee recommended that the RBI may restrict its EFT system for high volume interbank fund transfer on Real Time Gross Settlement basis. Again during 1995, the RBI appointed Banking Ombudsman (Revised scheme in 2002 and 2006) to study the customers’ grievances. Further, in order to examine the various issues pertaining to technology upgradation, the RBI appointed Narasimham Committee II, in Sept. 1998. The Committee presided by Dr. Vasudevan, the executive director of RBI has recommended using modern services in banking operations. The RBI also introduced IT Act, 2000, to provide legal recognition to documentation created through electronic media by affixing digital signature. On the basis of recommendations of Tarapore Committee 2004, on procedures and performance audit, all commercial banks constituted a Customer Service Committee of the board with a view to improve the quality of services and also to strengthen the corporate governance structure in the banking system. Again RTI Act, 2005, was introduced to display banking information on need basis. In 2006, the RBI formed Banking Codes and Standard Boards of India (BCSBI) as one more Working Group with a view to improve banking operations. The RBI also introduced complaints redressal system for enabling the customers to get their grievances redressed early such as Customer Dispute Redressal Forum (CDRF) and Customer Service Centre for Public Sector Banks.

Based on the recommendations made by several Committees formed by the RBI, banks began in designing their banking operations to enhance the quality of their
services to the satisfaction level of customers. Though the RBI’s strong initiation to ensure improvement in the standard of customer service and grievances redressal in banks, it has been observed that the customers are not fully satisfied and they have several complaints against banking services.

Table 1.1; Number of Complaints Recorded in BO Office

<table>
<thead>
<tr>
<th>Period</th>
<th>No. of BO Offices</th>
<th>No. of Complaints</th>
<th>Growth Over Previous Year (In %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-06</td>
<td>15</td>
<td>31,732</td>
<td>20</td>
</tr>
<tr>
<td>2006-07</td>
<td>15</td>
<td>38,638</td>
<td>22</td>
</tr>
<tr>
<td>2007-08</td>
<td>15</td>
<td>47,887</td>
<td>24</td>
</tr>
<tr>
<td>2008-09</td>
<td>15</td>
<td>69,117</td>
<td>44</td>
</tr>
<tr>
<td>2009-10</td>
<td>15</td>
<td>79,266</td>
<td>15</td>
</tr>
</tbody>
</table>

Source: RBI Annual Reports 2009-10.

Due to the above critical position of the customers, the RBI, constituted a Committee on “May 26, 2010 under the chairmanship of Shri M. Damodaran, Former Chairman, SEBI, to review the existing system of attending customers with respect to approach, attitude and fair treatment and also to evaluate the quality of services rendered to pensioners and retail customers”\(^8\). The committee also had assigned a task of studying the grievance redressal mechanism lays in banks, its structure and suggests measures for quick and efficient resolution of complaints. During banking ombudsman conference convened by the “RBI in Sept 2011, the Governor had indicated ten action points for bringing improvement in customer services. Main important point is related to Most Important Terms and Conditions (MITC) for deposit as well as loan products”\(^9\).

Further, the most remarkable progress in India is the World Trade Organization (WTO) which came into existence in 1995, to strengthen the world economy by encouraging trade, investment and employment. The WTO came out with the General Agreement on Trade in Services (GATS). Under GATS, separate agreement was negotiated in respect of financial services which are called as Financial Services Agreement (FSA). Banking Services are also within the purview of FSA. In
1997, all member countries, entered into WTO Financial Services Agreement. The GATS gave birth to international competition and there found progress in the number of bank branches which in turn enhanced the credit system of the country. Accordingly, the “credits of scheduled commercial banks in India have increased from ₹2,54,016 crore as on 31st March, 1996 to ₹47,53,780 crore as on 31st March, 2012” registering the growth of more than 18 times during the corresponding period. Therefore, customers are enjoying better and qualitative services to satisfy their needs. Majority of the banks have become customer centric. Thus, with the regulatory support of the GOI and RBI, Indian banks have been implementing major reforms in their banking operations with a view to improve the quality of customer services and to develop market driven culture in their organization.

<table>
<thead>
<tr>
<th>Computerization</th>
<th>Credit/Debit Cards</th>
<th>RTGS/NEFT/MICR</th>
<th>Retail Banking/Lending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Based Services</td>
<td>Core Banking</td>
<td>Mobile Banking</td>
<td>Corporate Banking</td>
</tr>
<tr>
<td>ATM Net Work</td>
<td>SMS Banking</td>
<td>Electronic Kiosks</td>
<td>POS Terminals</td>
</tr>
<tr>
<td>New Deposit Schemes</td>
<td>Cash Mangt. Service</td>
<td>New Pension Scheme</td>
<td>Tax Services</td>
</tr>
<tr>
<td>KYC/AML</td>
<td>Financial Inclusion</td>
<td>Gold Sales Campaigns</td>
<td>Self Service Banking</td>
</tr>
<tr>
<td>Micro Finance</td>
<td>Smart Card</td>
<td>Loan to SHG/SME</td>
<td>Consultation Services</td>
</tr>
<tr>
<td>Bio Metric ATM</td>
<td>Home Banking</td>
<td>Cross Selling Service</td>
<td>Kisan Credit Card</td>
</tr>
<tr>
<td>Corporate Social Responsibility</td>
<td>Community Service Banking</td>
<td>ATM for Visually Impaired</td>
<td>Direct Transfer of Cash</td>
</tr>
</tbody>
</table>

**Statement of Problem**

The Indian banking sector has been facing severe competition from new generation private banks and foreign banks. The dominance of PSBs has come down from “87 per cent in 1980 to 76 per cent in 2010-11 in their market share in total business. As against this, the share of private sector banks has shot up from 5 per cent in 1980 to 18 per cent in 2010-11 and the balance 6 per cent goes to the foreign bank”

In view of this, the financial position of Indian banks must be improved by making them market oriented, dynamic and globally competitive. Now, it is a challenge
to the bankers to provide services that exceeds the expectations of users by adopting marketing strategies.

Moreover, the vast network of bank branches spread all over the country with millions of customers, created wide scope to the banks to widen their service areas and generate market revenue. Indian banking industry must stands tall on the landscape of Indian financial system. Hence, a qualitative customer service is a pre-requisite for the development of Indian banking system. In the new era, varieties of services and delivery channels have added to the complexity of banking operations. The deregulation of interest rates, entry of sophisticated technology, differential pricing, service charges and unique product features etc., have created an environment to develop the banks in their own and most unique way. Banking trends are focusing upon, re-engineering existing services and introducing newer customer services. Thus, online banking, consultation services, speed and accuracy, technology upgradation, opening extension counters, professional approach, good marketing strategies and training to bank employees etc., are much essential for marketing of banking services. Similarly, product planning and development, selection of location, promotional tools, market research and information, pricing and communication are needed in bank’s marketing mix.

Belgaum district is vibrant with various economic activities providing tremendous opportunities for banks to mobilize and deploy resources for overall development of the district. About, 76 per cent of the total population constitutes rural population; again the literacy rate of Belgaum district is 64.2 per cent (2011 census). There are number of Central and State Government Programmes and Schemes which are working actively with the support of different credit agencies. The SGRY, PMEGP, SJSRY, Udyogini, Stree Shakti, Indira Awaas Yojana, Nirmala Grama Yojana, Rajiv
Gandhi Rural Housing Yojana, Kisana Credit Card, Swarojgar Credit Card, Rashtriya Krishi and Bima Yojana etc., are the schemes which are providing necessary helps to several groups of the society. “Under all these schemes, the performance of banks in Belgaum district stood with 54230 numbers of accounts and ₹433.86 crore loans sanctioned during 2010-11” 12. Similarly, “during 2011-12, KVG bank secured the state level award from the NABARD for highest average lending to SHGs among the banks in Karnataka. The bank had 1,02,340 credit linked SHGs with credit exposure of ₹1221.33 crore as on 31-3-2012. Further, in accordance with the RBI directives, KVG banks have been successfully brought under Core Banking System (CBS) well before the stipulated cut-off date of 30-9-2011” 13. Due to the fast changing environment, the concept of bank marketing is getting popular in Belgaum district. Moreover, providing better quality banking services has become the need of the hour and it is beneficial to almost all sections of the society such as agriculturist, industrialist, educational institutions, SSI units, students, women entrepreneurs, etc. But the level of awareness towards banking products, technology, e-banking and other modern services is very poor among the people. Even most of the people do not know about it and who knows about it are reluctant to use it due to lack of knowledge regarding its method of using, especially ATM facilities and many e-banking services. As a matter of fact, the performance of banks in Belgaum district in the field of marketing of banking services has not reached upto the excepted level. Hence, the statement of the problem

“Marketing of Banking Services in Belgaum District - A Diagnostic Study”

Need for the Study

Growth of service sector helps to generate an employment opportunities in the country. The studies have shown that the share of service sector in India’s GDP is higher than that of both agriculture and manufacturing sector. “The share of agriculture
sector in GDP has declined from 26.5 per cent in 1993-94 to 20.5 per cent in 2004-05 again it went down to 14.6 per cent in 2011-12. Similarly, the share of industrial sector in the real GDP has also declined from 22.1 per cent in 1993-94 to 21.9 per cent in 2004-05, and its present status is also marginal i.e. 28.6 per cent during 2011-12. Whereas the share of service sector in the real GDP has increased from 50.5 per cent in 1993-94 to 57.6 per cent in 2004-05 and in 2007-08 its share was much higher at 67 per cent and 2011-12 the service sector contributes 57.2 per cent in total GDP\textsuperscript{14}.

Despite of several measures undertaken by various authorities, there is the need of improvement in some of the important areas of customer services. “Out of the 6,00,000 habitations in the country, only about 30,000 have commercial bank branch. Just about 40 per cent of population across the country has bank accounts. People having debit cards comprise only 13 per cent and those having credit cards are only 2 per cent. Even where accounts are claimed to have been opened, the verification shows accounts are dormant”\textsuperscript{15}. Therefore, banker must take special efforts in creating awareness among rural customers towards services available, terms and conditions and charges and interest rates, etc. Similarly, as a part of financial inclusion drive, the banking sector has opened only “out of 22 crore households, only 3 crore have accounts in banks in rural India which is just 13 per cent”\textsuperscript{16}. This step enables in transferring Govt benefits directly to bank account through Adara.

Belgaum is the second largest district in Karnataka State in terms of area which lies on northern boundary adjoining the state of Maharashtra & Goa. “The district comprises 10 taluk, subdivided into 22 towns & 1270 villages with an area of 13,415 kms. with the population of 47,78,439 as per census 2011, of which male constitute 51 per cent and female 49 per cent, 76 per cent rural and 24 per cent urban population with an average literacy rate of 64.2 per cent. This is second most populous district in
Karnataka State after the Banglore Urban°°°°°. Belgaum district is on the fast track of
developing modern metro with all life style facilities. From the early 1970’s, Belgaum
began developing as an important centre for the manufacture of heavy machines tools,
handloom and cottage industries, silk weavers, vegetable trading, fish, wood and
mining resource trading. Rich deposit of bauxite and uranium are found in Belgaum
district. It has 7 mega industries, 34 large and medium scale industries and 15 sugar
factories. There are 20 NGO’s functioning in the district in nurturing of SHGs. With
moderate climate, fertile soil and irrigation facility, agriculture has become the main
occupation of the district. On the whole, the district is comparatively well placed with
various facilities like power, transportation, irrigation, communication, education,
health care, tourism, agricultural marketing, banking and finance, etc. which offers
tremendous scope to the service providers in reaching out towards the development of
society in a different ways.

Development of Belgaum district is fully depends upon the progress of banking
system and availability of modern services. Flow of timely and adequate credit to
potential areas is very much important. For the last 6 to 7 years, banking sector shows a
tremendous progress in the development of Belgaum district in respect of deposits,
credits, number of branches and CD ratios.

\[ \text{Table 1.2: Progress of Banking Sector in Belgaum District} \]

<table>
<thead>
<tr>
<th>Year as on 31st March</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth of Deposit</td>
<td>13.2</td>
<td>08.0</td>
<td>04.0</td>
<td>04.0</td>
<td>08.0</td>
<td>16.0</td>
<td>21.0</td>
<td>24.5</td>
<td>19.8</td>
<td>21.6</td>
<td>22.8</td>
<td>23.0</td>
</tr>
<tr>
<td>(In %)</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>CD Ratios</td>
<td>48</td>
<td>31</td>
<td>62</td>
<td>67</td>
<td>75</td>
<td>85</td>
<td>83</td>
<td>81</td>
<td>75</td>
<td>68</td>
<td>74</td>
<td>72</td>
</tr>
<tr>
<td>(In %)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No.of Branches</td>
<td>427</td>
<td>429</td>
<td>425</td>
<td>436</td>
<td>450</td>
<td>479</td>
<td>482</td>
<td>493</td>
<td>497</td>
<td>505</td>
<td>521</td>
<td></td>
</tr>
<tr>
<td>Average Population</td>
<td>11130</td>
<td>13398</td>
<td>13398</td>
<td>9650</td>
<td>9650</td>
<td>9622</td>
<td>9622</td>
<td>9423</td>
<td>9134</td>
<td>8964</td>
<td>8521</td>
<td>7243</td>
</tr>
<tr>
<td>Growth of Credit in</td>
<td>NA*</td>
<td>12</td>
<td>08</td>
<td>22</td>
<td>27</td>
<td>14</td>
<td>32</td>
<td>38</td>
<td>31</td>
<td>25</td>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td>Last Year (In %)</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
<td></td>
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</tr>
</tbody>
</table>

*Source: Annual Reports of Lead Bank, Belgaum.  *NA; Not Available.*
“The total credits of banks in Belgaum district have increased from ₹ 702 crore in 2001-2002 to ₹3346 crore in 2010-11”\textsuperscript{18}. The number of bank branches has increased from 427 in 2001 to 521 in 2012 and thereby, average population per branch has decreased from 11130 in 2001 to 7243 in 2012. This shows the tendency of competition among banks in rendering banking services. Further, the studies on marketing of banking services carried out in India are few and also not guided properly to improve the quality of banking services. Therefore, there is a need to study the efficiency of banks in offering traditional as well as modern services and it is also necessary to examine the customers’ satisfaction level towards banking services. Hence, the researcher felt the need of the study.

**Review of Literatures**

M. R. Shollapur (1992)\textsuperscript{19}

The author made an attempt to examine the performance of BDCC banks of Belgaum district in deposit mobilization and credit deployment. The study reveals that the performance of banks in credit expansion and deposit mobilization is quite satisfactory. The researcher suggested for effective credit planning and supervision for pre and post sanctioning of loans and advances.

S.S.Choragi (2000)\textsuperscript{20}

The author examined the performance of RRBs under service area approach like deposits, credits, recovery management, and operating cost. The study shows favourable result in recovery performance where as the performance in deposits and credit expansion is very poor. Therefore, the researcher suggested for market driven deposit policy, innovative schemes, and formulation of strategic plan, credit linkages, effective pre and post sanction appraisal of loans as well as follow-up system.
Shankarayya C. Mathapati (2002)\textsuperscript{21}

The researcher conducted study to ascertain the need of agricultural credits and other financing sources of the BDCC banks and also covered the problems of loan disbursement, over dues and repayment performance. The study reveals that the loaning operations in terms of adequacy and timeliness are not so effective and also found that there is a declining trend in the disbursement of medium term credits due to the problem of non recovery of over dues. Suggestions have been forwarded to use effective plans, competitive strategies, publicity, new deposit schemes and also to apply SWOT analysis.

Prabal K. Sen (2003)\textsuperscript{22}

The researcher covered the historical part of computerization system in India and ascertained how Indian banks transcended their banking operation from traditional banking to e-banking system. The study covered different types of modern services like MICR, INFINET, ECS, EFT, ATM, SWIFT, SPNS and SFMS, by giving the data about all these services since their inceptions.

M.L.Guledgudd (2004)\textsuperscript{23}

The study is made to examine the relevance of marketing services in Gadag district. The author highlighted different marketing mixes like product, promotion, place, price, procedure, people, etc. Customers’ perceptions regarding marketing of banking services have also been studied. The author suggested in introducing new products, better promotional policies, awareness of price, modern technologies, training to staff, and other facilities.

Jiban Chakraborty Kolkata (2005)\textsuperscript{24}

The author traced out the growth and survival in the buyers’ market is fully depends on customer oriented and market driven management of banking system.
Further, covered the marketing mix strategies such as proper product decisions, place decision, promotion decisions and price decisions. And each of such decisions can be properly planned by taking into consideration the factors like economic environment, cultural environment, legal and regulatory environment, etc., on which the success of business depends. Finally, the study proves that banking and financial services should be market driven.


The researchers studied concepts, features, uses of e-banking and also ascertained that new distribution channels, changing customers’ expectation and digital coverage, etc., are the important factors for the growth of e-banking. Similarly, products of e-banking like ATM, tele banking, cash management services, electronic fund transfer, electronic data interchange, electronic cheque system, credit cards, smart cards and debit cards, have been covered with meaning and importance of all these services in banking operations. The study ends by quoting e-banking benefits as well as risks such as operational risk, reputations risk, legal risk and security risk.

**Pradeep Gupta and K.S.Thakur (2005)**

The authors rightly quoted the concept of bank marketing which means, to satisfy financial needs of the customers by taking into consideration the organizational objectives. From the bank marketing angle, different deposits and loans schemes have also been highlighted by keeping in view the mode of deposits, repayment system, safety and profitability. Also suggested for effective promotion and pricing strategies, but other essential strategies of bank marketing are yet to cover.

**Narendra kumar and Mohan Kumar (2005)**

The authors opined that an ideal customer service is possible only through the bank computerization and e-delivery channels. Different benefits of computerization
are highlighted. Further, the customers are categorized like big, medium and small customers, on the basis of their occupations and levels of dealings with fully and partial computerized bank branches. Study reveals greater efficiency in fully computerized bank branches. The author realized that customers’ knowledge about e-banking is must, to reap the real benefits of computerizations.

V. S. Pai (2006)\textsuperscript{28}

The researcher studied the deposits and credit services by taking different banking groups and by using ANOA technique. Study reveals that though the overall performance of all banking group is largely similar in some aspects, private sector banks have shown superior performance. Study also reveals that there is a significant growth in terms of deposits and credits of scheduled commercial banks. In the area of deposits, RRBs have recorded superior performance.

P. Narasaiah and Sudarsana Murthy (2006)\textsuperscript{29}

The authors dealt with different facets of e-banking and opined that all these facets of e-banking act as product differentiation in service quality. The study reveals that regarding the matter of websites foreign banks scored highest rating and public sector banks scored highest rating in internet facility. But strategies to improve e-banking are yet to cover.

Nalini Prava Tripathy (2006)\textsuperscript{30}

The researcher made an attempt to analyze the factors which influences, the investment decisions of the customers of public sector banks such as speed services, price factor, service factor, situation factor, environmental factor and innovation. The author realized that communication gap, lack of innovative techniques, lack of market orientation in the work culture, lack of training to bank employees are some of the drawbacks in public sector banks.
Yalaguresh B. Pattanshetti (2007)\textsuperscript{31}

The author studied growth of banks in Bijapur district in respect of deposits, credits and ancillary services, with the applications of marketing strategies. The study shows that these banks have a lion’s share in the collections of current, fixed and savings deposits. But they are not responding positively to the changing marketing environment to satisfy their customers. The author also suggested few strategies like application of SWOT analysis, marketing research, product planning and development, CRM, market penetration and diversification of deposit mix, to improve quality and innovativeness in the service model.

Amit M. Hanchinmani (2007)\textsuperscript{32}

The researcher examined the product mix, product portfolio, product development as well as the problems and issues involved in the marketing of services in commercial banks, co-operative banks and RRBs. Also studied market research and pricing decision. The study reveals that while marketing the banking services, banks must provide quality services to their customers with the help of modern and innovative technology.

S. V. Farooqui (2007)\textsuperscript{33}

The author dealt with different aspects of bank marketing e.g. behavior of users which again influenced by their psychological factors such as knowledge, attitude, intention, motive and image. The author opined that while formulating the marketing strategies, target market, competitiveness and strategic decisions, are very much essential for commercial banks. The author also covered the 4ps of marketing mix.

N. Kamakodi and M. Basheer Ahmed Khan (2008)\textsuperscript{34}

The authors identified that in this e-banking era, whether the banks are delivering their services as per the customers’ expectations or not? The study reveals
that banks exceeding the expectations of the customers in technology based services, but their branch level services have not reached the expectation level. So, they opined that beyond a certain point, IT along with personal touch services will be necessary for the banks to retain their existing clients and also to attract new ones. Therefore, banks have to identify and incorporate the importance of personal selling in their operational strategies.

**R.K.Uppal (2008)**

The researcher selected the sample of 25 customers and ascertained that motivational factors, cost factors and risk factors influences the decisions of customers while using e-channels. The study also reveals that most of the customers are satisfied with the different e-channels services, but lack of awareness is a major drawback in the spread of e-banking services. Strategies like convenient accessibility, publicity, transparency, awareness and wider scope of e-channels are recommended.

**E.K.Rayapan and R. Shunmughan (2008)**

The authors ascertained level of customers’ satisfaction in Canara banks. The study also focused on the relationship between satisfaction score and eight types of independent variables like age, gender, marital status, qualification, occupation, income, duration of account, bank visits and awareness of banking. Finding of the study shows that all the eight independent variables are positively associated with dependent variables. Further, marketing strategies to be used by banks to measure the customers’ satisfaction levels is also covered.

**R.Vijayaraghvan (2008)**

The author opined that due to tough competition, customer service has become the back bone to judge the performance and to decide the fate of the banks. In the environment of changing perceptions of the customers, banks need to focus on
customers’ satisfaction. Also quoted the RBI’s initiative steps to improve customer services e.g. Talwar Committee and few customer service centers for PSBs. Tips for rendering good services by using modern technologies are also covered. But other marketing strategies are yet to cover.

**Ipshita Bansal and Rinku Sharma (2008)**

The researchers opined that bank plays an important role in improving the country’s GDP and also to generate employment opportunities. They highlighted the achievements of Indian banking such as formulation of customers’ committee, improvement in collection and processing of cheques, grievance redressal cell, doorstep banking, credit cards and computerization system. Challenges in front of Indian banks like frauds free culture, quality service; HRD and technology have also been covered by giving some suggestion to cope up with these challenges.

**Hitendra Bargal and Ashis Sharma (2008)**

Comparative study of public sector, private and co-operative sector is done in different aspects like customer satisfaction, status of banks, service rating scale, attitude of staff members, perceptions of bank employee about job, e-commerce, innovation and communication skills. They found excellent status of private sector banks as compared to public and co-operative sector banks.

**Varsh Virani (2008)**

The researcher explained different types of modern banking channels, its uses, customers’ awareness and their satisfaction levels in Kotak Mahindra Bank. Framed two hypotheses and with the application of Chi-square test the author ascertained that customers are aware and taking benefits of the modern services. Further, the study also reveals that younger generation customers are responding in a better way as compared to the older ones.
G. Vijaya Bharathi, P. Mohan Reddy and P. Saritha (2008)\textsuperscript{41}

The researchers ascertained that growth and survival of the banks depends on marketing of their services aggressively by differentiating the quality in the matter of speed, timeliness, accuracy and courtesy. So, these four elements are very important in delivering the quality customer services. Also outlined the causes for customer dissatisfaction and recommended few dimensions to improve customer services such as motivation, orientation staff, proper system and procedures, innovative methods and proper handling of customer complaints.

S. S. Hugar and Nancy H. Vaz (2008)\textsuperscript{42}

The authors quoted the meaning of customer oriented organization. Selected the sample of public sector, new generation banks and foreign banks to evaluate the level of customer orientation in respect of products offered, technology adopted, service environment and complaints received in banks. Suggested that use of SWOT analysis and CRM concepts to improve customer orientation system.

C. T. Sam Luther (2008)\textsuperscript{43}

The researcher carried out comparative study between foreign and Indian banks, in respect of their performance, achievement and services quality. It reveals that superior technology, customer service quality, marketing skills, corporate banking, SMEs financing, retail banking, wealth management, assets management, investment banking, are the possible reasons for excellent performance of foreign banks. The author opines that the competition created by the foreign banks, forced Indian banks to offer additional customer choices through innovative products, better services and price options, for their survival.
Ashok Kumar M. and R. Rajesh (2009)\textsuperscript{44}

The authors made an attempt to identify whether today’s customers are satisfied? Due to globalization bankers are striving to increase the quality of services by adopting technical collaboration. Where customers are becoming more and more demanding, dominant and selective one. Some important areas to satisfy the customers’ needs has been traced out like staff behavior towards the customers, modern technology, core banking services, customer redresal cell, phone banking and e-banking services (ECS, EFT, RTGS). Suggested to introduce modern customized products, tax advisory service, cash management service, technological up gradation and innovations.

R. K. Uppal (2009)\textsuperscript{45}

The author traced out the trends and growth of retail banking in public sector, private sector, new private and foreign banks with different parameters like CD ratio, deposit patterns and lending system. Retail portfolio of banks such as, housing loans, consumer durables, credit card receivables, auto loans and other personal loans have also been covered and suggested few strategies like advanced technology, skilled manpower, market research and e-banking. But comparative study between the sectoral deployment of fund and retail lending quantum of loans have not covered.

Anchal Sing (2009)\textsuperscript{46}

The author studied banking reforms of all scheduled commercial banks by taking deposits, advances, CD ratios, priority sector advances, investment, income and expenditure composition. The author found satisfactory result in almost all aspects. The author suggested to improving rural co-operative credit system and quality of services to meet the future challenges.
N. Panchanathan and T.S.Uma Rani (2009)\textsuperscript{47}

The authors ascertained the role of creativity and innovation in marketing strategies of banks. Paper discussed different innovative practices such as electronic payment system, ATM networks, internet banking, mobile banking and educational loans. The author suggested that advertising, internet marketing, promotion, public relation, wealth management, bancassurance and quasi banks are the some strategies to reach marketing objectives by increasing their shares.

G.Vijaya Bharathi, P. Harinath Reddy and P. Subbalakshmi (2009)\textsuperscript{48}

The study begins with different models of mobile banking such as academic, business and bank-led model, with its important services like, account information, payment, deposits, withdrawals and transfer of payment. Further, author covered the important aspects of mobile banking i.e. trends, content services, challenges, security, its applications, issues as well as history of mobile banking in the world.

Jayalakshmi (2009)\textsuperscript{49}

The author asserted the features and necessity of e-banking services and its relation with the customers’ satisfaction by using t-test, ANOVA, F-test and correlation. The study proved that e-banking services create greater impact on customers’ satisfaction and they are more satisfied by using such services because they can save their time and also maintain peace of mind. The author opines that day by day e-banking is gaining lot of importance and it is one of the best strategies in marketing of banking services. Paper did not cover the risk lies with e-banking and how to overcome with those risks.

R.K. Uppal (2009)\textsuperscript{50}

The author conducted study on the priority sector advances and target achieved in such advances by public sector, private sector and foreign banking groups. It reveals
that PSBs have not achieved the target of 40 per cent, while private sector banks have achieved the overall target but could not covered 10 per cent credit to weaker section. On the other hand, foreign banks have achieved the SSI’s export credit and overall target. The study reveals that due to high lending of priority sector, NPA of PSBs is increased. Researcher also covered problems and issues of PSA and suggested strategies to overcome from those problems.

**Kalyan Ram M. Addanki (2009)**

The researcher studied behavioral pattern of customers’ which depends on the nature of services offered by banks. Because today’s, customers are smarter, more demanding and always expect quality services. So, the author opines that banks have to understand that merely acquiring customers is not sufficient, but the most important challenge is, in retaining them because there is a direct link between retaining the customers and profitability of banks. Further, added that cost, quality, reliability, range of products, accessibility, friendliness and reputation are much important to retain the customers because satisfying the existing customer gives birth, in attracting the new ones.

**R. Selvaraju and G. Vasanthi (2009)**

The authors examined that in classical marketing literature only 4ps. are necessary but in bank marketing due to strong presence of human factor 7P’s such as product, price, place, promotion, people, procedure and physical evidence of marketing mix are very much essential to provide quality services. Further, author covers the importance and effective role of each component in the marketing mix of banking services. But while using all these 7P’s in bank marketing what type of practical problems has going to face by the banking industry are yet to cover.
Lakavath Mothilal (2010)\textsuperscript{53}

The researcher conducted comparative study between public and private sector banks in respect of customer focus. The study indicates that private sector banks are less customer focus. Author suggested these banks to maintain consistency in their services and adopting customer centric movement to build up, sustainable relationship banking. Further, the study did not find any difference of opinion between the junior, middle and senior managers, with respect to customer focus but there found, difference in the location of branches.

M. Selvakumar (2010)\textsuperscript{54}

The author evaluated the performance of regional rural banks in Tamil Nadu in respect of deposits, advances, income, expenditure and profits and compared the performance of these banks with the RRBs at national level, by using linear trend equation method and U test. Statistical result proved that there is no significant difference between the RRBs of Tamil Nadu and RRBs at national level in their above mentioned parameters. But the researcher has not compared the performance of these two groups in other types of services like e-banking and priority sector lending.

R.K.Uppal (2010)\textsuperscript{55}

The author selected public sector, private sector and foreign bank branches and studied their deposits, loans and other innovative products with some important marketing approaches like identifying customers’ needs, pricing the services, advertising and forecasting. Further, performance of these three banking groups are compared in respect of their deposits, advances, interest income, other income and profits, which indicates that private and foreign banks are much better than PSBs in their performance. Challenges of bank marketing like technology, untrained staff, rural marketing, customer awareness and trust are also highlighted by suggesting few
effective marketing strategies such as forming saleable product scheme, emphasis on deposits, effective branding, advertising, customer convenience, trained staff and e-delivery channels.

**Anubhav Anand Mishra (2010)**

The author identified, factors and relationship dimensions that are responsible for customer satisfaction and their importance in retail banking sector. Factor analysis and multiple regressions analysis have been applied and found that selected factors do not have a significant influence on their overall satisfaction. Thus, it is proved that by identifying the most related factors of customer satisfactions, it enables to improve the level of customer satisfaction and retention rates.

**Sandeep Ghosh Hazra and Kailash D.C. Srivastava (2010)**

The authors’ intention is to examine, whether liberalization process put pressure on nationalized banks to provide better quality services? Therefore, the authors have selected public and private sector banks with the sample of 300 respondents, to measure the difference between these two sectors, regarding service quality, customers’ satisfaction, loyalty and commitments by using multiple regression analysis and ANOVA technique. Result showed that customers are very much attentive towards the four dimensions of perceived service quality i.e. assurance, tangible, security and reliability. So, it proves that there is a significant difference between public and private sector banks regarding customers’ satisfaction, commitment and loyalty.

**Sativa Thrived, Sreekanth M.S. and R.S.Bharathisha Rao (2010)**

The researchers studied Indian banking history during early phase (1786-1969), nationalization phase (1969-1991) and new phase i.e. after 1991, with the meaning of e-banking and concept of mobile banking. They opined that mobile banking is the most modern area of development in the banking sector in which one can bank from
anywhere, at any time and in any condition either through SMS or through WAP in a very convenient, handy and speedy manner. The study also covered different types of services offered under mobile banking with its issues and challenges but risks lies in mobile banking are yet to cover.

Gayathri R. Balakrishnan (2010)\textsuperscript{59}

Study aims to probe into the customers’ awareness towards the various services offered by public and private sector banks in Tamil Nadu. To measures this, percentage, Karl Pearson’s correlation, Spearman’s rank correlation, Kendall’s coefficient of concordance and Chi-square test have been used, where the result indicates that out of eight independent variables considered for the study six factors have a significant relationship with the level of awareness and other two have no significant relationship with the level of awareness. The author suggested that the banker should be very sensitive about customer’s perceptions and powerful strategies are to be implemented to provide quality services as per the expectations of the customers.

Subbiah, R.Praveena (2010)\textsuperscript{60}

The authors identified various risks lies in e-banking like operational risk, credit risk, market risk, legal risk, strategic risk, reputation risk, and the precaution through which such risks can be managed. They opined that due to large number of benefits and new business opportunities, there is still a need to establish greater harmonization and co-ordination in the field of e-banking. Therefore, by understanding the impact of e-banking on the conduct of economic policy, the policy makers need a solid analytical foundation without one; the markets will provide the answer, possibly at a high economic cost.
The researchers added that due to advancement of IT, the whole world has become global village and ushered revolution in the banking industry. IT tools like MICR and Optic Character Recognition, (OCR) RTGS, Credit cards, Debit cards, Structured Financial Messaging System (SFMS), Society of Worldwide Interbank Financial Telecommunication (SWIFT), ATM, Biometric ATM, No Frills Accounts and Kiosks are supporting bankers to provide quality and speedy services to their customers. Advantages and risk lies in e-banking operations are also covered.

The author dealt with financial performance of Indian banks, during post deregulation period. Sample of six public and six private sector banks have been compared in respect of key financial ratios such as EPS, liquid assets to total deposits, investment to deposits, total advances to total assets, borrowing to deposits, total advances to total deposits, etc., by using mean, standard deviation, variance, skewness and correlation, as major statistical tools. Researcher found that in most of the parameters there is a positive correlation and skewness between public sector and private sector banks which shows competitiveness among them.

The researcher studied the performance of bank branches in Tamil Nadu from different locations like rural, semi urban, urban and metro by using profitability ratio, productivity ratio, deposits per branch, business per branch, deposits per employee, advances per employee and business per employee as well as a growth rate of deposits and advances for three years duration. The study reveals that urban branches have excelled in their performance as compared to rural and semi urban bank branches. Morale of the staff working in rural and semi urban is very poor. The researcher
suggested them to improve the working conditions of banks and thereby to increase deposit portfolio and CD ratios.

**D. Thomas Victor Raja and R. Chandramohan (2011)**

The authors assessed the role of DCC bank in financing women entrepreneurs in Tamil Nadu with different parameters and by using different statistical tools. They found that the women entrepreneurs deserve enough capacity to avail the loans and also repaying it. The study also reveals that banks are focusing only on urban women empowerment. Therefore, they suggested in giving more importance to the women community of the rural region, to facilitate a stronger rural women empowerment.

**M Suratkumari and K.S. Bhagyashre (2011)**

The authors ascertained the performance of RRBs in India in terms of deposits and loans accounts, financial inclusion, capital infusion, village adoption, branch expansion programs and ICT solution. Study reveals that though the number of RRBs branches decreased during the study period, there was improvement in their overall performance. Also studied strength and weaknesses of RRBs and the RBI’s policies regarding new concept i.e. financial inclusion, general credit cards and no frills accounts.

**Maksud Madras wale, N.M.Makandar and P. Palanivelu (2011)**

The authors carried out study to identify, how the KVGB implementing CRM solution to all its operating branches and regional offices to enhance the profitability. Perceptions of bank managers are collected regarding cultural change, IT system, motivated and trained staff, structure redesign, monitoring, controlling and inter departmental integration, and found positive response in the implementation of CRM concept in banking organizations.
V.M. Chavan and N.B. Sangapur (2011): The authors studied priority sector loans of banks of Haveri district in Karnataka State and found satisfactory result that all banks are providing priority sector advance above 60 per cent of stipulated target set by the RBI. Further, the study reveals that few banks have reached the target up to 93 per cent also. However, the authors opine is to improve some neglected sectors such as educational loans and rural housing finance and suggested to manage effective loan strategies and also proper supervision regarding, pre-sanction and post sanction appraisal of loans.

Subodh Kumar and Raj Pal Singh Rawat (2011): The researchers selected PSBs, PVBS, Co-operative banks and RRBs to compare quality of services rendered by them. Different types of services have studied by applying Chi-square test. Study reveals that there is significant difference in the standard of services rendered by the above banking groups. Suggestions have been forwarded to improve customers’ retention rate.

R.K. Uppal (2011): The author compared three banking groups, public sector, private sector and foreign banks in respect of e-channels services under different socio-economic profile of the customers. Study traced out the importance of e-channels in different areas like creating social relations, fulfilling all requirements in e-age, to improve quality, to face global competition and to manage transformation. It also reveals that the customer of Indian private sector and foreign banks are more delighted than their counterparts due to their e-channel services. The author suggested in using few strategies, particularly to PSBs in enhancing their service quality.
Rajash D. and K. Basavraj (2012)\textsuperscript{70}

The researchers studied growth and evolution of RRBs in terms of number of branches since its inception to 2010, as per year and district wise in Karnataka. They opined that RRBs are much better than the commercial banks or co-operative banks in meeting the needs of rural area and thereby to solve the problems of poverty, unemployment and other social economic backwardness. By taking the sample of Pragati Gramin Bank critical examination of priority and non priority sector loans, short term and long term loans have been analysed where the result shows that there was a significant difference in the performance of PGBs regarding priority sector and the non priority sector loans. On the contrary, there found a high degree of positive correlation between short term and long term loans.

**Objectives of the Study**

The following are the objectives of the study;

- To examine the banking services in Belgaum district.
- To analyze the deposit services of banks.
- To examine the credit services of banks.
- To analyze e-banking and miscellaneous services of banks.
- To study level of customers satisfaction towards the services of banks.
- To offer useful suggestions.

**Research Methodology**

The present study is based on primary as well as secondary data. The primary data are collected through questionnaire by presenting personally to customers and bank employees. Using convenience sampling technique, primary data are obtained from 300 customers of banks to examine level of satisfaction towards banking services and 30 bank employees to know e-banking and miscellaneous services offered by banks.
in Belgaum district. Secondary data are obtained from Annual Reports of SBI, Co-operative Bank and Karnataka Vikas Grameena Bank by selecting one branch of each from each taluk. Besides, secondary data are also collected from the following sources.

- Reserve Bank of India, Monthly Bulletins.
- Annual Reports of the District Statistical Office, Belgaum.
- Journals, Magazines, Newspapers, etc.

Further, researcher also had discussion and personal interview with the subject experts, practicing bankers, bank managers, officials and customers of the various bank branches from all the taluks of Belgaum District. The data are organized suitably in the light of objectives and classified and presented through the tables, graphs and diagrams.

**Selection of Sample Size**

Belgaum district has 10 taluks with adequate number of bank branches spread in urban, semi urban and rural areas. As it was felt that it would be useful to attempt taluk wise comparative study of marketing of services of commercial banks, co-operative banks and RRB (i.e. Karnataka Vikas Garmin Bank). Accordingly, one bank branch of SBI, BDCCB and KVGB of each taluk has been randomly selected as a sample for study, as these have largest network of branches in Belgaum district. Following is the sample size for the study.
Table 1.3: Bank Group wise and Taluk wise Sample Bank Branches

<table>
<thead>
<tr>
<th>Banks</th>
<th>Name of Taluks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>SBI</td>
<td>A 01, Bhl 01, Bgm 01, C 01, G 01, H 01, K 01, Rb 01, Rm 01, S 01</td>
<td>10</td>
</tr>
<tr>
<td>BDCCB</td>
<td>A 01, Bhl 01, Bgm 01, C 01, G 01, H 01, K 01, Rb 01, Rm 01, S 01</td>
<td>10</td>
</tr>
<tr>
<td>KVGB</td>
<td>A 01, Bhl 01, Bgm 01, C 01, G 01, H 01, K 01, Rb 01, Rm 01, S 01</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>03 03 03 03 03 03 03 03 03</strong></td>
<td><strong>30</strong></td>
</tr>
</tbody>
</table>

Source: Annual Reports of District Lead Bank

Statistical Tools Used in the Study

Statistical tools such as simple percentage, arithmetic mean, standard deviation, compound annual growth rate, trend line, one way ANOVA, Levene’s Test, Likert’s five point scale have been used.

Hypothesis of the Study

- **H₀**: There is no significant difference in banking services of one group to another.
- **H₁**: There is a significant difference in banking services of one group to another.
- **H₀**: There is no significant difference between banking groups in Deposit Services.
- **H₁**: There is a significant difference between banking groups in Deposit Services.
- **H₀**: There is no significant difference between banking groups in Credit Services.
- **H₁**: There is a significant difference between banking groups in Credit Services.
- **H₀**: There is dissatisfaction among customers towards Banking Services.
- **H₁**: There is satisfaction among customer towards Banking Services.

Scope of the Study

The study confines itself to the analysis of deposit and credit services of SBI, KVGB and BDCCB. It also covers miscellaneous services and e-banking services of banks. Further, the study also analyzes the level of customer satisfaction towards banking services.
Limitations of the Study

The study confines only to Belgaum district of Karnataka State. The study uses survey technique to collect the primary data that are likely to be biased. Sampling technique has been adopted to collect the data instead of whole population and drawn the conclusions. Only, 30 bank branches, 300 customers and 30 bank employees have been selected as a sample for study. Therefore, conclusion drawn from the sample may not be as accurate as the conclusions drawn from the whole population. The study is also restricted to analyze only the services provided by the banker to the customer for a period of 6 years.

Organization of the Study

The research study has been organized into eight chapters;

**Chapter I;** It consist introduction, progress of banking system, concept of bank marketing, statement of problem, need for the study, review of literatures, objectives of the study, research methodology, selection of sample size, statistical tools used in study, hypothesis of the study, scope of the study, limitations of the study, and organization of the study.

**Chapter II;** It deals with conceptual framework of bank marketing such as marketing mix, customer relationship management, cash management services, knowledge management in banks.

**Chapter III;** It deals with banking services of banks of Belgaum district in respect of number of bank branches as per area wise (urban and rural/s. ur.), bank group wise and their growth rates. Deposit mobilization and granting of credit services as per area wise and bank group wise their growth rate, CAGR and CD ratios have been analyzed.
Chapter IV: It covers detail study of deposit services of sample banks i.e. SBI, KVGB, and BDCC Bank by taking into consideration the important components of deposits like Savings, Demand and Fixed Deposits, as per years and taluks.

Chapter V: It deals with analysis of credit services of sample banks i.e. SBI, KVGB, and BDCC Bank by taking into consideration the important components of credit services like credits to agricultural sector, allied sector, non farming sector, other priority sector, non priority sector as well as loans to Govt. programmes.

Chapter VI: It deals with the details of e-banking services and miscellaneous services as well as their applications in the bank branches of sample banks i.e. SBI, KVGB, and BDCC Banks as per taluks.

Chapter VII: It deals with the level of consumers’ satisfaction towards banking services.

Chapter VIII: It gives summary of findings and suggestions.
REFERENCES

17. Annual Reports of Lead Bank, Belgaum.
18. Ibid.