CHAPTER – II
REVIEW OF LITERATURE

INTRODUCTION

A literature review is a body of text that aims to review the critical points of current knowledge and/or methodological approaches on a particular topic. Literature reviews are secondary sources and as such, do not report any new or original experimental work. Most often associated with academic oriented literature, such as theses, a literature review usually precedes a research proposal and result section. Its ultimate goal is to bring the research up to date with current literature on a topic and from the basis for another goal, such as future research that may be needed in the area.

Johnnic Odis King (1971)\(^1\) in his study on "An Analysis of the Current Marketing Activities at Commercial Banks and Savings and Loan Association Operation in the Study if Arkansas" has made an attempt to identify the marketing activities of commercial banks and savings and loans association in the study area. The study was projected to point out any strength, difference and similarities between the marketing programmes of the two types of financial intermediaries. Marketing planning occupies a low level of importance among the commercial banks and savings and loan association. The commercial banks and savings and loans association have not embraced the marketing concept because of the low level of market planning in these institutions.

Geiger's (1975)\(^2\) study was to establish the needs of customers. Social structure of the bank's customers and the image that the customers has of the banks were studied along with customers judgment of the range of services that the banks had to offer, the effectiveness of various advertisement and other sales

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promoting measures and the customer’s will to save and other habits indicate that satisfied customers were more positive minded than those who criticise of what their banks had to offer them.

The study undertaken by Robert Lee Fifts (1975)\textsuperscript{3} on "Predictors of Usage Rates for Selected Commercial Bank Services: Cross Section Approach Utilising Socio-Economic Demographic and Attitude Variables" has made to identify the variable that could be used to segment the market for commercial bank services. Fifts have identified the art of segmentation as a study of communication from the marketer's point of view. Facts: The most effective method of segmenting a market for commercial banking services was in forms of the socio-economic variable supported by demographic variables and Attitudinal variables were also important but were largely determined by the two sets of factors.

Vaghul(1976)\textsuperscript{4} in his article, “Employees Development for Efficient Customer Service”, while analyzing the services provided by commercial banks, has observed the delays in encashment and collection of cheques, issue of passbooks, chequebooks and drafts, sanction of advances etc. It was concluded that customers' expectations remain unfulfilled. He further adds that there was cold and impersonal attitude on the part of bank employees and suggested that employees have to be exposed to increasing interaction with customers, so that they develop a market-orientation and that the culture of customer centeredness permeate throughout the organisation. Other banking needs pertaining to products, price, place and promotion have been undermined by him.

\textsuperscript{3} Mr. Robert Lee Fifts (1975), predictors of usage rates for selected commercial bank services; Across sections approach utilizing socio-economic, Demographic and Attitude variables, Unpublished Ph.D dissertations, the University of Alabama.

\textsuperscript{4} Vaghul, N,(1976)."Employees Development for Efficient Customers Service”, Prajnan, April-June, Vol.VI,172-175.
R.K. Talwar submitted a report in March (1977) the Talwar committee, appointed by Government of India under the Chairmanship. It has pinpointed the areas in which the banks have to be strengthened and the areas in which services are to be rendered effectively.

Nedu (1977) studies customers’ perception of commercial bank services. The main findings are:

I. The Commercial banks satisfy the older customers more than younger ones.

II. Older bank customers are more aware of the existence of the various services provided by the banks than the young customers.

III. Commercial banks satisfy the female customers more than the male customers.

IV. Higher education or basic education these do not significantly affect the perception of bank customers.

Occupational membership (white or blue collar) and residential location do affect the perceptions of bank customers in varying degrees.

The Committee on the functioning of Public Sector Banks (1978) appointed by the Reserve Bank of India in 1977 had made a broad evaluation of the performance of public sector banks in the country covering the spheres of branch expansion, deposit mobilisation, credit disbursal, priority sector lending efficiency and management-employee relations and made recommendations to ensure improvement in the efficiency of their opinions and to restore their financial wealth. The committee had made a pragmatic evaluation of the actual performance and functioning of the public sector banks during the period from 1969 to 1977. It collected data from bank, bank staff, other financial institutions and commercial associations.


Sterk (1978)\(^8\) in his research study has observed the customer relationship and optimal bank portfolio allocation. The study reveals how a bank’s loan-deposit relationship can be estimated by properly aggregating individual customer data and how aggregate data can be used to identify and estimate the bank’s loan-deposit relationship.

Shetty (1978)\(^9\) critically examines the extent to which the banking system in India has been able to achieve the objectives set before it initially by the scheme of social control and subsequently by the nationalization of banks. It was observed that no major structural change had occurred in the composition of deposits and the banks have failed to improve their credit-deposit ratio over the years. Obviously, rural areas were neglected in the opening of bank branches too.

Agarwal (1979)\(^10\) in his book-management of Nationalised Commercial Banks in India with Reference to their Social Obligations has assessed the performance of nationalised banks in discharging their social obligations. There being no absolute line of measurement in this regard, an effort has bee made to evaluate the performance of the nationalised banks in discharging the various social obligations on the basis of a comparison with in the performance of other bank groups. For the assessment of their individual performance, the line of assessment adopted was the combined average performance of all the nationalised banks.

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10. Agarwall H.N. Management of Nationalized Commercial Banks in India with reference to their social obligations inter India Publications, Delhi, 1979.
Kulkarni (1979)\textsuperscript{11} has stated that while considering bank’s costs and profits, social benefits arising out of banks’ operations cannot be ignored. He claims that the profit maximization approach is out of place while referring to profitability, of banks. He recognized that while fulfilling their social responsibility, banks should try to make the developmental business as successful as possible, reduce costs, improve the banking system and increase the overall productivity.

Seshadri (1981)\textsuperscript{12} in the book ‘Banks Since Nationalisations’ has compared the achievements of the nationalised banks with those of private sector banks. The progress achieved by these banks in the spheres of expansion of branches, mobilizations of deposits and their advances were then analysed with the secondary data available from various banks and the Reserve Bank of India.

Agarwal (1982)\textsuperscript{13} in his book – Commercial Banking in India After Nationalisation, has written study of their policies and progress analysed the performance of commercial banks in India after nationalisation. It was neither an empirical study nor a study of a particular aspect of commercial banking. It was only a study of banking development in the light of nationalisation. Annual reports of banks, periodical reports of the Reserve Bank of India and personal discussions with banks officials were the major sources relied on in the study.

Nayan (1982)\textsuperscript{14} in his research study has made a comparison of the performance of individual nationalised banks with that of the banking system as a whole. An attempt was made to build up a model for the performance evaluation of the banks.

\textsuperscript{12} Seshadri IJH. banks since nationalization. Birla Institute of Scientific Research, New Delhi, 1981.
\textsuperscript{13} Agarwall B.F., Commercial Banking in India after Nationalisation-a study of their policies and progress, classical publishing company, New Delhi, 1982.
\textsuperscript{14} Nayan, Kamal, performance evaluation of commercial banks, development of an evaluation model Ph.D., thesis, Himachal Pradesh University, Simla-1982.
Rastogi (1982)\textsuperscript{15} in his study had evaluated the trends in Indian banking after Nationalisation. He has made an effort to ascertain how the banks were in a position to cater to the banking needs of the Indian masses. He suggested the ways and means for further development of banking. The data for the study were collected from the Reserve Bank of India and other agencies directly or indirectly engaged in the task of developing banking facilities in the country.

Angadi (1983)\textsuperscript{16} in his paper put-forth a proposition that the operational efficiency of a bank was inversely related to the responsiveness of operating costs to the changes in output. The ratio of proportionate change in operating costs due to proportionate change in output was related as a measure of responsiveness of operating costs. Recognizing the external and internal factors, that affect productivity, he expressed the view that the operating cost measures most of them. In his opinion, efficiency was an important yardstick for measuring bank performance.

Yadav (1983)\textsuperscript{17} has evaluated the working of the Syndicate Bank in the Northern Zone and ascertained whether it was working on the lines suggested by the Government of India and the Reserve Bank of India. With the help of an analytical and comparative study, the researcher has ascertained whether the Syndicate Bank has been successful in the northern part of the country and how fair it has been able to achieve the objectives of nationalisation by accelerating banking facilities in the rural, remote and the neglected areas.

Chawla (1987)\textsuperscript{18} in his book ‘Nationalisation and Growth of Indian Banking’ has investigated the development and growth of banking activities in India with special reference to the state of Punjab. The analyses were carried out

\begin{itemize}
\item \textsuperscript{15} Rastogi, Peejush Kumar, Post nationalization trends in Indian Banking, Ph.D., Thesis rohilkhand University, Barielly, 1982.
\item \textsuperscript{17} Yadav, Bal Ram Singh, an evaluation of the working of the Syndicate Bank in Northern Zone, Ph.D., Thesis, Rohilkhand University, Barielly, 1983.
\item \textsuperscript{18} Chawla A.S., Nationalisation and Growth of Indian banking Deep and Deep Publications, New Delhi, 1987.
\end{itemize}
with the help of different types of growth rates; indices changes were also calculated with certain statistical tools like co-efficient of variation and rank correlation. Too were used in the study.

**Hussian (1987)** in *A Study of New Roles or Public Sector Commercial Banks* in India analyses the major problems faced by the public sector banks in India. As public sector institutions they are required to face new challenges.

**Madhukar (1987)** has stated that the Bank managements in India, today are facing a two faced challenges to improve their profitability on one hand and to serve the public in new ways with greater efficiency and effectiveness on the other. In the noble task of fulfilling the socio-economic responsibilities, the commercial viability of banking should not be ignored. Hence, profitability and social objectives are the two opposing considerations which a bank was now required to keep in mind.

**Parasuraman, Zeithaml and Berry (1988)**, in the service quality instrument which was developed by them, identified ten dimensions of service quality namely access, communication, competence, courtesy, credibility, reliability, responsiveness, security, tangibles and understanding the customer. These dimensions were later refined into the following five generic dimensions into the quality measurement model, service quality. The five dimensions are

- **Reliability** refers to delivering on promises,
- **Responsiveness** means being willing to help the customer,
- **Assurance** refers to inspiring trust and confidence in customers by the employees of the service provider,
- **Empathy** means treating customers individually while **Tangible** represent the physical aspects of service.

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Sathyamurthy (1988)\(^{22}\) points out how the Estimate Committee of the Eighth Lok Sabha has observed that social banking should not be viewed as different from `normal commercial banking but as complementary and supplementary field. Banks must reconcile themselves to the fact that social banking continues to remain as their main responsibility and must strive to make it, notwithstanding various constraints, a profitable proposition.

Bhattacharya (1990)\(^{23}\) in his research article examines whether customer service in the banking industry was really deteriorating. He examines the issue using data from two field surveys, conducted by the National Institute of Bank Management in 1974 and 1984. Based on the study he concludes that an unqualified assertion that customer services have deteriorated in the post-nationalisation phase was empirically untenable.

Havolric (1991)\(^{24}\) has identified job security, better reward systems, high pay, opportunity for growth and participative groups as dimensions of internal service quality.

The Reserve Bank of India Committee (1992)\(^{25}\) on customer services in banks undertook a detailed customer survey covering different categories of bank customers. The committee has made ninety-seven wide-ranging recommendations to improve the service in banks.

\(^{22}\) Sathyamurthy B. “Profitability and productivity in Bankers-concepts and evolution”. Workshop on profit planning, proceedings, Bankers Training College, RBI, Bombay, Feb 4 to 6 1988, pp.72-79.


Barbara R. Lewis, Kurt E. Hoel, (1993) have told that the banking environment was characterised by continuing social, economic, technological and regulatory change, and current challenges include increasing competition from both bank and non-bank institutions, rapidly developing technological innovation, and changing customer needs. The focus was on technological developments and the Nordic Bank environment, and findings from a survey among Norwegian companies are presented. The Survey considers their uses and attitudes towards electronic banking services. Recommendations are made with respect to the marketing activities of Norwegian banks with regard to electronic cash management services for corporate clients and such services in the future.

Heskett J.1., Jones, Loveman, Sasser and Schlesinger (1994) have identified compensation, promotion, recognition, development and meaningful work as the key dimensions of internal service quality. The American Society for Quality Control has defined Quality as "the totality of features and characteristics of a product or service that bear on its ability to satisfy the stated or implied needs".

Parasuraman et.al., (1994) have considered quality as a gap between customers’ opinion and Internal service quality. It was defined as the quality of work environment that contributes to employee’s satisfaction.

Lovelock (1996) defines internal service quality as the feelings that employees have towards their job, colleagues and the company.
Zeph Yun Chang and Joanne Chan (1997)\textsuperscript{30} in their study, have analysed that, in general, customers expect banks to provide the basic banking services. They also expect different levels of services to maximise the value they can derive from the banks. Hence, customers evaluate competing offers in terms of the totality of the product and Bank service as well as the relationship that exists between themselves and the bank. To gain marketing advantage, banks have to exceed customers’ expectations rather than merely meet the bare minimum. To succeed, a bank must distinguish itself from its competitors not just in the quality of the core product but also how it manages the “service surround”, and to “go beyond the call of duty” It presents the design and management of the core correspondent banking products and the “services surround” in terms of market quality.

Diniz (1998)\textsuperscript{31} in his point of view states that Electronic banking encompasses a broad range of established and emerging technologies. Some are “front end” products and services such as ATM cards and computer banking; others are “back end” technologies used by consumers financial institutions, merchants, and other service providers to process transactions, like electronic check conversion. External service quality offered to customers were generally referred to as service quality.

Yogeswari Phatak & Abidi (2000)\textsuperscript{32} External service quality which refers to quality of service delivered to customers has gained importance in the light of increasing customer expectations and changing customer preferences. The term "external service quality" has been defined by many researchers and all focus on meeting customer needs and requirements. For example, service quality was considered as a measure of how well the service delivered matches customer's

\begin{itemize}
\item \textsuperscript{31} Diniz, E. (1998), Web banking in USA, Journal of Internet Banking and Commerce, vol. 3 (2)
\item \textsuperscript{32} Yogeswari Phatak and Naseem Abidi(2000),"Client's Perception on quality in Banking services: An emipirical study", Delivering service quality: M.Ragavachari and K.V.Ramani, pp.141-152
\end{itemize}
expectations or providing the customer with what he wants it and at acceptable cost within the operating constraints of business. Delivering quality service to customers was a must for success and survival to meet the competitive scenario. Therefore, service marketers need to understand the different dimensions of service quality used by customers to evaluate their service quality.

Avasthi & Sharma (2000-01) have analysed in their study that advances in technology are set to change the face of banking business. Technology has transformed the delivery channels by banks in retail banking. It has also impacted the markets of banks. Their study also explores the challenges that banking industry and its regulator face

Black et al. (2001) have performed a qualitative study on the adoption of internet services and found out that those with the highest income with a greatest use of information technology are the most likely to purchase financial services using internet channel.

Nath, Ravi and Schrick Paul have examined bankers' views on providing banking services to customers using the web in Unites States. Specifically, it addresses issues such as the strategic need for Internet banking, its effect on customer-bank relationships, and the customers' experiences in Internet banking. Data collected from 75 banks show that most banks were do not yet offer full-fledged Internet banking. However, most have plans to do so. Furthermore, bankers see Internet banking as a strategic opportunity that can reduce transaction costs, enhance customer service, increase the customer base and improve cross-selling opportunities.

35. Bankers' Perspectives on Internet Banking, e-Service Journal 1.1, Fall 2001
Van Hoeck, (2001) With cyber cafes and kiosks springing up in different cities access to the internet were going to easy. Internet banking (also referred as e - banking) is the latest in this series of technological wonders in the recent past involving use of Internet for delivery of banking products & services. business has been continuously growing as a new industry during the last decade. In the wake of the internet revolution, electronic commerce emerged and allowed businesses to interact more effectively with their customers and other corporations. In this proliferated information age, banking industry has been using this new communication channel to reach its varieties of customers.

Caalin Guraau, (2002) Internet banking has one of the recent or latent Internet technology applications, which promises multiple benefits both for the financial institutions and for clients. In the last five years a large number of banks have launched Web Sites, offering online banking services. While the implementation and the functioning of these digital systems seem to be relatively smooth in the developed economies, the situation may be different in countries with economies in transition. It was investigated and analysed the present situation of online banking in Romania, and the appropriate strategies for the successful implementation and development of online banking services in the Romanian context.

Anne J. Broderick, Supattra Vachirapornpuk, (2002) One of the key challenges of the Internet as a service delivery channel was how service firms can manage service quality as these remote formats bring significant changes in customer interaction and behaviour. Drawing on theoretical frameworks of service quality and adapting these to particularly reflect the remote delivery format of the

Internet, this study proposes and tests a service quality model of Internet banking. The research uses participant observation and narrative analysis of a UK Internet Banking Web Site community to explore how Internet banking customers perceive and interpret the elements of the model. Findings show that the level and nature of customer participation had the greatest impact on the quality of the service experience and issues such as customers’ zone of tolerance.

Donell (2003)\textsuperscript{39} viewes electronic banking as banking services that consumers can access by using Network system or an Internet connection to a bank’s computer center, in order to perform banking tasks, receive and pay bills, and so forth. Many other financial services can be accessed via Internet. For most of the people, electronic banking means 24-hour access to cash through an ATM or pay checks deposited directly into checking or savings accounts.

Amy Wong, Amrik Sohal (2003)\textsuperscript{40} examines in their study that the relationship between the dimensions of service quality and customer loyalty in a retail chain departmental store marketed to Australia. The results shows that service quality was positively associated with customer loyalty and that the most significant predictor of customer loyalty in the city retail district is empathy, while the most significant predictor of customer loyalty was the country retail district are tangibles.

Hasan Banu. S (2004)\textsuperscript{41} studies about customer services in rural banks. She found that the rural customers are not aware of the purpose for which the loan is available and how they can be availed. Customers do not know the complete


\textsuperscript{40} Amy Wong, Amrik Sohal, “Assessing customer sales person interactions in a retail chain”. Difference between City and Country retail districts, Marketing Intelligence and Planning, 2003, vol . 21, issue 5, pp 292-304.

uses, regulations and procedures of the banks as the bank personnel do not take interest in educating customers.

Akinci et al., (2004) Internet banking offers the option to provide economic and convenient services without reducing the quality of services offered to customers.

Mushtaq A.Bhat (2004) in his comparative study of service quality perceptions in public sector banks, private sector banks and foreign banks in North India concludes that customers' perception about the service quality of all banks was below their expectations in all banks.

Sheetal B.Sachdev and Harsh V.Verma (2004) explores the order of importance of service quality dimensions in select service sectors such as banks, fast food, insurance and beauty parlors and the inference was no proper order of importance of service quality dimensions was established and the service performance in relation to expectation was poor in respect of all the dimensions and in all the select services.

Arasli, H., Mehtap-Smadi, S. and Katircioglu, S. T. (2005) Banks have realized that in order to remain competitive, they need to restructure their services to make use of rapid technology as well as to offer diverse service portfolio.

43. Mushtaq A Bhat (2005), "Correlates of service quality in banks; An empirical investigation", Journal of services research, 5(1), April-September, pp77-91
**Bussakorn Jaruwachirathanakul, Dieter Fink (2005)** identify the factors that encourage consumers to adopt internet banking services in Thailand and to use the study's findings to develop strategies for banks on how to maximize the rate of adoption. The attitudinal factors that appear to encourage the adoption of internet banking in Thailand most are “Features of the web site” and “Perceived usefulness”, while the most significant impediment to adoption is a perceived behavioural control, namely “External environment”.

**Laukkanen and Lauronen, (2005)** It is believed that m-banking will provide another new channel for banking services, especially for certain remote areas where online internet is still unavailable. Strategic implications and customer perception of m-banking services are explored with a focus on the consumer value creation and a better understanding about the customer-perceived value of m-banking services.

**Dr. Nazrul Islam and Ezaz Ahmed (2005)** in their exploratory study highlighted that the most important service quality factors of banks in Dhaka city are personal attention to the customers, error free records, safety in transaction and tangible physical facilities.

**Abhay Jain B S Hundal, (2006)** Rapid changes in the environment of financial services increased competition by new players; product innovations globalization and technological advancement have led to a market situation where battle for customers has become intense. In order to rise up to the challenges, service providers are even more interested to enhance their understanding of consumer behaviour patterns. The paper examines the forces that can act as

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49. Abhay Jain and B.S. Hundal Barriers, In Mobile Banking Adoption In India. The IUP journal of Bank Management, August 2006, Issue 3, pp. 64-73
barriers in mobile banking service adoption. A quantitative survey sheds more light on this research issue. The data was collected from a survey in the Northern region of India and includes 330 respondents.

Ankur Gupta (2006) Consumer Internet Banking, with its ability to reach each and every nook and cranny of the world holds great importance for a nation like India, where conventional Banking services are out of reach for a large proportion of the masses. But to make it a success it requires adequate internet enabling infrastructure. There is a dire level, need for an adequate legal and regulatory framework to be put into place. One of the crucial elements of such a legal and regulatory framework will be Data Protection provisions. The emphasis of this article was on this aspect of data protection in the electronic banking sector. The article was an attempt to highlight the importance of data protection in internet banking and dwell upon possible legal resources which may be adopted keeping in mind the current legal framework in India with regards to regulation of Information Technology.

Nalini Prava Tripathy (2006) in her study on "A Service Quality Model for Customers in Public Sector Banks" has remarked that the banks have shifted from "Product-Centric Model" to a "Customer Centric Model" because customer satisfaction has been considered as the key determinant of business growth. In this context, she has made an attempt to analyse the factors that are necessary in influencing the investment decision of the customers of the public sector banks and also suggested suitable marketing strategies to attract customers.

Smith, (2006) Service quality is one of the main factors determining the success/failure of electronic commerce. Therefore, customer perception and

preferences of service quality have a significant impact on bank’s success. E-banking does not only encompass the ways one shops over the internet, but also the ways one carries out banking transactions. This allowed customers, more independence in the choice on where and when to bank. It was an obligation for banks to apply better strict security levels due to many kinds of threats that are recently identified with these alternative channels.

**Booi Hon Kam and Hernan Riquelme (2007)**\(^53\) They examine a sample of Australian Internet Banking users based on their frequency and length of usage. The results showed that as customers become more acclimatized to Internet Banking, they use these services more often. Further, daily and frequent Internet Banking users are more pleased with "ease of use" and "aesthetics" and tend to use Internet Banking more for electronic fund transfer and foreign exchange transactions than the less frequent users. The findings suggest that banks need to develop more customized services since there are distinct market segments with different banking requirements.

**Camel Herington, Scott Weaven, (2007)**\(^54\) the purpose of this research was to explore the impact of online service quality on the level of customer delight and on the development of customer relationships. A self-complete survey was used to collect data from a convenient sample of 200 Australian respondents who use online banking. Factor analysis and structural equation modelling were used to test the proposed model of relationships. Online service quality has no impact on customer delight, e-trust or the development of stronger relationships with customers. It has a relationship to e-loyalty. However, the “efficiency” dimension of online service quality was related to e-trust and also indirectly to relationship strength through e-trust. The “personal need” and “site organization” dimensions of online service quality are related to e-loyalty, with “personal needs” exhibiting the strongest impact.

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Kaleem and Ahmad, (2008)\textsuperscript{55} Customer delight has no relationship to online service quality, nor e-trust, relationship strength or e-loyalty. Electronic distribution channels provide alternatives for faster delivery of banking services to a wider range of customers.

Luis V. Casaló, Carlos Flavián, Miguel Guinalíu, (2008)\textsuperscript{56} Banks have traditionally been in the forefront of harnessing technology to improve their products and services. They have over the time been using electronic and telecommunication networks for delivering a wide range of value added products and services. The range of services and products offered by different banks vary widely both in their contents and sophistication. E-banking provides enormous benefits to consumers in terms of the ease and cost of transactions.

Shin (2008)\textsuperscript{57} E-banking links business to customers no matter their geographical location. It allows companies to make new business contacts from different global business alliances, test new products and services, and make market research and other enquiries all at a minimum cost both financial and otherwise.

Anu Antony, (2009)\textsuperscript{58} Banks’ profitability eventually depends on its ability to generate non-fund, fee based income by leveraging on technology. Technology helps banks to widen their geographic reach. There was certainly a sea change in the way banks are operating with the advent of e-banking services.


\textsuperscript{58} Anu Antony, Banks in India Towards a Paradigm Shiftz. Mr. Anu Antony, Professional Banker, December 2009, Pg 33. The ICFAI University Press
Miranda-Petronella, (2009) E-banking was the first of those banking services that really economise time, because it allows the user to accomplish from behind, the computer many operations in the bank account, represents the computational solution that allows to the holder to have access at distance at the capitals from his account, purposing to obtain information about his account and the situation of the effected operations, of the payment and of the capitals transfers over a beneficiary, by a computational application, of a authentication method and of a communicational average, the e-banking is absolutely necessary in the integration conditions. Technology enhances Commercial Bank’s ability to deliver financial services in new and innovative ways.

Carmel Herington, Scott Weaven, (2009) in this paper explores the measurement of e-service quality for e-retail banking, the importance of e-service quality dimensions to e-retail bank customers, and the relationship between e-service quality and customer satisfaction. This paper informs knowledge gaps related to the measurement and structure of e-service quality, its importance and impact on customer satisfaction. A more holistic measure of e-service quality is supported. Good e-service performance impacts customer satisfaction positively, but does not override unsatisfactory performance in other areas.

Ilias Santouridis (2009) investigates internet service quality and its impact on customer satisfaction in the banking context. Internet service quality is operationalised by adopting an instrument, which is based on SERVQUAL and consists of six dimensions, namely assurance, quality of information, responsiveness, web assistance, empathy and reliability. The field research, which resulted in 184 valid questionnaires, was conducted among internet banking customers in Greece, a country with relatively low internet penetration rate. The

findings confirm, to a great extent, the validity of the instrument and highlight the above average performance of service quality delivered by Greek banks via internet. All quality dimensions are proved to be antecedents of overall customer satisfaction, with reliability having the most significant impact. Furthermore, quality of information was a crucial dimension driving the customer’s intentions for internet banking for future usage. Finally, familiarisation-related dimensions, such as empathy and web assistance, play a very important role in customers’ willingness to recommend the service to other people.

Mohammed Hossain and Shirley Leo (2009)[62], the purpose of their study was to evaluate the service quality in retail banking in the Middle East in general, and Qatar in particular, based on different levels of customers’ perception. This is an analytical study based mainly on the primary data collected through a scientifically developed questionnaire. The questionnaire has been personally administered on a sample size of 120, chosen on a convenient basis from four Qatari banks, i.e. Qatar National Bank, Doha Bank, Qatar International Islamic Bank, and Arab Bank. The questionnaire has been designed on the basis of the study of previous scholars such as Berry et al., Parasuraman etal., Zeithaml and Bitner, and Stafford. The result indicates that customers’ perception is highest in the tangible area and lowest in the competence area. They suggest that, in order to achieve higher levels of quality service in retail banking, banks should deliver higher levels of service quality and in the present context customers’ perceptions are highest in the level of infrastructure facilities of the bank, followed by timing of the bank, and return on deposit. Owing to the increasing competition in retail banking, customer service was an important part and bank managers should be rethinking that how to improve customer satisfaction with respect to service quality.

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Usha Lenka, et.al., (2009) examine whether service quality of Indian commercial banks increases customer satisfaction that fosters customer loyalty. Data were collected from 350 valued customers of scheduled commercial bank branches in Orissa (India). A questionnaire elicited information on socio-demographic variables along with human, technical, and tangible aspects of service quality, customer satisfaction, and loyalty. Results suggest that better human, technical and tangible aspects of service quality of the bank branches increase customer satisfaction. Human aspects of service quality were found to influence customer satisfaction more than the technical and tangible aspects. Customer satisfaction furthers customer loyalty. Increase in service quality of the banks can satisfy and retain customers. In the Indian banking sector, human aspects are more important than technical and tangible aspects of service quality that influence customer satisfaction and promote and enhance customer loyalty.

S. Anitha (2010) The endeavour of this paper is to throw more light on the study, methodology, modus operandi and its results. Banks have introduced a new lucrative technology called mobile banking which is using mobile phones as a medium for extending banking services to target a large number of customers. With the advent of this new channel, it is possible to bank from anywhere at any time and in any condition through either Short Message Service (SMS) or Wide Assesses Process (WAP) by linking one’s bank account to a mobile phone.

Arpita Khare, (2010), Technology is fast altering the business service scape. Its role in improving customer service levels in being used strategically and increasingly by the service organizations. The service attributes and quality can be enhanced by the deployment of technology. The internet has facilitated convenience in customer interactions and transactions with the banks. Online

64. S.Anitha, Mobile Banking, February 2010, Pg 32. Professional Banker, The ICFAI University Press.
banking is currently emerging as a new approach in India for providing improved accessibility and expediency to customers. Most banks have their own website for improving the customer interface and offering online services. The article studies the applicability of online banking in India and its role in fostering relationships with customers and giving them more value. The research was conducted on customers’ familiarity with online banking in India, and their perceptions about online banking were also studied. The findings reveal that customers use the services but are skeptical about the financial transactions and service quality dimensions.

Geetika, Shefali Nandan (2010)\(^\text{66}\), in her study, points out that the service quality has been viewed as a determinant of customer satisfaction. Different dimensions of service quality have been considered by various researchers. This study identified components of service quality of Indian Railways at railway platforms. The study is exploratory in nature and uses factor analysis to identify the most important factors of customer satisfaction with service quality. The research methodology is empirical, and a survey of passengers (customers) was conducted. The findings reveal that five factors are considered important for determining satisfaction with railway platforms, the most important of which are the refreshments and behavioral factors. Managerial and theoretical implications were drawn and discussed in the study, and a model was proposed.

Pham, (2010)\(^\text{67}\) Today, Internet has been believed to become a full-fledged delivery and distribution channel supporting for consumer-oriented applications aimed at effectively and efficiently providing financial products and services to customers in the banking sector.

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Satendra Thakur (2010) examines the effect of service quality and customer satisfaction on customer loyalty among the group of customers in Indian banking industries. Data has been collected from 298 customers of the Indian banking industries; this study was cross sectional and descriptive in nature. With the help of the result of the study, it was known that customer satisfaction was significantly and positively related with customer loyalty. Customer satisfaction were also to be found important mediator between service quality and customer loyalty.

Uma Sankar Mishra (2010) presented two structural equation models (SEMs), one for public and another for private sector banks in India, to show the relationship between customer satisfaction on bank services and the attributes of the perceived service quality. Specifically, structural equation model is formulated to explore the impact of the relationship between customer satisfaction and service quality attributes.

R. A. Gbadeyan (2011) in his study was stratified sampling techniques was used, while the Survey Instrument was a developed Questionnaire comprising open ended and Likert type of questions. The Likert type questions have a 4 point scale (indicating 1 = very comfortable and 4 = uncomfortable) divided into two (2) sections: personal details and customers’ e-banking preference in Sierra Leone. The instrument contains 36 items and was administered to about 400 respondents, while 360 completed and returned their Questionnaire. The statistical techniques used for the analysis were the Chi–Square and correlation. The Chi–Square analysis reveals that the qualities of e–banking services offered by banks have significant influence on their customers at 95 percent of freedom. The

study concludes that e–banking has become important phenomenon in the banking industry and it will continue to have more progress and innovations in information technology.

CONCLUSION

Review of related literature in the area of marketing services to customers in the private sector Banks of India has been made by the researcher to establish the validity of the research topic “A study on marketing services to customers by Karur Vysya Bank Limited with special reference to Karur District”. Various research studies in India and foreign reviews are conducted by eminent researchers for a span of five decades in the area of marketing services, customer satisfaction, social structure of bank customers latest technological improvements implemented by the banks for customer satisfaction. These trend have been reviewed and the researcher has understood the research gaps in the earlier studies and hence the present study has been carried out.