In this chapter, the researcher has tried to focus on the blue print of the research work, and has tried to show the theoretical as well as analytical model of the research methodology. The research methodology is a vital blue print for caring out the successful survey/research, it provides a controlled access on the research with pre-specified methods and design of the research and it helps the researcher in finding out the right answers to the research objectives and questions.

Chapter 2
Outline:

2.1: Type of Research Design
2.2: Data Collection from Secondary Sources
2.3: Scaling Techniques
2.4: Questionnaire Development and Pretesting
2.5: Sampling Techniques
2.6: Fieldwork & Data
Chapter 2: Research Methodology

In this chapter, the researcher focused on the blueprint of the research work, and has tried to show the theoretical as well as analytical of the research methodology. The research methodology is a vital blueprint for carrying out the successful marketing research, it provides a controlled access on the research with pre-specified methods and design of the research and it helps the researcher in finding out the right answers to the research objectives and questions.

2.1: Generic Approach to the Problem

In the process of developing an approach, we must not lose sight of the goal— the outputs. The outputs of the approach development process should include the following components: Objectives/theoretical framework, analytical models, research questions, hypothesis and specification of information needed (see figure 2.1).

(Figure 2.1: Developing an Approach to the Research: Source: Malhotra Naresh K. (2004), Marketing Research, Pearson Education, Delhi, pg. 34)
The researcher has followed the above steps in conducting the current research. All the steps are explained in detail later on in the further coming chapters.

**2.2: Research Objectives**

In general the research should be based on objective evidence and supported by theory. A theory is a conceptual scheme based on foundation statements called axioms, which are assumed to be true. Objective Evidence (objective that is unbiased and supported by empirical findings) is gathered by compiling relevant findings from secondary sources. Theory also plays a vital role in influencing the research procedures adopted in basic research. However, applying a theory to a marketing research problem requires creativity on the part of the researcher. A theory to a marketing research problem requires creativity on the part of the researcher. A theory may not specify adequately how its abstract constructs (variables) can be embodied in a real world phenomenon. Moreover, theories are incomplete. They deal with only a subset of variables that exist in the real world. Hence, the researcher must also identify and examine other, non-theoretical, variables. Based on the theoretical framework the objectives of the research were as below:

- **RO_01:** To explore the role of brand in retaining existing customers and attracting potential customers in banks.
- **RO_02:** To know the top of the mind bank brands among customers and managers.
- **RO_03:** To study the use of different brand elements in managing brand equity in banks.
- **RO_04:** To study the impact of brand name on customers while bank selection.
- **RO_05:** To investigate the efforts put in by banks for building their brand.
- **RO_06:** To find out the factors that helps customer banking with his/her bank.
After going through the literature review and exploratory study the researcher found the following objectives also:

- **RO_07**: To find out the various effective Advertising media noticed by the customers.
- **RO_08**: To find out the various factors that customers are looking for in a bank brand.
- **RO_09**: To find out the Various Brand Building Practices that is important to customers.
- **RO_10**: To find out the customer’s perception for various banking sector.
- **RO_11**: To find out the Customer’s Perception for various banks of private sector.
- **RO_12**: To find out customer’s perception for various banks.
- **RO_13**: To find out the Brand personality of various bank brands in the minds of customers.
- **RO_14**: To find out the potential sources for improving the existing brand image of banks.

### 2.3: Analytical Model

The analytical model is a set of variables and their interrelationships designed to represent in whole or in part, some real system process. Models can have many different forms. The most common are verbal, graphical, and mathematical structures. Graphical Models (Figure 2.2) are more visual and the mathematical models can be used to find out the proportion of variables that can be used to find loyalty level of customers.
The researcher had already discussed importance of these factors in literature review of the study. The models which will lead to a Trust in Corporate Banking Brand are, Brand Personality Factors, 7 Ps of Service Marketing Determinants of Corporate Image, SERVQUAL Model and Internal Branding.

The researcher has also tried to use some mathematical models using regression analysis to find out the factors influencing the brand loyalty of customers.

In order to have a rough idea the ‘Loyalty’ can be written in a mathematical model like this:

\[
\text{Loyalty} = \text{Quality} + \text{Variety} + \text{Staff Support} + \text{Brand Associations}
\]
2.4: Research Questions

There are basically two components of the Marketing Research Problem (see figure 2.3), first is the objective/theoretical framework (Research Questions) followed by Analytical Model (Hypothesis), following the discussion on the subject the researcher found following important questions:

- RQ_00: Does the brand image of the bank have any effect on customers Bank Selection decision?
- RQ_01: Does brand loyal customers recommend the Bank Brand to others?
- RQ_02: Does the brand awareness have any effect on customer future purchase decision with the same brand?
- RQ_03: Is there any impact of quality on the customer’s loyalty decisions?
- RQ_04: Does the bank’s brand associations have any effect on the customer’s satisfaction?
- RQ_05: Does the ‘Relative Advantage’ of the bank brand helps reducing the effects of competitive moves on customers?
- RQ_06: Does the ‘Compatibility’ of the bank brand improve customer satisfaction?
- RQ_07: Does the complexity of operating an account reduce customer’s satisfaction?
- RQ_08: Does a good triability of the bank brand helps in improving customer’s future purchase intentions?
- RQ_09: Does the result demonstrability of bank brand improve customer’s satisfaction?
- RQ_10: Is there any difference for the image of bank services between high and low brand loyal customers?
- RQ_11: Is there any difference for the bank’s brand image between private and public sector banks?
- RQ_12: Is there any difference for the bank’s brand image between private and foreign sector banks?
- RQ_13: Does the bank customers are looking for a good care by financial advisor in the bank brand?
- RQ_14: Does the bank customers are looking for an affordable price and fees of products/service in banks?
- RQ_15: Does the bank customers are looking for a good brand image of the bank?
- RQ_16: Does the bank customers are looking for a wide range of products/services?
- RQ_17: Does the bank customers are looking for a Safety and Security of a bank brand?
- RQ_18: Does the bank customers are looking for a high returns on Deposits?
- RQ_19: Does the bank customer want to change his or her bank account?
- RQ_20: Does the bank customer consider themselves to be a brand loyal customer with their bank brand.
- RQ_21: Does the customer are ready to switch to competitor bank which offers attractive benefits.
RQ_22: Does the customers are ready to change their bank brand in case of problems with existing bank’s services?

RQ_23: Is the customers satisfaction level same for various banks?

RQ_24: Does the Education Qualification have any impact on the bank brand selection?

RQ_25: Does the Age of customer plays any role in the brand selection of banks?

RQ_26: Does the customers are ready to use future products and services offered by their bank?

RQ_27: Does the Bank Brand name has any effect on the total score given for its services

RQ_28: Does the Total Score for the bank keeps changing with the location of the bank?

RQ_29: Does the Bank Brand and Location of the Bank (City) has any impact on the total score given to the bank?

RQ_30: Does the sales promotion have any relationship with customer’s loyalty?

RQ_31: Does the Bank Branch Timings have any relationship with Customer Satisfaction?

RQ_32: Does the Seating and Waiting arrangements at branch have any relationship with customer satisfaction?

RQ_33: Does the staff response have any relationship with customer satisfaction?

RQ_34: Does the Branch Timings and Waiting Arrangements together have any effect on customer satisfaction?

RQ_35: Does the Branch Timings and Staff Response together has any effect on customer satisfaction?

RQ_36: Does the Seating Arrangement and Staff Response together has any relationship with customer satisfaction?
• RQ_37: Does the Branch Timings, Staff Response and Waiting Arrangements together has any relationship with customer satisfaction?
• RQ_38: Does the various facilities of bank branch has any effect on the customer satisfaction?
• RQ_39: Does the Bank Balance have any relationship with customer’s satisfaction?
• RQ_40: Does the Gender have any relationship with customer’s satisfaction?
• RQ_41: Does the Education have any relationship with customer’s satisfaction?
• RQ_42: Does the age of customer have any relationship with his satisfaction?
• RQ_43: Does the customer’s occupation have any relationship with his satisfaction?
• RQ_44: Does the Bank Brand have any kind of relationship with customer’s satisfaction?
• RQ_45: Does the City (location) have any relationship with customer’s satisfaction?
• RQ_46: Does the Bank Sector have any relationship with customer’s satisfaction?
• RQ_47: Does the past experience of customer with the bank have any relationship with customer’s satisfaction?
• RQ_48: Does the choice of customer for various service factors of bank, differ with the location (city).
• RQ_49: Does all the bankers have common view for responsibility of managing their bank brand lies at branch.
• RQ_50: Does all the bankers have common view for responsibility of managing their bank brand lies at Regional Level.
• RQ_51: Does all the bankers have common view for responsibility of managing their bank brand lies at National Level.
• RQ_52: Does all the bankers have common view for responsibility of managing their bank brand lies at Top Management Level.
• RQ_53: Whether the decision on the responsibility of managing a bank brand changes within bank to bank?

2.5: Research Hypotheses

Based on the above mentioned research questions the hypotheses for the study were defined. Well some of these hypotheses are supported with the brand adoption model as given below:

Brand Adoption Process:

Brand equity in general is defined as “a set of brand assets and liabilities linked to brand, its name or symbol that add to or subtract from the value provided by a product or service to a firm and/or the firm’s customers” (Aaker, 1991, p.15). However, consumer based brand equity is defined as consumer’s different response between a focal brand, and an unbranded product when both have the same level of marketing stimuli and product attributes (Yoo and Donthu, 2001). Conceptualizing brand equity from a consumer perspective is worth examining as it offers specific guidelines for marketing strategies and tactics (Aaker and Keller, 1993). Though the concept of brand equity has many definitions and forms, the construct collectively consists of four dimensions such as brand loyalty, brand awareness, perceived quality of brand and brand associations (Aaker, 1991 and Aaker and Keller, 1993). There is empirical evidence from the existing literature that these our dimensions substantially measure brand. Therefore, in the present study an attempt has been made to explore the outcomes of the consumer behavior in relation to brand equity incorporating four dimensions.

Brand Loyalty is defined as “attachment that a consumer has to a brand” (Aaker 1991, p. 39). The concept of brand loyalty usually denotes a favorable attitude towards a brand resulting in the repeat purchases of the same brand over a period of time (Rossiter and Percy, 1987). Based on the attitude perspective, brand loyalty is defined as ‘the tendency to be loyal to focal brand, which is demonstrated with an intention to
buy the brand as a primary choice” (Yoo and Donthu, 2001, p.3). Very few studies focused on the aspect of brand equity and its relation to the selection of bank.

**H1_01: Customer loyalty and customer’s decision to recommend the bank to others are dependent on each other.**

Brand awareness is defined as “the ability of a buyer to recognize or recall that a brand is member of a certain product category” (Aaker, 1991, p.61). It often represents the consumer’s ability to identify or recognize the brand (Rossiter and Percy, 1987). Brand awareness in conceptualized as an output of both brand recognition and brand recall (Keller, 2004).

Brand recognition related to consumer’s ability to confirm a prior exposure to the brand when it is given as a cue (Keller, 2004).

Brand recall relates to the consumer’s ability to retrieve the brand when the product category or some other type of product is given as a cue (Keller, 2004). In general, consumers tend to adopt a decision rule to buy only familiar and well-established brands.

**H1_02: Level of ‘Brand Awareness’ of bank leads to consumer’s readiness to use future products/services of the bank.**

Brand perceived quality is the “consumer’s judgment about a product’s overall excellence or superiority” (Zeithaml, 1988, p.3). It is therefore the consumer’s subjective evaluation of the product quality thus differentiating a particular brand from other competing brands. Brand name is a key quality indicator, which enhances the brand’s perceived quality (Balaji and Supriya 2006)

**H1_03: Bank’s service quality and consumer’s loyalty are correlated.**

Brand associations are often referred to as “anything linked in memory to a brand” (Aaker, 1991, p.109). A brand association depicts a level of strength, and that the linked to a brand from the association will be stronger when it is based on many experiences or exposure to communications, and when a network of other links
supports it (Aaker, 1991). From the consumer’s perspective, brand association adds value to the consumer by providing a reason for consumers to adopt the brand and by creating positive attitude among the consumers (Aaker, 1991).

**H₁₀₄: Bank’s ‘Brand Association’ does influence on customer satisfaction.**

Consumers’ overall evaluation of a brand depends upon the attitudes they form towards that brand, often referred as brand attitudes (Wilkie, 1986). Attitudes are important as they form the basis or the consumer behavior. Attitudes are viewed as a function of the salient beliefs that a consumer has about the brand with certain attributes and the evaluative judgment of those beliefs (Fisbein and Ajzen, 1975). Therefore, a consumer’s brand loyalty depends on attitude towards a bank brand. Attitude is defined as an individual’s evaluative effect about performing a target behavior (Fishbein and Ajzen, 1975). The attitudinal belie towards adoption can be measured by five perceived attributes such as relative advantage, compatibility, complexity, trialability and result demonstrability (Taylor and Todd, 1995). These attributes are proposed originally in the diffusion of innovations framework (Rogers, 1983). A Conceptual framework is presented below (in Figure 2.4).

**Figure 2.4: Conceptual Framework of Brand Adoption**
Attitude Factors:
Relative advantage is referred to as the degree to which an innovation is perceived as being better than the ‘idea’ it supersedes (Roger, 1995). The perception of an innovation as advantageous by an individual is more important than the objective advantage of the innovation itself (Rogers, 1995 and Gregor and Jones, 1999). In determining the adoption patterns, relative advantage has been identified as a key determinant in extant literature. The degree of relative advantage is often measured in economic terms. However, Social prestige, convenience and satisfaction are also considered to be important factors (Rogers, 1995). Therefore, it has been found that the brand adopters invariably perceive relative advantage in terms of the economic benefits that accrue and improvements that are afforded to their social status and convenience (Gregor and Jones, 1999). In general, the greater the perceived relative advantage of an adoption, the more rapid will be its rate of adoption and customer satisfaction (Agarwal and Prasad, 1998 and Gregor and Jones, 1999). Thus the present study postulates that the more individual perceives the advantage of adopting a bank brand, the greater the customer satisfaction.

\[H_{05}: \text{‘Relative Advantage’ perceived in a bank brand influence customer’s response to competitive moves by competitors.}\]

Compatibility is the degree to which an innovation is perceived as being consistent with the existing values, past experiences and the needs of the potential adopters (Rogers, 1995). An innovation is more likely to be adopted when it is compatible with the individual’s professional responsibilities and value system. Innovations that are compatible with the prevalent values and norms of a social system will be adopted more rapidly than those that are incompatible (Rogers and Shoemaker, 1971 and Gregor and Jones, 1999). If an individual perceives that the bank brand is compatible with the existing values, the likelihood of his satisfaction is going to increase.
H1_06: The compatibility of a bank brand is related to satisfaction of the customer.

Complexity is the degree to which an innovation is perceived as difficult to understand and use (Roger, 1995). From the extant studies, it is evident that consumers readily adopt those which require less technical skills and operational efforts (Cooper and Zmud, 1990). It is evident from the existing literature that new ideas are adopted readily if they are simple, than those innovations that require the adopter to develop new skills and understanding (Ndubisi and Chukwunonso, 2005). The above discussion leads to following hypothesis:

H1_07 Complexity level of operating a bank account and customer satisfaction with a bank brand are correlated.

Trialability is the degree to which an innovation may be experimented with on a limited basis (Rogers, 1995). If potential adopters are allowed to experiment, it results in rapid adoption by increasing the ‘comfortability’ level of the individuals. An adoption that is trialable denotes less uncertainty for an individual to adopt (Ndubisi and Chukwunonso, 2005). Therefore, the ability to experiment or try with the global brands before actual purchase would enhance its rate of adoption.

H1_08: The trialable nature of the bank brand does affect the customer’s future purchase intentions.

Result Demonstrability is the degree to which the results of an innovation are visible to others (Rogers, 1995). The perception of an innovation that the benefits offered by its actual adoption are clearly visible to others would enhance its likelihood of its adoption quickly. Thus the more the perception of the consumers that brand would offer more communicable benefits to others members of a social system; the rapid is its rate of adoption.
H1_09: Result Demonstrability of a bank brand and Satisfaction level of the customers are correlated.

The research will also try to focus on some of the other hypotheses, in congruence with the above Research Questions as discussed earlier:

- H0_00: Bank selection is independent of its brand image.
- H0_01: Customer’s Loyalty and customer’s decision to recommend the bank to others are not independent to each other.
- H0_02: Level of ‘Brand Awareness’ of bank does not lead to consumer’s readiness to use future products/services of the bank.
- H0_03: Bank’s service quality and consumer’s loyalty are not correlated.
- H0_04: Bank’s ‘Brand Association’ does not influence on customer satisfaction.
- H0_05: ‘Relative Advantage’ perceived in a bank brand does not influence customer’s response to competitive moves by competitors.
- H0_06: The compatibility of a bank brand is not related to satisfaction of the customer.
- H0_07: Complexity level of operating a bank account and customer satisfaction with a bank brand is not correlated.
- H0_08: The trialable nature of the bank brand does not affect the customer’s future purchase intentions.
- H0_09: The result demonstrability of a bank brand and satisfaction level of the customers is independent with each other.
- H0_10: There is no difference between low and high brand loyal customer, for the overall perception towards bank.
- H0_11: There is no difference in the Private and Public Banking Sector’s, overall perception given for its services.
• \(H_0\_12\): There is no difference in the Indian private sector and foreign sector’s overall perception.
• \(H_0\_13\): A bank customer is not looking for ‘good care by financial advisor’
• \(H_0\_14\): A bank customer is not looking for ‘affordable price and fees of products/services’
• \(H_0\_15\): A bank customer is not looking for ‘Brand/Image of the bank’
• \(H_0\_16\): A bank customer is not looking for ‘Wide range of products/services’
• \(H_0\_17\): A bank customer is not looking for ‘Safety and Security’
• \(H_0\_18\): A bank customer is not looking for ‘Returns on Deposits’
• \(H_0\_19\): Customers have not considered changing their bank account.
• \(H_0\_20\): Customers do not consider themselves to be highly loyal to their bank.
• \(H_0\_21\): Existing customers will not switch to a competitor bank that offers more attractive benefits.
• \(H_0\_22\): Existing customers will not switch to a competitor bank when there are problems with bank’s services.
• \(H_0\_23\): Customer’s satisfaction Level is same for all seven bank brand name.
• \(H_0\_24\): Bank Brand Preference does not change with the Education Qualification of customer.
• \(H_0\_25\): Bank Brand Preference does not change with the Age of customer.
• \(H_0\_26\): Brand Loyal customers are not ready to use new products and services offered by the bank in near future.
• \(H_0\_27\): Bank Brand has no effect on overall perception of the bank.
• \(H_0\_28\): Location of Bank (City) has no effect on overall perception of the bank brand.
• \(H_0\_29\): Bank Brand along with Location of Bank (City) has no effect on the overall perception of bank.
• \(H_0\_30\): Sales Promotion does not influence Customer Loyalty.
• \(H_0\_31\) : ‘Bank (Branch) Timings’ does not influence the ‘Customer satisfaction’
• \( H_{0.32} \): ‘Seating and Waiting Arrangements at branch’ does not influence the ‘Customer Satisfaction’
• \( H_{0.33} \): ‘Staff Response’ does not influence the ‘Customer Satisfaction’.
• \( H_{0.34} \): ‘Bank (Branch) Timings’ & ‘Seating & Waiting Arrangements’ together does not influence the ‘Customer Satisfaction’
• \( H_{0.35} \): ‘Bank (Branch) Timings’ & ‘Staff Response’ together does not influence the ‘Customer Satisfaction’
• \( H_{0.36} \): ‘Seating & Waiting Arrangements’ & ‘Staff Response’ together does not influence the ‘Customer Satisfaction’
• \( H_{0.37} \): ‘Bank (Branch) Timings’, ‘Staff Response’ and ‘Seating & Waiting Arrangement’ all together does not influence the ‘Customer Satisfaction’
• \( H_{0.38} \): Customer Satisfaction is not affected by the various facilities of the Bank’s Branch.
• \( H_{0.39} \): Customer’s Satisfaction level does not change with avg. balance in his bank account.
• \( H_{0.40} \): Customer’s Satisfaction level does not change with Gender
• \( H_{0.41} \): Customer’s Satisfaction level does not change with Education
• \( H_{0.42} \): Customer’s Satisfaction level does not change with Age
• \( H_{0.43} \): Customer’s Satisfaction level does not change with Occupation
• \( H_{0.44} \): Customer’s Satisfaction level does not change with Bank Brand Name
• \( H_{0.45} \): Customer’s Satisfaction level does not change with City
• \( H_{0.46} \): Customer’s Satisfaction level does not change with Bank Sector
• \( H_{0.47} \): Customer’s Satisfaction level does not change with his experience with the bank.
• \( H_{0.48} \): Customer’s choice for various service factors in bank does not differ with city (Location).
• \( H_{0.49} \): Bankers do not believe that the responsibility of managing their brand lies at ‘Branch Level’.
H₀₅₀: Bankers do not believe that the responsibility of managing their brand lies at ‘Regional level’.

H₀₅₁: Bankers do not believe that the responsibility of managing their brand lies at ‘National Level’.

H₀₅₂: Bankers do not believe that the responsibility of managing their brand lies at ‘Top Management Level’.

H₀₅₃: Views on the responsibility of managing the brand of bank do not vary with different bank brands.

2.6: Research Design

Research Design may be broadly classified as exploratory or conclusive (see figure 2.5). The primary objective of the exploratory research is to provide an insight into the problem; typically such researches are followed by conclusive research. The exploratory or secondary data was collected from various leading daily newspapers like Economic Times, The Times of India, Business Standard etc., and various Journals on Marketing Research like ICFAI University Journal of Brand Management, Marketing Research, Advertising Express, Indian Journal of Marketing Research, Harvard Business Review, etc., and leading national magazines like India Today, Business World, 7Ps, Fortune India, etc., and annual reports of the banks and their websites along with that some Industrial Magazines like IBA Bulletin, RBI Magazines, etc. Well along with the data collected from these secondary sources the researcher tried to build a clear insight into the research problem for the same he contacted some of the experts of this field like branch managers from Bank of Baroda and State Bank of India, Axis Bank, etc. The researcher has also had informal interview with leading advertising and branding experts of Ahmadabad, Baroda and Surat city. Even the Pilot survey of the questionnaire was done on some of the branch managers of leading banks and their suggestions were taken into consideration to revise the set of questions and other things form the research.
The descriptive research followed by single-cross sectional and longitudinal design was used in the current research process (see fig. 2.5).

The main objective of carrying out an exploratory research was to discover an idea and insights into the problem. Later on descriptive research was carried out to describe market characteristics or functions; the researcher has followed Single Cross Sectional Design for the exploratory research, where the data from one sample is collected only once during the whole research process (Malhotra, 2004). The surveys we conducted with the bank customers using variety of survey techniques like, mall intercept, bank branch intercept, online survey using Internet and survey’s web portal, etc. At last the causal research was used to determine cause and affect relationship by manipulating one or more independent variables. The researcher has tried to find out which independent variables effects the dependent variable and at what extent that is the most important part of the research.

Before going for actual conclusive study, a primary work was carried out to identify various brand-building activities followed by different banks and other service providing companies. For this purpose researcher mainly relied on secondary information from various sources like industry magazines, Internet, newspapers,
reports of governments and other regulatory bodies like RBI and annual reports of banks.

Moreover, to have a basic idea of brand building activities and process of identifying various branding practices in banks, certain primary data were collected with the help of informal and unstructured interviews of some senior Brand Managers/Marketing Managers/Branch Managers and other decision making authorities in various banks. This primary study has given a huge motivation to do research in this area. Some Banks like Bank of Baroda, SBI and HDFC Bank were chosen for purpose of pilot study are agreed that Bank’s Brand plays an important role in to the minds of Banking Consumers.

The Advertising Agencies, brand managers and some academicians were contacted informally to collect views regarding the topic. This information has been very useful in framing questionnaires, execution of questionnaires and further analysis of the data. Later the study was carried out with descriptive research design. Then primary data were collected through questionnaires to fulfill objectives and to test hypotheses.

### 2.7: Secondary Data Collection

For carrying out any primary research (conclusive research), secondary data helps in drawing a basic map of the research and clearing the idea about the subject (refer to Figure 2.6). In this research the researcher has used various secondary data from Industrial Magazines & Journals, Marketing Research Magazines, Leading News Daily and company annual reports and websites of the company. Along with this print media the researcher has also used the readily available data on the web and the database software like Capitaline and Prowess.
Secondary data is data collected by someone other than the user. Common sources of secondary data for social science include censuses, surveys, organizational records and data collected through qualitative methodologies or qualitative research. Primary data, by contrast, are collected by the investigator conducting the research.

Secondary data analysis saves time that would otherwise be spent collecting data and, particularly in the case of quantitative data, provides larger and higher-quality databases than would be unfeasible for any individual researcher to collect on their own. In addition to that, analysts of social and economic change consider secondary data essential, since it is impossible to conduct a new survey that can adequately capture past change and/or developments.

2.8: Primary Data Collection

Primary research delivers more specific results than secondary research, which is an especially important consideration when you're launching a new product or service. In addition, primary research is usually based on statistical methodologies that involve sampling as little as 1 percent of a target market. This tiny sample can give an accurate representation of a particular market.1

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1 http://www.allbusiness.com/marketing/ market-research/1310-1.html
Savvy entrepreneurs will do secondary research first and then conduct primary research. For example, the owner of a video-rental shop would want to know all about a neighborhood before opening a new store there. Using information gleaned from secondary sources, the owner can learn all kinds of demographic data, including detailed income data and spending patterns.

Secondary research lays the groundwork and primary research helps fill in the gaps. By using both types of market research, business owners get a well-rounded view of their market and have the information they need to make important business decisions.

As discussed in the above section, it is important to use the primary data in order to come out with the latest data regarding the study. So the researcher has also followed the pattern and had done a primary survey. The data collection process of primary study in the current research is as follows:

**2.8.1: Questionnaire Development and Pretesting**

With the help of literature study researcher believes that brand specific association will moderate the influence of brand and its management. While undertaking literature review based on various studies, researcher has not followed any predefined proven technique to ascertain the brand associations for a given brands. In the absence of usage of specific techniques, it was decided to ascertain brand associations in consultation with practicing managers and customers. Based on the discussions with some bank managers, brand associations were identified and respondents were asked to give ranking on a scale of 1-5. Where 5 represents strongly agree and 1 represents strongly disagree with the statement.

In addition to brand management, respondents also evaluated the relation/similarity between the brand and its employee behavior while servicing the customers as well as their social responsibilities. The psychological view of relation holds that the
consumer seeks benefits rather than products/services and may not limit their purchases to only product/service category while pursuing those benefits (Day et al., 1979).

The questionnaire consisted of items measuring brand equity and attitude factors apart from the demographics. Brand Equity and attitude factors were adopted from Yoo and Donthu (2001) and Rogers (1995) and the service quality determinants (Rao, 2005) and Brand Personality Factors (Aakar, 2000). The questionnaires also captured the demographic profile of the respondents.

Questionnaire was used as an instrument for collecting primary data. Looking to the nature of study two structured questionnaires, one for bank managers and one for customers, have been prepared, mainly containing closed end questions, but few open-ended questions were also asked to collect qualitative information. In order to bridge the communication gap with the respondents the researcher has translated questionnaire in to Guajarati (Local language) for the banking customers. Whereas, keeping in mind the fact that most of the bank officials are adequately qualified, the researcher has developed a questionnaire in English language for collecting data from them.

The responses were collected through 5-point Likert scale from Strongly Agree to Strongly Disagree (Kothari, 2004). In order to develop scale, more than 400 statements for the Bank Managers and 500 statements for the Bank Customers were developed with the help of pilot study. Using this researcher finalized 46 Questions for the Bank Manager’s Survey and 36 Questions for the Bank Customer’s survey. The data collected are both qualitative and quantitative in nature. Both the questionnaires were pre-tested among some selected bank account holders and few bank managers and professionals in the banking field. Also the changes were made in the questionnaires as per their suggestions.
In order to check the reliability and validity of the questionnaire, the researcher has tried to use existing questions mentioned in the Text of Service Marketing (Rao Rama M, 2005) and Strategic Brand Management (Keller, 2004), whereas in order to check the validity of the questions the validation techniques such as Cronbach’s Alpha (Nargundkar, 2008) were used to find out the validity of each construct.

Along with the hard copy of the research questionnaire the researcher has developed a web portal ‘www.hungerplace.com/brandmanagement/default.aspx’ for collecting the response from the respondents (customers and bank managers) along with this the server ‘www.hungerplace.com/brandmanagement/admin/login.aspx’, to collect the answers of respondents in the excel files. The web portable was developed with the help of Ahmadabad based IT services provider Matrix Technologies.

2.8.2: Scaling Techniques

Consumers were asked directly to rate the predefined closed end statements, they were measured on five-point likert scale. Where 1 denotes ‘strongly disagree’ and 1 denotes ‘strongly agree’ (Malhotra, 2004). Some rank order, matching, and puzzle type of question as well as some open-end questions were asked to managers for collecting detailed opinion from them. Meeting the needs of the research the researcher has used non-comparative scaling technique followed by likert scale, which is known as balanced scale, where the value 5 represents strongly agree, 4 represents agree, 3 represents neither agree nor disagree, 2 represents disagree, and 1 represent strongly disagree. In order to reduce the response biasness and to maintain the standard formatting of the scale the researcher has tried to use forced rating scales, where the respondent needs to select at least one option out of 5 point rating scale. In order to match the other requirements of the study the research has used some of the visual questions where customer needs to identify the logo of banks, colors and also have to match the punch line of bank with their respective brand name. Some of the multiple choice questions were also used to find out variables that affect the customer’s choice, also the rank order questions were used.
to find out the ranking for the extent of use of bank accounts. Some single choice scaling techniques were also used to find out the respondents overall opinion about his/her bank brand.

2.8.3: Sampling

Banking Customers, the branch managers and senior officials of the selected banks were chosen to collect the data from selected cities. The data were collected from primary sources with the help of structured questionnaires. Keeping in mind the time and cost factors of the study, data from the population were derived using non-probability based convenient sampling method (Malhotra, 2004). In order to make the sample a right representative of the universe, the whole population was divided in quotas of city and banks, using the non-probability based convenient quota sampling method².

The sample was drawn from all the existing customers of the earlier mentioned seven banks like ICICI Bank, HDFC Bank, AXIS Bank, CITI Bank, HSBC Bank, State Bank of India and Bank of Baroda having operations in six major cities of Gujarat like Ahmadabad, Vadodara, Surat, Rajkot, Bhavnagar, and Jamnagar. Enough care was taken to include customers having different types of retail accounts with the bank and coming from different income groups and geographical areas to make sample a better representative of population. The Gujarat state was selected as the population for the study, in order to represent the Gujarat state six major cities were selected having diversified population from different areas of Gujarat and other states of India. However it was not possible to collect the data of non-Gujarati’s staying in Gujarat. We assume all the customers staying in Gujarat as our population for the study.

² Nargundkar Rajendra (2008), Marketing Research- Text & Cases, Tata McGraw-Hill, Delhi, pg. 104.
Gujarat state is having a population of more than 5 crore and the top six cities of Gujarat are Ahmadabad, Surat, Vadodara, Rajkot, Jamnagar, Bhavnagar, all these city are highly populated and contents people who have migrated from nearby small towns and villages also people from other states of India have migrated to these cities of Gujarat. So we can conclude that these six major cities do make a good representation of Gujarat state. Looking at the above mentioned six major cities of Gujarat, the following banks which run their branches in most of the above mentioned cities were selected under the study, CITI Bank and HSBC Bank from foreign sector, ICICI Bank, HDFC Bank and AXIS Bank from Private Sector, State
Bank of India (SBI) and Bank Of Baroda (BOB) from Public Sector (Refer to Figure 2.7). Based on the non-proportionate - convenience sampling method, depending on the convenience of the researcher the sample were drawn from the above-mentioned cities and banks. All the questionnaires were checked thoroughly and the invalid responses as well as partially filled responses were removed from the sample size. Out of 1067 Total 1050 Bank Customer’s questionnaire were selected as valid questionnaires and out of 38 Branch Managers, 35 Branch Manager’s questionnaire were selected as a valid questionnaire, The determination of the sample size was defined using the below mentioned formulas:

The researcher has derived the sample size using predefined techniques of the sample size calculations:

I. Sample Size Calculations for Customers

⇒ Formula for sample size calculation when estimating proportions:

\[ n = \frac{pq(Z/e)^2}{\delta^2} \]

Where,
p=In our research the probability value for ‘p’ is not known, if past information not available we can simply set the value\(^3\) of ‘p’ to 0.5.

q= (1-p) = 0.5.

Z= confidence level of 95%, with Z value of 95% is 1.96

e= tolerance level of error in estimating ‘p’, will take 0.03, manes 3% of error we are estimating.

\[ n = 0.5 \times 0.5 \times (1.96/0.03)^2 \]
\[ n = 20.25 \times 65.33^2 \]
\[ n = 0.25 \times 4268 \]
\[ n = 1067 (\text{Sample size for Customers}) \]

II. Sample Size Calculations for Managers

Formula for sample size calculation when estimating means on continuous or interval-scaled variables\(^4\):

\[ n = (Zs/e)^2 \]

Where,

Z= confidence level of 95%, with Z value of 95% is 1.96

s = Standard Deviation (Max-Min (Scaling Score) = 5-1=4, now 4/6= 0.666)

e = tolerance level of error in estimating ‘p’, we will take 0.20 (in a scale of 1 to 5)

\[ n = ((1.86 \times 0.666)/0.25)^2 \]
\[ n = (1.23876/0.20)^2 \]
\[ n = (6.1938)^2 \]
\[ n=38.31 (\text{Sample Size for taking response on five point likert scale form Branch Manager of Banks}) \]

\(^3\) Nargundkar Rajendra (2008), Marketing Research- Text & Cases, Tata McGraw-Hill, Delhi, pp.95-97.
\(^4\) Nargundkar Rajendra (2008), Marketing Research- Text & Cases, Tata McGraw-Hill, Delhi, pp.92-93.
The details of the final sample size are as below:

<table>
<thead>
<tr>
<th>City</th>
<th>Bank Name</th>
<th>AXIS</th>
<th>HDFC</th>
<th>ICICI</th>
<th>CITI</th>
<th>HSBC</th>
<th>BOB</th>
<th>SBI</th>
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<td>50</td>
<td>50</td>
<td>350</td>
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<tr>
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<td>25</td>
<td>25</td>
<td>25</td>
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<tr>
<td>RAJKOT</td>
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<td>25</td>
<td>25</td>
<td>0</td>
<td>0</td>
<td>25</td>
<td>25</td>
<td>125</td>
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<tr>
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<td>0</td>
<td>25</td>
<td>25</td>
<td>125</td>
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<tr>
<td>JAMNAGAR</td>
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<td>25</td>
<td>125</td>
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<th>ICICI</th>
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<th>SBI</th>
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</table>

2.8.4: Fieldwork

The data was collected by the researcher himself as well as some friends and relatives residing in the above mentioned cities, enough training was given to these surveyors for carrying out a reliable survey using a closed end structured questionnaire (refer to the figure 2.8).

The researcher has collected data by interacting with the real banking customers in various environments like respondent’s office/business place, shopping mall, railway stations, bus stations, bank’s branches, bank’s ATM centers, as well as using the internet and e-mail.
For the online collection of the data the researcher has used web portal with the address ‘http://www.hungerplace.com/brandmanagement/default.aspx’. The researcher has used the social networking websites like Orkut, Facebook, Twitter, LinkedIn, ning.com, etc. and searched users on the basis of their city like Ahmadabad, Rajkot, Vadodara, Surat, Jamnagar, and Bhavnagar. Some of the users responded to the request and helped by filling up the online questionnaire.

In order to reduce the sampling error enough care was taken by the researcher to find the respondents from various areas of the city with different income, education and profession groups while survey. Around 2000 customer’s questionnaire and 200 Manger’s questionnaire were distributed in the market but at last Total 1050 customers and 35 manager’s questionnaire (data) were selected as the valid data out of which 350 customers and 5 managers filled the data using internet based survey.
method. For some banks like Axis and ICICI and SBI, we have received huge response from customers as these customers are easily available everywhere but as such the researcher has to follow the pre-specified quotas of bank customer, only the best questionnaire were used for the final analysis depending on the personal judgment of the researcher.
References to Chapter 2:
