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Stress Level of Management Students: A Case Study with reference to Bengaluru Management Institutions.

Dr. E. A. Parameswara Gupta, and Dr. B. A. Karunakarreddy

An Empirical Study of Customer Satisfaction in Indian Banks.
IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON REPURCHASE INTENTION: A STUDY OF CELLULAR SERVICE IN GWALIOR REGION

Sneha Rajput1 Ashish Mehra3 Prithviraj Mathur2 Praveen Yadav3 Aradhya Sharma4

ABSTRACT

The current study focuses on the impact of Customer Relationship Management on Repurchase Intentions. The study was conducted in Gwalior region on a sample of 200 respondents. Customer Relationship Management was taken as Independent variable and Repurchase Intentions as dependent one. The Reliability of the study was quite high in case of Customer Relationship Management it was .867, and in case of Repurchase Intentions, it was .798. The model used for regression has good fit as indicated by F-value, which is significant at 0 % level of significance indicating a high predictability of model. The Linear regression was applied between CRM & Repurchase intention. The result of regression indicates that independent variable CRM has a significant impact on repurchase intention signified by the coefficient beta factor of 0.659. Also the t-value significant at 0% although if we compare the computed t-value with critical value (1.96) at 5% significance. So here, we can say that the hypothesis is rejected. T-Test was applied to find out the relationship between Male and Female perception with reference to CRM and Repurchase intention. The Result disclosed very interesting facts that there is no significant difference between male and female in their perception towards CRM and Repurchase Intention. In case of gender and CRM, we found the value of t is .715, which is significant at .475 and great. This value came at 5% significant level. It shows and prove that the hypothesis not rejected i.e., there is no significant effect of gender on CRM. Whereas we can see that the value of 't' is .749 which was significant at .456 which more than the significance level of 5% means that it is did not show any difference between the perception of Male and Female towards repurchase intentions.

KEYWORDS

Customer Relationship Management, Customer Expectations and Repurchase Intentions, cellular Services etc.

CONCEPTUAL FRAMEWORK

Customer Relationship Management

Poovlingam K. et al. (2007) stated that for the consistent growth to sustained superior performance and distinguish from its competitor will always be the superiority of its relationship with customer. Parvatijar A. and Sheth J.N. (2001), define Customer Relationship Management is a broad approach and method of acquiring, retaining, and partnering with selective customers to create superior value for the company and the customer. It engaged the combination of marketing, sales, customer service, and the supply-chain functions of the organization to attain greater efficiencies and usefulness in delivering customer value. Bull (2003) reveals that CRM systems can be viewed as information systems aimed at enabling organizations to realize a customer focus.

According to Söderlund & Vilgon (1999), customer satisfaction is a mental state, which results from the customer's comparison between Expectations prior to a purchase with and Performance perceptions after a purchase. CRM is a comprehensive strategy and process of acquiring, retaining and partnering with customers to create superior values for the company and customer (Parvatijar and Sheth, 2001). Hence, the performance of CRM is defined as the success of creating values for customers through organizations in the objective of increasing the retention, repurchase and word of mouth in order to achieve improvements on relationship qualities. Many researchers explored that CRM has many aspects that closely resemble the TQM but the core focus is on customer, participation, teamwork, and improvement on learning.

Customer Relationship in Cellular Service

Customer relationship the invisible interacting process between customers and providers, as well as all the physical resources involved in the process, such as the goods and technology systems. Veerasamy and Poovlingam (2007), reviewed the Van Staden et al. (2002), cite the following advantages of communicating effectively with customers: Better customer relationships, Saving time and money, more effective decision-making, Successful problem solving. Parvatijar and Seth (2001) reviewed Vavra (1992) that viewed CRM as seeking customer retention by using a variety of after marketing tactics that lead to customer bonding or staying in touch with the customer after a sale is made.
Repurchase Intention

Mittal and Kannanur (2001) stated that customers may have different thresholds or tolerance levels regarding repurchase that may not be captured fully in their satisfaction ratings. Because of these differences, customers with the same satisfaction rating but with different characteristics may have different levels of repurchase behavior. According to Peterson, Olaru and Purchase (2008), customers’ repurchase intention depends on their previous transactions such as appropriate performance criteria, competition, and cost considerations. Kei-yi W. and Lin-Lin L. (2010), reviewed Oliver and Swan’s (1989), study that repurchase intention is the behavior tendency of the customers to choose the services provided by the same communications operator when they need to purchase telecommunication service again in the future.

Repurchase Intention in Cellular Service

Kang et al., (2008), reviewed Bhattacheree (2001), customer intention to conduct more business with the vendor. Oliver (1997) defines loyalty as “the deeply held commitment to rebuy or repatronizar a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts have the potential to cause switching behavior.

REVIEW OF LITERATURE

Poovalingam and Vearasamy (2007), concludes that service providers communication efforts result in satisfied customers, they should try hard to harden relationships by transforming indifferent customers into devoted advocate of the company by using suitable communication. Service providers need to fulfill their assurance with respect of time and they must be punctual in helping their customers. Service providers need to modify their systems and operating criteria to make sure improvements in the stage of customer privacy and the level of trust of their customers with a vision to achieve continuous long-term relationships. Parvatiyar and Shah (2001), reveals that CRM refers to a theoretically broad event of business activity, and if the phenomenon of assistance and association with customers becomes the foremost paradigm of marketing practice and research, CRM has the latent to appear as the principal perception of marketing.

Bull (2003) study confirms that CRM is a complex and holistic concept requiring suitable business processes and incorporated systems. In addition, the study demonstrates the significance of the need for effective leadership, sourcing, targeting and evaluation within CRM strategies.

According Shainesh and Mohan (2001), telecom companies in their customer retention programmes provide customized services to their heavy users. In addition, they have said that the successful CRM requires a strategic approach, which encompasses developing customer centric process, selecting and implementing technology solutions, employee empowerment, customer information and knowledge generation capabilities.

Ranjbarian, Fathi and Kamali (2010), stated that the in collectivist societies consumers rely on interpersonal relationship for information search. It is important in the case of brand choice in collectivist society the positive experience could enhance the belongingness of group. Soderlund et al., (1999), stated that it is more profitable to keep existing customers than to attract new customers, and it is commonly believed that customer satisfaction is an important indication of customer continuation and thus long-term customer relationships. In addition, that customer’s price sensitivity may be reduced as the relationship continues.

Olaru, Purchase and Peterson (2007), explained that customer’s re-purchase from same service provider depends upon their experience, perception of values from previous service encounters and expectations of future business relationship. In addition, improved benefits will result in more satisfied customers with greater loyalty.

Gandhi et al., (2002), mentioned that customers have different tolerance levels regarding repurchase that may not be captured fully in their satisfaction ratings. Because of these differences, customers with the same satisfaction rating but with different characteristics may have different levels of repurchase behaviour. Jupiter Research (2007), revealed that today’s consumers have more choices than ever before because of introduction of new competitors with latest technology. Therefore, the tolerance of the consumers has declined dramatically. As happened in the case of internet Service Providers where the satisfaction level of the consumers have declined by 11% in the past 2 years. In addition, need to acknowledge the stakes as the need for customer relationship management have never been higher.

Chung et al., (2003), surveyed that factors influencing repurchase intention in Internet shopping malls. In normal commercial transactions, the value from the loyal customers is far greater than the disloyal ones. Therefore, it is very important to make a first-time visitor to become a regular customer so that customers could purchase regularly. An effective customer-retention strategy can be developed based on the understanding of the factors that influence customers’ repurchase. Chung concluded that customer risk shows a negative relationship with the repurchase intention, and all the other variables: product perceptions, customer service, perceived ease of use, site image, promotion, communications environments are positively related with the repurchase intention. He also mentioned in his study that overall satisfaction level of customers for the Internet shopping malls positively influence repurchase intention.
According to Research and Market (2008), CRM is used to track and organize their present and future customers. CRM is applicable in sales automation, marketing automation, contact center, analytical applications and customer service. He has also said that around 12 to 16 percent of the total CRM revenue is contributed by the telecom sector.

Key et al. (2010) studied that innovation is a very important part in repurchase. In addition, the impact innovation of customers interface is greater than the innovation of service delivering system. With that, the pressure of surrounding population is also there.

Oliver and Swan (1989), demonstrates that customers report higher levels of satisfaction with purchasing experiences when the experiences themselves and after-sales service meet or exceed their prior expectations. Khalifa and Liu (2002) revealed that both expectation and desire dis confirmation play important role in explaining satisfaction with Internet-based services. Their research confirms that the size of the gap between customers' perception of service performance and their pre- adoption expectations and desires affects satisfaction with online services.

According to Wahab S. et al., (2009), previous researchers believed that CRM performance should be measured ultimately in terms of customer behaviors since they are the underlying sources of current customer values within a firm. Researchers also believed that CRM has the potential to increase future revenue streams associated with them and to those prospective customers (Wang et. al., 2004). Ali et. al. (2010), has found significant relationship between price reason ability and consumer satisfaction. This employs that fairness of price is the strongest determinant of consumer satisfaction and the competitive advantage to retain consumers for longer period.

RATIONALE OF STUDY

Many researched have been conducted on Customer Relationship Management (CRM); these researched stated the importance of Customer Relationship Management in every service oriented organization. Based on the previous researches the fact is clear that the CRM have an effect on many dimensions related to the services.

As far as CRM is concerned, its impact on repurchase intentions is also an important study on which much work has not been done. Therefore, it is in the interest of service providers to know the relationship between CRM and Repurchase intention and the impact of CRM on repurchase intention. The research is well ahead to find out the importance of CRM and its impact on Repurchase intentions.

OBJECTIVES OF STUDY

1. To develop and standardize a measure for evaluating customer relationship and repurchase intentions in cellular services.
2. To evaluate the underlying factors of Customer Relationship and Repurchase intentions.
3. To evaluate the impact of gender on CRM and on Repurchase intentions.
4. To evaluate the impact of CRM on Repurchase intentions.
5. To evaluate the relation between CRM and Repurchase intention.
6. To open new vista of further researches.

RESEARCH METHODOLOGY

The Study: The study was exploratory in nature with survey method to be used to complete the study.

Sample Design: Population: In the study, the population was cellular service user in Gwalior region. Sample frame: Since the data was collected through personal contacts. The sample frame was the cellular service users. Sample size: 200 respondents was the sample size. Sample element: An individual respondent was the sampling element. Sampling technique: Purposive sampling technique was used to select the sample.

Tools Used for Data Collection: self-designed was used for evaluation of CRM and Repurchase intention. Data was collected on point 5 Likert type scale, ranked from Highly Disagree to Highly Agree.

Tools Used for Data Analysis: Item to total correlation was applied to check the internal consistency of the questionnaire. The measure was standardized through computation of reliability and validity. Factor analysis was applied to identify the underlying factors responsible for Customer Relationship and Repurchase intentions. Regression Test was applied to identify the relationship between Customer Relationship and Repurchase intentions.

RESULT AND DISCUSSIONS

Consistency Measure: Consistency of all the statement in the questionnaire was checked through ITC i.e., item to Correlation. The measures having item to total correlation lower than the critical value were declared as inconsistent and excluded for further analysis.
**Item to Correlation:** First of all consistency of all the questionnaires were checked through item to total correlation. Under this correlation of every item with total was measured and the computed value was compared with standard value (0.379). If computed value was found less than standard value then whole factor/statement were dropped and were termed to be inconsistent. In this table all the item were accepted. All the items in the performance measure with their item to total co-relation are shown in the table below:

**Table-1: ITC Table for Customer Relationship Management**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Item</th>
<th>Computed Correlated Value</th>
<th>Consistency</th>
<th>Accepted / Dropped</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Customer care executive treats nicely.</td>
<td>0.677144</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>2.</td>
<td>Solved Problem not repeated.</td>
<td>0.44974</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>3.</td>
<td>Satisfied with their efforts.</td>
<td>0.670187</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>4.</td>
<td>Interested in my feedback.</td>
<td>0.634958</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>5.</td>
<td>Call to ensure that problem has been solved.</td>
<td>0.428655</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>6.</td>
<td>I appreciate their courtesy level.</td>
<td>0.606891</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>7.</td>
<td>I do not have to wait much for the queries.</td>
<td>0.560229</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>8.</td>
<td>Customer care executive are more polite.</td>
<td>0.41263</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>9.</td>
<td>In case of online assistance.</td>
<td>0.571087</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>10.</td>
<td>The service provider makes me feel.</td>
<td>0.479698</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>11.</td>
<td>I am a valuable customer.</td>
<td>0.619651</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>12.</td>
<td>Executive allows me to ask many questions, to clarify everything.</td>
<td>0.530775</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>13.</td>
<td>The executive makes me feel comfortable.</td>
<td>0.584878</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>14.</td>
<td>Staff in the office tries to help as much as they could.</td>
<td>0.61893</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>15.</td>
<td>Staff is sincerely care for me.</td>
<td>0.556888</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>16.</td>
<td>The Complaint Handling procedure is quick.</td>
<td>0.62588</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>17.</td>
<td>The Customer Care Executive is well organized in their working.</td>
<td>0.556029</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>18.</td>
<td>Customer Care Executive looked highly.</td>
<td>0.505392</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

**Sources:** Authors Compilation

**Table-2: ITC Table for Repurchase Intention**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Item</th>
<th>Computed Correlated Value</th>
<th>Consistency</th>
<th>Accepted / Rejected</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.</td>
<td>Very difficult for me to leave the service provider.</td>
<td>0.559759</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>20.</td>
<td>Too much of my life would be disrupted if I decided to leave.</td>
<td>0.60249</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>21.</td>
<td>Certain benefits I would not retain if I switch from current service provider.</td>
<td>0.487406</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>22.</td>
<td>I would buy the same cellular service, if need more service.</td>
<td>0.670496</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>23.</td>
<td>I have full faith on this cellular service provider for future acquaintance.</td>
<td>0.656118</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>24.</td>
<td>I would recommend the same service provider.</td>
<td>0.673669</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>25.</td>
<td>I have a sense of belonging towards the service provider.</td>
<td>0.675065</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>26.</td>
<td>I will consider them first choice for consuming services.</td>
<td>0.565076</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>27.</td>
<td>The service provided to me is meeting my expectation.</td>
<td>0.523816</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
<tr>
<td>28.</td>
<td>I would rebuy the services from the same service provider even at an increased cost.</td>
<td>0.556269</td>
<td>Consistent</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

**Sources:** Authors Compilation

**Reliability Measure**

The reliability of Customer Relationship Management and Repurchase Intention questionnaire was computed by using software. Cronbach’s alpha coefficient was computed to calculate reliability of all items in the questionnaire.
Table 3: Reliability Statistics for CRM

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.869</td>
<td>18</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Table 4: Reliability Statistics for Repurchase intention

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.798</td>
<td>10</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

It was considered that the reliability value 0.7 is a standard value and it can be seen that in the reliability method that applied here, reliability value is approximate to the standard value, so all the item in the questionnaire were reliable. Therefore, the statements in the questionnaire were treated as reliable statements. Validity: The face validity was checked and found to be high.

Factor Analysis of Customer Relationship Management

The raw score of 18 items were subjected to factor analysis to find out the factor that contributes towards CRM. After factor analysis, 4 components were identified in each table. The details about factors, the factor name, Eigen value, Variable convergence, Loadings, Variance percentage and Cumulative percentage are given in the table. Along with this, the KMO and Bartlett test was applied to find out the sample adequacy and which was found to be good enough to draw results and was significant at 5% level.

Table 5: KMO and Bartlett’s Test

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .881 |
| Bartlett’s Test of Sphericity | Approx. Chi-Square | 967.338 |
| Df | 153 |
| Sig. | .000 |

Sources: Authors Compilation

Table 6: Factor Analysis

<table>
<thead>
<tr>
<th>Eigen Value</th>
<th>Factor Name</th>
<th>Variable Number</th>
<th>Variable Convergence</th>
<th>% of Variance</th>
<th>Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>31.95</td>
<td>CRM Proficiency</td>
<td>1</td>
<td>Customer care executive treats nicely</td>
<td>31.951</td>
<td>0.689</td>
</tr>
<tr>
<td>9.968</td>
<td>Feedback</td>
<td>5</td>
<td>Problems once solved are not repeated</td>
<td>38.919</td>
<td>0.599</td>
</tr>
<tr>
<td>6.307</td>
<td>Online Attitude</td>
<td>8</td>
<td>Customer care executive are more polite in case of online assistance</td>
<td>45.227</td>
<td>0.54</td>
</tr>
<tr>
<td>5.736</td>
<td>Ambience</td>
<td>18</td>
<td>Customer care executive looks well organized</td>
<td>50.962</td>
<td>0.536</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation
Factor Analysis of Repurchase Intention

The raw score of 10 items were subjected to factor analysis to find out the factor that contributes towards Repurchase Intention. After factor analysis, 2 components were identified in each table. The details about factors, the factor name, Eigen value, Variance convergence, Loading, Variance percentage and Cumulative percentage are given in table. Along with this, KMO and Bartlett test was applied to find out sample adequacy and which was found to be good enough to draw the results and was significant at 5% level.

Table-7: KMO and Bartlett’s Test

<table>
<thead>
<tr>
<th>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</th>
<th>Bartlett’s Test of Sphericity</th>
</tr>
</thead>
<tbody>
<tr>
<td>.848</td>
<td>Approx. Chi-Square</td>
</tr>
<tr>
<td></td>
<td>413.651</td>
</tr>
<tr>
<td></td>
<td>Df</td>
</tr>
<tr>
<td></td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>Sig.</td>
</tr>
<tr>
<td></td>
<td>.000</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Table-8

<table>
<thead>
<tr>
<th>Eigen Value</th>
<th>Factor Name</th>
<th>Variable Number</th>
<th>Variable Convergence</th>
<th>% of Variance</th>
<th>Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repurchase Attitude</td>
<td>35.87</td>
<td>24</td>
<td>Recommend same service provider to other</td>
<td>35.866</td>
<td>0.689</td>
</tr>
<tr>
<td>22</td>
<td>Buy from same service provider if need more</td>
<td>0.681</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>I have sense of belongingness</td>
<td>0.676</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Full faith on cellular service in future</td>
<td>0.665</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Life may be disrupted if I decide to leave</td>
<td>0.591</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>First choice for consuming service</td>
<td>0.564</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Difficult to leave service provider if I want to</td>
<td>0.55</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Re-buy the same service at even increased cost</td>
<td>0.535</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Service provider meeting my expectation</td>
<td>0.522</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benefit After switch</td>
<td>10.89</td>
<td>21</td>
<td>Certain benefits not retain if I switch</td>
<td>46.752</td>
<td>0.469</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Description of Factors

CRM Proficiency

Proficiency in business unit and customer relationship management is to achieve an academic and professional standing in the operation Management of small and large business units (Business Unit manager Level) and to get acquainted with the methodology, software's and skills necessary for an ameliorated business-customer relationship (customer Relationship management level) and having Eigen value 31.951 this factor has emerged as a major factor.

Feedback

Feedback describes the situation when output from an event or phenomenon in the past will influence an occurrence of the same event / phenomenon in the present or future and having Eigen value 6.968 this factor has emerged as a second major factor.

Online Attitude

Attitude of a customer care executive must be polite to customer feels more valued and important. Executive feel that you are sincere in extending a helping hand. A frown can drive people away, while a smile can draw people in. Executive be creative so as to more customer feel satisfaction. Refrain from giving false promise. Genuine interest in the customer and having Eigen value 6.307 this factor has emerged as third major factor.

Ambience

Also known as atmospheres of place or background. It can be taken as how effectively the customer care executive maintain their office facilities and having Eigen value 5.736 this has emerged as fourth major factor.
Repurchase Attitude

Consumer attitude towards action and subjective norms is taken as influencing factors on consumer purchase intention. Customer decisions and behaviour stems from their attitude, values, belief with regard to problem in the context and having Eigen value 33.866 this has emerged as first major factor of Repurchase Intention.

Benefit after Switch

Particular service provider gives some benefit, so the customers not want to leave it for other service provider. This is the main cause that restricts most of the customer to switch to other service and they are also satisfied and having Eigen value 10.866 this has emerged as second major factor of Repurchase Intention.

Regression

The regression was calculated by taking the CRM and Repurchase Intention using SPSS Software. In this CRM was taken as Independent variable and Repurchase Intention as Dependent variable.

\[ H_{01} = \text{there is no significant effect of CRM on Repurchase Intention.} \]
\[ H_{02} = \text{there is no significant effect of Gender on CRM} \]
\[ H_{03} = \text{there is no significant effect of gender on Repurchase intention} \]

<table>
<thead>
<tr>
<th>Table-9: Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>(Constant)</td>
</tr>
<tr>
<td>CRM</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

1. Dependent Variable: Repurchase intention

\[ Y = A + BX \]
\[ Y = 10.065 + 0.392 \]

Here,

\[ Y = \text{Independent Variable (CRM),} \]
\[ X = \text{Dependent Variable (Repurchase intention).} \]

The Linear regression was applied between CRM & Repurchase intention. The result of regression indicates that independent variable CRM has a significant impact on repurchase intention signified by the coefficient beta factor of 0.659. Also the t-value significant at 0% although if we compare the computed t-value with critical value (1.96) at 5% significance. So here, we can say that the hypothesis Ho1 is rejected.

T-Test

T-Test was applied to find out the relationship between Male and Female perception with reference to CRM and Repurchase intention. The Result disclosed very interesting facts that there is no significant difference between male and female in their perception towards CRM and Repurchase Intention. In case of gender and CRM we found the value of t is .715 which is significant at .475 and also greater. This value came at 5% significant level. It shows and prove that the hypothesis not rejected i.e., there is no significant effect of gender on CRM; Whereas we can see that the value of t is .749 which was significant at .456 which more than the significance level of 5% means that it is did not show any difference between the perception of Male and Female towards repurchase intentions.

T-Test Result for CRM

<table>
<thead>
<tr>
<th>Table-10: Group Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gen</strong></td>
</tr>
<tr>
<td>CRM</td>
</tr>
<tr>
<td>2</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation
Table-11: Independent Samples Test

<table>
<thead>
<tr>
<th>Levene's Test for Equality of Variances</th>
<th>t-test for Equality of Means</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>F</td>
<td>Sig.</td>
<td>T</td>
</tr>
<tr>
<td>---</td>
<td>------</td>
<td>---</td>
</tr>
<tr>
<td>CRM</td>
<td>Equal variances assumed</td>
<td>076</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td>.714</td>
<td>143.358</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Table-12: T-Test Result for Repurchase Intentions

Group Statistics

<table>
<thead>
<tr>
<th></th>
<th>Gen</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repu</td>
<td>1</td>
<td>129</td>
<td>33.9690</td>
<td>6.67544</td>
<td>.58774</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>71</td>
<td>34.7042</td>
<td>6.62332</td>
<td>.78604</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Table-13: Independent Samples Test

<table>
<thead>
<tr>
<th>Levene's Test for Equality of Variances</th>
<th>t-test for Equality of Means</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>F</td>
<td>Sig.</td>
<td>T</td>
</tr>
<tr>
<td>---</td>
<td>------</td>
<td>---</td>
</tr>
<tr>
<td>Repu</td>
<td>Equal variances assumed</td>
<td>.098</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td>-.749</td>
<td>145.312</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Graph-1

Histogram

Dependent Variable: REPINT

Sources: Authors Compilation

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561 | Page
Graph-2

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: REPINT

Sources: Authors Compilation

IMPLICATIONS OF STUDY

- This is intended to be useful contribution to understand the importance of customer relationship management on repurchase intention of the cellular users.
- It is also intended to be useful contribution for further researches because it provides a link between theory and practice.
- This study will also be useful to conduct research for knowing the correlation of customer relationship management and repurchase intention hence they will be able to solve several problems related to customer.
- It is also contributes to the service industries in helping them by knowing about the effect of customer relationship management on repurchase intention.

SUGGESTIONS

- In the study, Gwalior region was taken as population but population can be increased.
- The analysis is based in only 200 respondents, as soon as we increase the respondents, result may vary.
- Male and female in same number should fill the questionnaires.
- The research on customer relationship management and repurchase intention as correlates of customer loyalty can also be conducted in other services.

CONCLUSION

The study examined the effect of customer relationship management on repurchase intention of the cellular services in the Gwalior region. The questionnaires were filled by cellular service users in the Gwalior region and by applying test like item to total correlation, validity, factor analysis, t-test and regression. It has been concluded that customer relationship management plays an eminent role in repurchase intention in the cellular service. This study is also shows that there is no relation between the male and female. This study reflects the high degree of correlation between customer relationship management and repurchase intention as customer relationship management as independent variable and repurchase intention as dependent variable.

REFERENCES


MARKET SHARE OR MIND SHARE?

Pushpa Negi*
Arti Pipariya**
Aashish Mehra***
Samta Jain****

Indian print media was one of the largest print media in the world. India was one of the few countries in the world to have many newspapers, which not only reflected the vibrancy of the media, but also the new vitality of the country’s economy. Hindi newspapers had seen a huge growth in the past few years. The main reason behind the increasing circulation was the growing literacy rate. Increase in the literacy rate had direct positive effect on the rise of circulation of the regional papers.

The People’s group wanted to start new edition of their paper in the city of Gwalior in the year of 2009. There were three big players AAA, BBB, CCC already having Gwalior edition in the market. In the newspaper industry there is a concept of 3C News papers and next 3S News papers. The 3C News papers mean three most circulating newspaper and 3S means 3 struggling news papers which come after 3C. The goal of the Peoples Group was to become one of the 3C News papers; meeting this objective wasn’t exactly going to be easy. At that time one of the largest circulating news paper AAA, with a circulation of 92,000 copies, out of which 55,000 were circulated in the urban areas and 37,000 in the rural areas, used to prevent the new players from establishing their news papers in the city. Just few months before the entry of the People’s Group in the market one of the new newspaper groups, City Express entered in the market and circulated the papers through agents. That time AAA group had purchased the 50,000 copies of that newspaper and dumped them in the godown a very common practice used to negate the new players from entering in to the market that time. The other key issue was the acceptance of the new brand among the readers, because they all were habituated to reading their existing newspapers.

The strategy followed by the People’s newspaper for brand awareness was that they generated the curiosity among the common public by using the ‘Teaser Campaign’ with a punch line “the power of people” in the form of big hoardings at various prime locations around Gwalior city during the month of October 2009. The next month they

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** Lecturer, Institute of Commerce & Management, Jiwaji University, Gwalior

The case was developed Under the Supervision of Dr. S. S. Bhakar (Director) Prestige Institute of Management, Gwalior in the 9th National Case Writing Workshop, during 16-18 April, 2010

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1. **Key Words:** Pricing Strategies, Promotion Strategies, Print Media, Distribution Strategies

2. **Teaching Objectives and Target Audience:** The core concepts that are covered and touched upon are:
   - Marketing Strategies
   - Long Term Effectiveness of promotional schemes
   - Issues related to ethics and financial gains.

   This case can be used for teaching marketing strategies for entering new markets specifically for newspaper groups to MBA students. The case may be used for individual analysis as well as group discussion. The case could also be used to teach ethical practices to be adopted by newspapers to journalism programs.

3. **Teaching Approach and Strategy:** The case and the references should be provided to the students of management program and journalism one hour prior to the discussion. After an hour the case should be discussed with the individual student. The suggestion of the individual student should be presented in front of the whole batch.

   **Analysis:** The steps that need to be followed are:
   - Introduction
   - Situational Analysis
   - Problem Identification
   - Alternative Solutions
   - Suggested/ Recommended Solution
FAMILY V/S CAREER PRIORITIZATION: OM's DILEMMA

Pushpa Negi*
Arti Pipariya**
Aashish Mehra***
SANTA JAIN****

The newspaper industry has two kinds of people ones who are working for salary and others working for social commitment and want to change the society. Mr. Om Sharma belonged to the latter category. A graduate in sciences and P.G. in Hindi Language he joined in Swadesh newspaper on a part time basis in the year 1982. In the morning he used to attend the college and serve as student union leader and at night he worked as sub editor. He survived on an initial salary of Rs. 250 which was more than expected.

His talent was duly recognized and his salary was doubled within 3 months with an offer of full time job which he rejected and joined the same group in Bhopal where he worked for nine years. During the last few years he started finding his job routine and boring without any challenges and salary also got stagnated. In 1989 he got an offer to join Swadesh Raipur as Editor of the Raipur edition. The new position did not offer any salary hike but the only reward was the position of head of organization and to be the boss. The Raipur edition was struggling for survival and he brought it to breakeven point by sheer hard work and determination. In 1990 he got an offer from Naveen Bhaskar of Haryana where he was made in-charge of seven districts. He worked there for four and half years and was selected among 30 best editors of India.

To repeat the success story of Haryana he was then sent to Rajasthan where he was made in charge of five major cities Jodhpur, Ajmer, Kota, Udaipur and Sri Ganganagar where he stayed for 3 years. From there he shifted to Naveen Bhaskar Gwalior branch where his family was settled. In 2009 he was promoted as state head of Naveen Bhaskar which meant shifting to Bhopal. Bhopal being the capital of Madhya Pradesh supposed to be the most challenging as well as financially the best. Mr. Om Sharma has craved for challenges all throughout his life and this was an offer which he could not have rejected. He made all arrangement for stay in Bhopal, when he disclosed this news to his family his son was reluctant for change of place and school; he suggested to his wife that she should stay with children and he only shifts to Bhopal. This suggestion also found no takers in his family. At the same time a new newspaper was being launched in Gwalior, by People’s group, its management was known to the Mr. Om Sharma. They wanted him to take reins in Gwalior; People’s group was an upcoming group with very less experience in the print media.

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The case was developed Under the Supervision of Dr. S. S. Bhakar (Director) Prestige Institute of Management, Gwalior in the 9th National Case Writing Workshop, during 16-18 April, 2010

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Title of case: Family v/s Career Prioritization: Om’s Dilemma

Author(s): Pushpa Negi*
Aarti Pipariya**
Aashish Mehra***
Samta Jain****

Institution(s): *,***,****Lecturer, Prestige Institute of Management, Airport Road, Gwalior
**Lecturer, Institute of Commerce and Management, Gwalior

Date: 16-18 April 2010

1. Key Words: Career Prioritization, Family Prioritization.

2. Teaching Objectives and Target Audience: The core concepts that are covered and touched upon are:
   - Career Planning
   - Balance between professional and personal life

   This case can be used for teaching the undergraduate and post graduate students.

3. Teaching Approach and Strategy: The case and the references should be provided to the students of graduate and post graduate students of management in the classroom. The students should make individual presentation after solving the case. The suggestions provided by the individual students should be discussed in large group.

Analysis: The steps that need to be followed are:
   - Introduction
   - Situational Analysis
   - Problem Identification
   - Suggested/ Recommended Solution
   - Conclusion
   - Questions and Answers
Global Business Recession: Lessons Learnt
Volume - I

S. S. Bhakar
Navita Nathani
Tarika Singh
Shailja Bhakar

Prestige Institute of Management Gwalior
1. Internal Marketing Issues in Educational Institutions: With Special Reference to Gwalior City

Rahul Pratap Singh Kaurav*
Aashish Mehra**
Brijesh Gupta***

Internal marketing is an important concept where firms apply marketing tools to attract and retain the best employees, which will later affect business performance in monitory and non-monitory terms. This paper has a focused study of educational institutes. The study has identified constructs (job satisfaction, job security, empowerment, employee motivation, quality of service, employee development, strategic reward, and senior leadership) of internal marketing which are tested against business performance. The study’s implication is to help organizations design its own internal marketing plan by outlining the important elements and to improve the business performance of educational institutes.

Key Words: Internal Marketing, Educational Institutions and Business Performance

INTRODUCTION

Internal marketing comes from the basic understanding of marketing. The term internal marketing is defined as viewing employees as internal customers, viewing jobs as internal products that satisfy the needs and wants of these internal customers while addressing the objectives of the firm (Berry, 1981). This study will add to the body of knowledge by showing how internal marketing concept is applied in educational institutions. By illustrating the effect of the concept, it hopes to provide a basis for institutions to design its internal marketing strategies in order for them to obtain the very best out of their main resource, their employees. It will also help managers to realize the importance of having internal marketing competencies which can be essential for Gwalior’s educational institutions, to improve its performance. Further, there is not much research being done in the field of internal marketing, specifically in India. This fact justified why this subject is chosen for the study.

Proponents of this concept believed that having a sound internal marketing strategy is more important than external marketing strategy (Kotler & Armstrong, 2004). Internal marketing acts as part of the marketing strategy with the employees, termed as the internal customers.

It is used as a philosophy for managing the firm’s human resources based on a marketing perspective to build internal competencies for external success (George, 1990). It is a strategy that aims for the creation of high-performance work systems by managing the interdependent elements of the internal marketing concepts to achieve

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Survival of Business Organisation and Transformation and
Transformation and Survival of Business Organisation

EDITORS
S.S. Bhakar
Tarika Singh
Krishan Kant Yadav
Aashish Mehra
Business Opportunities in Automobile Sector (Cars) after Copenhagan Summit

Aashish Mehra, Ambrish Sharma, Rahul Pratap Singh Kaurav and Sneha Rajput

ABSTRACT

Corporatists across the globe are spending huge amounts of money to accelerate their economy in response to the recession. Fortunately, a great opportunity exists for this fiscal stimulus to be directed towards “green” economic growth which has the potential not only provide the new markets and jobs needed immediately for accelerate their economy, but also address the challenges of global warming. To attain this will require social, technical and structural changes, as well as appropriate policies conducive for eco-innovation especially in automobile sector. As developing nations are treated as potential car markets therefore car manufacturers are now trying to cater the future demand with those standards which will be acceptable by environmental organizations as well as eco friendly consumers. For developing countries, there are lessons that can be learned from countries that have already gone through that process of using energy-efficient technologies as well as green technologies. This paper focuses on current trends in the green car market, which have been influenced by Copenhagen summit 2009. The purpose of this paper is to provide some insight on and present alternatives car technologies to promoting sustainable development. This paper will cover areas such as hybrid vehicles, renewable energy, and energy efficient cars. It also provides a brief discussion on the environmental policies of across the world. The paper attempts to use the most recent secondary data.

Keywords: Global Warming, Green Economy

INTRODUCTION IN THE BACKGROUND OF COPENHAGEN SUMMIT

Not only all Americans should want their government and president to succeed, there are scores of countries full of people desperately hoping this will happen. Indeed their survival depends on it. But Obama won’t succeed unless he changes his policies. He won’t change his policies unless he changes his thinking. And he won’t change his thinking unless he perceives the failure of his current actions and hears massive criticism. The last item on that list is our responsibility. Who is at fault? The main reason why poverty and domination exists in so many parts of the world is not due to Western evil imperialism but to local political culture, lack of democracy, anti-pragmatic ideas, and dictatorships. Until this is thoroughly understood and beneficial change takes place within other societies, their situations won’t improve. What happened with all the massive financial aid provided over past decades?

Although there are so many other issues like:
• Does man-made global warming exist?
• Is man-made global warming a leading problem facing humanity? Maybe, but a still higher level of proof is needed, which need the attention.
Transformation and Survival of Business Organisation

EDITORS
S.S. Bhakar
Tarika Singh
Krishan Kant Yadav
Aashish Mehra
Real Time Defragmentation: A Need of Today's Environment

Mili Singh, Sneha Rajput and Aashish Mehra

ABSTRACT
The exponential growth of storage requirements is driven by the Information Age, the public's unquenchable thirst for information and the increased complexity and size of applications, operating systems and data. Today the number of files stored on volumes is much greater than times past. This increased number of files not only necessitates larger storage capabilities but due to inherent fragmentation problems, puts a burden on file systems to keep files stored contiguously. File systems need to be able to place files such that they have space to grow in a contiguous fashion. When files are created and deleted, unused space gets fragmented and pieces of free space are spread through the disk. These fragmented unused spaces encourage new files to be created in places where they can't grow contiguously. It also encourages the file system to put fragments of larger files in these small free space gaps. This paper gives a true picture of defragmentation which is the need of today's environment.

INTRODUCTION
For years computing demands have been pushing along Moore's Law. That "law" is directly related to CPU computing power and states that the number of transistors per CPU doubles over certain time intervals (12, 18, or 24 months - depending on when or where you heard it). However, in the new millennium the growth of data storage has been so rapid it is even exceeding the industry standard growth index laid forth by Moore's Law (any way you define it).

The exponential growth of storage requirements is driven by the Information Age, the public's unquenchable thirst for information and the increased complexity and size of applications, operating systems and data. Additionally another huge influence on the IT world has been government regulations such as Sarbanes-Oxley, the Patriot Act, Health Insurance Portability and Accountability Act (HIPAA) as well as the Gramm-Leach-Bliley act. These regulations often govern documenting certain business transactions and the retention and security of all relevant data. Many in the industry are required to store everything for periods as long as 7 years to maintain regulatory compliance. Deleting files has become taboo.

A booming storage industry has grown in response to this new age. Hard drive manufacturers increase storage capacities at a rate that often keeps pace with transistor count increases. Advanced storage technologies such as Storage Area Networks (SAN), Network Attached Storage (NAS), Storage Management software and E-mail Archiving solutions continue to fill the headlines.
Handbook of Management and Behavioural Science

Edited By
Ranbir Singh Gulia
Ombir Singh
Suvijna Awasthi

A refereed publication of the Society of Management and Behavioural Science
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IDENTIFYING KEY DETERMINANTS OF INTERNET BANKING SERVICE QUALITY

Ashish Mehra*
K. K. Pandey**
Manisha Pandey***
Rajendra Singh****

ABSTRACT

Internet is a widely used tool in every sector. Now a day's internet plays an important role in banking, while internet banking service quality plays a vital role in the satisfaction of internet banking users. This research is to find out and identify the factors which determine the internet banking service quality; to find out whether service quality attributes such as empathy, reliability, responsiveness, etc. have an impact on working of internet banking.

INTRODUCTION

Service Quality

Service quality is the caliber of service that is expected from a company or business. Airlines can measure service quality by how often they run on time. It is a competitive way to offer services that customers want.

Dimension of service quality: Many researchers have struggled with the issue of how to measure service quality. Perhaps the most widely used measure is based on a set of five dimensions which have been consistently rated by customers to be most important for service. These five dimensions of service quality are as follows:

1. Tangibles: Appearance of physical facilities, equipment, personnel, and communication materials.

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**Visiting Faculty in Prestige Institute of Management, Gwalior
***Alumni in Prestige Institute of Management, Gwalior

An Intern without convent rates on about the need sites off services and local telephone directly.

However, over the book of Zeitham effective service or excel by challenge lack of perception to the all over the...
Post Recessionary Economy: Movers & Moulders of Changing World

Volume - I

Editors:
S. S. Bhakar
K. K. Pandey
Garima Mathur
Anindita Chakraborty
22. THE IMPACT OF CUSTOMER SATISFACTION AND RELATIONSHIP QUALITY ON CUSTOMER RETENTION: A STUDY OF BANKING INDUSTRY IN GWALIOR REGION.

Sneha Rajput*
Aashish Mehra*
Mili Singh*
Amit Raghuvanshi**

ABSTRACT

In India the Banking sector originated in the last decades of the 18th century Indian banking industry is passing through a phase of customers market. The customers have more choices in choosing their banks. With rigid competition and advancement of technology, the services provided by banks have become more easy and convenient. Earlier even small operation to be performed took days and even months. But now the concept are changing as the best will survive and forced the banks to provide best and more innovative as well as convenient services. Bank Organizations are constantly looking for innovative ways to make as well as retain their customers reason been the cost of making new customer is higher than retaining an old one. Customer satisfaction is often seen as the key to a company's success and long-term competitiveness. Besides satisfaction and (relative) overall quality perception, which refer to product or service dimensions, the customer's evaluation of the relationship with the company also impacts customer retention. The overall purpose of this study was to find the impact of customer satisfaction and relationship quality on customer retention. The relationship between Customer satisfaction as independent and Customer retention as dependent variable was indicated by standardized coefficient Beta with a value of 0.447. The significance of beta was tested using T-test and value for model is 4.604 which was significant at 0% level of significance indicating significant relationship between Customer satisfaction and Customer retention. The relationship between Relationship quality as independent and Customer Retention as dependent variable was indicated by standardized coefficient Beta with a value of 0.329. The significance of beta was tested using T-test and value for model was 3.387 which is significant at 1% level of significance indicating strong positive relationship between Relationship quality and Customer retention. So, this study concluded with the high degree of correlation between customer satisfaction and relationship quality as independent variable and customer retention as dependent variable.

Key Words: Customer Satisfaction, Relationship Quality, Customer Retention, Banking Industry

INTRODUCTION

Bank is a financial liaison that accepts deposits and channels those deposits into lending activities, either directly or through capital markets. In India the Banking sector originated in the last decades of the 18th century with the first bank named The

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a Systematic Guide to WRITE a RESEARCH PAPER

S S Bhakar
Seema Mehta
a Systematic Guide
to WRITE a
RESEARCH PAPER

Editors
DR. S. S. BHAKAR
DR. SEEMA MEHTA

PRESTIGE INSTITUTE OF MANAGEMENT, GWALIOR
EXCEL BOOKS
Analyzing Service Quality
A Study of Management Institutions

Shailja Bhakar*
Vijay Kumar Pandey**
K.K. Pandey***
Ashish Mehra****
Sanjeev Chaba*****
Jitendr Gupta******
Sachin Verma******

Quality now days have become a very important variable in all areas whether it is manufacturing or service. This paper evaluates service quality in the area of education. Comparative to other services quality in education sector is evaluated differently in combination with value for fees paid, satisfaction with experience and willingness to recommend, therefore, the service quality in this paper has been evaluated taking these three variables as well.

The study was carried out on 400 respondents 200 from Students who were doing BBA and 200 from Students doing MBA. The study was done to evaluate the perceived and expected service quality in education sector. The T Test results indicate that there is a significant difference between the perceived and expected service quality, value for fees paid and satisfaction with experience and also there was no significant difference between perceived and expected willingness to recommend. T Test results between the courses i.e. BBA and MBA indicated that there was no difference between the service qualities, value for fees paid, satisfaction with experience and willingness to recommend in both the courses. Multiple regression table indicated that value for fees paid and satisfaction with experience significantly effect service quality. Linear regressions indicated that value for fees paid, satisfaction with experience independently also effect service

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TURBULENT BUSINESS ENVIRONMENT: THE ROAD AHEAD

Editors

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National Conference on Management
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BRANDING THROUGH 'MOBILE VANTAGE POINTS' AND ITS EFFECTS ON BUSINESS

Aashish Mehra

ABSTRACT

This is an era of customized services and people want services at their doorstep. In the present scenario, apart from the doorstep services like home-delivery of goods and services, where personalization and reach both become prominent in customer dealings, serving through 'Mobile Vantage Points' can also work wonders for branding and prosperity of business; specifically in the food industry and other service segments where this concept can actually work as a POP, better than the traditional type of setup like OTC. The main objectives of the study were: first, to evaluate brand awareness, second, to evaluate the effect of 'vantage points' on brand awareness, and finally, to evaluate the effect of 'vantage points' on revenue generation through them, as compared with the traditional setup of the same businesses (like OTC).

Keywords: Mobile vantage points, Branding, Revenue generation, OTC.

INTRODUCTION

This is an era of customized services and people want services at their doorstep. The very concept of selling or providing products and services through some 'vantage points' is not only an attraction for the customers (specially new customers), but is also fast becoming one of the best ways in spreading the brand awareness; specifically in the food segment as convenience goods and where variable and differentiable POP (point of purchase) can be adopted. There are examples ranging from retail food sector (i.e. ready to eat food items such as bakery products, mobile food vending machines, etc) to booksellers to florist to 'medical van services' to 'mobile ATM services' and host of other such services which are using 'mobile vans/shops'-setups for promoting their products and services all over the world. The idea is to have multiple benefits like creating brand awareness, increasing sales revenues, attracting new customers, reducing cost of retailing premises, reducing various overheads, operational ease and scope for continuous and lateral expansion.

Food sector in particular can have great advantage by adapting to these mobile services. These can replace the roadside hawkers and pushcart (thela) type of mobile retail shops standing at various 'vantage points'. One of the best examples can be 'Sreenath Fruit Ice-cream Walla' of Gwalior region. They possess more than 25 pushcarts standing at various key locations in the main markets of Gwalior having 4-5 flavours of fruit ice-cream. But now, as the times changed, people are more concerned about the hygiene factors and the better quality of foodstuffs, normally which these roadside hawkers and thelawallas (pushcarts) cannot provide (with the amount of infrastructure they possess). There aroused a need for such types of expensive (in comparison to pushcarts) custom-made 'mobile vehicle/van' shops which are well decorated (attractive POP) having all the hygienic considerations and quality stuff to cater to the customer's needs standing at various locations/vantage points of a local area (with given schedules), one by one or simultaneously. These 'mobile van services' can become very effective mode of retailing if they are planned and designed properly.
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RELATIONSHIP BETWEEN OVERALL INTERNET BANKING SERVICE QUALITY AND CUSTOMER SATISFACTION AND THEIR COMPREHENSIVE EFFECT ON CORPORATE BRAND IMAGE AND CUSTOMER RETENTION - A STUDY IN INDIA

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ABSTRACT

Banks today, are not only competing in traditional banking services, but have also expanded the scope of competition to an e-environment with internet banking services. These banks are introducing internet banking as an assurance to their customers that they will be able to maintain a competitive quality of service in the future, in efforts to avoid losing their customers to the branches of foreign banks, by making them more satisfied than before. The purpose of this paper is to empirically examine the relationships among three dimensions of service quality that influence overall internet banking service quality and subsequently the customer satisfaction, and the comprehensive effect these have on the corporate brand image and finally on the customer retention in an Indian banking context. The service quality dimensions that influence overall internet banking service quality are: online customer service quality; online system quality; and banking service product quality. Internet banking service customers of a national bank in India completed a self-administered questionnaire. Data obtained from the customers were analysed using the SEM-based partial least squares (PLS) methodology. The results show significant relationships among online customer service quality, online information system quality, banking service product quality, overall internet banking service quality and customer satisfaction, and there is a positive impact of these, comprehensively on overall corporate brand image and on the customer retention.

Key Words: Internet Banking Services, Customer Satisfaction, Corporate Brand Image, Customer Retention

INTRODUCTION

In service industries in general and in the banking industry, in particular, the Internet has been explored and exploited as a means of improving service provision (Jun et al., 2004). Banks are not only competing in traditional banking services, but have also expanded the scope of competition to an e-environment with internet banking services (Gonzalez et al., 2004). These banks are introducing internet banking as an assurance to their customers that they will be able to maintain a competitive quality of service in the future, in efforts to avoid losing their customers to the branches of foreign banks (Jenkins, 2007). Indians have been avid adopters of internet banking and offering internet banking is no longer regarded as a competitive advantage but a competitive necessity (Gan et al., 2006). Internet banking helps banks to build and maintain close relationships with their customers, reduces operating and fixed costs (Mols, 2000), and achieves more efficient and enhanced financial performance (DeYoung et al., 2007). From the customer perspective, research has shown that consumers benefit from internet banking in respect to enhanced control, ease of use, and reduced transaction charges (Unsal and Movassaghi, 2001).

The current research seeks to examine the dimensions and one particular outcome of internet banking service quality in India. Specifically, our study has three objectives. First, we build on the exploratory work of Jun and Cai (2001) who identified three broad conceptual categories related to internet banking service quality, and empirically test the relationships between:

- Online customer service quality
- Online information system quality
- Banking service product quality and overall internet banking service quality
innovation and adaptability

Twin Engines of Sustained Growth

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S S BHAKAR V K PANDEY
Mass Customization through Synchronization of Technology, Economy and Innovation
A Perspective for Customer Retention

Aashish Mehra*
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This is an era of customized products and services and people want tailor-made and much personalized products and services at their doorsteps. Recently, there has been a remarkable shift from mass-production and mass marketing into the more individualized customer approach in such a way that people (consumers) are quickly adapting the tailor-made (customized) products and services to satisfy their respective needs, wants and desires; resulting in emergence of new concepts like one-to-one marketing, mass customization and personalization. This significant shift owes its existence to contemporary computerized systems and the emergence of internet technology results in manifold opportunities of cost effective one-to-one relationships with customers which enable companies to meet customer’s needs and provide consumer links to each customer individually, but on a much larger scale than before.

This paper gathers and describes the use of technology, economy, and innovation as a basis for conceptualizing mass customization and personalization concepts in the modern times. There is an interdependency of all the three terms. Technological advances (technology) now enable to maintain cost and time efficiency (economy) in the form of individualized product or service (innovation), thus making a customer most delighted rather than just satisfied. A perfect blending (synchronization) of the three can be possible only through mass customization and personalization. Innovation is the key to customization and personalization concepts and the future lies in innovative and smart, technology driven-processes, concepts, gadgets, machines, tools, products and services. This paper also attempts to depict the current trends and also an innovative model of future personalization of a service, which is the novelty of this paper. Lastly, this paper highlights the need for blending of these concepts for the ultimate goal of ‘customer retention’ in coming future.

Keywords: Customization, personalization, Synchronization, Innovation Customer retention

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INTRODUCTION

The era has begun when you dream of anything you 'desire' or even the things (products and services) which you have never dreamt of, or even which are far beyond your imaginations, are there in front of you, for your use, and you can get access to them and enjoy their adaptation. This is possible with the advent of new technologies and discoveries which are coming up almost everyday; every new day is a day of new invention or innovation. Even you can get the tailor made (Customized) and personalized products and services (of latest technology) at your doorsteps. For example, you can get stitched a 'Raymond's suit' as per your size (measurements) and design machined from the factory itself, same as a perfect ready-made outfit, without much extra charges; even a 'car' can be customized as per the need and requirement. Similarly, many consumer services are designed to be (or appear) much customized. These services include Spa and Upscale hotel visits, rafting trips, exotic vacations such as safaris, and even hair cuts from expensive saloons (Zeithaml, A. Valarie; Gremler, D. Dwayne; Bitner Jo Mary and Pandit, Ajay, 2007).

The very emergence of internet technology has not only revolutionized the whole world (that is, globalization of things and concepts on the click of a button) but also results in manifold opportunities of cost-effective one-to-one relationships with customers through mass customization and personalization of production services. Although the concepts of mass customization, personalization and one-to-one (relationship) marketing are not new (Evans, 2003; Kahan, 1998; Peppers and Rogers, 1995; Schilke et al., 2004), they have their roots predating mass production, when sellers in the traditional "corner shop" (Evans, 2003, p.668) knew their customer in person. They often held very personal information on the particular customer which enabled them for constant reinforcement of the relationship. The in-depth, "tacit knowledge" about customer's preferences, financial and family situation allowed sellers to adopt marketing messages and product individually to each customer (Evans, 2003, p.668). However, the real challenge is to keep same kind of relationship supported by customer knowledge and communication but on a larger scale without loosing the profitability of the business (Huang et al., 2005; Peppers and Rogers, 1994). This challenge can be met by combining the three 'concepts', that is, technology, economy, and innovation. The real application of these three will ensure the parametric success of mass customization and personalization, finally resulting in retaining customers of future.

THE EMERGENCE OF MASS CUSTOMIZATION AND PERSONALIZATION CONCEPTS AND THEIR ADAPTABLEITY

Globalization and technological development are creating significant changes in our social and economic system and also in consumers' behavior (Thomas and Gupta, 2005). The demand pattern are becoming more and more diversified and highly localized and the customers are nowadays better informed, more demanding and they often actively collaborate with each other sharing knowledge about the market and exposing marketing techniques.