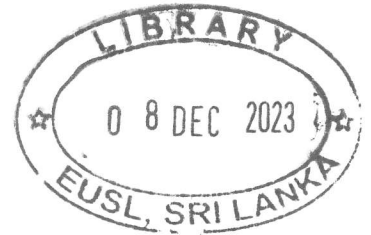


**ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM),
CUSTOMER EXPERIENCE AND CUSTOMER SATISFACTION FROM
BANKING SECTOR: A COMPARATIVE STUDY BETWEEN STATE AND
PRIVATE BANKS IN NUWARA ELIYA DISTRICT.**

By



**NEELAWATHURA WALAWWE MAHESH
RASIKA BANDARA NEELAWATHURA**

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ABSTRACT

CRM holds a significant position in the banking industry as there are very little to differentiate in banking industry in terms of the products and services available and hence it comes to better customer services and strong relation of banks with its customers that can differentiate them from their rivals in the industry. The objectives of this study is to examine the level of E-customer relationship management, customer experience and customer satisfaction, to examine the relationship between E-customer relationship management, customer experience and customer satisfaction, to examine the impact of E-customer relationship management on customer satisfaction and to examine the impact of customer experience on customer satisfaction. To achieve these objectives data was collected from 349 customers in state and private banks in Nuwara Eliya district. The data were analyzed by using descriptive, correlation analyses and multiple regression analysis. Based on the decision rule, indicates there is a high level of E- CRM, customer experience and customer satisfaction of state bank and private banks. And there is a statistically and strong positive relationship between E- CRM, customer experience and customer satisfaction state bank and private banks. Furthermore, there is a significant impact of E- CRM, customer experience and customer satisfaction of state bank and private banks in Nuwara Eliya district.

Keywords: E- CRM, Customer Experience, Customer Satisfaction

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	ix
LIST OF FIGURES	xi
LIST OF ABBREVIATION	xii
Chapter - 1	1
INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Problem Statement	2
1.3 Research Questions	3
1.4 Research Objectives	4
1.5 Significant of the Study.....	4
1.6 Scope and Limitations of the Study	4
1.7 Chapter Organization	4
1.8 Chapter Summary.....	6
Chapter – 2	7
LITERATURE REVIEW	7
2.1 Introduction	7
2.2 E-Customer Relationship Management	7
2.3 Customer Experience	9
2.4 Customer Satisfaction	10
2.5 Theories and Models	13
2.5.1 The Relationship Marketing Theory.....	13
2.5.2 Commitment Trust Theory	14
2.5.3 The S-O-R model.....	14

2.6 Hypothesis Testing of the Study	15
2.6.1 E-customer Relationship Management and Customer Satisfaction	15
2.6.2 Customer EXperience and customer Satisfaction	17
2.7 Chapter Summary.....	18
Chapter- 3.....	19
CONCEPTUALIZATION AND OPERATIONALIZATION	19
3.1 Introduction.....	19
3.2 Conceptual Framework	19
3.3 Hypothesis.....	20
3.4 Definitions of Variables	20
3.4.1 E-Customer Relationship Management.....	20
3.4.2 Customer Experience.....	21
3.4.3 Customer Satisfaction.....	21
3.5 Operationalization	21
3.5.1 Operationalization for E-Customer Relationship Management	22
3.5.2 Operationalization for Customer Experience	22
3.5.3 Operationalization for Customer Satisfaction	22
3.6 Chapter Summary.....	23
Chapter – 4	24
RESEARCH METHODOLOGY	24
4.1 Introduction	24
4.2 Research Philosophy	24
4.3 Research Approach	25
4.4 Research Strategy	25
4.4.1 Survey.....	26
4.5 Methodological Choice	26
4.6 Time Horizon	26

4.7 Research Site/ Area Selection	26
4.8 Population of the Study	27
4.9 Sampling Technique/ Method	27
4.10 Sampling Framework and Sample Size	28
4.10.1 Sample Size	28
4.10.2 Sampling Framework	28
4.11 Method of Data Collection and Source	28
4.11.1 Primary Data.....	29
4.11.2 Secondary Data.....	29
4.12 Research Instrument.....	29
4.12.1 The Rational for the Question	29
4.13 Source of Measurement.....	29
4.13.1 Method of Measured the Personal Information.....	30
4.13.2 Method of Measuring the Research Information.....	30
4.14 Reliability of Instrument	30
4.15 Unit of Data Analysis.....	31
4.16 Method of Data Analysis.....	31
4.17 Method of Data Evaluation	32
4.17.1 Method of Data Evaluation for First Objective	32
4.17.1.1 Univariate Analysis (Descriptive Statistics)	32
4.17.1.1.1 Mean.....	33
4.17.1.1.2 Standard Deviation.....	33
4.17.2 Method of Data Evaluation for Second Objective.....	33
4.17.2.1 Bivariate Analysis (Inferential Statistics)	33
4.17.2.1.1 Correlation Analysis.....	34
4.17.3 Method of Data Evaluation for Third Objective and Fourth Objective	34
4.17.3.1 Simple Regression Analysis	35

4.17.3.2 The Multiple Regression Analysis.....	35
4.18 Method of Hypotheses Testing	35
4.19 Data Presentation.....	36
4.20 Ethical Consideration	37
4.21 Chapter Summary.....	37
Chapter - 5	38
DATA PRESENTATION AND ANALYSIS.....	38
5.1. Introduction	38
5.2 Analysis of Reliability.....	38
5.3 Data Presentation.....	39
5.3.1 Data Presentation and Analysis of Personal Information.....	40
5.3.1.1 Gender.....	40
5.3.1.2 Age Level.....	42
5.3.1.3 Civil Status.....	43
5.3.1.4 Education qualifications.....	45
5.3.2 Data Presentation and Analysis of Research Information	47
5.3.2.1 Univariate Analysis.....	47
5.3.2.1.1 Identify the Level of E-CRM	48
5.3.2.1.2 Identify the Level of Customer Experience	49
5.3.2.1.6 Identify the Level of Customer Satisfaction	50
5.3.2.2 Bivariate Analysis.....	51
5.3.2.2.1 Pearson's Correlation Analysis	51
5.3.2.2.1.1 Relationship between the E-CRM , Customer Experience and Customer Satisfaction.....	51
5.3.2.2.1 Multiple Regression Analysis	52
5.3.2.2.1.1 Impact of E-CRM, Customer Experience on Customer Satisfaction of State Banks	52

5.3.2.2.1.2 Impact of E-CRM , Customer Experience, on Customer Satisfaction of Private Banks.....	53
5.3.3 Testing Hypotheses.....	54
5.3.3.1 Testing Hypotheses 1	54
5.3.3.2 Testing Hypotheses 2.....	54
5.3.3.3 Testing Hypotheses 3.....	54
5.3.3.4 Testing Hypotheses 4.....	55
5.4 Chapter Summary.....	55
Chapter - 6.....	56
DISCUSSION.....	56
6.1 Introduction.....	56
6.2 Discussion of Personal Information of the Respondents	56
6.2.1 Gender	56
6.2.2 Age.....	56
6.2.3 Marital status	57
6.2.4 Education Qualifications	57
6.3 Research Information.....	57
6.3.1 Discussion for Objective One.....	57
6.3.1.1 The Level of E-CRM	57
6.3.1.2 The Level of Customer Experience	58
6.3.1.3 The Level of Customer Satisfaction	58
6.3.2 Discussion for Objective Two	59
6.3.2.1 Relationship between the E-CRM, Customer Experience and Customer Satisfaction.....	59
6.3.4 Discussion for Objective Three and Objective Four	60
6.3.4.1 The Impact of E-CRM, Customer Experience on Customer Satisfaction	60
6.4 Discussion of Hypotheses Testing	61

6.5 Chapter Summary	62
Chapter - 7	63
CONCLUSION AND RECOMMENDATIONS.....	63
7.1 Introduction	63
7.2 Conclusion.....	63
7.2.1 Objective One	63
7.2.2 Second Objective.....	63
7.2.3 Third Objective	64
7.3 Contributions of the Study	64
7.4 Recommendations	65
7.5 Limitations of the Study	66
7.6 Directions for Future Study.....	67
LIST OF REFERENCES.....	68
APPENDIX 1: RESEARCH QUESTIONNIRE (ENGLISH)	74
APPENDIX 2: RESEARCH QUESTIONNIRE (SINHALA)	79
APPENDIX 3: SPSS OUTPUT.....	84