

MARKET ORIENTATION IN PRIVATE BANKING SECTOR IN BATTICALOA DISTRICT

Faculty of Commerce & Management
Eastern University, Sri Lanka.

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MR. MYLVAGANAM MUHILAN



DEPARTMENT OF COMMERCE
FACULTY OF COMMERCE & MANAGEMENT
EASTERN UNIVERSITY
SRI LANKA
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Abstract

In the third millennium, bankers will face many macro environmental forces that may affect the performance of commercial banks. The business cycle, changing levels of disposable income due to inflationary tendencies, international market turmoil, unemployment and changing social trends in turn affect the micro environment in which banks operate profitability as well as performance of individual banks will be influenced by the above forces. In such a fast changing business environment, marketing, being a management of change plays a crucial role in the prosperity of private banks market performance continues to advance at a rapid pace.

To achieve these goals private banks in Batticaloa district initially satisfied their customers and staffs in all their branches and introduced new technology, new products and services, etc. They believe this new technology and their products will enhance their profitability and with the help of the available resources they can go towards further growth and development. But these private banks are uncertain whether the increased performance and the enhance profit obtained are the result of the believes of the people.

In order to reach a conclusion about this uncertainty to identify I gave questionnaire to all staffs and the customers of these private banks in Batticaloa district. And also individual interviews will be studied systematically.

To analyze the collected data obtained through the questionnaires, hypotheses are formulated to evaluate the responses. To test the hypotheses at 5% significance level Null (H_0) and Alternative (H_1) hypotheses are formulated in this research. And the data is analyzed into byvariate analysis method also.

From the analysis and evaluation, the researcher comes to conclusion that the employee satisfaction, business people satisfaction and general public satisfaction increase the market orientation in the banks in the Batticaloa district. So it is recommended that the private banks in the Batticaloa district take further steps to provide a good customer service by expanding their market performance. So that the customers will enjoy the entire benefit of these banks.

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