

# A STUDY ON THE MARKETING CULTURE OF THE PEOPLE'S BANK IN BATTICALOA DISTRICT



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## Abstract

The People's Bank is a state owned bank, having responsibility to serve each citizen of Sri Lanka by providing wide range of financial services. Not only customer service but also Banks involve themselves in overcoming competition in order to enjoy competitive advantages and to survive in the market.

Marketing Culture is occupying a crucial role in the Banks in order to sustain in the high competitive market. Marketing culture is a tool, by using it, banks enjoy competitive advantages. In accordance with, they are able to provide quality service, better organization, able to build interpersonal relationship, internal communication and able to involve in innovation.

The study was conducted based on personal as well as research information collected from hundred employees of seven branches of People's Bank in Batticaloa district by issuing structured questionnaire. The study adapted stratified random sampling method and data were analyzed with the assistance of the SPSS 11.0 computer package.

According to the survey findings, the Marketing Culture of the People's Bank has mean value of 3.0745 with the Standard Deviation of 0.35246. The mean value lies in the range of  $2.5 < X \leq 3.5$  that means Moderate level of Marketing Culture prevails in the People's Bank.

In that perspective, People's Banks have to concentrate more on Marketing Culture. They should realize the importance of Marketing Culture and take action to achieve high level of Marketing Culture by showing more interest on particular indicators, which lay under low level of satisfaction.

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