

**A STUDY ON TO ASSESS THE ORGANIZATIONAL MARKETING
CULTURE OF BANKS WITH SPECIAL REFERENCE TO PRIVATE
COMMERCIAL BANKS IN BATTICALOA DISTRICT**



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ABSTRACT

Nowadays Private owned Commercial Banks are engaged into offer wide array of services to their customers. Specially can say accepting of deposits, credit facilities, leasing, advisory services, foreign currency services, Tele-banking facilities and so on.

Organizational marketing culture is the main core of Private Commercial banks to cater to the needs of the demand of their customers and cater to their requirements effectively and efficiently than their competitors. Consequently the Private Commercial Banks should have a strong organizational marketing culture to gain competitive advantage. Thus the purpose of this study on to assess the Organizational Marketing Culture of Private commercial Banks with special reference to Batticaloa District.

For this study, the information was collected from each grade employees of Private Commercial Banks as the Seylan Bank, Commercial Bank, Hattan National Bank in Batticaloa District. The questionnaires would be given to the employees in order to collect data. There are 90 questionnaires would be distributed to obtained personal and research information to pertaining to my research. In addition Discussion and interview with the Manager and employees of each Private Commercial Banks in Batticaloa District

Overall Organizational Marketing Culture of Private Commercial Banks has the mean value of 3.16. It falls in Moderate level of organizational Marketing Culture decision criteria where the range is $2.5 < X \leq 3.5$. Data may be deviated from the mean value 0.333 (Standard Deviation). According to the survey findings, the mean value of service quality, interpersonal relationship, selling task, organization, internal communication and innovativeness were 2.725, 2.944, 3.098, 3.253, 3.322 and 3.618 respectively. The standard deviation of service quality, interpersonal relationship, selling task, organization, internal communication and innovativeness were 0.327, 0.572, 0.396, 0.501, 0.473 and 0.527 respectively

Therefore, to long-term survival of Private Commercial Banks in the competitive environment, they should obviously study their organizational marketing culture and known dimension of organizational marketing culture. Following that recognize the unfortunate performance of indicators based on that take proper remedial action to develop performance of low level indicators to offer wide array of services on the consideration of customers satisfaction and sustainability survive long term in the dynamic environment

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