

**A STUDY ON THE LEVEL OF CUSTOMER ORIENTATION OF
BANK OF CEYLON KALUWANCHIKUDY BRANCH**



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Abstract

This study conducted in banking sector to understand the concepts of customer orientation and measure the level of customer orientation. A marketer must be customer oriented to add value to their customers. That market oriented business requires a company wide customer orientation. With continues growth of competition in the market place, understanding customer has become more and more important method of marketing. In search of competitive advantage bank managers are keen on certainly moving to the customer orientation in order to have better understanding about their customers for establishing techniques and strategies. According to the extant customer orientation literature, in order to ensure effective support, an outsourcing client should seek a provider with a high level of customer orientation. Providers, however, may be unwilling or unable to effectively deploy this orientation on behalf of Clients.

This study examined the research problem of whether the bank of Ceylon kaluwanchikudy branch is oriented with its customer. This research was carried out with the objectives of evaluating the level of customer orientation and to analyze the determine of service delivery and the organization characteristics on the bank's customer orientation. Two research questions were formed to test the determine of customer orientation and conceptual model has been developed to understand the level of determine of two research variables, such as service delivery and the organization characteristics on customer orientation.

Quantitative methodology has been applied for this research and questionnaires were used to collect data. 100 questionnaires were issued and collected data were analyzed using SPSS v. 11.0 and evaluated as low, moderate, and high level influence of research variables on customer orientation. This study found that Kaluwanchikudy Bank of Ceylon is moderately oriented (nearly has high influence as mean value is 3.48) with their customers.

Anyhow, it is concluded that the customer orientation has to be improved for competing with their other and private sector employees. In additions the study offers suggestions to banking managers to attend the consideration on the variables which were in low level (employees and their responsiveness to multi-social class and ethnicity customers, complaint handling strategies, support services like value added services, product customization or matching with customers' need, and their pricing strategies) to improve customer orientation in future.

Keywords: Customer Orientation, Service Delivery, Organization Characteristics

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