

## **Application of Customer Driven Marketing Strategies in Banking Industry and Perception of Customers: A Study on Pubali Bank Limited.**

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**Abstract:** *Customer driven marketing strategies are very significant concept of marketing activities to retain and make loyal customers. All over the world, the large multinational corporations to medium and even small firms recognize that there is no best alternative than customer oriented/driven marketing strategies to communicate with consumers and motivate them to purchase their products or services. A customer-driven marketing strategy targets a specific market segment. It uses marketing research to identify distinct demographic characteristics within the customer base, such as age, gender, occupation and income level. The more a firm knows about its customer base, its needs, the easier it is to develop a strategy that will appeal to these characteristics. As a result, a firm wastes less time and money trying to reach unlikely prospects. The purpose of the study is to determine the distinct customer driven marketing strategies which will surely suit in banking industry. Customer driven marketing strategies is a comprehensive terms, and covers the entire gamut of marketing activities that will be derived from customer's point of view. In the present competitive world if any business organization has to survive, it needs to keep an eye on the distinct needs of market. The study investigates, measure, and evaluates the marketing activities of Pubali Bank Limited from the reflection light of customers' perceptions. To do this Five-Point Likert Scale has been used to survey customers. The study actually reveals the state of customer driven marketing activities and the customer perception on this perspective and whether these activities, its standard and customer perceptions are able to increase market share in the industry. The study also focused to the extent that whether these marketing activities and the defined customer perception can create positive impact on customers mind and be able to create positive contribution on the building of brand image of the company. As a sample of 100 account holders/customers have been surveyed since they represent all customer segments in the industry. The study found that different marketing activities and its dimensions bound customers to perceive marketing value differently and its customer driven marketing strategies are moderate though it is leading bank in the country. So the company should analyze the customer expectations first and then it should make a diagram so that the company can meet its target customer's demand*

**Keyword:** *Target Market, Customer driven marketing strategies, Customers satisfaction, Customer perceptions, Customer perceived value, Customer loyalty, Market Share.*

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### **I. Introduction**

Customer driven marketing strategies is a comprehensive terms, and covers the entire gamut of marketing activities that will be derived from customer's point of view. In the present competitive world if any business organization has to survive, it needs to keep an eye on the distinct needs of market. Today, it would be difficult to find a company that does not proudly claim to be a customer-oriented, customer- focused, or even-customer driven enterprise. Increasing competition (whether for-profit or nonprofit) is forcing businesses to pay much more attention to satisfy customers. The state of satisfaction depends on a number of both psychological and physical variables, which correlate with satisfaction behaviors and by communicating values and innovative services of the company. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's product. Customers' satisfaction has now become major concern of the banking service providers in our country. Customer driven marketing strategies are winning strategies that can employ in the bank to achieve two-fold goal such as making business profitable at the same time making customers loyal and with this build a strong brand value to the customers. The objective of this study is to provide a more comprehensive understanding of the process of identifying winning customer driven marketing strategies that will lead the business to a strategic position and identify the customer perception and customer value.

**Products offered by Pubali Bank Limited**

<b>Deposit Products</b>	<b>Consumer Loans</b>	<b>SME Banking</b>	<b>Islamic Banking</b>
Savings Bank Account	Car Loan	PBL Sujon Rin	Al-Wadeeah Current A/C
Current Deposit Account	Flat Purchase Loan	PBL Suborno Rin	Mudaraba Savings Account
Dwigun Sanchaya Prakaipo	Household Durable Loans	PBL Kormo Uddogh Rin	Mudaraba Short Notice Deposit
Pubali Sanchaya Prakaipo	Medical Equipment Loan	Pubali Prochesta	Mudaraba Term Deposit Receipt
Shiksha Sanchaya Prakaipo	Govt. Primary School Teacher Loan		Mudaraba Deposit Pension Account
Pubali Pension Scheme	Demand Loan		Mudaraba Hajj Savings A/C
Fixed Deposit Receipt			
Monthly Profit Based Fixed Deposit			
Special Notice Deposit (SND)			
Monthly Profit Based Small Deposit			
Target Based Small Deposit			

**II. Objectives of the Study**

- The purpose of the study is to explore and determine the distinct customer driven marketing strategies which will surely suit in banking industry.
- The specific objectives of the study is to investigate, measure, and evaluate the customer driven marketing strategies activities of Pubali Bank Limited from the reflection light of customers’ perceptions.

**III. Methodology of the study**

**a. Research Design**

**1. Research Approach:**

- This is a quantitative research, in some cases qualitative approach has been applied.
- At first phase an exploratory research has been conducted to understand the nature of problem and its subcomponents.

**Sources of Data**

To meet the research objectives both primary and secondary sources of data have been used. More emphasis is given on primary data to conduct the research program authentically.

**a. Primary Source:**

1. A model questionnaire has been developed to elicit essential data. The Questionnaire is structured in nature and is based on Likert Scale method.  
**Population:** All Customers/account holders and some selective samples.  
**Sampling technique:** Convenience sampling technique was used to select specific customers.  
**Sample Size:** A total number of 100 customers.  
**Survey area:** Dhaka
2. Informal interviews with industry experts and managers of Pubali Bank Limited
3. Observation of customers while taking services.

**b. Secondary Sources:**

- Books and articles on marketing and promotion
- Various websites

**Data Analysis Techniques:**

- Excel and SPSS software has been used to analyze data
- Various statistical methods and formulae have been used.
- Different Graphs, Tables, Charts and others instruments are used to make presentable the research results (Findings).

**IV. Theoretical Framework of the Study**

**Marketing Strategy**

The marketing logic by which the company hopes to create the customer value and achieve these profitable relationships is generally referred to as marketing strategy. The company decides which customers it will serve and how. It identifies the total market then divides it into smaller segments, selects the most promising segments, and focuses on serving and satisfying the customers in these segments.

[Source: Kotler, P. Armstrong, G. *Principles of Marketing*]

**Customer-Driven Marketing**

In a highly competitive business environment, focusing on the needs of the customers can give an edge over competition. As such, marketing strategy should be geared toward reaching those who would benefit the most from the product or service. A customer-driven marketing strategy includes elements like identifying target market and reaching to their needs meeting such needs. It should also detail ways to retain customers and use them to help you gain additional business.

- Targeting Market
- Market Segmentation
- Meeting Needs
- Building Loyalty
- Using Customer Feedback
- Gaining Referrals

[Source: Kotler, P. Armstrong, G. *Principles of Marketing*]

### Customer Perceived Value

The anticipated benefit from a consumer's perspective of a product or service. The customer perceived value stems from tangible, psychological and social advantages, and since it affects demand for a product, it needs to be taken into account when setting prices.

[Source:<http://www.businessdictionary.com/definition/customer-perceived-value.html#ixzz3VWdpBEln>]

### Using segmentation in customer retention

The basic approach to retention-based segmentation is that a company tags each of its active customers with three values: One of the most common indicators of high-risk customers is a drop off in usage of the company's service. For example, in the credit card industry this could be signaled through a customer's decline in spending on his or her card. The post-retention profit generated from the customer is predicted to be greater than the cost incurred to retain the customer. The retention tactics that should be used to retain the customers who are deemed worthy of saving is essential for the company to know which save tactics are most likely to be successful. Tactics commonly used range from providing special customer discounts to sending customers communications that reinforce the value proposition of the given service.

[Source: Kotler, P. Armstrong, G. *Principles of Marketing*]

### Market Differentiation

After a company has decided which market segments to enter, it must decide how it will differentiate each market offering for each target segment and what position it wants to occupy in those segments. A product's position is the place the product occupies relative to competitors products in consumer's minds. Marketer wants to develop unique market positions for their products. If a product is perceived to be exactly like others on the market, consumers would have no reason to buy it. A challenge that some business owners may face is to find a way to be seen as different from their competition. Through the use of a marketing differentiation strategy, a business owner can create the perception of uniqueness in the minds of her customers. Marketing differentiation strategies can be based on price, service, a unique focus or a different product mix.

[Source: Kotler, P. Armstrong, G. *Principles of Marketing*]

### Positioning

An effort to influence consumer perception of a brand or product relative to the perception of competing brands or products. Its objective is to occupy a clear, unique, and advantageous position in the consumer's mind. While every company's situation is unique, we know from long experience that there are common criteria for a company's success in reaching and winning a market. Whether your company is centered on consumer packaged goods, business services or emerging technology, your part-time CMO and the Chief Outsiders team will consider the following dimensions in developing a market positioning strategy:

- Brand Positioning Strategy
- Product Positioning Strategy
- Competitive Pricing Strategy
- Competitive Positioning Strategy
- Alternatives to Marketing Consulting Firms

[Source: Kotler, P. Armstrong, G. *Principles of Marketing*]

### Customer driven Promotional Mix Strategies:

In the promotional mix there are six major elements. Figure 2-1 shows the important components of promotional mix.



Figure: Elements of the Promotional Mix

### **Advertising:**

Advertising is one of the best known and most discussed form of promotional mix. Advertising is very important tools for companies whose products and services are targeted at mass consumer markets. Advertising is the most cost effective for the company to reach large audiences (Belch & Belch, 2009,pp.18-19). According to (Jobber, 2007) Advertising is “any paid form of non-personal communication of ideas or products in the prime media, i.e. television, the press, outdoor, cinema and radio.” The nature and purposes of advertising differ from one industry to another and across the situation of the market. Advertising can be based on the consumers markets and also business and professional markets (Belch & Belch, 2009, p. 19).

### **Direct Marketing:**

In recent years direct marketing one of the major components of the promotional mix. Direct marketing is used to target the consumers and influence them to get response quickly. Through using direct marketing techniques, marketers can gain and keep customer without the use an intermediary (Jobber, 2007, pp.592-593).



**Figure:** Direct marketing channels.

**Source:** Adapted from Jobber, (2007), p.593

### **Sales Promotion:**

Sales promotion is one type of stimulus that provides an extra incentive to buy product or service. Sales promotion can be defined as “a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating an immediate sale.” According to Laroche et al., (2003) sales promotion is an action-focused marketing event whose purpose is to have an impact on the behavior of the firm’s customers. ‘Sales promotion is designed to speed up the selling process and create maximize sales volume through providing extra incentives (Belch & Belch, 2009, p.509).

**Event Marketing:** The purpose of event marketing is to create experiences for consumers and promote the product/service through linked to an event (Belch & Belch, 2009, p.522-539).

Consumer-oriented advertising encourage consumers to purchase specific brand and create demand for it like pull strategy, but on the other hands trade-oriented sales advertising motivate wholesalers and retailers to push the customers to carry a product or service (Jobber, 2007,p.643).

### **Publicity/Public Relation:**

Public relation is concerned with people’s attitudes toward the firm or specific issues and designed to sell a product or service and help marketing activities. Public relation activities include raising awareness, informing and educating, gaining understanding, building trust, giving consumers a reason to buy, and motivation consumer acceptance (Belch & Belch, 2009, p.561).

### **Personal Selling:**

In personal selling, sales persons are directly involved with potential buyer and get feedback swiftly. In personal selling, company promotes their products directly to consumers through advertising and promotions or indirectly through resellers or salespeople. For example: Sales people of the insurance industry and real estate sales people (Belch & Belch, 2009, p.593).

Personal selling can be classified in various ways like: retail selling, field selling, telemarketing and inside selling (Belch & Belch, 2009, pp.592-596).

### **Online Promotional Activities /Interactive / Internet Marketing:**

One of the newest forms of direct marketing is internet marketing. The internet provides opportunity for both consumers and marketers to interact more and individualization. This is two way communication channels marketing where consumers can reply after receiving the message from marketers. Now the world is age of information. “Customers will define what information they need, what offerings they are interested in, and what prices they are willing to pay” (Kotler & Keller, 2006, p.612).

## **V. Analysis and Findings of the Study**

### **5.1 Basic Demography Analysis on the following areas:**

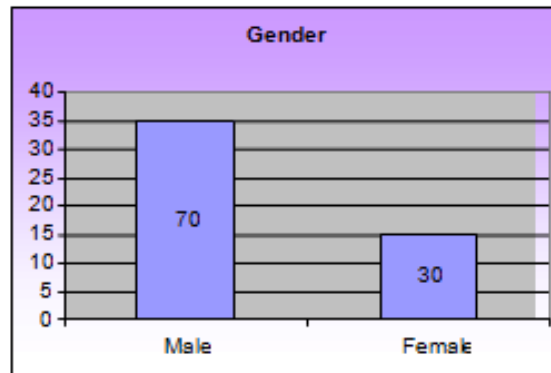
1. Gender: Male  Female
2. Age Group: 21-30yrs.  31-40yrs.  More than 4
3. Organization: Manufacturing  Service  Others  (please specify):
4. Position: Executive  Managerial  Others  (please specify):
5. What type of account do you maintain with PBL?

- Savings  Current  Access  Maintain a credit card only
6. Do you have account(s) in any other bank(s)? Yes  No  No comment
7. How long you have been attached to Pubali Bank Limited (PBL)?  
 Below 1 year  1-5 years  More than 5 years

**Analysis:** The sample size was 100. Among them there were 70% male and 30% were female. The number of male respondents was more than the double of female respondents.

**Table 5-1-1:** Showing genders of account holders with PBL

	Gender	Frequency	Percent (%)
Valid	Male	70	70.0
	Female	30	30.0
Total		100	100.0

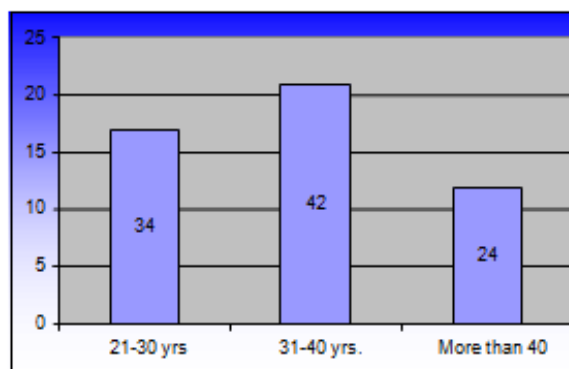


**Figure 5-1-1:** Bar graph showing the ratio of Gender

**Analysis:** The respondent’s age group was divided into three classes. Among them 21-30 years old were 34 persons. 31-40 years old were 42 persons. More than 40 years old were 24 persons. So, we can assume that most of the respondents are between 31-40 years old. So it can be said that PBL’s banking services attract the mid-aged holders the most and their marketing strategies have also been able to attract the young generations and aged persons to a notable extent possible. The ratio found can be presented in bar chart as follows:

**Table 5-1-2:** Age group of account holders with PBL

	Age	Frequency	Percent (%)
Valid	21-30 yrs	34	34.0
	31-40 yrs.	42	42.0
	More than 40	24	24.0
Total		100	100.0



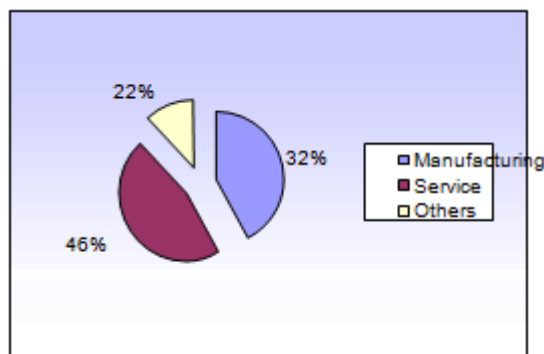
**Figure 5-1-2:** Bar graph showing age group participants

**Analysis:** The sample size was 100. Among them there were 32 Manufacturing, 46 Service holders and 22 were of other professions. Here it has been found that the service holders are most in numbers of my sample

respondents although the large scale amount account holders are the manufacturers who are in the second position by numbers. However, The ratio derived through my observation can be seen in the pie chart as follows:

**Table 5-1-3:** Table showing participants' organization

	Organization	Frequency	Percent (%)
Valid	Manufacturing	32	32.0
	Service	46	46.0
	Others	22	22.0
Total		100	100.0

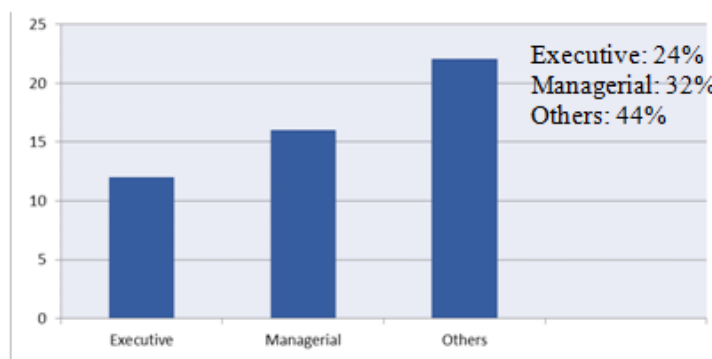


**Figure 5-1-3:** Pie chart showing organization

**Analysis:** The sample size was 100. Among them 24 respondents were of executive positions, 32 were of managerial positions the rest 44 were of others. It has been observed that the largest ratio of account holders were from different managerial positions where the second largest were from executive positions. It cannot be certainly recited about any specific drive behind their choice to be with PBL. But it can be easily realized that the account holders, by managerial position holders in different organizations, are obviously the well considerate persons- they know well where they can get the best service for their necessity and thus they decided to be with PBL by their judged observation.

**Table 5-1-4:** Table showing participants' position

	Position	Frequency	Percent (%)
Valid	Executive	24	24.0
	Managerial	32	32.0
	Others	44	44.0
Total		100	100.0



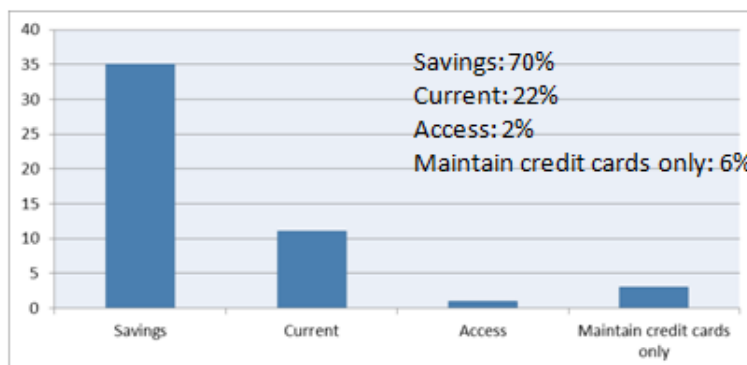
**Figure 5-1-4:** Bar graph showing the participants' positions

**Analysis:** The sample size was 100. Among them the majority of the holders' accounts were savings account with a number of 70, the second majority were current accounts with 22 holders and the rest categories were negligible to the previous two types of accounts such 2 with access account and 6 with maintaining credit

cards only. It can be assumed through the questionnaire on this session that majority of the account holders choose PBL for their accounts in saving status.

**Table 5-1-5:** Table showing types of participants' accounts with PBL

	Type of account	Frequency	Percent (%)
Valid	Savings	70	70.0
	Current	22	22.0
	Access	2	2.0
	Maintain credit cards only	6	6.0
Total		100	100.0

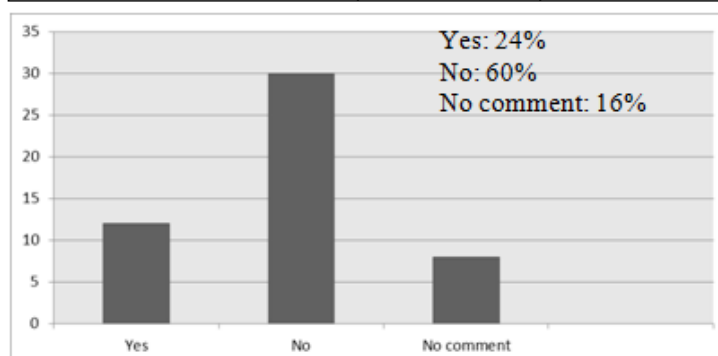


**Figure 5-1-5:** Bar showing the types of accounts by the customers with PBL

**Analysis:** The sample size was 100 among whom 24 account holders with PBL also had their accounts with any other bank/banks, 60 respondents affirmed themselves to be existing with no accounts elsewhere and 16 did not respond to provide this information about them. Thus it can be assumed that majority of the account holders were pleased with the service that PBL provides them and thus they did not resort to another bank for their required banking service. However, the result derived from the questionnaire can be presented by the bar graph as follows:

**Table 5-1-6:** Table showing participants' account holding status

	Account with another bank	Frequency	Percent (%)
Valid	Yes	24	24.0
	No	60	60.0
	No comment	16	16.0
Total		100	100.0



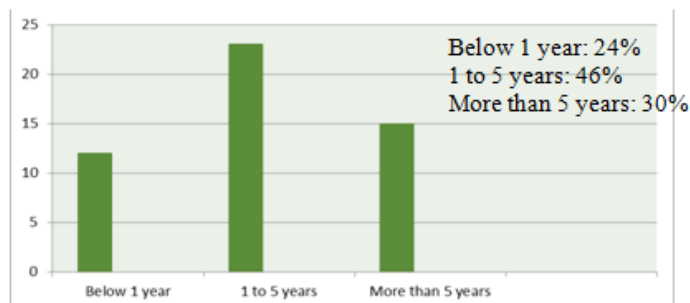
**Figure 5-1-6:** Bar graph showing the participants' accounts holding status

**Analysis:** The sample size was 100. Among them 24 account holders with PBL were attached to the banking service with PBL for less than 1 year, 46 were attached to PBL banking for the duration between 1 to 5 years and 30 continued their attachments with PBL for more than 5 years. From this session of questionnaire it can be assumed that PBL has been able to attract their depositors by organizational service with proper quality

and customer driven marketing strategies because the bank is gaining new depositors maintaining the previous ones. After all to my sense they have been able to gain depositors satisfactions.

**Table 5-1-7:** Table showing participants’ duration of attachment with PBL

	Duration of account holding	Frequency	Percent (%)
Valid	Below 1 year	24	24.0
	1 to 5 years	46	46.0
	More than 5 years	30	30.0
Total		100	100.0



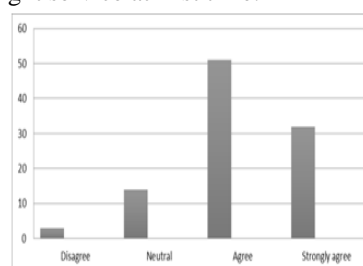
**Figure 5-1-7:** Bar graph showing the duration of participants’ accounts holding with PBL

**5.2 Data Collection and Analysis of Individual Items or Questions**

As the sample size was set to 100 from the concerned population for the research. A survey was taken on 100 customers. The survey made by the closed ended structured questionnaire containing 15 items or questions with five point Likert scale in order to measure the perception of customers about the marketing activities of Pubali Bank Limited.

**Question 1:** Pubali Bank Limited performs the right service at first time.

Position	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	3	3	3	3.0
Neutral	14	14	14	17.0
Agree	51	51	51	68.0
Strongly agree	32	32	32	100.0
Total	100	100.0	100	



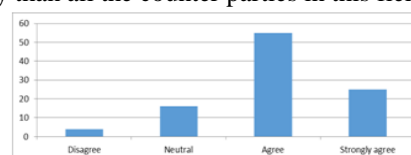
Customers’ responses regarding question 1

**Findings and analysis:**

About 32% respondents have strongly agreed and 51% agreed with the statement. The mean value regarding all the responses is 4.12, which means the customers’ perception regarding this statement is good. The standard deviation .76 proves that the mean value 4.12 can only vary .76 more or less. Why it means the findings regarding this statement are concrete.

**Question 2:** PBL have some services that are the best in quality than all the counter parties in this field.

Position	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	4	4	4	4.0
Neutral	16	16	16	20.0
Agree	55	55	55	75.0
Strongly agree	25	25	25	100.0
Total	100	100.0	100	



Customers’ responses regarding question 2.

**Findings and analysis:**

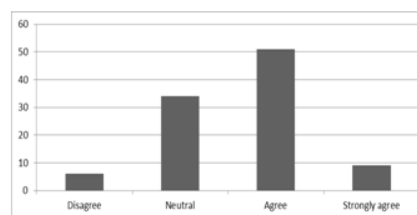
The above question states that the Pubali Bank Limited has some services that are the best in quality than all the counter parties in this field. About 25% respondents have strongly agreed and 55% agreed with the statement. The mean value regarding all the responses is 4.01, which means the customers’ perception regarding



this statement is also good. The standard deviation .76 proves that the mean value 4.01 can only vary .76 more or less. It means the findings regarding this statement are concrete.

**Question 3:** PBL provides loan as per customers' valid demand in time.

Position	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	6	6	6	6.0
Neutral	34	34	34	40.0
Agree	51	51	51	91.0
Strongly agree	9	9	9	100.0
Total	100	100.0	100	



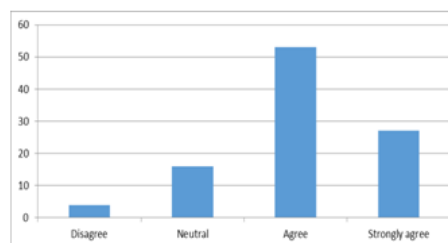
Customers' responses regarding question 3.

**Findings and analysis:**

The above question states that PBL provides loan as per customers' valid demand in time. About 51% respondents have agreed and 34% was neutral with the statement. The mean value regarding all the responses is 3.63, which means the customers' perception regarding this statement is moderately good. The standard deviation .73 proves that the mean value 3.63 can only vary .73 more or less. It means the findings regarding this statement are concrete.

**Question 4:** Service charges of PBL compatible with their services.

Position	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	4	4	4	4.0
Neutral	16	16	16	20.0
Agree	53	53	53	73.0
Strongly agree	27	27	27	100.0
Total	100	100.0	100	



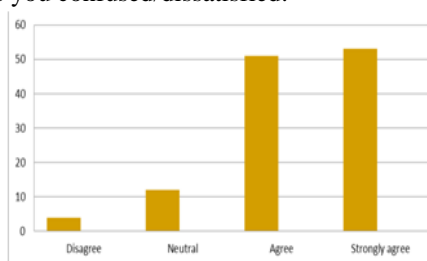
Customers' responses regarding question 4.

**Findings and analysis:**

The above question states that the Service charges of PBL compatible with their services for customer. About 27% respondents have strongly agreed, 53% agreed and 34% was neutral with the statement. The mean value regarding all the responses is 4.03, which means the customers' perception regarding this statement is good. The standard deviation .77 proves that the mean value 4.03 can only vary .77 more or less. It means the findings regarding this statement are concrete.

**Question 5:** Any service charge that makes you confused/dissatisfied.

Position	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	4	4	4	4.0
Neutral	12	12	12	16.0
Agree	51	51	51	67.0
Strongly agree	33	33	33	100.0
Total	100	100.0	100	



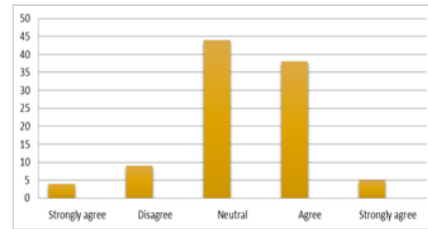
Customers' responses regarding question 5.

**Findings and analysis:**

The above question states that any service charge that makes their customer confused. About 33% respondents have strongly agreed and 51% agreed with the statement. The mean value regarding all the responses is 4.13, which means the customers' perception regarding this statement is good. The standard deviation .77 proves that the mean value 4.13 can only vary .77 more or less. It means the findings regarding this statement are concrete.

**Question 6:** Authority of PBL fixes charge on any of their services without pre-notification.

	Position	Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly disagree	4	4	4	4.0
	Disagree	9	9	9	13.0
	Neutral	44	44	44	57.0
	Agree	38	38	38	95.0
	Strongly agree	5	5	5	100.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100</b>	



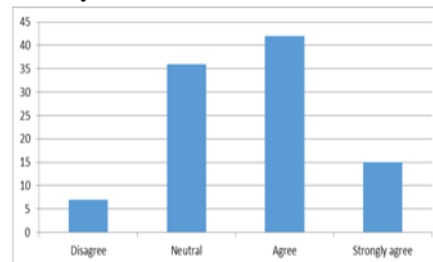
Customers' responses regarding question 6.

**Findings and analysis:**

The above question states that the Authority of PBL fixes charge on any of their services without pre-notification. Only 5% respondents have strongly agreed, 38% agreed, 44% was neutral and 9% disagreed with the statement. The mean value regarding all the responses is 3.31, which means the customers' perception regarding this statement is not good. The standard deviation .86 proves that the mean value 3.31 can only vary .86 more or less. It means the findings regarding this statement are concrete.

**Question 7:** Branches/service points of PBL within your convenient reach.

	Position	Frequency	Percent	Valid Percent	Cumulative Percent
	Disagree	7	7	7	7.0
	Neutral	36	36	36	43.0
	Agree	42	42	42	85.0
	Strongly agree	15	15	15	100.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100</b>	



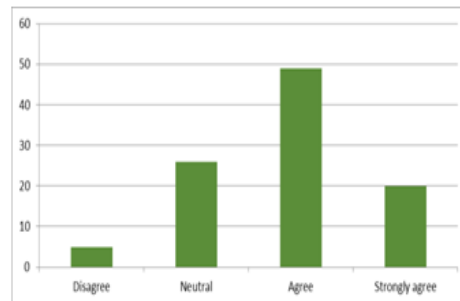
Customers' responses regarding question 7.

**Findings and analysis:**

The above question states that the Branches/service points of PBL within your convenient reach. About 15% respondents have strongly agreed, 42% agreed and 36% were neutral with the statement. The mean value regarding all the responses is 3.65, which means the customers' perception regarding this statement is moderately good. The standard deviation .82 proves that the mean value 3.65 can only vary .82 more or less. It means the findings regarding this statement are concrete.

**Question 8:** Authority of PBL asks for their customer's choice to open an account with convenient branch.

	Position	Frequency	Percent	Valid Percent	Cumulative Percent
	Disagree	5	5	5	5.0
	Neutral	26	26	26	31.0
	Agree	49	49	49	80.0
	Strongly agree	20	20	20	100.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100</b>	



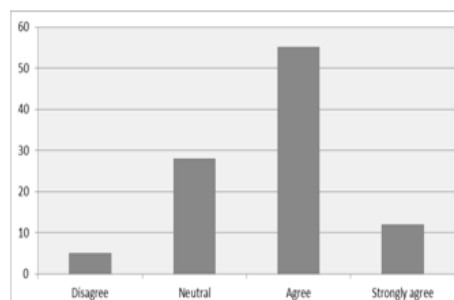
Customers' responses regarding question 8.

**Findings and analysis:**

The above question states that the Authority of PBL asks for their customer's choice to open a branch. About 20% respondents have strongly agreed, 49% agreed and 26% were neutral with the statement. The mean value regarding all the responses is 3.84, which means the customers' perception regarding this statement is moderately good. The standard deviation .80 proves that the mean value 3.84 can only vary .80 more or less. It means the findings regarding this statement are concrete.

**Question 9:** ATM booths are within the easy and convenient locations for customers.

Position	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	5	5	5	5.0
Neutral	28	28	28	33.0
Agree	55	55	55	88.0
Strongly agree	12	12	12	100.0
Total	100	100.0	100	



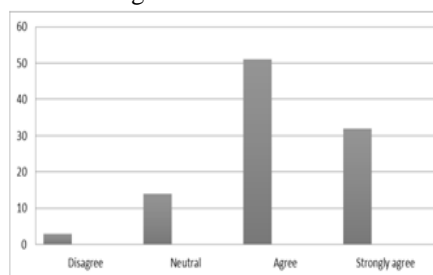
Customers' responses regarding question 9.

**Findings and analysis:**

The above question states that ATM booths are within the easy and convenient locations for customers. About 12% respondents have strongly agreed, 55% agreed and 28% were neutral with the statement. The mean value regarding all the responses is 3.74, which means the customers' perception regarding this statement is moderately good. The standard deviation .73 proves that the mean value 3.74 can only vary .73 more or less. It means the findings regarding this statement are concrete.

**Question 10: PBL authority is conscious about attracting new customers.**

Position	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	2	2	2	2.0
Neutral	17	17	17	19.0
Agree	57	57	57	76.0
Strongly agree	24	24	24	100.0
Total	100	100.0	100	



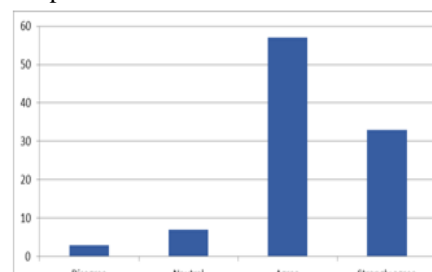
Customers' responses regarding question 10.

**Findings and analysis:**

The above question states that the PBL authority is conscious about attracting new customers. About 24% respondents have strongly agreed, 57% agreed and 17% were neutral with the statement. The mean value regarding all the responses is 4.03, which means the customers' perception regarding this statement is good. The standard deviation .70 proves that the mean value 4.03 can only vary .70 more or less. It means the findings regarding this statement are concrete.

**Question 11: PBL advertise through any media to promote their service.**

Position	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	3	3	3	3.0
Neutral	7	7	7	10.0
Agree	57	57	57	67.0
Strongly agree	33	33	33	100.0
Total	100	100.0	100	



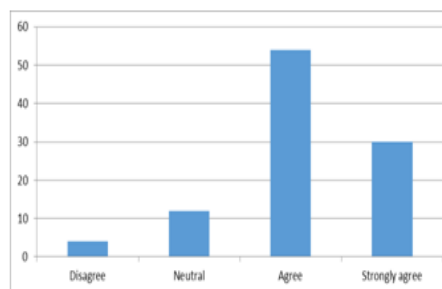
Customers' responses regarding question 11.

**Findings and analysis:**

The above question states that the PBL advertise through any media to promote their service. About 33% respondents have strongly agreed, 57% agreed and 7% were neutral with the statement. The mean value regarding all the responses is 4.20, which means the customers' perception regarding this statement is good. The standard deviation .70 proves that the mean value 4.20 can only vary .70 more or less. It means the findings regarding this statement are concrete.

**Question 12: PBL has a close and intimate environment for giving banking services.**

Position	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	4	4	4	4.0
Neutral	12	12	12	16.0
Agree	54	54	54	70.0
Strongly agree	30	30	30	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100</b>	



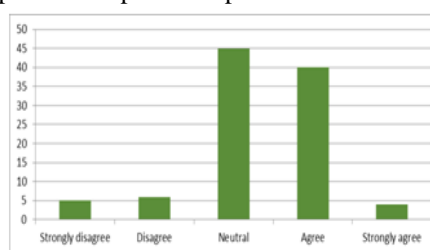
Customers' responses regarding question 12.

**Findings and analysis:**

The above question states that the PBL has a classy environment for exchanging banking services for their customers. About 30% respondents have strongly agreed, 54% agreed and 12% were neutral with the statement. The mean value regarding all the responses is 4.10, which means the customers' perception regarding this statement is also good. The standard deviation .76 proves that the mean value 4.10 can only vary .76 more or less. It means the findings regarding this statement are concrete.

**Question 13:** The staffs of PBL are well trained to provide corporate responsibilities.

Position	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	5	5	5	5.0
Disagree	6	6	6	11.0
Neutral	45	45	45	56.0
Agree	40	40	40	96.0
Strongly agree	4	4	4	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100</b>	



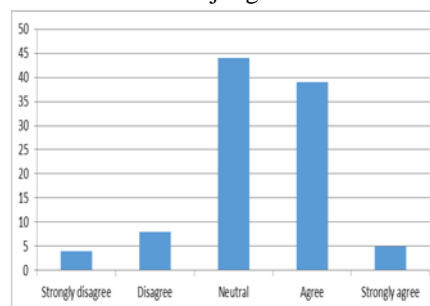
Customers' responses regarding question 13

**Findings and analysis:**

The above question states that the staffs of PBL are well trained to provide corporate responsibilities for their customers. Only 4% respondents have strongly agreed, 40% agreed, 45% were neutral and 6% disagreed with the statement. The mean value regarding all the responses is 3.32, which means the customers' perception regarding this statement is not good. The standard deviation .85 proves that the mean value 3.32 can only vary .85 more or less. It means the findings regarding this statement are concrete.

**Question 14:** Customers are attracted to PBL from their conscious judgment.

Position	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	4	4	4	4.0
Disagree	8	8	8	12.0
Neutral	44	44	44	56.0
Agree	39	39	39	95.0
Strongly agree	5	5	5	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100</b>	



Customers' responses regarding question 14

**Findings and analysis:**

The above question states that the Customers attract to PBL from their conscious judgment. Only 5% respondents have strongly agreed, 39% agreed, 44% were neutral and 8% disagreed with the statement. The mean value regarding all the responses is 3.33, which means the customers' perception regarding this statement is not good. The standard deviation .86 proves that the mean value 3.33 can only vary .86 more or less. It means the findings regarding this statement are concrete.

**Question 15:** PBL follow the simply sensible and transparent rules and regulations on their banking services.

	Position	Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly disagree	3	3	3	3.0
	Disagree	7	7	7	10.0
	Neutral	42	42	42	52.0
	Agree	45	45	45	97.0
	Strongly agree	3	3	3	100.0
	<b>Total</b>	100	100.0	100	

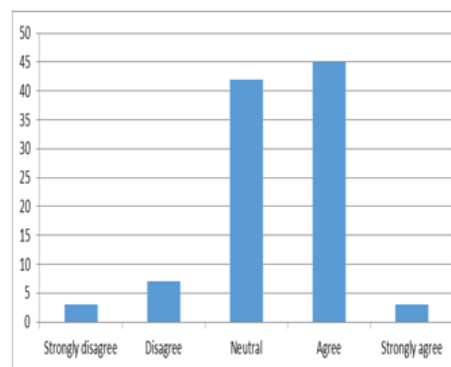


Figure 15: Customers' responses regarding question 15

**Findings and analysis:**

The above question states that PBL follow the simply sensible and transparent rules and regulations on their banking services. Only 3% respondents have strongly agreed, 45% agreed, 42% were neutral and 7% disagreed with the statement. The mean value regarding all the responses is 3.38, which means the customers' perception regarding this statement is not good. The standard deviation .79 proves that the mean value 3.38 can only vary .79 more or less. It means the findings regarding this statement are reliable.

**VI. Recommendations and Conclusions**

**Recommendations**

Pubali Bank Limited introduces a new dimension of business among the local banks in the financial market of Bangladesh. But in the complex business environment and diversified business world these services cannot meet the customers' needs to the full brim. Today, customer classes are vibrant and it is difficult to keep the customers without an appropriately designed and also is not properly market driven. Developing a market driven product and service management system is essential for any company or organization if they would like to win the competitive condition and would like to survive in futuristic competitive market setting. The recommendation part of the project is prepared based on the research findings. By following those recommendations, Pubali Bank Limited can decrease the dissatisfactions of the customers and thus earn a sustainable, distinct competitive advantage to achieve more market share.

- Pubali Bank Limited should emphasize on efficiency as well as at the same time it should increase customer satisfaction level.
- The Bank should undergo comprehensive research on a regular basis to develop customer insight because developing customer insight is the pre requisite in developing competitive advantage.
- The Bank should remove all hidden cost and charges for its customers and as per as possible at the same time the bank should be transparent in all transactions with customer.
- The Bank should make all arrangements for customers so that they can get all services from one point at a time. These will reduce harassments and increase customer satisfaction.
- The Bank should be much more customer oriented than those of its competitors.
- Pubali Bank Limited should plan for increasing the number of ATM booths should be implemented as soon as possible. It was also noticed that most of the time they remain out of order or out of cash.
- Technology should be updated as the present process management software is somewhat slow because day by day technology goes forward, in that case customer need upgraded technology for their faster life.
- The time limit for the repayment of the loan for the customers should be increased more because customers think time limit for the repayment of the loan is not enough.
- There should be a specific and updated code of conduct for the Pubali Bank Limited officials which should be followed. This is because if the employees follow the rules perfectly, then their output will be more rules oriented and thus also goal oriented.
- Their work should be more computerized because computerized works save their working energy.
- PBL should launch online monitor system where all the customers can notice their account status via online except going to the office in person. This may enhance the reliability of the existing customers and attract new ones

**Conclusions**

Pubali Bank is one of the service company where customer satisfaction is the in main goal. Today's customers in the banking industry, where lots of offers are available, are harder to satisfy. They are smarter, more price

conscious, more demanding, less forgiving and they are approached by many more companies with equal or better offers. The challenge is not only to produce satisfied customers but also to produce loyal and delighted customer. This is competitive and customer driven market. It is high time for the company to satisfy and retain its existing customers.

### **Limitation of the study**

Despite our sincere effort to keep flawless in our survey, some limitations cannot be ruled out like, it is not possible to verify to what extent samples are representative. And if someone might have not expressed his/her heartfelt opinion, the same is also beyond scrutiny. However, we have made our sincere most endeavor to select in a neutral and proper way.

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