

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India (link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)),

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3480 Cities in 174 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE ECONOMIC RATIONALE OF GOLD IN INDIAN CONTEXT <i>DR. M B MOHANDAS</i>	1
2.	A STUDY ON APPLICATION OF BALANCED SCORE CARD TO THE DEPARTMENT OF COMMUNITY MEDICINE IN MEDICAL COLLEGE & HOSPITAL <i>DR. SUBITA P. PATIL & DR. R. M. CHATURVEDI</i>	5
3.	HUMAN RIGHTS CONDITION OF ELDERLY PEOPLE: THE RURAL BANGLADESH CONTEXT <i>DR. GOLAM AZAM & DR. HAFIZ UDDIN BHUIYAN</i>	12
4.	ORGANIZATIONAL COMMITMENT AND OCCUPATIONAL STRESS OF EMPLOYEES IN PUBLIC SECTOR BANKS: A COMPARATIVE STUDY OF SBI AND PNB BANKS <i>MEENU SAINI & DR. NIRMALA CHAUDHARY</i>	16
5.	RESILIENCE: SELF ASSESSMENT OF MANAGEMENT STUDENTS – A STUDY CONDUCTED IN A BUSINESS SCHOOL <i>DR. CHARU YADAV & DR. BHARATI DESHPANDE</i>	20
6.	ACHIEVING INCLUSIVE GROWTH THROUGH MGNREGA AMONG THE RURAL POOR IN INDIA <i>DR. PARVATHAMMA.G.L.</i>	28
7.	TALENT RETENTION STRATEGIES FOR SUCCESSFUL ORGANIZATIONS <i>MOHAMMED RAFAEEQ & ZAMEER AHMED</i>	31
8.	CORPORATE SOCIAL RESPONSIBILITY AND COMMERCIALISATION OF AGRICULTURE IN INDIA: AN OVERVIEW <i>S. M. JAWED AKHTAR & SABA PARVEEN</i>	38
9.	ENTRY MODES' CHOICE OF FOREIGN FIRMS IN ETHIOPIAN MARKET <i>GIRMA TILAHUN</i>	43
10.	A COMPARATIVE STUDY ON THE SERVICE QUALITY OF BANKS WITH REGARD TO OCCUPATION AND INCOME OF THEIR CUSTOMERS <i>DILIP KUMAR JHA</i>	52
11.	PRE AND POST-MERGER FINANCIAL PERFORMANCE ANALYSIS OF RELIANCE POWER LIMITED <i>DR. PRATIBHA JAIN</i>	56
12.	A STUDY ON THE OPERATIONAL RATIO OF THE DISTRICT CENTRAL COOPERATIVE BANKS IN TIRUNELVELI REGION, TAMILNADU <i>DR. A.MAHENDRAN & TOLERA MERDASA</i>	59
13.	A COMPARATIVE STUDY OF EMPLOYMENT PARTICIPATION IN PUBLIC AND PRIVATE SECTOR IN INDIA <i>FASALURAHMAN.P.K.PATTERKADAVAN & MOHAMMED SALIM.P.K</i>	64
14.	PERFORMANCE EVALUATION OF TOP PERFORMING MUTUAL FUND MANAGERS: AN ANALYTICAL STUDY FROM INDIA <i>SHIVANI CHAUDHRY & DR. MOONIS SHAKEEL</i>	71
15.	IMPACT OF DIVIDEND ANNOUNCEMENT ON STOCK RETURNS: A STUDY WITH REFERENCE TO DIVIDEND ANNOUNCEMENTS OF BANKING AND NON-BANKING SECTORS IN INDIA <i>DR. KUSHALAPPA. S & LAXMI ACHARYA</i>	77
16.	NIGERIAN JOINT VENTURE AGREEMENT AND PRODUCTION SHARING CONTRACT - PROS AND CONS: A REVIEW OF LITERATURE <i>DR. SANI SAIDU</i>	82
17.	EFFECTS OF SUPPLY CHAIN COLLABORATION: A STUDY OF AUTOMOBILE MANUFACTURING COMPANIES IN INDIA <i>ASAD ULLAH</i>	86
18.	RELATIONSHIP BETWEEN SUSTAINABLE DEVELOPMENT AND CORPORATE SOCIAL RESPONSIBILITY <i>ASHWANI K. GUPTA & DEEPAK SONI</i>	92
19.	HIGHER EDUCATION AND GROSS DOMESTIC PRODUCT IN INDIA: AN EMPIRICAL INVESTIGATION <i>TAMANNA KHAN & NASIM ANSARI</i>	95
20.	RURAL NON-FARM SECTOR IN INDIA AND THE ISSUES RELATED TO EMPLOYMENT AND POVERTY <i>SWETA SHARAN</i>	101
	REQUEST FOR FEEDBACK & DISCLAIMER	106

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S.M.S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, Chander Kalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISOR**AMITA**

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF.**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A COMPARATIVE STUDY ON THE SERVICE QUALITY OF BANKS WITH REGARD TO OCCUPATION AND INCOME OF THEIR CUSTOMERS

DILIP KUMAR JHA
ASST. PROFESSOR
DEPARTMENT OF ECONOMICS
GURU GHASIDAS VISHWAVIDYALAYA
KONI

ABSTRACT

The entry of information technology into the banking industry has created a revolution in this sector. To beat one another, service providers viz. public sector, private sector and foreign sector banks launches new kind of technological application into banking services every day. In this situation, expectations rise and customers become more inclined towards the quality of service aspects. Thus, ultimately it is the service quality that differentiates the best banking out of the average one, in the coming days. This research adopted a survey questionnaire based on the amended Banking Service Quality Scale. It included five service quality dimensions, broken down into 28 statements, for capturing the wide range of services offered by the three banks namely public sector, private sector and foreign sector banks. The research findings show that there are significant differences among the Indian private, public and foreign banking sectors in terms of customer perceptions of service quality and the degree of importance attached to various dimensions of service quality.

KEYWORDS

Service quality, private banking sector, public banking sector, foreign banking Sector, Banking Service Quality.

1. INTRODUCTION



Service quality offers a way of achieving success among competing services, particularly in the case of firms that offer nearly identical services, such as banks, where establishing service quality may be the only way of differentiating oneself. The Banking sector being a service-oriented industry has to sustain on the ground of quality of customer service. The prompt, efficient and speedy customer service will tempt the existing customers to continue and induce new customers to try the services offered by a bank. At the same place, if customers perceive quality as unsatisfactory, they may be quit to take their businesses elsewhere.

Therefore, level of customer satisfaction is becoming the major target of banks to increase their market share. Non-price factors become more important, now a day. Bankers have to shed a lot of old ideas, change in practices, develop customer loyalty programmes, and adopt a distinct approach to meet the challenges ahead. Every Bank, where it is private or public or foreign sector, is trying hard to achieve this and want to associate their customers for the long term duration. Hence, it is desirable for banks to develop a customer-centric approach for future survival and growth.

2. OBJECTIVES OF THE STUDY

The broad objectives of the study are as follows:

1. To compare the perceptions of the people in terms of their occupation about the quality dimensions of bank's services provided by the selected branches of the three major Indian banking segments i.e., private, public and foreign banks.
2. To compare the perceptions of the people in terms of their income about the quality dimensions of bank's services provided by the selected branches of the three major Indian banking segments i.e., private, public and foreign banks.
3. To make recommendations to enhance customer satisfaction in the banking industry in general.

1.2.1: HYPOTHESES

Hypothesis 1: There are no significant differences in the perceptions of the Occupational groups regarding the quality dimension of the bank service.

Hypothesis 2: There are no significant differences in the perceptions of the Income groups regarding the quality dimension of the bank

3. METHODOLOGY

This study has been conducted in New Delhi, as it being the national capital and Mumbai, as being the business centre of the country. Both of these cities witness the latest changes in the banking services and have almost all the present day consumer banking service dimensions which satisfy the customers. Moreover, both the place is also representative of people belonging to various demographic profile of urban life relevant to modern consumer banking services. A convenience sampling of roughly 520 dispersed banking customers within the six selected banks branches from public, private and foreign banking sectors of India from the two cities both male and female was considered for the study purpose. Two branches were selected from each bank, with care to include variation in geographic location and size. The unit of observation and analysis of this study is the individual banking customer, either in private or public or foreign banks. The definition of banking customer is "an individual who has had (during the study period) bank account in anyone of the above three banking sectors.

A well structured questionnaire was prepared for this study. The questionnaire was divided into three sections. Section A was designed to obtain demographic information about customers, Section B had 28 questions which were intended to analyze the awareness and satisfaction of the customers contacted for this study. In section B, the questions were on the basis of Likert's five point scale.

4. RESULT & DISCUSSION

The result (Table1) indicates that the businessmen (44.2%) and service persons (36.5%) visit the bank branch more regularly to satisfy their financial needs in compare to Professional (5.8%) and others (13.5%). This means, bank should more inclined to satisfy the needs of the businessmen and service persons as to make larger profits.

ANOVA Test results (Table 3) propose that there is a significant variance in the perception among Occupational status of the respondent about the quality dimension of the three types of bank namely Private sector Bank, Public Sector Bank and Foreign Sector Bank at 5% level of significance. It shows that the foreign sector and private sector banks cater the needs of businessmen and service persons in a better way as compared to public sector banks.

The different income group of the respondents (Table 2) shows that, majority of the respondent (63.5 %) belongs to the annual income between 2-5 lakh, 28.8% of them had income less than one lakh, while only 5.8% and 1.9 % of the respondent were belong to high income group people (from 5-7 lakh and above). It means, the middle income group people is the prime concern for the new generation banks. Thus, quality of the banking services should be so designed as to satisfy the need of the middle income group people mostly.

It was also found that (Table 4) there is a significant variance in the perception among the different income group of the respondents about the quality dimension of the banks taken for the study purpose. It shows that the foreign sector and private sector banks offer wide range of products to lure the middle income group people as compare to public sector bank.

Therefore, on the basis of this study, it can be stated that within the creative management of the construct of service quality, managers of the respective banks may contribute to the achievement of both external marketing goals and internal bank goals, as improving the level of service quality provided to the customers may help to benefit the banks, in terms of customer satisfaction, customer loyalty and then profitability.

Thus, it is recommended that Indian banking sector should work on improving their marketing strategies and policies to enhance the levels of service quality.

REFERENCES

1. Bhattacharyay, Biswa N. (1990), "Is Customer Service Deteriorating in the Indian Banking Industry?", the .fast growing new marketing concept of Vikalpa, Vol. 15, No. 3, pp. 23-29.
2. Bhattacharyay, S. K., and Zillur Rahman (2004), "Capturing the Consumers Voice: The Centerpiece of Strategy Making, A Case Study in Banking", *European Business Review*, Vol: 16, No. 2, pp. 128-138.
3. Chaudhari, Sumitra (2002), "Some Issues of Growth and Profitability in Indian Public Sector Banks", *Economic and Political Weekly*, Vol. 37, No. 22,-pp. 2155-2162.
4. Coskun, A., and Cheryl J. Frohlich (1992), "Service: The Competitive Edge in Banking." *The Journal of Services Marketing*, Vol. 6, No. 1, pp. 15-22.
5. Debasish, Sathya Swaroop (2003), "Service Quality in Commercial Banks: A Comparative Analysis of Selected Banks in Delhi", *Indian Journal of Marketing*, Vol. 30 (March).
6. Ghakrabarty, K.C. (1996), "Customer Service in Banks: Search for a New Paradigm", in Jadhav, Narendra (ed.), *Challenges to Indian Banking Competition, Globalisation and Financial Markets* (New Delhi: Macmillan Indian Ltd.), pp. 201-212.
7. Gopal, K.S. (1997), "Competition in the Banking Industry", *IB A Bulletin*, January, pp. 11-15.
8. Kumar, Rajeev, and R.K. Mittal (2002), "Challenges before the Public Sector Banks in India: A Managerial Perspective", *The Journal of Indian Management and Strategy*, Vol. 7, No. 4, pp. 27-32.
9. Nash, Susan, and Derek Nash (2003), *Delighting Your Customer* (New Delhi: BPI Indian Pvt Ltd.), pp. 11-154,.
10. Phatak, Yogeshwari and Naseem Abidi (2000), "Clients Perception of Quality in Banking Services: And Empirical Study", in M. Raghavachari, and K.V.Ramani (eds.), *Delivering Service Quality* (New Delhi:Macmillan India), pp. 141-146.

APPENDIX

TABLE 1: OCCUPATIONAL STATUS OF THE RESPONDENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Service	190	36.5	36.5	36.5
	Professional	30	5.8	5.8	42.3
	Business	230	44.2	44.2	86.5
	Others	70	13.5	13.5	100.0
	Total	520	100.0	100.0	

TABLE 2: DISTRIBUTION OF INCOME OF THE RESPONDENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 Lakh	150	28.8	28.8	28.8
	1 - 5 Lakh	330	63.5	63.5	92.3
	5 - 7 Lakhs	10	1.9	1.9	94.2
	Above 7 Lakhs	30	5.8	5.8	100.0
	Total	520	100.0	100.0	

TABLE 3: ANOVA TABLE-OCCUPATION VERSUS QUALITY DIMENSIONS

		Sum of Squares	df	Mean Square	F	P value
Modern Equipments	Between Groups	15.955	3	5.318	3.911	.009*
	Within Groups	701.737	516	1.360		
	Total	717.692	519			
Counting Machines	Between Groups	37.088	3	12.363	12.704	.000*
	Within Groups	502.142	516	.973		
	Total	539.231	519			
Credit Card	Between Groups	46.381	3	15.460	9.373	.000*
	Within Groups	851.119	516	1.649		
	Total	897.500	519			
Internet Banking	Between Groups	66.388	3	22.129	14.515	.000*
	Within Groups	786.688	516	1.525		
	Total	853.077	519			
Updating Passbooks	Between Groups	47.548	3	15.849	14.461	.000*
	Within Groups	565.529	516	1.096		
	Total	613.077	519			
Clarity in stat./bill	Between Groups	42.869	3	14.290	13.420	.000*
	Within Groups	549.439	516	1.065		
	Total	592.308	519			
Error free Service	Between Groups	38.494	3	12.831	13.122	.000*
	Within Groups	504.583	516	.978		
	Total	543.077	519			
Safe Transaction	Between Groups	35.012	3	11.671	12.725	.000*
	Within Groups	473.257	516	.917		
	Total	508.269	519			
New services	Between Groups	19.216	3	6.405	5.254	.001*
	Within Groups	629.053	516	1.219		
	Total	648.269	519			
Attends Needs	Between Groups	3.350	3	1.117	.788	.501
	Within Groups	731.073	516	1.417		
	Total	734.423	519			

Grievance Redressal	Between Groups	69.519	3	23.173	13.688	.000*
	Within Groups	873.558	516	1.693		
	Total	943.077	519			
Replacement of Products	Between Groups	9.180	3	3.060	4.573	.004*
	Within Groups	345.244	516	.669		
	Total	354.423	519			
Equal Treatment	Between Groups	39.139	3	13.046	7.198	.000*
	Within Groups	935.284	516	1.813		
	Total	974.423	519			
Understandable Staffs	Between Groups	15.889	3	5.296	4.975	.002*
	Within Groups	549.304	516	1.065		
	Total	565.192	519			
Fulfill Promises	Between Groups	11.356	3	3.785	3.062	.028*
	Within Groups	637.875	516	1.236		
	Total	649.231	519			
Telephonic Queries	Between Groups	49.159	3	16.386	13.210	.000*
	Within Groups	640.072	516	1.240		
	Total	689.231	519			
Knowledgeable Staffs	Between Groups	29.950	3	9.983	6.453	.000*
	Within Groups	798.320	516	1.547		
	Total	828.269	519			
Cordial Customer Relation	Between Groups	15.896	3	5.299	6.235	.000*
	Within Groups	438.527	516	.850		
	Total	454.423	519			
Prompt Service	Between Groups	9.806	3	3.269	2.810	.039*
	Within Groups	600.194	516	1.163		
	Total	610.000	519			
Competitive Charges	Between Groups	46.670	3	15.557	21.036	.000*
	Within Groups	381.600	516	.740		
	Total	428.269	519			
Cheaper Interest Rates	Between Groups	46.357	3	15.452	19.540	.000*
	Within Groups	408.066	516	.791		
	Total	454.423	519			
Convenient Time	Between Groups	17.231	3	5.744	5.363	.001*
	Within Groups	552.577	516	1.071		
	Total	569.808	519			
Pleasant Facilities	Between Groups	20.541	3	6.847	4.436	.004*
	Within Groups	796.382	516	1.543		
	Total	816.923	519			
Comfortable waiting Area	Between Groups	122.123	3	40.708	15.376	.000*
	Within Groups	1366.146	516	2.648		
	Total	1488.269	519			
Parking Facilities	Between Groups	69.585	3	23.195	11.872	.000*
	Within Groups	1008.107	516	1.954		
	Total	1077.692	519			
Approachable Distance	Between Groups	14.791	3	4.930	5.787	.001*
	Within Groups	439.632	516	.852		
	Total	454.423	519			
Overall Satisfaction	Between Groups	12.769	3	4.256	4.479	.004*
	Within Groups	490.308	516	.950		
	Total	503.077	519			
Overall Servqual	Between Groups	9.185	3	3.062	3.411	.017*
	Within Groups	463.123	516	.898		
	Total	472.308	519			

SD-Standard Deviation, *significant Differences, P<0.05

TABLE 4: ANOVA TABLE-INCOME VERSUS QUALITY DIMENSIONS

		Sum of Squares	df	Mean Square	F	P value
Modern Equipments	Between Groups	201.692	3	67.231	67.231	.000*
	Within Groups	516.000	516	1.000		
	Total	717.692	519			
Counting Machines	Between Groups	78.625	3	26.208	29.360	.000*
	Within Groups	460.606	516	.893		
	Total	539.231	519			
Credit Card	Between Groups	132.045	3	44.015	29.671	.000*
	Within Groups	765.455	516	1.483		
	Total	897.500	519			
Internet Banking	Between Groups	191.622	3	63.874	49.828	.000*
	Within Groups	661.455	516	1.282		
	Total	853.077	519			
Updating Passbooks	Between Groups	81.804	3	27.268	26.484	.000*
	Within Groups	531.273	516	1.030		

	Total	613.077	519			
Clarity in stat./bill	Between Groups	181.035	3	60.345	75.711	.000*
	Within Groups	411.273	516	.797		
	Total	592.308	519			
Error free Service	Between Groups	87.925	3	29.308	33.227	.000*
	Within Groups	455.152	516	.882		
	Total	543.077	519			
Safe Transaction	Between Groups	146.815	3	48.938	69.863	.000*
	Within Groups	361.455	516	.700		
	Total	508.269	519			
New Services	Between Groups	163.663	3	54.554	58.089	.000*
	Within Groups	484.606	516	.939		
	Total	648.269	519			
Attends Needs	Between Groups	235.272	3	78.424	81.071	.000*
	Within Groups	499.152	516	.967		
	Total	734.423	519			
Grievance Redressal	Between Groups	236.653	3	78.884	57.620	.000*
	Within Groups	706.424	516	1.369		
	Total	943.077	519			
Replacement of Products	Between Groups	42.666	3	14.222	23.539	.000*
	Within Groups	311.758	516	.604		
	Total	354.423	519			
Equal Treatment	Between Groups	301.332	3	100.444	77.002	.000*
	Within Groups	673.091	516	1.304		
	Total	974.423	519			
Understandable Staffs	Between Groups	119.738	3	39.913	46.233	.000*
	Within Groups	445.455	516	.863		
	Total	565.192	519			
Fulfill Promises	Between Groups	104.625	3	34.875	33.043	.000*
	Within Groups	544.606	516	1.055		
	Total	649.231	519			
Telephonic Queries	Between Groups	55.534	3	18.511	15.073	.000*
	Within Groups	633.697	516	1.228		
	Total	689.231	519			
Knowledgeable Staffs	Between Groups	241.845	3	80.615	70.934	.000*
	Within Groups	586.424	516	1.136		
	Total	828.269	519			
Cordial customer Relation	Between Groups	77.817	3	25.939	35.540	.000*
	Within Groups	376.606	516	.730		
	Total	454.423	519			
Prompt Service	Between Groups	125.394	3	41.798	44.506	.000*
	Within Groups	484.606	516	.939		
	Total	610.000	519			
Competitive Charges	Between Groups	14.330	3	4.777	5.954	.001*
	Within Groups	413.939	516	.802		
	Total	428.269	519			
Cheaper Interest Rates	Between Groups	9.817	3	3.272	3.798	.010*
	Within Groups	444.606	516	.862		
	Total	454.423	519			
Convenient Time	Between Groups	45.202	3	15.067	14.820	.000*
	Within Groups	524.606	516	1.017		
	Total	569.808	519			
Pleasant Facilities	Between Groups	236.923	3	78.974	70.260	.000*
	Within Groups	580.000	516	1.124		
	Total	816.923	519			
Comfortable Waiting Area	Between Groups	382.451	3	127.484	59.487	.000*
	Within Groups	1105.818	516	2.143		
	Total	1488.269	519			
Parking Facilities	Between Groups	138.904	3	46.301	25.449	.000*
	Within Groups	938.788	516	1.819		
	Total	1077.692	519			
Approachable Distance	Between Groups	24.969	3	8.323	10.000	.000*
	Within Groups	429.455	516	.832		
	Total	454.423	519			
Overall Satisfaction	Between Groups	115.804	3	38.601	51.432	.000*
	Within Groups	387.273	516	.751		
	Total	503.077	519			
Overall Servqual	Between Groups	111.944	3	37.315	53.430	.000*
	Within Groups	360.364	516	.698		
	Total	472.308	519			

SD-Standard Deviation, *significant Differences, P<0.05

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

