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Chapter 10

Summary of Findings, Recommendations and Conclusion

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10.1 Introduction

Giving quality service denotes meeting the requirements to customer expectations regularly. Service quality is the degree and direction of the discrepancy between consumer's perceptions and expectations in terms of different but relatively important dimensions of the service quality, which can affect their future purchasing behaviour. From the customer point of view, quality means fitness for use and meeting customer satisfaction (Parasuraman, Zeithaml, & Berry, 1985). Service quality is an important aspect that affects the competitiveness of a business. Banks should increase the quality of service constantly since there is no assurance that the current outstanding service is also suitable for the future. Consequently, banks should develop a new strategy to satisfy their customer and should provide quality service to distinguish themselves from rivalries (Siddiqi, 2011).

The regional rural banks formed to provide cheap and liberal credit facilities to small and marginal farmers and rural marginalized poor, which act as a catalyst for economic development and growth (Rao & Rao, 2014).

The regional rural banks compete with the other commercial banks to survive in the financial market. The present study attempted to measure the quality of service provided to the Kerala Gramin Bank. The descriptive and analytical study also emphasizes the post service behaviour of the customers of the bank. Both primary and secondary data used to achieve the objectives of the study. The primary data are collected from 642 retail customers of the bank by using a structured and validated questionnaire.

The present chapter depicts the vital part of the thesis specifying the significant findings of the study, recommendations and concluding remarks. Findings are presented on the basis of the objectives of the study. Besides these, directions for future research are also included in this chapter.

10.2   Summary of findings of the study

10.2.1 The service quality factors offered by the Kerala Gramin Bank

10.2.1.1 The level of service quality offered by the Kerala Gramin Bank

- Kerala Gramin banks offer moderate level of tangibility factor to their customers. It means the Kerala Gramin Bank have moderate level up to date and modern equipment, visually appealing physical facilities, well dressed and apparently neat employees, and clean bank environment.

- The bank offer moderate level of reliability factor such as promptness in right services, sincere interest in solving problems of the customers, offering promised services, and maintenance of error-free records to their customers.

- Kerala Gramin bank have moderate level of responsiveness to their customers such as quick replies on customer queries, timeliness in

services, efficient customer support and willingness to help customers.

- The bank offer moderate level of assurance factor such as quick and efficient delivery of services, politeness of staff towards customers, well knowledgeable answers for customers' questions, and safe bank transactions.

- KGB offers moderate level of empathy towards their customers. It means that the bank have moderate level understanding towards their customers' needs, strong customer relationship, priority towards customers' interest, individual attention to the customers, and convenient operating hours for the customers.

Table 10.1: Summary of level of service quality offered by Kerala Gramin Bank (objective –I)

SI. No.	Constructs	Level of service quality offered by the Kerala Gramin Bank
1	Tangibility	*Moderate level*
2	Reliability	*Moderate level*
3	Responsiveness	*Moderate level*
4	Assurance	*Moderate level*
5	Empathy	*Moderate level*

10.2.1.2 The level of service quality across various socio-demographic profiles of the KGB customers

- There is significant association among various socio-demographic profiles of the bank customers such as gender, age, educational qualifications, occupation of the customers, customer's experience

with bank and customers having and not having account with other bank, and level of tangibility factor

- Male customers feel low level of tangibility, whereas, female customers feel high level of tangibility in service quality of KGB.

- Below 25 years age group customers feel low level of tangibility in service quality of KGB than other age group such as 26 to 35 years, 36 to 50 and above 50 years. Whereas, above 50 years age group customers feel high level of tangibility than other age group customers.

- Customers having professional degree or diploma feel low level of tangibility in service quality than any other groups of customers such as customers having qualification below SSLC, SSLC, higher secondary, graduation degree and post-graduation degree. On other hand, Customers having higher secondary qualification feel high level of tangibility than any other groups

- Private sector employed customers, feel low level of tangibility in service quality of KGB than other groups such as government sector employed customers, self-employed customers, student customers, house wife customers and customers engaged in other occupation. House wife customers feel high level of tangibility than other group of customers.

- Customers having experience with bank for 1-3 years feel low level of tangibility than other groups of customers like customers having experience with bank for 4-5 years, 6-10 years and above 10 years. Whereas, customers having experience with bank 6-10 years feel high level of tangibility than other groups.

- Customers who have account with other bank feel low level of tangibility in service quality of KGB than customers who does not have account with other bank. Whereas, customers who does not have account with other bank feel high level of tangibility than customers who have account with other bank.

- There is significant association among various socio-demographic profiles of the bank customers such as gender, age, educational qualifications, occupation of the customers, customer's experience with bank and customers having and not having account with other bank, and level of reliability of factor offered by Kerala Gramin Bank

- Male customers feel low level of reliability, whereas, female customers feel high level of reliability in service quality of KGB.

- Below 25 years age group customers feel low level of reliability in service quality of KGB than other age group such as 26 to 35 years, 36 to 50 and above 50 years. Whereas, above 50 years age group customers feel high level of reliability than other age group customers.

- Customers having qualification below SSLC feel low level of reliability in service quality of KGB than customers having SSLC qualification, higher secondary qualification, graduation degree, post-graduation degree and professional degree or diploma. On other hand, customers having higher secondary qualification feel high level of reliability than any other groups.

- Student customers, feel low level of reliability in service quality of KGB than other groups such as government sector employed customers, private sector employed customers, self-employed

customers, house wife customers and customers engaged in other occupation. House wife customers feel high level of reliability than other group of customers.

- Customers having experience with bank for 1-3 years feel low level of reliability than other groups of customers like customers having experience with bank for 4-5 years, 6-10 years and above 10 years. Whereas, customers having experience with bank for above 10 years feel high level of reliability than other groups.

- Customers who have account with other bank feel low level of reliability in service quality of KGB than customers who does not have account with other bank. Whereas, customers who does not have account with other bank feel high level of reliability than customers who have account with other bank.

- There is association among various socio-demographic profiles of the bank customers such as gender, age, educational qualifications, occupation of the customers, customer's experience with bank and customers having and not having account with other bank, and level of responsiveness provided by Kerala Gramin Bank.

- Male customers feel low level of responsiveness, whereas, female customers feel high level of responsiveness in service quality of KGB.

- Below 25 years age group customers feel low level of responsiveness in service quality of KGB than other age group such as 26 to 35 years, 36 to 50 and above 50 years. Whereas, above 50 years age group customers feel high level of responsiveness than other age group customers.

- Customers having qualification below SSLC feel low level of responsiveness in service quality of KGB than customers having SSLC qualification, higher secondary qualification, graduation degree, post graduation degree and professional degree or diploma. On other hand, customers having higher secondary qualification feel high level of responsiveness than any other groups.

- Student customers feel low level of responsiveness in service quality of KGB than other groups such as government sector employed customers, private sector employed customers, self employed customers, house wife customers and customers engaged in other occupation. House wife customers feel high level of responsiveness than other group of customers.

- Customers having experience with bank for 1-3 years feel low level of responsiveness than other groups of customers like customers having experience with bank for 4-5 years, 6-10 years and above 10 years. Whereas, customers having experience with bank 6-10 years feel high level of responsiveness than other groups.

- Customers who have account with other bank feel low level of responsiveness in service quality of KGB than customers who does not have account with other bank. Whereas, customers who does not have account with other bank feel high level of responsiveness than customers who have account with other bank.

- There is significant association among various socio-demographic profiles of the bank customers such as gender, age, educational qualifications, occupation of the customers, customer's experience with bank and customers having and not having account with other bank, and level of assurance factor in the Kerala Gramin Bank.

- Male customers feel low level of assurance on service quality of KGB than female customers. Whereas, female customers feel high level of assurance factor of service quality.

- Below 25 years age group customers feel low level of assurance in service quality of KGB than other age group such as 26 to 35 years, 36 to 50 and above 50 years. Whereas, 36 to 50 years age group customers feel high level of assurance than other age group customers.

- Customers having qualification below SSLC feel low level of assurance in service quality than any other groups of customers such as customers having SSLC qualification, higher secondary qualification, graduation degree, post graduation degree and professional degree or diploma. On other hand, Customers having higher secondary qualification feel high level of assurance than any other groups.

- Student customers feel low level of assurance in service quality of KGB than other groups such as government sector employed customers, private sector employed customers, self employed customers, house wife customers and customers engaged in other occupation. House wife customers feel high level of assurance than other group of customers.

- Customers having experience with bank for 1-3 years feel low level of assurance than other groups of customers like customers having experience with bank for 4-5 years, 6-10 years and above 10 years. Whereas, customers having experience with bank 6-10 years feel high level of assurance than other groups.

- There is significant association among various socio-demographic profiles of the bank customers such as gender, age, educational qualifications, occupation of the customers, customer's experience with bank and customers having and not having account with other bank, and level of empathy factor offered by the KGB.

- Male customers feel low level of empathy, whereas, female customers feel moderate level of empathy in service quality in Kerala Gramin Bank.

- 36 to 50 years age group customers feel low level of empathy in service quality of KGB than other age group such as below 26 years, 26 to 35 years and above 50 years. Whereas, below 25 years age group customers feel moderate level of empathy than other age group customers.

- Customers having qualification below SSLC feel low level of empathy in service quality of KGB than customers having SSLC qualification, higher secondary qualification, graduation degree, post graduation degree and professional degree or diploma. On other hand, customers having higher secondary qualification feel high level of empathy than any other groups.

- Private sector employed customers, feel low level of empathy in service quality of KGB than other groups such as government sector employed customers, self employed customers, student customers, house wife customers and customers engaged in other occupation. House wife customers feel high level of empathy than other group of customers.

- Customers having experience with bank for 1-3 years feel low level of empathy than other groups of customers like customers having

experience with bank for 4-5 years, 6-10 years and above 10 years. Whereas, customers having experience with bank 6-10 years feel high level of empathy than other groups.

- Customers who have account with other bank feel low level of empathy in service quality of KGB than customers who does not have account with other bank. Whereas, customers who does not have account with other bank feel high level of empathy than customers who have account with other bank.

- While considering all factors of service quality, male customers feel low level and female customers feel high level of quality in the services of Kerala Gramin bank.

- All factors of service quality except empathy, below 25 year age group customers feel low level and in all factors of service quality except assurance and empathy, above 50 year age group customers feel high level of quality in the services of KGB.

- All factors of service quality except tangibility, below SSLC educational qualification group customers feel low level and in all factors of service quality, higher secondary educational qualification group customers feel high level of quality in the services of KGB.

- All factors of service quality, house wife group customers feel high level of quality in the services of KGB.

- In all factors of service quality, 1-3 years of experience with bank customers feel low level and in all factors of service quality except reliability, 6-10 years of experience with bank customers feel high level of quality in the services of KGB

- In all factors of service quality except assurance, the customers who have account with another bank feel low level and the customers who

do not have account with another bank feel high level of quality in the services of KGB

Table 10.2: Summary of level of service quality across various socio-demographic variables of the Kerala Gramin Bank customers (objective–I)

Constructs	Levels	Gender	Age	Educational Qualification	Occupation	Experience with Bank	Account in other bank
Tangibility	Low level	Male	<25 years	Professional	Private sector	1-3 years	Account in other bank
Tangibility	High level	Female	> 50 years	Higher Secondary	House wife	6-10 years	Account not in other bank
Reliability	Low level	Male	<25 years	Below SSLC	Student	1-3 years	Account in other bank
Reliability	High level	Female	> 50 years	Higher Secondary	House wife	Above 10 years	Account not in other bank
Responsiveness	Low level	Male	<25 years	Below SSLC	Student	1-3 years	Account in other bank
Responsiveness	High level	Female	> 50 years	Higher Secondary	House wife	6-10 years	Account not in other bank
Assurance	Low level	Male	<25 years	Below SSLC	Student	1-3 years	NS
Assurance	High level	Female	36-50	Higher Secondary	House wife	6-10 years	NS
Empathy	Low level	Male	36-50	Below SSLC	Private sector	1-3 years	Account in other bank
Empathy	High level	Female (Moderate level)	<25 years (Moderate level)	Higher Secondary	House wife	6-10 years	Account not in other bank

Source: Primary data
NS denotes Non-Significant

10.2.1.3 Relative ranking of service quality factors offered by the Kerala Gramin Bank

- Ranking of the mean scores of service quality factors reveal that Reliability is the major service quality factor offered by the Kerala Gramin Bank to their customers followed by Assurance, Responsiveness, Tangibility and Empathy

10.2.1.4 The service quality factors across various socio-demographic profiles of the KGB customers

- There is a significant difference between male and female customers concerning all the dimensions of service qualities like tangibility, reliability, responsiveness, assurance and empathy.

- Compared with male customers, female customers feel more service quality from KGB such as tangibility, reliability, responsiveness, assurance and empathy than male customers.

- Male customers consider reliability as the most important service quality factor offered by the Kerala Gramin Bank followed by responsiveness, assurance, tangibility and empathy.

- Female customers are more influenced in the factors reliability and assurance equally in service qualities of Kerala Gramin Bank followed by tangibility and responsiveness equally and empathy.

- There is significance difference between age group of customers about service quality factors such as tangibility, reliability, assurance and responsiveness.

- There is no significance difference between age group of customers and the service quality factor empathy.

- Above 50 years age group customers are more influenced in the service quality factor tangibility than below 25 years and 26 to 35 years age group customers. More reliability in services of Kerala Gramin Bank are perceived by 26 to 35 years, 36 to 50 years and above 50 years age group customers than below 25 years age group customers. Above 50 years age group customers are more attracted to the service quality factor responsiveness than below 25 years age group customers. And customers in the age group 26 to 35 years, 36 to 50 years and above 50 years feel more assurance in the service quality of Kerala Gramin Bank than below 25 years age group customers.

- Below 25 years age group customers feel more attraction to the service quality factors responsiveness and empathy equally followed by tangibility and reliability equally and assurance.

- 26 to 35 years age group customers are more influenced in the factor reliability of service quality in Kerala Gramin Bank followed by assurance, responsiveness, empathy and tangibility.

- 36 to 50 years age group customers feel more attraction to the factors reliability and assurance equally in service quality of Kerala Gramin Bank followed by tangibility, empathy and responsiveness.

- Above 50 years age group customers feel KGB is better in the factor assurance followed by tangibility, reliability, responsiveness and empathy.

- There is a significant difference between educational qualification of bank customers concerning the factors of service quality such as tangibility, reliability, responsiveness, assurance and empathy.

- Customers with SSLC qualification feel better with the service factor tangibility than customers qualified professional degree or diploma. Also customers qualified higher secondary education have better experience with the bank regarding the factor tangibility than graduated customers, post graduated customers and customers having professional degree or diploma. Customers with higher secondary qualification feel more reliability in service quality of Kerala Gramin Bank than customers having qualification below SSLC and graduated customers. Customers qualified higher secondary feel more attraction to the factor responsiveness than customers having qualification below SSLC and graduated customers. Also customers with higher secondary qualification feel more assurance in service quality of Kerala Gramin Bank than graduated customers. And customers qualified higher secondary are more attracted to the factor empathy than customers having qualification below SSLC.

- Customers having qualification below SSLC have better opinion in the factor tangibility followed by assurance, reliability, empathy and responsiveness.

- Customers with SSLC qualification are more influenced in the factor reliability of service quality followed by assurance, tangibility, responsiveness and empathy.

- Customers with higher secondary qualification are more pleased with factor assurance in service quality of Kerala Gramin Bank followed by responsiveness and reliability equally, then tangibility and empathy.

- Graduated customers are more influenced in the service quality factor reliability followed by responsiveness and tangibility equally, and then empathy and assurance.

- Post graduate customers feel more attracted to the factor assurance in service quality of Kerala Gramin Bank followed by reliability, responsiveness, tangibility and empathy.

- Customers qualified with professional degree or diploma is more influenced in the service quality factor assurance followed by reliability, responsiveness, empathy and tangibility.

- There is a significant difference between occupation of bank customers concerning the factors of service quality like tangibility, reliability, responsiveness, assurance and empathy.

- Customers under house wife group feel more attraction in the service quality factor tangibility than government sector employed customers, private sector employed customers, student customers and customers engaged in other employment. Whereas, Government sector employed customers feel more reliability in service quality of KGB than student customers. Also customers under house wife group realize more reliability in service quality than private sector employed customers, self employed customers, student customers and customers engaged in other employment. However, house wife customers are more interested in the service quality factor responsiveness than self employed and student customers. Customers employed in government sector feel more assurance in service quality of Kerala Gramin Bank than student customers. Beside these, house wife customers realize more assurance in service quality than private

sector employed customers and student customers. Government sector employees are more attracted to the factor empathy than private sector employees. Also customers under house wife group are more influenced in service quality factor empathy than private sector employed customers, self employed customers, student customers and customers engaged in other employment.

- Customers employed in government sector are more influenced in the factor reliability in service quality of the bank followed by assurance, responsiveness and empathy equally and also tangibility.

- Private sector employed customers are more influenced in the factors reliability and responsiveness equally then followed by tangibility, assurance and empathy.

- Self employed customers are more attracted to the service quality factor assurance followed by tangibility, reliability, empathy and responsiveness.

- Student customers feel more interest in the factor empathy in service quality followed by tangibility, responsiveness, assurance and reliability.

- House wife customers are more influenced in the service quality factor reliability, followed by assurance, tangibility, empathy and responsiveness.

- Customers engaged in other employment are more influenced in the service quality factor reliability, followed by assurance, responsiveness, tangibility and empathy.

- There is a significant difference between experience of customers with bank and the factors of service quality such as tangibility, reliability, responsiveness assurance and empathy.

- Customers having 4-5 years of experience, 6-10 years of experience and above 10 years of experience with bank feel KGB has better tangibility and reliability factors than 1-3 years experienced customers. Customers with 4-5 years and 6-10 years of experience have better opinion to the factor responsiveness than customers with experience of 1-3 years. Customers having 4-5 years, 6-10 years and above 10 years of experience with bank feel more interested in the service quality factor assurance than 1-3 years experienced customers. And customers with 4-5 years and 6-10 years of experience with bank feel more attraction to the factor empathy than customers with experience of 1-3 years.

- Customers having 1-3 years of experience with bank feel more attraction to the factor assurance followed by tangibility, reliability and responsiveness equally and then empathy.

- Customers having 4-5 years of experience with bank are more pleased with the factor reliability followed by responsiveness, tangibility, assurance and empathy equally.

- Customers having experience with bank for 6-10 years are more influenced with the factor assurance, followed by reliability, responsiveness, empathy equally and then tangibility.

- Customers having experience with bank for above 10 years are more influenced in the service quality factor reliability, followed by tangibility, assurance, responsiveness and empathy.

- There is a significant difference between customers having account with another bank and customers not having account with another bank regarding the factors of service quality like tangibility, reliability, responsiveness, assurance and empathy.

- Customers not having account with another bank feel more attraction to the service quality factors of Kerala Gramin Bank tangibility, reliability, responsiveness, assurance and empathy than customers are having account with another bank.

- Customers having account with another bank are more influenced in the reliability and assurance of service quality of Kerala Gramin Bank equally, followed by responsiveness, tangibility and empathy.

- Customers not having account with another bank are more pleased with the service quality factor reliability followed by responsiveness, tangibility and empathy equally and then assurance.

Table 10.3: Summary of significant difference between demographic variables of customers' of the Kerala Gramin Bank with respect to dimensions of service quality

Dimensions of service quality	Test Results (P value and Decision regarding H0)					
	Socio-Demographic factors					
	Gender	Age	Qualification	Occupation	Experience	Account in another bank
Tangibility	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected
Reliability	0.001** Rejected	0.001** Rejected	0.003** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected

Responsiveness	0.002**	0.017*	0.001**	0.003**	<0.001**	<0.001**
	Rejected	Rejected	Rejected	Rejected	Rejected	Rejected
Assurance	<0.001**	<0.001**	0.001**	<0.001**	<0.001**	0.009**
	Rejected	Rejected	Rejected	Rejected	Rejected	Rejected
Empathy	0.001**	0.130NS	0.017*	<0.001**	<0.001**	<0.001**
	Rejected	Accepted	Rejected	Rejected	Rejected	Rejected

Source: Primary data
** denotes significant at 1% level; * demotes significant at 1% level; NS denotes non-significance

10.2.2 The post service behaviour of customers' of the Kerala Gramin Bank

10.2.2.1 The level of post service behaviour of the Kerala Gramin Bank customers

- Customers feel moderate level of trust towards the Kerala Gramin Bank. It means the Kerala Gramin Bank provide moderate level honesty in their services, fairness in the transactions, and makes a sense of customers' feeling of trustworthy.

- The level of satisfaction provided by Kerala Gramin Bank to its customers is moderate.

- Customers getting moderate level of value from the services of Kerala Gramin Bank. It means that customers consider, KGB services is moderate level in terms of worthiness of money spend in the KGB, offering quality services at a reasonable price, and superior value for products & services.

- Majority of customers' have moderate level of intention to retention with bank. It shows that the customers have moderate level of intention to continue to with bank.

- The customers have moderate level of intention to recommend the services of Kerala Gramin Bank to others.

Table 10.4: Summary of level of post service behaviour of Kerala Gramin Bank customers (objective –II)

SI. No.	Constructs	Level of post service behaviour of the bank customers
1	Customers' Trust	*Moderate level*
2	Perceived Value	*Moderate level*
3	Customer Satisfaction	*Moderate level*
4	Customer Retention	*Moderate level*
5	Word of mouth referrals	*Moderate level*

10.2.2.2 The level of post service behaviour across various socio-demographic profiles of the KGB customers

- There is no significant association between gender of the customers and level of customers' trust among the customers of Kerala Gramin Bank

- There is association among various socio-demographic profiles of the bank customers such as age, educational qualifications, occupation of the customers, customer's experience with bank and customers having and not having account with other bank, and level of customers' trust of the customers of Kerala Gramin Bank

- Below 25 years age group customers perceive low level of trust in services of KGB than other age group such as 26 to 35 years, 36 to 50 and above 50 years. Whereas, above 50 years age group customers feel high level of trust than other age group customers.

- Customers having graduation degree feel low level of trust in services of KGB than any other groups of customers such as customers having qualification below SSLC, SSLC, higher secondary, post graduation degree and professional degree or diploma. On the other hand, Customers having higher secondary qualification feel high level of trust than any other groups.

- Private sector employed customers, perceive low level of trust in service of KGB than other groups such as government sector employed customers, self employed customers, student customers, house wife customers and customers engaged in other occupation. House wife customers perceive high level of trust than other group of customers.

- Customers having experience with bank for 1-3 years feel low level of customer trust in service of KGB than other groups of customers like customers having experience with bank for 4-5 years, 6-10 years and above 10 years. Whereas, customers having experience with bank 6-10 years feel high level of trust than other groups.

- Customers who have account with other bank feel low level of trust in service of KGB than customers who does not have account with other bank. Whereas, customers who does not have account with other bank feel high level of trust than customers who have account with other bank.

- There is no significant association between gender and level of customer satisfaction among Kerala Gramin Bank customers.

- There is association among various socio-demographic profiles of the bank customers such as age, educational qualifications, occupation of

the customers, customer's experience with bank and customers having and not having account with other bank, and level of customer satisfaction of Kerala Gramin Bank customers.

- Below 25 years age group customers perceive low level customer satisfaction in the services of KGB than other age group such as 26 to 35 years, 36 to 50 and above 50 years. Whereas, above 50 years age group customers feel high level customer satisfaction than other age group customers.

- Customers having qualification below SSLC feel low level of customer satisfaction in services of KGB than other groups of customers such as customers having SSLC qualification, higher secondary qualification, graduation degree, post graduation degree and professional degree or diploma. On the other hand, customers having higher secondary qualification feel high level of customer satisfaction than other groups.

- Student customers perceive low level of customer satisfaction in service of KGB than other groups such as government sector employed customers, private sector employed customers, self employed customers, house wife customers and customers engaged in other occupation. House wife customers perceive high level of satisfaction than other group of customers.

- Customers having experience with bank for 1-3 years feel low level of customer satisfaction than other groups of customers like customers having experience with bank for 4-5 years, 6-10 years and above 10 years. Whereas, customers having experience with bank 6-10 years feel high level of customer satisfaction than other groups.

- Customers who have account with other bank feel low level of satisfaction than customers who does not have account with other bank. Whereas, customers who do not have account with other bank feel high level of satisfaction than customers who have account with other bank

- There is no significant association between gender and level of perceived value among the customers of Kerala Gramin Bank.

- There is association among various socio-demographic profiles of the bank customers such as age, educational qualifications, occupation of the customers, customer's experience with bank and customers having and not having account with other bank, and level of perceived value among the customers of Kerala Gramin Bank.

- Below 25 years age group customers perceive low level of value in services of KGB than other age group such as 26 to 35 years, 36 to 50 and above 50 years. Whereas, above 50 years age group customers feel high level of value than other age group customers.

- Customers having graduation degree perceive low level of value in services of KGB than other groups of customers such as customers having qualification below SSLC, SSLC, higher secondary, post graduation degree and professional degree or diploma. On the other hand, Customers having higher secondary qualification perceive high level of value than other groups.

- Student customers perceive low level of value in service of KGB than other groups such as government sector employed customers, private sector employed customers, self employed customers, house wife customers and customers engaged in other occupation. House wife

customers perceive high level of value in KGB service than other group of customers.

- Customers having experience with bank for 1-3 years feel low level of perceived value in service of KGB than other groups of customers like customers having experience with bank for 4-5 years, 6-10 years and above 10 years. Whereas, customers having experience with bank 6-10 years feel high level of value than other groups.

- Customers who have account with other bank perceive low level of value in service of KGB than customers who does not have account with other bank. Whereas, customers who do not have account with other bank perceive high level of value than customers who have account with other bank.

- There is significant association among various socio-demographic profiles of the bank customers such as gender, age, educational qualifications, occupation of the customers, customer's experience with bank and customers having and not having account with other bank, and level of retention of customers of Kerala Gramin Bank.

- Male customers' have a low level of intention to retain with the bank, whereas, female customers shows high level retention intention in KGB.

- Below 25 years age group customers show low level of intention to retain in KGB than other age group such as 26 to 35 years, 36 to 50 and above 50 years. Whereas, above 50 years age group customers show high level of intention to retain in KGB than other age group customers.

- Customers having under graduate degree show low level of intention to retain in than any other groups of customers such as customers having qualification below SSLC, SSLC, higher secondary, post graduation degree and professional degree or diploma. On the other hand, Customers having higher secondary qualification have high level of intention than any other groups.

- Customers engaged in other occupations, show low level of intention to retain in KGB than other groups such as government sector employed customers, private sector employed customers, self employed customers, student customers, house wife customer. However, house wife customers show high level of intention than other group of customers.

- Customers having experience with bank for 1-3 years have low level of intention to retain in KGB than other groups of customers like customers having experience with bank for 4-5 years, 6-10 years and above 10 years. Whereas, customers having experience with bank for above 10 years show high level of intention than other groups.

- Customers who have account with other bank show low level of intention to retain in KGB than customers who does not have account with other bank. Whereas, customers who does not have account with other bank have high level of intention than customers who have account with other bank.

- There is no significant association between gender and level of word of mouth referral by Kerala Gramin Bank customers.

- There is association among various socio-demographic profiles of the bank customers such age, educational qualifications, occupation of

the customers, customers' experience with bank and customers having and not having account with other bank, and level of word of mouth referral by KGB customers.

- Below 25 years age group customers have low level of intention to give mouth referral about services of KGB than other age group such as 26 to 35 years, 36 to 50 and above 50 years. Whereas, above 50 years age group customers have high level of intention to say word of mouth referral than other age group customers.

- Customers who possess graduate degree have low level of intention to give mouth referral regarding services of KGB than any other groups of customers such as customers having qualification below SSLC, SSLC, higher secondary, post graduation degree and professional degree or diploma. On the other hand, Customers having qualification below SSLC have high level of intention to give word of mouth referral than any other groups.

- Student customers, have low level of intention to say word of mouth referral about service of KGB than other groups such as government sector employed customers, private sector employed customers, self employed customers, house wife customers and customers engaged in other occupation. However, house wife customers have high level of intention than other group of customers.

- Customers having experience with bank for 1-3 years have low level of intention to say word of mouth referral about service of KGB than other groups of customers like customers having experience with bank for 4-5 years, 6-10 years and above 10 years. Whereas,

customers having experience with bank for above 10 years have high level of intention than other groups.

- Customers who have account with other bank have low level of intention to give mouth referral about service of KGB than customers who does not have account with other bank. Whereas, customers who does not have account with other bank have high level of intention than customers who have account with other bank.

- In most of post service behaviour factors, it is found that there is no significant association between gender and level of post service behaviour factors.

- Below 25 year age group customers feel low level of post service behaviour towards all factors and above 50 year age group customers feel high level of post service behaviour towards all factors considered.

- While considering all factors graduate customers feel low level of responses towards post service behaviour, except customer satisfaction, whereas, higher secondary educational qualification group customers feel high level of respponses on post service behaviour.

- House wife group customers feel high level of response towards all factors of post service behaviour.

- Customers having 1-3 years of experience with bank feel low level of responses towards all factors of post service behaviour and customers having 6-10 years of experience with bank customers feel high level of responses in all factors of post service behaviour except customer retention.

- In all factors of post service behaviour, the customers who have account with another bank feel low level of responses and the customers who do not have account with another bank feel high level of responses.

Table 10.5: Summary of level of post service behaviour across various socio-demographic variables of the Kerala Gramin Bank customers (objective –II)

Constructs	Levels	Gender	Age	Educational Qualification	Occupation	Experience with Bank	Account in other bank
Level of customers' trust	Low level	NS	<25 years	Graduation	Private sector	1-3 years	Account in other bank
	High level	NS	> 50 years	Higher Secondary	House wife	6-10 years	Account not in other bank
Level of customer satisfaction	Low level	NS	<25 years	Below SSLC	Student	1-3 years	Account in other bank
	High level	NS	> 50 years	Higher Secondary	House wife	6-10 years	Account not in other bank
Level of perceived value	Low level	NS	<25 years	Graduation	Student	1-3 years	Account in other bank
	High level	NS	> 50 years	Higher Secondary	House wife	6-10 years	Account not in other bank
Level of customer retention	Low level	Male	<25 years	Graduation	Other occupations	1-3 years	Account in other bank
	High level	Female	> 50 years	Higher Secondary	House wife	Above 10 years	Account not in other bank
word of mouth referral	Low level	NS	<25 years	Graduation	Student	1-3 years	Account in other bank
	High level	NS	> 50 years	Below SSLC	House wife	Above 10 years	Account not in other bank

Source: Primary data
NS denotes Non-Significant

10.2.2.3 Relative ranking of post service behaviours of Gramin bank customers

Ranking of the mean scores of post service behaviour of the customers reveal that Customers' trust is the major post service behaviour factor of the KGB customers followed by customer retention, Customer satisfaction, Word of mouth referrals and Perceived value.

10.2.2.4 Socio-demographic difference among the Gramin bank customers regarding the factors of post service behaviour.

- There exists a significant difference between male and female customers regarding the factors of post service behaviour of Kerala Gramin bank customers such as customer satisfaction, customer retention, customer trust and word of mouth referral.

- There exists no significant difference between male and female customers regarding the factor of post service behaviour of bank customers that perceived value.

- Female customers feel more trust in the services of Kerala Gramin Bank than male customers and female customers are also more satisfied in the bank services than male customers. Beside these, female customers have more intention to retain with bank and they are more ready to say positive comments regarding the banking service of Kerala Gramin Bank than male customers.

- Among the male customers, customers' trust is the most influencing post service behaviour followed by intention to retain with bank, customer satisfaction, perceived value and willingness to say positive comments.

- In the case of female customers, customers' trust is the most influencing factor of post service behaviour followed by customer retention, customer satisfaction, word of mouth referral and perceived value.

- There exists a significant difference between various age group bank customers regarding the factors of post service behaviour of Kerala Gramin Bank that customers' trust, perceived value, customer satisfaction, customer retention and word of mouth referral.

- Customers in the age group 26 to 35 years, 36 to 50 years and above 50 years feel more trust in Kerala Gramin Bank than customers in the age group below 25 years. And below 25 years age group customers shows more customer satisfaction, perceived value, customer retention and willingness to say positive comments than above 50 years age group customers.

- In the case of below 25 years age group customers, intention of customers to retain with bank is the most influencing post service behaviour followed by customer satisfaction, Customers' trust, Word of mouth referral and Perceived value.

- Under 26 to 35 years age group customers, customers' trust is the prominent post service behaviour followed by customer retention, customer satisfaction, Perceived value and word of mouth referral.

- Among 36 to 50 years age group customers, customers' trust is the main post service behaviour followed by customer retention, customer satisfaction, word of mouth referral and perceived value.

- In case of above 50 years age group customers, customers' trust is the most important post service behaviour followed by customer

retention, customer satisfaction, word of mouth referral and perceived value.

- There exists a significant difference between educational qualification of bank customers regarding the factor customers' trust, customer satisfaction, Perceived value, customer retention and Word of mouth referral.

- Customers with higher secondary qualification feel more trust and satisfaction in Kerala Gramin Bank than graduated customers. Also they perceive more value, show more intention to retain with bank and are ready to say positive comments regarding the banking service of Kerala Gramin Bank than graduated customers.

- Word of mouth referral intention is major post service behaviour of the customers those having their educational qualification below SSLC followed by showing intention to retain with bank, customers' trust in service, perceiving value in service and getting satisfaction in service of KGB.

- In the case of customers with SSLC qualification, customers' trust is the prominent post service behaviour followed by customer retention, customer satisfaction and word of mouth referral equally and also perceived value.

- Among customers with higher secondary qualification, customers' trust is the important post service behaviour followed by customer retention, customer satisfaction, word of mouth referral and perceived value.

- Graduated customers were more influenced by the trust of the KGB followed by customer satisfaction, customer retention, giving positive word of mouth referral and perceiving value in service.

- Among post graduate qualification customers, customers' trust is the dominant post service behaviour followed by customer retention, customer satisfaction, perceived value and word of mouth referral.

- Customers qualified with professional degree or diploma feels trust more in KGB services followed by showing intention to retain with bank, getting satisfaction in service, perceiving value in service and giving positive word of mouth referral.

- There exists a significant difference between occupation of bank customers and factors of post service behaviour such as customers' trust, customer satisfaction, perceived value, positive word of mouth referral and customer retention.

- Customers having occupation in Government sector perceive more trust in KGB services than student customers. Also customers under house wife group perceive more trust in KGB than private sector employed customers. And house wife customers feel more trust than student customers and customers engaged in other employment. House wife customers are more satisfied with KGB than self employed customers, student customers and customers engaged in other employment. Whereas, customers under house wife group perceive more value in service of KGB than student customers. House wife customers show more intention to retain with bank than student customers and customers engaged in other employment. House wife customers say more positive comments regarding the

banking service of KGB than private sector employed customers and student customers.

- Among customers having occupation in government sector, customers' trust is the important post service behaviour followed by perceived value and word of mouth referral equally, and then customer satisfaction and customer retention.

- Customers employed in private sector shows more intention to retain with bank as an important post service behaviour followed by customer satisfaction, customers' trust, perceived value and word of mouth referral.

- In the case of self employed customers, customers' trust is the most important post service behaviour followed by customer retention, word of mouth referral, customer satisfaction and perceived value equally.

- Among student community, customer retention is the prominent post service behaviour followed by customers' trust and customer satisfaction equally, then word of mouth referral and perceived value.

- In the case of customers under house wife group, customers' trust is the main post service behaviour followed by customer satisfaction, customer retention, word of mouth referral and perceived value.

- Among customers engaged in other employment, customers' trust is the prominent post service behaviour followed by customer satisfaction, customer retention, perceived value and word of mouth referral.

- There exists a significant difference between experience of customers with the bank and the factors of post service behaviour such as

customers' trust, customer satisfaction, perceived value, customer retention and word of mouth referral.

- Customers having an experience of 4-5 and 6-10 years with bank feel more trust in Kerala Gramin Bank than customers having experience of 1-3 years. Customers with 4-5 and 6-10 years of experience are more satisfied with service of KGB than customers with experience of 1-3 years. Whereas, customers having 6-10 and above 10 years of experience with bank perceive more value than customers having 1-3 years of experience. Also customers having 6-10 years of experience feel more value in service of KGB than 4-5 years experienced customers. Customers having 4-5 and 6-10 years of experience with bank shows more intention to retain in bank than customers with 1-3 years of experience. Customers having experience above 10 years in bank are more willing to say positive comments regarding the service of KGB than customers having experience for 1-3 years in bank.

- Among customers having experience of 1-3 years with bank, customers' trust is the most important post service behaviour followed by customer retention, word of mouth referral and customer satisfaction equally and then perceived value.

- Customers having 4-5 years of experience with bank shows customers' trust as prominent post service behaviour followed by customer satisfaction and customer retention equally, then word of mouth referral and perceived value.

- Among customers having experience with bank for 6-10 years, customers' trust is the main post service behaviour followed by

perceived value, customer retention, customer satisfaction and word of mouth referral.

- In the case of customers having an experience with bank for above 10 years, intention to retain with bank is the prominent post service behaviour followed by perceived value, customers' trust, word of mouth referral and customer satisfaction.

- There exists a significant difference between customers having account with another bank and customers not having account with another bank regarding the factors of post service behaviour of KGB customers such as customers' trust, customer satisfaction, perceived value, customer retention and word of mouth referral.

- Customers not having account with another bank feel more trust and satisfaction in Kerala Gramin bank than customers having account with another bank. Also customers not having account with another bank perceive more value, shows more intention to retain in Bank and also give more positive comments regarding services of KGB than customers having account with another bank.

- Customers having account with another bank shows customers' trust as the prominent post service behaviour followed by customer retention, customer satisfaction, word of mouth referral and perceived value.

- Customers not having account with another bank shows customers' retention as the important post service behaviour followed by customer satisfaction, customer trust, perceived value and word of mouth referral equally.

Table 10.6: Summary of significant difference between various socio-demographic variables of the customers' of the Kerala Gramin Bank with respect to dimensions of post service behaviour of customers

Dimensions of post service behaviour of customers	Test Results (P value and Decision regarding H0)					
	Socio-Demographic factors					
	Gender	Age	Qualifications	Occupation	Experience	Account in another bank
Customers' trust	0.011* Rejected	<0.001** Rejected	0.005** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected
Customer satisfaction	0.002** Rejected	0.014* Rejected	0.026* Rejected	0.004** Rejected	<0.001** Rejected	<0.001** Rejected
Perceived value	0.051^{NS} Accepted	0.002** Rejected	0.014* Rejected	0.002** Rejected	<0.001** Rejected	<0.001** Rejected
Customer retention	0.002** Rejected	0.010* Rejected	0.029* Rejected	0.022* Rejected	<0.001** Rejected	<0.001** Rejected
Word of mouth referral	0.023* Rejected	0.015* Rejected	0.023* Rejected	0.002** Rejected	0.010* Rejected	<0.001** Rejected

Source: Primary data
*** denotes significant at 1% level*
** denotes significant at 1% level*
NS denotes non significance

10.2.3 The linkage between service quality and post service behaviour of customers' of Kerala Gramin Bank.

Based on earlier empirical research studies, the researcher developed six research hypotheses for testing the structural equation model for Kerala Gramin Bank. By testing these six hypotheses, researcher has developed a Co-variance Based Structural Equation Model (CB-SEM) for Kerala Gramin Bank which links the service quality and post service behaviour of the KGB customers. All proposed hypotheses were supported in this study. The following table 10.7 shows the result summary of all hypotheses testing.

Table 10.7: Summary of hypothesis test of the model

Hypotheses No.	Hypotheses of the model developed	Result of Hypotheses testing
SM.H 6.1	Service quality of Kerala Gramin bank has a positive effect on customers' trust	*Supported*
SM.H 6.2	Service quality of Kerala Gramin bank has a positive effect on customer perceived value	*Supported*
SM.H 6.3	Perceived value has a positive effect on customer satisfaction	*Supported*
SM.H 6.4	Customer trust has a positive effect on customer satisfaction	*Supported*
SM.H 6.5	Customer satisfaction has a positive effect on customer retention	*Supported*
SM.H 6.6	Customer satisfaction has a positive effect on Word of mouth referral	*Supported*

SM.H 6.1 to SM.6.6 indicates Structural Model Hypotheses

Based on the above mentioned six hypotheses, researcher developed a Kerala Gramin Bank' model which will help to the bank to identify potential benefits of service quality factors practiced by them for attaining favourable post service behaviour of KGB customers. The following figure depicts the graphical representation of the service quality of Kerala Gramin Bank and its effects on post service behaviour among the KGB customers.

Figure 10.1: Testing the theoretical Model for Kerala Gramin Bank
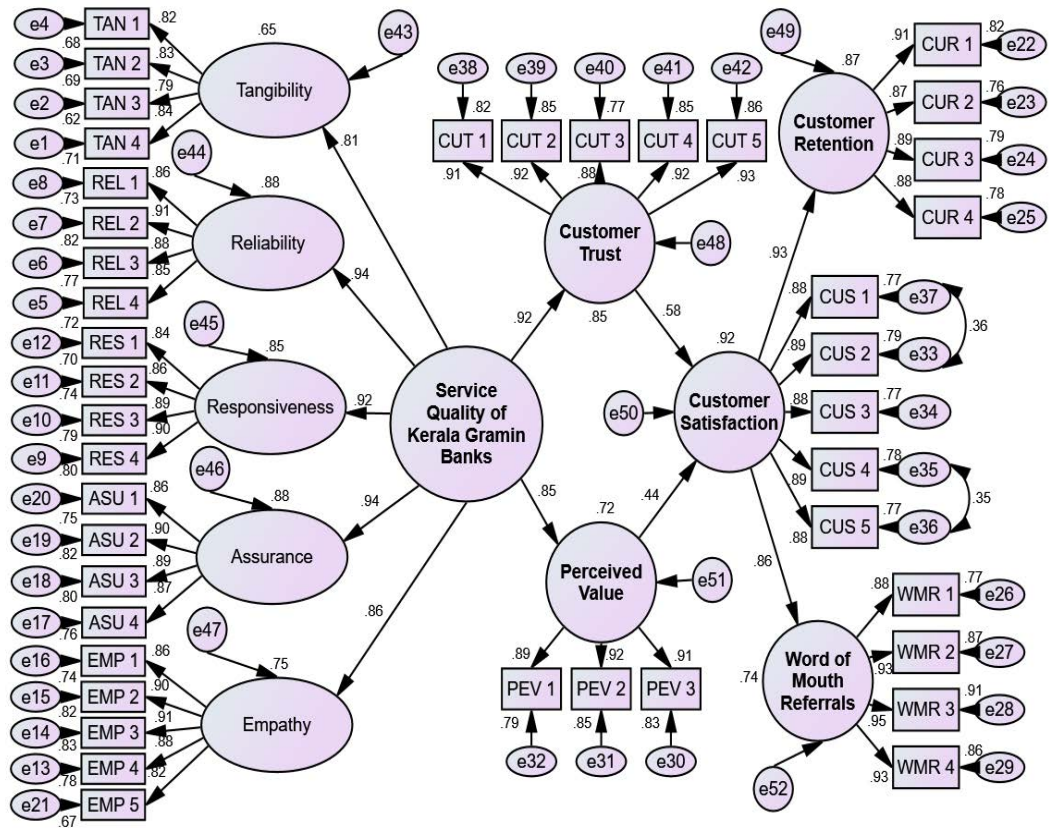
- The coefficient of determination for customers' trust, R^2 is 0.85. This value implies that about 85% of the variation in customer trust is explained by service quality of Gramin bank. This value leads to the conclusion that other independent variables are necessary for predicting customer trust besides this independent construct, service quality. The remaining 15% of the variation in customer trust is not explained by this independent construct. Therefore, it can be summed up that that the important factors which influencing the customers' trust in the Kerala Gramin Bank is service quality factors of the bank. If the service quality factors such as tangibility, reliability, responsiveness, assurance and empathy of KGB are better, the bank customers consider the bank is trustworthy. By these five factors, the bank can attain 85% customers' trust.

- The coefficient of determination for Perceived Value, R^2 is 0.72. This value implies that about 72% of the variation in perceived value is explained by service quality of Gramin bank. This value leads to the conclusion that other independent variables are necessary for predicting perceived value besides this independent construct, service quality. The remaining 28% of the variation in perceived value is not explained by this independent construct. Therefore it can be interpreted that the critical factors which influencing the customers' perceived value regarding the Kerala Gramin Bank is their service quality factors. If the bank attain better service quality factors such as tangibility, reliability, responsiveness, assurance and empathy, the customers would consider the bank is valuable. By these five factors, the bank can obtain 72% customers' perceived value.

- The coefficient of determination for customer satisfaction, R^2 is 0.92. This value implies that about 92% of the variation in customer satisfaction is explained by the customer trust and perceived value. This value leads to the conclusion that other independent variables are necessary for predicting customer satisfaction besides these independent constructs. The remaining 8% of the variation in customer satisfaction is not explained by these independent constructs. Hence, it can be concluded that the major factors influencing the satisfaction of customers are perceived value and customers' trust. If the bank can attain the customers' trust and customers' perceived value more, the customers would be more satisfied. By these two factors, the bank can achieve 85% the customer satisfaction.

- The coefficient of determination for customer retention, R^2 is 0.87. This value implies that about 87% of the variation in customer retention is explained by customer satisfaction. This value leads to the conclusion that there are other independent variables that are necessary for predicting customer retention besides this independent construct. The remaining 13% of the variation in customer retention is not explained by this independent construct. So, it can be described that that the most important factor which influencing the customers' retention with bank is their customer satisfaction level in the banking services. If the customers are more satisfied in the services of KGB, there is a high chance (87%) for retaining them with the bank.

- The coefficient of determination for word of mouth referral, R^2 is 0.74. This value implies that about 74% of the variation in word of

mouth referral is explained by customer satisfaction. This value leads to the conclusion that there are other independent variables that are necessary for predicting word of mouth referral besides this independent construct. The remaining 26% of the variation in word of mouth referral is not explained by this independent construct. Therefore, it can be inferred that the major factor which influencing the positive word of mouth referrals by the customers about the banking services to others are their satisfaction level with the bank. If the customers are highly satisfied in the services of KGB, there is a high possibility (75%) to say better comments about the bank to their relatives, friends and family members.

The model was evaluated by various fit indices such as CMIN/DF, P value, RMSEA, GFI, AGFI and CFI and almost all of these fit indices fulfilled the recommended threshold level. Therefore, the model was good fit.

10.2.4 *The factors influencing the customer loyalty in Kerala Gramin Bank.*

The researcher formulated three research hypotheses for testing the influence of branch ambience, employees' behaviour and product quality on customer loyalty using structural equation modelling techniques. Based on hypotheses testing, the researcher has developed a structural equation model (CB-SEM) which depicts the influence of branch ambience, employees' behaviour and product quality on customer loyalty of KGB customers. Two proposed hypotheses were supported and one hypothesis was not supported by this study. The following table 10.8 shows the result summary of hypotheses testing.

Table 10.8: Summary of hypotheses testing for exploring the influence of branch ambience, employees' behaviour and product quality on customer loyalty of Kerala Gramin Bank

Hypotheses No.	Hypotheses of the model developed	Result of Hypotheses testing
SM.H 7.1	Branch ambience has a positive effect on customer loyalty	*Supported*
SM.H 7.2	Employees' behaviour has a positive effect on customer loyalty	*Supported*
SM.H 7.3	Product quality has a positive effect on customer loyalty	*Not Supported*

SM.H 7.1 to SM.H 7.3 indicates Structural Model Hypotheses

Based on three hypotheses, researcher developed research model which tests the influence of branch ambience, employees' behaviour and product quality on customer loyalty of Kerala Gramin Bank which reveals the role of branch ambience, employees' behaviour and product quality for attaining the behavioural intentions of the bank customers. The following figure depicts the graphical representation of the model.

Figure 10.2: Structural Equation Model for the influence of branch ambience, employee behaviour and product quality on customer loyalty of Kerala Gramin Bank
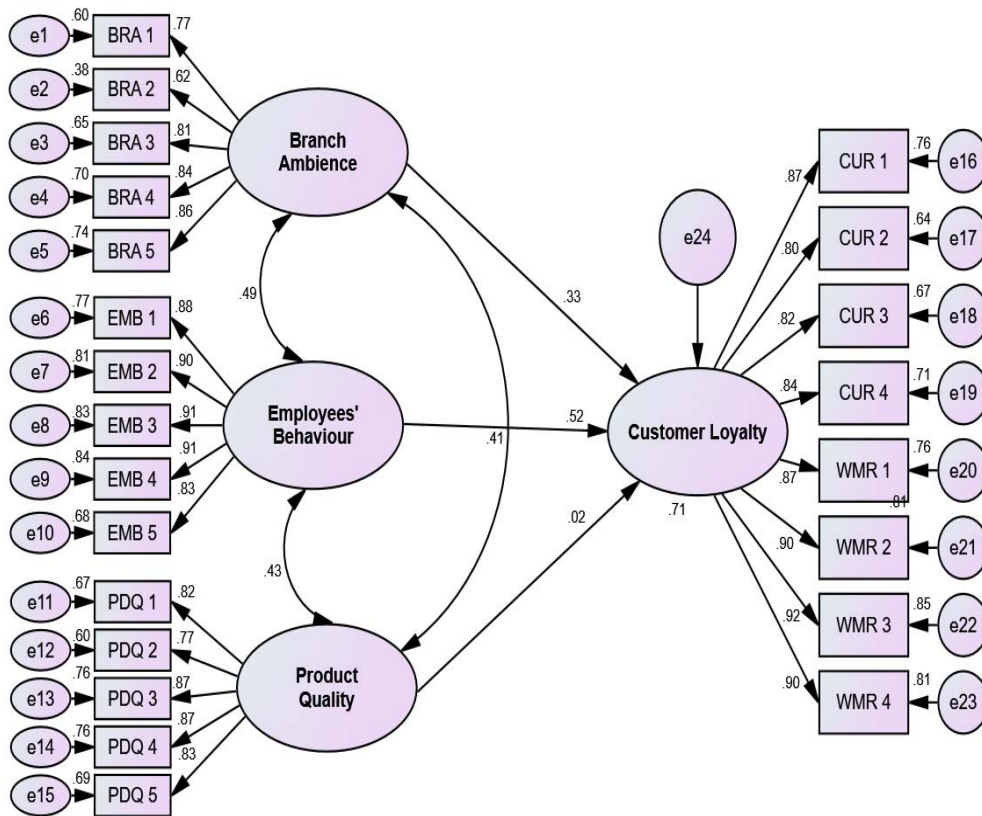
The coefficient of determination for customer loyalty, R^2 is 0.71. This value implies that about 71% of the variation in customer loyalty is explained by branch ambience, and employees' behaviour constructs. This value leads to the conclusion that other independent variables are necessary for predicting customer loyalty besides these independent constructs. The remaining 29% of the variation in customer loyalty is not explained by these independent constructs. Therefore, it can be concluded that the important

factors which influencing the customer loyalty of the Kerala Gramin Bank is employees' behaviour and branch ambience. If the employees' behaviour is better and bank provide rich branch ambience to their customers, it will make them more loyal towards the bank. By these two factors that employee behaviour and branch ambience, the bank can attain 71% of customers' loyalty. It is also noticed from the findings of the study that there is no significant effect on product quality on customer loyalty. Hence, the bank have to be improved their product quality according to the needs and wants of their customers to attain their loyalty.

The fit indices such as CMIN/DF, P value, RMSEA, GFI, AGFI and CFI reveal that model is good fit.

Table No. 10.9: Summary of branch ambience, employees' behaviour and product quality across the socio-demographic variables of the bank customers

Factors	Test Results (P value and Decision regarding H0)					
	Socio-Demographic factors					
	Gender	Age	Qualification	Occupation	Experience	Account in another bank
Branch ambience	0.001** Rejected	0.004** Rejected	<0.001** Rejected	<0.001** Rejected	0.018* Rejected	<0.001** Rejected
Employee behaviour	0.003** Rejected	0.010* Rejected	0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected
Product quality	0.001** Rejected	0.001* Rejected	0.001** Rejected	0.001** Rejected	<0.001** Rejected	<0.001** Rejected

Source: Primary data
*** denotes significant at 1% level; * demotes significant at 5% level*

- There exists significant difference between male and female customers regarding the factors such as branch ambience, employee behaviour and product quality.

- Female customers are more influenced by the factors branch ambience, employee behaviour and product quality than male customers.

- Male customers are more influenced in the factor employee behaviour followed by product quality and thereafter branch ambience.

- Female customers are more influenced by employee behaviour factor followed by product quality and branch ambience.

- There exists significant difference among age group of bank customers regarding the factors; branch ambience, product quality and employee behaviour.

- The customers between the age group of 36 to 50 years and above 50 years are more influenced by the factor, branch ambience than below 25 years age group customers. Also above 50 years age group customers feel more attraction to the factor, employee behaviour than below 25 years age group customers. Beside these, 26 to 35 years age group customers, 36 to 50 years age group customers and above 50 years age group customers are more influenced by the factor, product quality than below 25 years age group customers.

- Below 25 years age group customers are more influenced by the factor employee behaviour followed by product quality and branch ambience.

- Customers in the age group 26 to 35 years are more influenced by the factor employee behaviour followed by product quality and branch ambience.

- Among the age group 36 to 50 years, customers are more influenced by employee behaviour followed by product quality and branch ambience equally.

- Customers in the age group above 50 years are more influenced by the factor employee behaviour followed by product quality and branch ambience.

- There exists significant difference in the educational qualifications of bank customers regarding all the factors of customer loyalty.

- Customers with higher secondary qualification are more influenced by the branch ambience than customers having qualification below SSLC, customers having graduation degree, post graduation degree and professional degree or diploma. Also customers having higher secondary qualification are more attracted to the factor employee behaviour than customers having qualification below SSLC and graduate degree. Beside these, customers with higher secondary qualification feel more enjoyment in the factor product quality than customers having qualification below SSLC, customers having graduation degree, post graduation degree and professional degree or diploma.

- Customers having qualification below SSLC are more influenced by the factor product quality followed by employee behaviour and then by branch ambience.

- Among customers with SSLC qualification, employee behaviour is the most influenced factor followed by product quality and branch ambience.

- In case of customers with SSLC qualification, employee behaviour is the most influenced factor followed by product quality and branch ambience.

- Graduated customers are more influenced by employee behaviour followed by product quality and branch ambience.

- Among post graduate customers, employee behaviour are the most influencing factor in KGB followed by employee behaviour, product quality and branch ambience of KGB.

- Customers qualified with professional degree or diploma is more influenced by, employee behaviour followed by product quality and branch ambience.

- There exist significant difference between occupation of bank customers concerning all the factors of customer loyalty.

- House wifes are more influenced by the factor branch ambience than private sector employed customers, self employed customers, student customers and customers engaged in other employment. Also customers under house wife group are more influenced to the factor employee behaviour than private sector employed customers, self employed customers, student customers and customers engaged in other employment. Beside these, Government sector employed customers are more pleased with the factor product quality than student customers. And customers under house wife group are more

attracted to the factor product quality than student customers and customers engaged in other employment.

- In the case of customers employed in government sector, employee behaviour is the most attracted factor followed by product quality and branch ambience.

- Customers employed in private sector are more influenced by the factor employee behaviour followed by product quality and branch ambience.

- In the case of self employed customers, employee behaviour is the most attracted factor followed by product quality and branch ambience.

- Under student community, employee behaviour is the most influenced factor followed by product quality and branch ambience equally.

- In the case of customers under house wife group, employee behaviour is the most influenced factor followed by branch ambience and product quality.

- Customers engaged in other employment feel more influenced by the factor employee behaviour followed by product quality and branch ambience equally.

- Employee behaviour is the most influenced factor by the customers those who having any types of occupation.

- There exists a significant difference between experience of customers with bank concerning the factors employee behaviour, branch ambience and product quality.

- Customers having 6-10 years of experience with bank feel more attraction in the factor branch ambience than 1-3 years experienced customers. Customers with 4-5 years, 6-10 years and above 10 years of experience with bank are more influenced with the factor employee behaviour than customers with experience of 1-3 years. However, customers having 4-5 years and 6-10 years of experience with bank feel more attraction to the factor product quality than 1-3 years experienced customers.

- Among customers having 1-3 years of experience with bank, employee behaviour is the most important factor followed by branch ambience and product quality equally.

- Customers having 4-5 years of experience with bank shows more attraction in the factor employee behaviour followed by product quality and branch ambience.

- Among customers having experience with bank for 6-10 years, employee behaviour is the most influencing factor followed by product quality and branch ambience.

- Among customers having experience with bank for above 10 years, employee behaviour is the most pleasing factor followed by product quality and branch ambience.

- Employee behaviour is the most influenced factor by the customers irrespective of their year of experience with bank.

- There is a significant difference between customers having account with another bank and customers not having account with another

bank regarding the factors branch ambience, employee behaviour and product quality.

- Customers not having account with another bank are more interested in the factor branch ambience than customers having account with another bank. Also customers not having account with another bank are more influenced in the factor employee behaviour than customers having account with another bank. Beside these, customers not having account with another bank feel more attraction in the factor product quality than customers having account with another bank.

- Customers having account with another bank shows employee behaviour as the important factor followed by product quality and branch ambience.

- Customers not having account with another bank show more interest in the factor employee behaviour followed by product quality and branch ambience.

- Employee behaviour is the most influenced factor by the customers irrespective of their account with another bank.

10.2.5 *The mediating role of customer satisfaction in the relationship between service quality and customer loyalty.*

To investigate the mediating role of customer satisfaction in the relationship between service quality and customer loyalty of KGB customers, the researcher employed structral equation modelling techniques using Baron and Kenny (1986) method and tested the mediating effect using Sobel's test.

Figure 10.3*: The relationship between service quality and customer loyalty with customer satisfaction as the mediating variable*
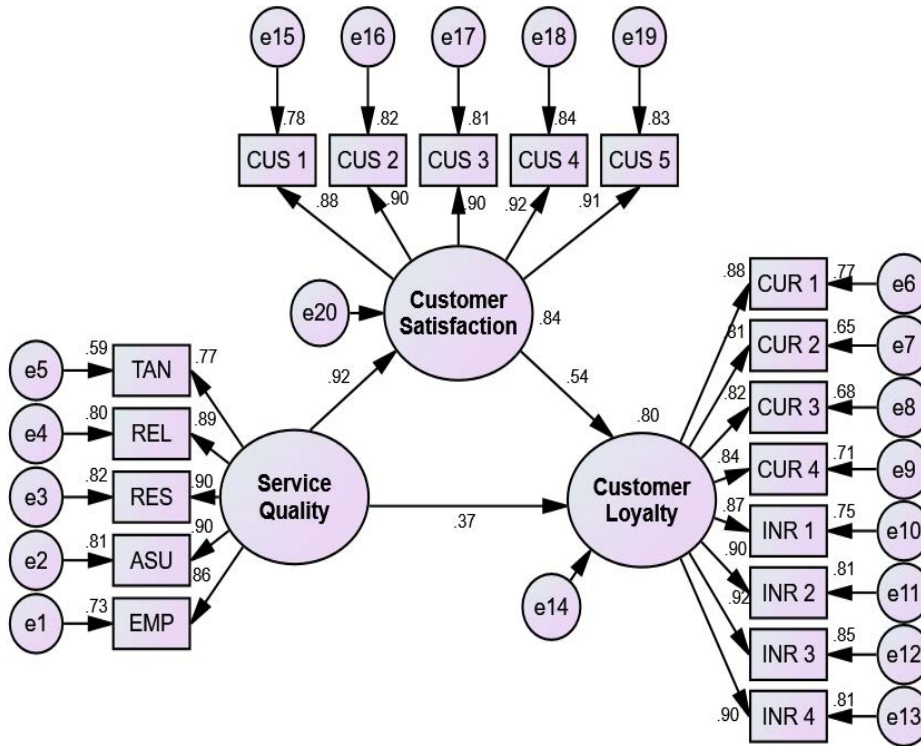
Result summary of mediation testing

Table 10.10: Before mediator variable entered in to the model – Direct Effect

Dependent variable	Path	Independent variable	Beta Estimate	P value	Result
Customer loyalty	←	Service quality	0.87	<0.001**	Significant

Source: Extracted from the model
*** indicates significant at 1% level*

Table 10.11: After mediator variable customer satisfaction entered into the model – Indirect Effect

Constructs	Path	Varaibles	Beta Estimate	P value	Result
Customer loyalty	←	Service quality	0.37	<0.001**	Significant
Customer satisfaction	←	Service quality	0.92	<0.001**	Significant
Customer loyalty	←	Customer satisfaction	0.54	<0.001**	Significant

Source: Extracted from the model
*** indicates significant at 1% level*

Tables 10.10 and 10.11 show that the mediation effect of customer satisfaction between service quality and customer loyalty is partial as the direct effect between them gets reduced but remains significant.

The mediation testing procedures using Baron and Kenny (1986) method reveals that that there is a mediation effect between service quality and customer loyalty of the KGB customers which is influenced by customer satisfaction. However, the direct effect remains significant even after the introduction of the mediator variable, customer satisfaction, which indicates that the mediation effect is partial.

The analysis reveals that there is an indirect effect of service quality on customer loyalty. Therefore, it is clear that customer satisfaction plays important role in the relationship between service quality and customer loyalty of the Kerala Gramin Bank. To attain higher loyalty among the bank

customer towards the Kerala Gramin Bank, considerable enhancement in their level satisfaction is to be achieved.

The findings have suggested that it is important to achieve customer satisfaction to obtain customer loyalty (intention to retain with bank and positive word of mouth referral) of the bank customers. Otherwise, another development efforts invested by the Kerala Gramin Bank to attain the benefits of customer loyalty will not be more effective. Thus, KGB should focus on exhibiting uniqueness in the service quality that would meet customer satisfaction.

10.2.6 *The moderating effect of customers' trust on the effect of customer satisfaction on customer retention and word of mouth referrals.*

The moderation testing using SPSS AMOS 21 software package reveals that there is a moderation effect of customers' trust on the relationship between customer satisfaction and customer retention. Whereas, the moderating effect of customers' trust does not have significant effect on the relationship between customer satisfaction and word of mouth referrals.

Figure 10.4 Interaction moderation model based on Unstandardized Regression Coefficients
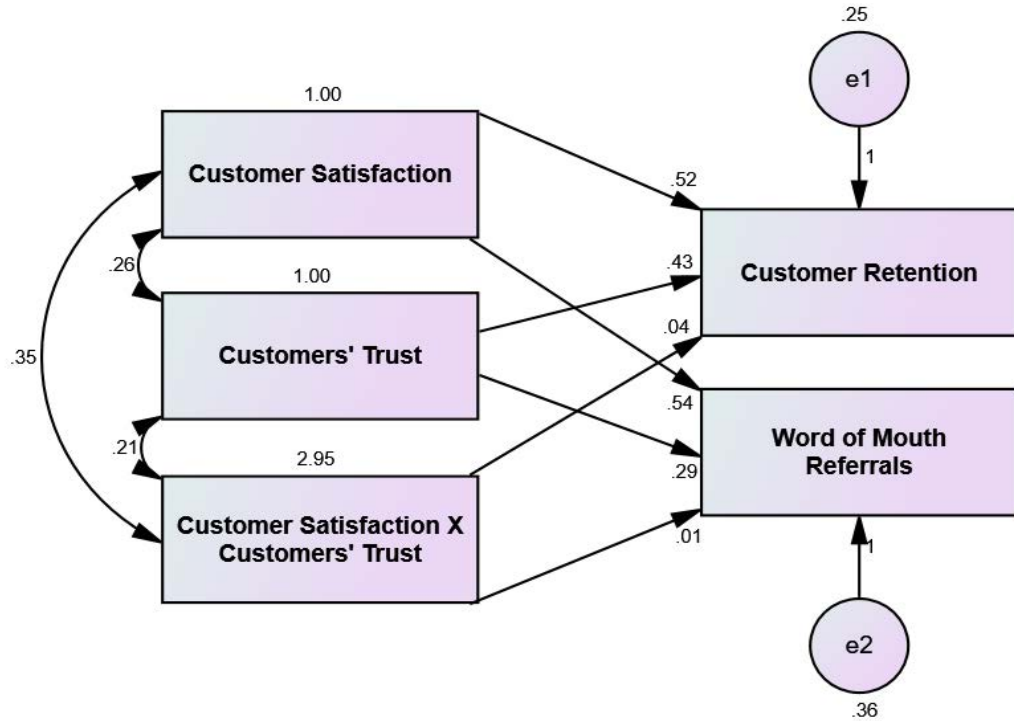
The details of the moderation effect from the tables are depicted below

Table No. 10.12: Summary of moderation effect - I

Construct names			Unstandardized Regression Coefficients		
Independent construct	Moderator	Dependent construct	Independent construct	Moderator	Interaction
Customer Satisfaction	Customers' Trust	Customer Retention	0.52**	0.43**	0.04*

Source: Extracted from the model
*** denotes 1% significance level; * denotes 5% significance level*

The above table shows that the strength of the relationship between customer satisfaction and customer retention is positively and significantly moderated by customers' trust. As a moderator, customers' trust strengthens the positive effect between customer satisfaction and customer retention. It means customer satisfaction has a stronger effect on retention of KGB customers when customers feel trust in Kerala Gramin Bank.

Figure 10.5: Interaction of customer satisfaction and customers trust to predict customer retention

Table No. 10.13: Summary of moderation effect - II

Variable names			Unstandardized Regression Coefficients		
Independent variable	Moderator	Dependent variable	Independent variable	Moderator	Interaction
Customer Satisfaction	Customers' Trust	Word of Mouth Referrals	0.54**	0.29**	0.01^{NS}

Source: Extracted from the model
** denotes 1% significance level; NS denotes Non-significant

The table 10.13 shows that the strength of the relationship between customer satisfaction and word of mouth referrals is not significantly moderated by customers' trust. As a moderator, customers' trust does not have any moderating effect in the relationship between customer satisfaction and word of mouth referrals. It means customers' trust neither strengthens nor weaker the relationship between customer satisfaction and word of mouth referrals. Therefore, it can be concluded that the moderator variable customer trust do not have a moderating effect on the positive relationship between customer satisfaction and word of mouth referrals.

10.3 Recommendations of the Study

The present study examines the service quality and post service behaviour of customers of the Kerala Gramin Bank. The primary service quality factors influencing the customers of the bank were identified. The different aspects of post service behaviour of the customers of the bank were also evaluated. The mediating role of customer satisfaction in the relationship between service quality and customer loyalty revealed the importance of customer satisfaction. Based on the findings of the study, the researcher proposes the following suggestions to improve the service quality of the Kerala Gramin Bank:

1. Kerala Gramin Bank provides a moderate level of quality in their service in all factors service quality such as tangibility, reliability, responsiveness, assurance and empathy. For improving service quality, the bank can offer modern types of equipment such as swiping machines, passbook printing machines, cash deposit machines etc., in the branches of the bank and other convenient places like ATM counters. The bank should take measures to ensure

cleanliness and tidiness inside the branch. By providing regular training to the employees, they will become aware of the changes in the bank's services and the environment, help them answer the customers' queries without any confusions and ambiguity, and ensure high quality of service. By keeping punctuality and willing to help customers, the level of trust towards the bank will increase. All these efforts would help to increase the quality of service, thereby increasing customer satisfaction.

2. Product quality of Kerala Gramin bank has no significant influence on customer loyalty. Hence the bank has to improve the quality of its financial products according to the customers' needs. Therefore, unique financial products that satisfy the customers' needs through employing modern technology may be provided to the customers. It would help the bank to cope in the highly competitive market.

3. It was revealed that the customers had a moderate level of response towards all the factors of customers' post service behaviour, such as trust, perceived value, satisfaction, retention, and intention to recommend. Therefore, the bank authorities may take initiatives to improve these factors by providing prompt services, courteous and friendly approach of the employees and by offering modern financial products and services at a reasonable price.

4. The customer service quality of the bank has a positive impact towards all of the factors of the post service behaviour of customers. By improving the quality of services provided by the bank, the customers' tendency to continue with the bank's services and recommend the bank's services to the public, may also improve. Thus

the bank may give more importance to provide more and more quality in their services.

5. Customer satisfaction plays a vital role in the relationship between customer service quality and customer loyalty (partial mediation) of Kerala Gramin Bank. To create more loyal customers, the bank may try to attain a higher level of customer satisfaction; otherwise, the other development efforts taken by the bank would not be effective. Thus KGB is advised focus on exhibiting uniqueness in the service quality that should meet customer satisfaction.

6. The relationship between customer satisfaction and customer retention is significant and positively moderated by customers' trust. Therefore, the bank may take necessary strategies to increase customer trust, which would help to retain the bank's existing customers. The honest behaviour of the employees and promptness in providing services would help to increase the trust of customers towards the bank.

10.4 Conclusion

One of the major objective of the study was to evaluate the service quality provided by the Kerala Gramin Bank. The study also made an in-depth analysis of the customers' post-service behaviour and the link between customer service quality and post service behaviour of customers. Moreover the influence of branch ambience, employees' behaviour and product quality on customer loyalty of Kerala Gramin Bank were also explored. The researcher recognized five constructs: tangibility, reliability, responsiveness, assurance, and empathy, which affect the service quality. All the identified five constructs have a moderate level of influence on service quality. In

addition to this, reliability was identified as the significant service quality factor offered by Kerala Gramin Bank to their customers, followed by assurance, responsiveness, tangibility and empathy. Post service behaviour of the customers of the bank was mainly influenced by customer trust followed by customer retention, customer satisfaction, word of mouth referrals and perceived value. Further, the relationship between service quality and post service bahaviour of customer was also established through a structured equation model. The model established that the service quality has a positive influence on all the factors of post service behaviour of the customers.

Moreover, the loyalty of customers of the Kerala Gramin Bank was found to be influenced by branch ambience and employees' behaviour. It was revealed that the quality of products and services offered by Kerala Gramin Bank have no influence on customer loyalty. The mediating role of customer satisfaction in the relationship between service quality and customer loyalty has been established. Customer satisfaction plays a vital role in the relationship between service quality and customer loyalty.

In addition to the above, the findings also revealed that the customers' trust strengthens the positive effect between customer satisfaction and customer retention. However, it was also established that the customer trust do not moderate the relationship between customer satisfaction and word of mouth referrals.

10.5 Scope for further research

The present study has centered its focus on the service quality and post service behaviour of customers of Kerala Gramin Bank. Since Kerala Gramin Bank is the only Regional Rural Bank in Kerala state, the study has a

paid its special attention to the level of customer satisfaction and customer loyalty. A comparative analysis of the level of service quality offered by the bank to retail customers and current account holders has not been examined in the present research; hence, this area remains to be further investigated in future including more number of customers of the bank. As the comparative analysis of service quality offered by Kerala Gramin Bank with other Regional Rural Banks in different states in India have not been covered in this study, there is still scope for such comparative analysis. Again studies can be conducted to compare the post service behaviour of priority sector customers and non-priority customers of the bank. Finally, studies can be conducted on measurement of service quality and post service behaviour of customers with further additional variables and methods to attain a deeper insight into this phenomenon.

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