

## Chapter 6

## Customer-based Brand Equity, Customer Satisfaction and Behavioural Intentions of Customers of Commercial banks in Kerala

<b>Contents</b>	6.1	<i>Introduction</i>
	6.2	<i>Research Objective</i>
	6.3	<i>Assessing the Customer Perception Level of Customer-based Brand Equity</i>
	6.4	<i>Assessing the Customer-based Brand Equity factors Across Socio-demographic Profile of the Customers and Organisational Properties of the Banks</i>
	6.5	<i>Assessing the Level of Customers Satisfaction</i>
	6.6	<i>Assessing the Level of Customer Satisfaction across Socio-demographic Profile of the Customers and Organisational Properties of the Banks</i>
	6.7	<i>Assessing the Level of Behavioural Intentions of the Customers</i>
	6.8	<i>Assessing the Level of Behavioural Intentions Across Socio-demographic Profile of the Customers and Organisational Properties of the Banks</i>
	6.9	<i>Conclusion</i>

### 6.1 Introduction

The present chapter pertains to the second objective of the research, which investigated the perception of customers regarding customer-based brand equity, customer satisfaction, and the behavioural intentions of the customers towards commercial banks operating in Kerala. Brand awareness, brand loyalty, brand association, and perceived quality were the constructs used to measure customer-based brand equity. The analysis of two important variables such as customer satisfaction and customer behavioural intentions was also the key objectives of this study. In order to understand how customer satisfaction affects the following behaviours, such as repeat purchasing, word-of-mouth referrals, etc., the study investigates the relationship between these constructs. The socio-demographic characteristics of customers, such as gender, age, educational qualification, duration of banking experience, and occupation, as well as the organisational properties of banks, such as the type of banks and bank brands, were used as categorical variables for cross-comparison analysis. The following were the constructs selected for achieving this objective of the study:

Customer-based brand equity includes the following constructs;

- (a) Brand Awareness
- (b) Brand Loyalty
- (c) Brand Association
- (d) Perceived Quality

Other factors include:

- (e) Customer Satisfaction
- (f) Behavioural Intentions

Socio-demographic profile of the customers and organisational properties of the banks for the cross-comparison analysis.

Socio-demographic profile of the customers include;

- (a) Gender
- (b) Age
- (c) Educational Qualification
- (d) Occupation
- (e) Duration of Banking Experience

Organisational properties of the banks include:

- (f) Type of Banks
- (g) Bank Brands

## 6.2 Research Objective

**Objective II:** To assess the level of customer-based brand equity, customer satisfaction, and behavioural intentions of customers of commercial banks in Kerala.

### SECTION – A

## 6.3 Assessing the Customer Perception Level of Customer-based Brand Equity of Commercial banks in Kerala

*H<sub>0</sub>. 6.1 There exists no significant difference in customers brand awareness among the commercial banks in Kerala*

**Table 6.1**  
**The Brand Awareness Level of Customers**

Construct	Low	Moderate	High	Total	Chi-Square value	P value
Brand Awareness	118 (18%)	336 (51.4%)	200 (30.6%)	654 (100%)	111.22	<0.001**

Source: Primary Survey

\*\* denotes 1% significant

The null hypothesis has been rejected at the 1% level as the P value is  $< 0.01$ . It indicates that there exist considerable differences in brand awareness level among customers of commercial banks in Kerala. The data presented in the aforementioned table indicates that 18% of customers exhibit a low level of brand awareness towards the commercial banks in Kerala. A large portion of customers, specifically 51.4%, exhibit a moderate level of brand awareness. A total of 30.6% of customers exhibit a high sense of brand awareness. The findings indicate that customers of commercial banks operating in Kerala have a moderate level of awareness and also reveal that they are able to recall and recognise their bank's brand.

*H<sub>0</sub> 6.2 There exists no significant difference in customers brand loyalty among the commercial banks in Kerala*

**Table 6.2**  
**The Brand Loyalty of Customers**

Construct	Low	Moderate	High	Total	Chi-square Value	P value
<b>Brand Loyalty</b>	150 (22.9%)	288 (44%)	216 (33%)	654 (100%)	43.70	<0.001**

Source: Primary Survey

\*\* denotes 1% significant

The null hypothesis has been rejected at the 1% level as the P value  $< 0.01$ . It reveals that there are significant variations in brand loyalty among customers of commercial banks in Kerala. 22.9% of customers exhibit a low level of brand loyalty, as shown in the above table. 44% of customers indicate that they possess a moderate level of brand loyalty, whereas 33% of customers of commercial banks have a high level of brand loyalty. It demonstrates that customers of commercial banks in Kerala have a moderate level of brand loyalty and express a favourable attitude towards their bank's brand.

*H<sub>0</sub> 6.3 There exists no significant difference in customers brand association among the commercial banks in Kerala*

**Table 6.3**  
**The Level of Brand Association among Customers**

Construct	Low	Moderate	High	Total	Chi-square Value	P value
<b>Brand Association</b>	173 (26.5%)	290 (44.3%)	191 (29.2%)	654 (100%)	36.41	<0.001**

Source: Primary Survey

\*\* denotes 1% significant

The null hypothesis pertaining to the brand association of customers of commercial banks in Kerala is rejected at the 1% significance level as the P value is less than 0.01. It reveals that there is a significant difference in the level of brand association among customers of Kerala's commercial banks. Based on the information in the table, it can be concluded that 26.5% of customers have a weak brand association with their bank's brand. A significant proportion of customers, specifically 44.3%, exhibit a moderate degree of brand association. Around 29.2% of customers of commercial banks exhibit a high level of brand association. The findings indicate that customers of commercial banks in Kerala have a moderate level of association as well as customer recognition, familiarity, and relationship with their brand.

*H<sub>0</sub> 6.4 There exists no significant difference in customers perceived quality among the commercial banks in Kerala*

**Table 6.4**  
**The Perceived Quality among Customers**

Construct	Low	Moderate	High	Total	Chi-square Value	P value
Perceived Quality	182 (27.8%)	302 (46.2%)	170 (26%)	654 (100%)	48.88	<0.001**

Source: Primary Survey

\*\* denotes 1% significant

The P value for perceived quality is less than 0.01, so in terms of perceived quality, the null hypothesis has been rejected at the 1% level. It demonstrates that there are significant variations in the perceived quality levels among commercial banks' customers in Kerala. According to the aforementioned figures, 27.8% of customers believe that the quality is inadequate. 46.2% of customers perceive a moderate level of quality in the banks. 26% of customers of commercial banks have a high level of perceived quality. It reveals that customers have a moderate level of expectation about the products and services being offered by the commercial banks in Kerala. This implies that although customers expect certain things from banks, these expectations are neither too high nor demanding. This comprehension of customers' expectations assists banks in adjusting their services and product offerings to better match customer demands and guarantee a positive customer

experience, eventually leading to the development of stronger customer interactions and loyalty.

## 6.4 Assessing Customer Perception Level of Customer-based Brand Equity factors Across Socio-demographic Profile of the Customers and Organisational Properties of the Banks

### 6.4.1 Assessing the Brand Awareness Across Socio-demographic Profile of the Customers and Organisational Properties of the Banks

*H<sub>0</sub>6.5: There exists no significant difference in brand awareness between male and female customers of commercial banks in Kerala*

**Table 6.5**  
Test Results of Association between Brand Awareness Level and Gender

Gender	Brand Awareness			Total	Chi-square Value	P value
	Low	Moderate	High			
Male	66 (18.3%) [55.9%]	186 (51.5%) [55.4%]	109 (30.2%) [54.5%]	<b>361</b> <b>(100%)</b>	0.06	0.966 <sup>NS</sup>
Female	52 (17.7%) [44.1%]	150 (51.2%) [44.6%]	91 (31.1%) [45.5%]	<b>293</b> <b>(100%)</b>		
<b>Total</b>	<b>118</b>	<b>336</b>	<b>200</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

It is evident from the table that  $P > 0.05$ , null hypothesis has been accepted. Consequently, there is no significant variance in brand awareness between the gender among commercial banks in Kerala, indicating that both female and male customers have the same level of brand awareness. This implies that awareness levels among male and female customers are equivalent, indicating that the bank's efforts to establish its brands have successfully addressed and resonated with both genders effectively.

*H<sub>0</sub> 6.6: There exists no significant difference in brand awareness among the age categories of customers of commercial banks in Kerala*

**Table 6.6**  
**Test Results of Association between Brand Awareness Level and Age**

Age	Brand Awareness			Total	Chi-square Value	P value
	Low	Moderate	High			
Up to 30	36 (20.2%) [30.5%]	87 (48.9%) [25.9%]	55 (30.9%) [27.5%]	<b>178</b> <b>(100%)</b>	1.73	0.784 <sup>NS</sup>
31 to 50	35 (16.7%) [29.7%]	114 (54.5%) [33.9%]	60 (28.7%) [30%]	<b>209</b> <b>(100%)</b>		
Above 50	47 (17.6%) [39.8%]	135 (50.6%) [40.2%]	85 (31.8%) [42.5%]	<b>267</b> <b>(100%)</b>		
<b>Total</b>	<b>118</b>	<b>336</b>	<b>200</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

The P value for the association between age and brand awareness among customers is greater than 0.05. Thus, the null hypothesis is accepted. As a result, it is confirmed that there was no statistically significant variance in terms of age and brand awareness among customers of commercial banks in the state of Kerala, which indicates that customers of different age categories have a similar level of brand awareness. The result demonstrates that customers across all age groups have a comparable degree of brand awareness, highlighting the success of the bank's efforts to increase awareness and exposure among all age groups. This result indicates how well the banks' brand building practices have reached and engaged customers across all age groups in Kerala. The results also shows that the banks have been successful in putting brand awareness tactics in place that appeal to customers of all age groups and they emphasise the significance of taking different customer preferences into account when attempting to establish a brand.

*H<sub>0</sub> 6.7: There exists no significant difference in brand awareness and the educational qualification of customers of commercial banks in Kerala*

**Table 6.7**  
**Test Results of Association between Brand Awareness Level and Educational Qualification**

Educational Qualifications	Brand Awareness			Total	Chi-square Value	P value
	Low	Moderate	High			
HSE	13 (31.7%) [11%]	20 (48.8%) [6%]	8 (19.5%) [4%]	<b>41</b> <b>(100%)</b>	18.68	0.005**
Graduation	46 (14.7%) [39%]	150 (47.9%) [44.6%]	117 (37.4%) [58.55]	<b>313</b> <b>(100%)</b>		
Post Graduation	51 (20.5%) [43.2%]	135 (54.2%) [40.2%]	63 (25.3%) [31.5%]	<b>249</b> <b>(100%)</b>		
Professional	8 (15.7%) [6.8%]	31 (60.8%) [9.2%]	12 (23.5%) [6%]	<b>51</b> <b>(100%)</b>		
<b>Total</b>	<b>118</b>	<b>336</b>	<b>200</b>	<b>654</b>		

Source: Primary Survey

\*\* denotes 1% significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

At the 1% level of significance, the null hypothesis has been rejected since the P value is  $< 0.01$  for the association between educational qualifications and brand awareness level among the customers of commercial banks in Kerala. Among the customers with HSE qualifications, 48.8% have a moderate level of brand awareness. 31.7% of customers have a low level of brand awareness, and 19.5% of them have a high level of brand awareness. In the case of customers with graduation, 47.9% of them have a moderate level of brand awareness towards commercial banks in Kerala. 14.7% of them have a low level of brand awareness, and 37.4% of them have a high level of brand awareness towards commercial banks in Kerala. Considering the customers with postgraduate degrees, 54.2% of them have a moderate level of brand awareness about commercial banks in Kerala. 20.5% of them have a low level of brand awareness, and 25.3% have a high level of brand

awareness about commercial banks in Kerala. Regarding customers with a professional degree, 60.8% of customers have a moderate level of brand awareness about commercial banks in Kerala. 15.7% of them have a low level of brand awareness, and 23.5% of customers have a high level of brand awareness about the commercial banks in Kerala.

The present study suggests that customers holding HSE qualifications exhibit a relatively low level of brand awareness towards commercial banks in Kerala, while those with graduation exhibit a high level of brand awareness.

*H<sub>0</sub> 6.8: There exists no significant difference in brand awareness and the occupation categories of customers of commercial banks in Kerala*

**Table 6.8**  
**Test Results of Association between Brand Awareness Level and Occupation**

Occupation	Brand Awareness			Total	Chi-square Value	P value
	Low	Moderate	High			
Government.	6 (19.4%) [5.1%]	19 (61.3%) [5.7%]	6 (19.4%) [3%]	<b>31</b> <b>(100%)</b>	20.85	0.053 <sup>NS</sup>
Private	56 (15.3%) [47.5%]	175 (47.9%) [52.1%]	134 (36.7%) [67%]	<b>365</b> <b>(100%)</b>		
Self-owned Business	10 (22.7%) [8.5%]	25 (56.8%) [7.4%]	9 (20.5%) [4.5%]	<b>44</b> <b>(100%)</b>		
Student	19 (24.4%) [16.1%]	42 (53.8%) [12.5%]	17 (21.8%) [8.5%]	<b>78</b> <b>(100%)</b>		
House wife	8 (21.1%) [6.8%]	24 (63.2%) [7.1%]	6 (15.8%) [3%]	<b>38</b> <b>(100%)</b>		
Retired	11 (16.2%) [9.3%]	38 (55.9%) [11.3%]	19 (27.9%) [9.5%]	<b>68</b> <b>(100%)</b>		
Others	8 (26.7%) [6.8%]	13 (43.3%) [3.9%]	9 (30%) [4.5%]	<b>30</b> <b>(100%)</b>		
<b>Total</b>	<b>118</b>	<b>336</b>	<b>200</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage



With respect to the P value  $> 0.05$ , it signified that the null hypothesis is accepted. As a result, it suggests that among customers of commercial banks in Kerala, there is no significant variation in the level of brand awareness across occupations, indicating that all customers have the same level of brand awareness. This implies that the banks' brand building practices were successful in connecting customers from a variety of occupational backgrounds, resulting in a constant degree of brand recognition across all professions. It demonstrates the banks' capacity to create a consistent brand message that communicates with a large customer base.

*H<sub>0</sub> 6.9. There exists no significant difference in brand awareness between the type of banks among the customers of commercial banks in Kerala*

**Table 6.9**  
**Test Results of Association between Type of Banks and Brand Awareness Level**

Type of Banks	Brand Awareness			Total	Chi-square Value	P value
	Low	Moderate	High			
Public	42 (17.2%) [35.6%]	139 (57%) [41.4%]	63 (25.8%) [31.5%]	<b>244</b> <b>(100%)</b>	5.40	0.067 <sup>NS</sup>
Private	76 (18.5%) [64.4%]	197 (48%) [58.6%]	137 (33.4%) [68.5%]	<b>410</b> <b>(100%)</b>		
<b>Total</b>	<b>118</b>	<b>336</b>	<b>200</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

The P value in the association between type of banks and brand awareness level is found to be greater than 0.05. Therefore, the null hypothesis has been accepted, which indicates that there is no variation in brand awareness level among the customers of both public and private sector banks in Kerala. This result suggests that both type of banks' attempts to create their brands have been equally successful in raising awareness among customers. It indicates that customers from various banks, whether public or private, have a similar level of knowledge and awareness of the individual bank's brand, showing the efficacy of brand building practices used by banking industry as a whole.

*H<sub>0</sub> 6.10: There exists no significant difference in brand awareness and the bank brands of customers of commercial banks in Kerala*

**Table 6.10**

**Test Results of Association between Bank Brands and Brand Awareness Level**

Bank Brands	Brand Awareness			Total	Chi-square Value	P value
	Low	Moderate	High			
SBI	16 (19.5%) [13.6%]	48 (58.5%) [14.3%]	18 (22%) [9%]	<b>82</b> <b>(100%)</b>	17.20	0.246 <sup>NS</sup>
CSB	20 (25%) [16.9%]	39 (48.8%) [11.6%]	21 (26.3%) [10.5%]	<b>80</b> <b>(100%)</b>		
Federal Bank	15 (18.5%) [12.7%]	41 (50.6%) [12.2%]	25 (30.9%) [12.5%]	<b>81</b> <b>(100%)</b>		
Canara Bank	11 (13.6%) [9.3%]	45 (55.6%) [13.4%]	25 (30.9%) [12.5%]	<b>81</b> <b>(100%)</b>		
South Indian Bank	13 (15.7%) [11%]	33 (39.8%) [9.8%]	37 (44.6%) [18.5%]	<b>83</b> <b>(100%)</b>		
HDFC	16 (19.3%) [13.6%]	42 (50.6%) [12.5%]	25 (30.1%) [12.5%]	<b>83</b> <b>(100%)</b>		
Union Bank of India	15 (18.5%) [12.7%]	46 (56.8%) [13.7%]	20 (24.7%) [10%]	<b>81</b> <b>(100%)</b>		
ICICI	12 (14.5%) [10.2%]	42 (50.6%) [12.5%]	29 (34.9%) [14.5%]	<b>83</b> <b>(100%)</b>		
<b>Total</b>	<b>118</b>	<b>336</b>	<b>200</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

With a P value > 0.05, the null hypothesis has been accepted. It indicates that there is no substantial differences in bank brands and customers' levels of brand awareness among the commercial banks in Kerala. This study indicates that the brand building initiatives of several commercial banks operating in Kerala have been effective in generating a comparable degree of brand awareness, establishing a

more equal competitive position in terms of customer perceptions and identification of various bank brands in Kerala.

*H<sub>0</sub> 6.11: There exists no significant difference in brand awareness and the duration of banking experience of customers of commercial banks in Kerala*

**Table 6.11**  
**Test Results of Association between Duration of Banking Experience and Brand Awareness Level**

Duration of Banking Experience	Brand Awareness			Total	Chi-square Value	P value
	Low	Moderate	High			
Up to 3years	29 (19.5%) [24.6%]	78 (52.3%) [23.2%]	42 (28.2%) [21%]	<b>149</b> <b>(100%)</b>	7.91	0.244 <sup>NS</sup>
4 to 5 years	20 (18.2%) [16.9%]	62 (56.4%) [18.5%]	28 (25.5%) [14%]	<b>110</b> <b>(100%)</b>		
6 to 10 years	28 (17.8%) [23.7%]	87 (55.4%) [25.9%]	42 (26.8%) [21%]	<b>157</b> <b>(100%)</b>		
Above 10 years	41 (17.2%) [34.7%]	109 (45.8%) [32.4%]	88 (37%) [44%]	<b>238</b> <b>(100%)</b>		
<b>Total</b>	<b>118</b>	<b>336</b>	<b>200</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

It is found that the null hypothesis is confirmed since the P value is  $> 0.05$ . This indicates that among customers of commercial banks in Kerala, there is no discernible difference between the duration of the banking experience and the level of brand awareness. This result implies that a customer's duration of association with their bank brand does not greatly affect their level of brand familiarity. In other words, regardless of the length of the customer's banking history, both new as well as long-term customers exhibit an equal level of brand awareness, showing that the bank's efforts to build brands have been successful in raising awareness.

#### 6.4.2 Assessing the Brand Loyalty Across Socio-demographic Profile of the Customers and Organisational Properties of the Banks

*H<sub>0</sub>.6.12: There exists no significant difference in brand loyalty between male and female customers of commercial banks in Kerala*

**Table 6.12**  
**Test Results of Association between Gender and Brand Loyalty**

Gender	Brand Loyalty			Total	Chi-square Value	P value
	Low	Moderate	High			
Male	101 (28%) [50.2%]	138 (38.2%) [58.2%]	122 (33.8%) [56.5%]	<b>361</b> <b>(100%)</b>	15.25	<0.001**
Female	100 (34.1%) [49.7%]	99 (33.7%) [41.7%]	94 (32.1%) [43.5%]	<b>293</b> <b>(100%)</b>		
<b>Total</b>	<b>201</b>	<b>237</b>	<b>216</b>	<b>654</b>		

Source: Primary Survey

\*\* denotes 1% significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

The null hypothesis has been disproved at the 1% significance level since the P value is < 0.01. Therefore, among customers of commercial banks in Kerala, substantial variation is found in brand loyalty with respect to gender. The above statistics reveals that 28% of male customers exhibit a low level of brand loyalty. A moderate level of brand loyalty is exhibited by 38.2% of those surveyed. Nearly 33.8% of customers exhibit a significant degree of brand loyalty. Regarding female customers, 34.1% of them exhibit a low degree of brand loyalty. A significant proportion of the sample population, specifically 33.7%, express a moderate level of brand loyalty, while 32.1% indicates a high level of brand loyalty. In terms of brand loyalty, male customers are found to be more loyal than female customers. The results imply that male customers exhibit better brand loyalty and attachment, resulting in higher retention rates and more brand advocacy. Knowing these gender-based variations in brand loyalty helps banks to modify their brand building and customer engagement initiatives.

*H<sub>0</sub> 6.13: There exists no significant difference in brand loyalty and the age categories of customers of commercial banks in Kerala*

**Table 6.13**  
**Test Results of Association Between Age and Brand Loyalty**

Age	Brand Loyalty			Total	Chi-square Value	P value
	Low	Moderate	High			
Up to 30	47 (26.4%) [31.3%]	70 (39.3%) [24.3%]	61 (34.3%) [28.2%]	<b>178</b> <b>(100%)</b>	3.23	0.520 <sup>NS</sup>
31 to 50	44 (21.1%) [29.3%]	93 (44.5%) [32.3%]	72 (34.4%) [33.3%]	<b>209</b> <b>(100%)</b>		
Above 50	59 (22.1%) [39.3%]	125 (46.8%) [43.4%]	83 (31.1%) [38.4%]	<b>267</b> <b>(100%)</b>		
<b>Total</b>	<b>150</b>	<b>288</b>	<b>216</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

The P value is  $< 0.05$ , hence the null hypothesis is true. As a result, there is no identifiable variation with respect to age and brand loyalty among customers of commercial banks in Kerala.

*H<sub>0</sub> 6.14: There exists no significant difference in brand loyalty and the educational qualification of customers of commercial banks in Kerala*

**Table 6.14**  
**Test Results of Association between Brand Loyalty and Educational Qualification**

Educational Qualifications	Brand Loyalty			Total	Chi-square Value	P value
	Low	Moderate	High			
HSE	14 (34.1%) [9.3%]	22 (53.7%) [7.6%]	5 (12.2%) [2.3%]	<b>41</b> <b>(100%)</b>	15.43	0.017*
Graduation	72 (23%) [48%]	122 (39%) [42.4%]	119 (38%) [55.1%]	<b>313</b> <b>(100%)</b>		
Post Graduation	53 (21.3%) [35.3%]	117 (47%) [40.6%]	79 (31.7%) [36.6%]	<b>249</b> <b>(100%)</b>		
Professional	11 (21.6%) [7.3%]	27 (52.9%) [9.4%]	13 (25.5%) [6%]	<b>51</b> <b>(100%)</b>		
<b>Total</b>	<b>150</b>	<b>288</b>	<b>216</b>	<b>654</b>		

Source: Primary Survey

\*denotes 5% significant level

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

The P value for the association between brand loyalty and educational qualification is  $< 0.05$ , thus rejects the null hypothesis at a 5% level. Therefore, it is evident that among the customers of commercial banks in Kerala, there are considerable differences in brand loyalty with regards to educational qualifications. Among the customers with HSE qualifications, 34.1% have a low level of brand loyalty. 53.7% of them have a moderate level of brand loyalty, and 12.2% have a high level of brand loyalty among the customers of commercial banks in Kerala. In the case of the customers with graduation, 23% of them have a low level of brand loyalty towards commercial banks in Kerala, 39% have a moderate level of brand loyalty, and 38% have a high level of brand loyalty, respectively. Considering the post-graduation customers, 21.3% of them have a low level of brand loyalty towards commercial banks in Kerala. 47% of them have a moderate level of brand loyalty, and 31.7% have a high level of brand loyalty. Regarding the customers with professional qualifications, 21.6% of them have a low level of brand loyalty, 52.9% have a moderate level of brand loyalty, and 25.5% have a high level of brand loyalty among the customers of commercial banks in Kerala. It reveals that customers with HSE degrees have a low level of brand loyalty, while customers with graduate degrees have a high level of brand loyalty.

*H<sub>0</sub> 6.15: There exists no significant difference in brand loyalty and the occupation categories of customers of commercial banks in Kerala*

**Table 6.15**  
**Test Results of Association between Brand Loyalty and Occupation**

Occupations	Brand Loyalty			Total	Chi-square Value	P value
	Low	Moderate	High			
Government	11 (35.5%) [7.3%]	16 (51.6%) [5.6%]	4 (12.9%) [1.9%]	<b>31</b> <b>(100%)</b>	36.75	<0.001**
Private	67 (18.4%) [44.7%]	151 (41.4%) [52.4%]	147 (40.3%) [68.1%]	<b>365</b> <b>(100%)</b>		
Self-owned Business	14 (31.8%) [9.3%]	16 (36.4%) [5.6%]	14 (31.8%) [6.5%]	<b>44</b> <b>(100%)</b>		
Student	26 (33.3%) [17.3%]	32 (41%) [11.1%]	20 (25.6%) [9.3%]	<b>78</b> <b>(100%)</b>		

Occupations	Brand Loyalty			Total	Chi-square Value	P value
	Low	Moderate	High			
House wife	4 (10.5%) [2.7%]	25 (65.8%) [8.7%]	9 (23.7%) [4.2%]	<b>38</b> <b>(100%)</b>		
Retired	19 (27.9%) [12.7%]	35 (51.5%) [12.2%]	14 (20.6%) [6.5%]	<b>68</b> <b>(100%)</b>		
Others	9 (30%) [6%]	13 (43.3%) [4.5%]	8 (26.7%) [3.7%]	<b>30</b> <b>(100%)</b>		
<b>Total</b>	<b>150</b>	<b>288</b>	<b>216</b>	<b>654</b>		

Source: Primary Survey

\*\* denotes 1% significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

At a 1% level, the null hypothesis has been rejected as the P value is  $< 0.01$ . As a result, it is evident that among customers of commercial banks in Kerala, there is a substantial variation in brand loyalty while considering their occupation. Among the customers who are government employees, 35.5% have a low level of brand loyalty, 51.6% of them have a moderate level of brand loyalty, and 12.9% of them have a high level of brand loyalty. In the case of customers who are private employees, 18.4% have a low level of brand loyalty, 41.4% have a moderate level of brand loyalty, and 40.3% have a high level of brand loyalty towards commercial banks in Kerala. Considering the customers who are self-employed, 31.8% of them have low level of brand loyalty towards commercial banks in Kerala. 36.4% of them have a moderate level of brand loyalty, and 31.8% of them have a high level of brand loyalty towards commercial banks in Kerala. Regarding the customers who are students, 33.3% of customers have a low level of brand loyalty, 41% of them have a moderate level of brand loyalty, and 25.6% of customers have a high level of brand loyalty among the customers of commercial banks in Kerala. Considering the customers who are housewives, 10.5% of them have a low level of brand loyalty, 65.8% of them have a moderate level of brand loyalty, and 23.7% of them have a high level of brand loyalty towards commercial banks in Kerala. In the case of customers who are retired, 27.9% of them have a low level of brand loyalty, 51.5%

of them have a moderate level of brand loyalty, while 20.6% of them have a high level of brand loyalty towards commercial banks in Kerala. In terms of other customers, 30% of them have low level of brand loyalty, 43.3% of them have a moderate level of brand loyalty, and at the same time, 26.7% of them have a high level of brand loyalty towards commercial banks in Kerala.

It has been identified that in the instance of commercial banks in Kerala, customers who are government employees exhibit a low level of brand loyalty than customers who are private employees, who exhibit a high level of brand loyalty.

*H<sub>0</sub> 6.16 There exists no significant difference in brand loyalty between the type of banks among customers of commercial banks in Kerala*

**Table 6.16**  
**Test Results of Association between Type of Banks and Brand Loyalty**

Type of Banks	Brand Loyalty			Total	Chi-square Value	P value
	Low	Moderate	High			
Public	67 (27.5%) [44.7%]	106 (43.4%) [36.8%]	71 (29.1%) [32.9%]	<b>244</b> <b>(100%)</b>	5.32	0.070 <sup>NS</sup>
Private	83 (20.2%) [55.3%]	182 (44.4%) [63.2%]	145 (35.4%) [67.1%]	<b>410</b> <b>(100%)</b>		
<b>Total</b>	<b>150</b>	<b>288</b>	<b>216</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

It is observed that the null hypothesis is true since the P value is  $> 0.05$ . Therefore, it can be inferred that the customers of commercial banks in Kerala do not significantly differ in terms of bank's type and their level of brand loyalty. This indicates that customer loyalty is not much influenced by the type of banks as both public and private sector banks have succeeded in fostering it to a similar degree. Regardless of the ownership structure of the bank, the results highlight how effective brand-building practices are in Kerala's banking industry in fostering customer loyalty.



*H<sub>0</sub> 6.17: There exists no significant difference in brand loyalty and the bank brands of customers of commercial banks in Kerala*

**Table 6.17**  
**Test Results of Association between Bank Brands and Brand Loyalty**

Bank Brands	Brand Loyalty			Total	Chi-square Value	P value
	Low	Moderate	High			
SBI	22 (26.8%) [14.7%]	37 (45.1%) [12.8%]	23 (28%) [10.6%]	<b>82</b> <b>(100%)</b>	16.80	0.267 <sup>NS</sup>
CSB	20 (25%) [13.3%]	36 (45%) [12.5%]	24 (30%) [11.1%]	<b>80</b> <b>(100%)</b>		
Federal Bank	9 (11.1%) [6%]	41 (50.6%) [14.2%]	31 (38.3%) [14.4%]	<b>81</b> <b>(100%)</b>		
Canara Bank	19 (23.5%) [12.7%]	36 (44.4%) [12.5%]	26 (32.1%) [12%]	<b>81</b> <b>(100%)</b>		
South Indian Bank	15 (18.1%) [10%]	34 (41%) [11.8%]	34 (41%) [15.7%]	<b>83</b> <b>(100%)</b>		
HDFC	17 (20.5%) [11.3%]	40 (48.2%) [13.9%]	26 (31.3%) [12%]	<b>83</b> <b>(100%)</b>		
Union Bank of India	26 (32.1%) [17.3%]	33 (40.7%) [11.5%]	22 (27.2%) [10.2%]	<b>81</b> <b>(100%)</b>		
ICICI	22 (26.5%) [14.7%]	31 (37.3%) [10.8%]	30 (36.1%) [13.9%]	<b>83</b> <b>(100%)</b>		
<b>Total</b>	<b>150</b>	<b>288</b>	<b>216</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

With a P value > 0.05, the null hypothesis has been accepted. It indicates that there is no significant difference between bank brands and levels of brand loyalty among customers of commercial banks in Kerala. This implies that the brand building practices used by different commercial banks in Kerala have successfully fostered customer loyalty, producing an identical level of relationship and devotion to their individual bank's brand. It highlights the effectiveness of brand loyalty

programmes in Kerala's intensely competitive banking sector, where customer loyalty is more strongly influenced by the whole brand experience than by specific bank brands.

**H<sub>0</sub> 6.18: There exists no significant difference in brand loyalty and the duration of banking experience of customers of commercial banks in Kerala**

**Table 6.18**  
**Test Results of Association between Duration of Banking Experience and Brand Loyalty**

Duration of Banking Experience	Brand Loyalty			Total	Chi-square Value	P value
	Low	Moderate	High			
Up to 3years	39 (26.2%) [26%]	63 (42.3%) [21.9%]	47 (31.5%) [21.8%]	<b>149</b> <b>(100%)</b>	5.09	0.532 <sup>NS</sup>
4 to 5 years	26 (23.6%) [17.3%]	49 (44.5%) [17%]	35 (31.8%) [16.2%]	<b>110</b> <b>(100%)</b>		
6 to 10 years	39 (24.8%) [26%]	73 (46.5%) [25.3%]	45 (28.7%) [20.8%]	<b>157</b> <b>(100%)</b>		
Above 10 years	46 (19.3%) [30.7%]	103 (43.3%) [35.8%]	89 (37.4%) [41.2%]	<b>238</b> <b>(100%)</b>		
<b>Total</b>	<b>150</b>	<b>288</b>	<b>216</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

With respect to the P value  $>0.05$ , it reveals that the null hypothesis has been accepted. Hence, it proves that there exists no significant variation between the duration of banking experience and the level of brand loyalty among customers of commercial banks in Kerala. This outcome points out that a customer's length of relationship with a particular bank does not significantly affect their degree of brand loyalty. It validates the effectiveness of brand building measures in fostering loyalty throughout the varied customer base in Kerala's banking industry by showing that brand loyalty holds stable across customers with various durations of banking experience.

### 6.4.3 Assessing the Brand Association Across Socio-demographic Profile of Customers and Organisational Properties of the Banks

*H<sub>0</sub> 6.19: There exists no significant difference in brand association between male and female customers of commercial banks in Kerala*

**Table 6.19**  
Test Results of Association between Brand Association and Gender

Gender	Brand Association			Total	Chi-square Value	P value
	Low	Moderate	High			
Male	100 (27.7%) [57.8%]	153 (42.4%) [52.8%]	108 (29.9%) [56.5%]	<b>361</b> (100%)	1.31	0.519 <sup>NS</sup>
Female	73 (24.9%) [42.2%]	137 (46.8%) [47.2%]	83 (28.3%) [43.5%]	<b>293</b> (100%)		
<b>Total</b>	<b>173</b>	<b>290</b>	<b>191</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

It is identified that the null hypothesis is true since the P value is > 0.05. Therefore, among the customers of commercial banks in Kerala, there is no significant variation in brand association with respect to gender, which indicates that both male and female customers of commercial banks in Kerala have the same mental association with their bank brand.

*H<sub>0</sub> 6.20: There exists no significant difference in brand association and the age categories of customers of commercial banks in Kerala*

**Table 6.20**  
Test Results of Association between Age and Brand Association

Age	Brand Association			Total	Chi-square Value	P value
	Low	Moderate	High			
Up to 30	46 (25.8%) [26.6%]	80 (44.9%) [27.6%]	52 (29.2%) [27.2%]	<b>178</b> (100%)	3.66	0.453 <sup>NS</sup>
31 to 50	61 (29.2%) [35.3%]	82 (39.2%) [28.3%]	66 (31.6%) [34.6%]	<b>209</b> (100%)		
Above 50	66 (24.7%) [38.2%]	128 (47.9%) [44.1%]	73 (27.3%) [38.2%]	<b>267</b> (100%)		
<b>Total</b>	<b>173</b>	<b>290</b>	<b>191</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

With respect to the P value  $>0.05$ , it points out that the null hypothesis has been accepted. As a result, customers of commercial banks in Kerala do not significantly differ in terms of age and brand association, which means that customers of different age categories have a similar association with their bank brand.

*H<sub>0</sub> 6.21: There exists no significant difference in brand association and educational qualification of customers of commercial banks in Kerala*

**Table 6.21**  
**Test Results of Association between Brand Association and Educational Qualification**

Educational Qualification	Brand Association			Total	Chi-square Value	P value
	Low	Moderate	High			
HSE	17 (41.5%) [9.8%]	19 (46.3%) [6.6%]	5 (12.2%) [2.6%]	<b>41</b> <b>(100%)</b>	18.06	0.006**
Graduation	80 (25.6%) [46.2%]	126 (40.3%) [43.4%]	107 (34.2%) [56%]	<b>313</b> <b>(100%)</b>		
Post Graduation	68 (27.3%) [39.3%]	114 (45.8%) [39.3%]	67 (26.9%) [35.1%]	<b>249</b> <b>(100%)</b>		
Professional	8 (15.7%) [4.6%]	31 (60.8%) [10.7%]	12 (23.5%) [6.3%]	<b>51</b> <b>(100%)</b>		
<b>Total</b>	<b>173</b>	<b>290</b>	<b>191</b>	<b>654</b>		

Source: Primary Survey

\*\* denotes 1% significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

The null hypothesis has been disproved at the 1% significance level since the P value is  $<0.01$ . Therefore, it can be observed that among customers of commercial banks in Kerala, there is significant variation in educational qualification and level of brand association. Among the customers with HSE, 41.5% of them have a low level of brand association, 46.3% of them have a moderate level of brand association, and 12.2% of them exhibit a high level of brand association among the customers of commercial banks in Kerala. In the case of the customers with graduation, 25.6% of them have a low level of brand association, 40.3% of them have moderate level of brand association, and 34.2% of them have a high level

of brand association towards commercial banks in Kerala. Considering the customers with the post-graduation, 27.3% of them have a low level of brand association, 45.8% of them demonstrate a moderate level of brand association, and 26.9% of them have a high level of brand association with commercial banks in Kerala. Regarding the customers with professional qualifications, 15.7% of customers have a low level of brand association, 60.8% of them have a moderate level of brand association, and 23.5 % of customers have a high level of brand association among the customers of commercial banks in Kerala. This indicates that in the context of Kerala's commercial banks, customers with HSE qualifications exhibit a low level of brand association than those with graduate degrees, who exhibit a high level of brand association.

*H<sub>0</sub> 6.22: There exists no significant difference in brand association and occupation categories of customers of commercial banks in Kerala*

**Table 6.22**  
**Test Results of Association Between Brand Association and Occupation**

Occupation	Brand Association			Total	Chi-square Value	P value
	Low	Moderate	High			
Government.	13 (41.9%) [7.5%]	11 (35.5%) [3.8%]	7 (22.6%) [3.7%]	<b>31</b> <b>(100%)</b>	29.47	0.003**
Private	79 (21.6%) [45.7%]	158 (43.3%) [54.5%]	128 (35.1%) [67%]	<b>365</b> <b>(100%)</b>		
Self-owned business	17 (38.6%) [9.8%]	15 (34.1%) [5.2%]	12 (27.3%) [6.3%]	<b>44</b> <b>(100%)</b>		
Student	27 (34.6%) [15.6%]	33 (42.3%) [11.4%]	18 (23.1%) [9.4%]	<b>78</b> <b>(100%)</b>		
House wife	13 (34.2%) [7.5%]	21 (55.3%) [7.2%]	4 (10.5%) [2.1%]	<b>38</b> <b>(100%)</b>		
Retired	15 (22.1%) [8.7%]	39 (57.4%) [13.4%]	14 (20.6%) [7.3%]	<b>68</b> <b>(100%)</b>		
Others	9 (30%) [5.2%]	13 (43.3%) [4.5%]	8 (26.7%) [4.2%]	<b>30</b> <b>(100%)</b>		
<b>Total</b>	<b>173</b>	<b>290</b>	<b>191</b>	<b>654</b>		

Source: Primary Survey

\*\* denotes 1% significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

At the 1% level of significance, the null hypothesis has been rejected since the P value is  $< 0.01$ . Therefore, it is obvious that among the customers of commercial banks in Kerala, there is substantial variation in their occupational background and level of brand association. 41.9% of customers who identify as government employees have low brand association, 35.5% perceive a moderate level of brand association, and 22.6% perceive a high level of brand association among the customers of commercial banks in Kerala. In the case of the customers who are private employees, 21.6% of them have a low level of brand association, 43.3% of them experience a moderate level of brand association, and 35.1% of them enjoy a high level of brand association with commercial banks in Kerala. Considering the customers who are self-employed, 38.6% of them have a low level of brand association, 34.1% of them exhibit a moderate level of brand association, and 27.3% of them demonstrate a high level of brand association with commercial banks in Kerala. Regarding the customers who are students, 34.6% of customers have a low level of brand association, 42.3% of them have a moderate level of brand association, and 23.1% of customers have a high level of brand association among the customers of commercial banks in Kerala. Considering the customers who are housewives, 34.2% of them have a low level of brand association, 55.3% of them have a moderate level of brand association, and 10.5% of them have a high level of brand association with commercial banks in Kerala. In the case of retired customers, 22.1% of them have a low level of brand association, 57.4% of them have a moderate level of brand association, while 20.6% of them have a high level of brand association with commercial banks in Kerala. In terms of other customers, 30% of them have a low level of brand association, 43.3% of them have a moderate level of brand association, and at the same time, 26.7% of them have a high level of brand association with commercial banks in Kerala.

It can be concluded that in the case of Kerala's commercial banks, customers who are government employees exhibit a low level of brand association than customers who work for private companies, who exhibit a high level of brand association. The result highlights that commercial banks' efforts to establish their brands have a greater influence on customers who work in the private sector, resulting in a higher sense of association with the brand.

*H<sub>0</sub> 6.23: There exists no significant difference in brand association between the type of banks among the customers of commercial banks in Kerala*

**Table 6.23**  
**Test Results of Association between Type of Banks and Brand Association**

Type of Banks	Brand Association			Total	Chi-square Value	P value
	Low	Moderate	High			
Public	82 (33.6%) [47.4%]	97 (39.8%) [33.4%]	65 (26.6%) [34%]	<b>244</b> <b>(100%)</b>		
Private	91 (22.2%) [52.6%]	193 (47.1%) [66.6%]	126 (30.7%) [66%]	<b>410</b> <b>(100%)</b>	10.25	0.006**
<b>Total</b>	<b>173</b>	<b>290</b>	<b>191</b>	<b>654</b>		

Source: Primary Survey

\*\* denotes 1% significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

The null hypothesis has been disproved at the 1% significance level since the P value is  $< 0.01$ . As a result, among the customers of commercial banks in Kerala, there is a notable variation in the type of banks and level of brand association. 33.6% of the customers of public sector banks have a low level of brand association. The level of brand association is moderate for 39.8% of them. A strong level of brand association is held by 26.6% of customers. In terms of brand association, customers of private sector banks fall into three categories: low brand association (22.2%), moderate brand association (47.1%), and high brand association (30.7%).

Further, it is observed that customers of private sector banks exhibit have a high level of brand association, while those of public sector banks exhibit have a low level of brand association. This shows that private sector banks have consistently been more effective than public sector banks in generating a strong brand relationship with customers. It emphasises how important it is to build a deep and meaningful relationship with customers in order to win their loyalty and support in an extremely competitive environment.

***H<sub>0</sub> 6.24: There exists no significant difference in brand association and the bank brands of customers of commercial banks in Kerala***

**Table 6.24**  
**Test Results of Association between Bank Brands and Brand Association**

Bank Brands	Brand Association			Total	Chi-square Value	P value
	Low	Moderate	High			
SBI	30 (36.6%) [17.3%]	30 (36.6%) [10.3%]	22 (26.8%) [11.5%]	<b>82</b> <b>(100%)</b>	24.04	0.045*
CSB	21 (26.3%) [12.1%]	38 (47.5%) [13.1%]	21 (26.3%) [11%]	<b>80</b> <b>(100%)</b>		
Federal Bank	15 (18.5%) [8.7%]	40 (49.4%) [13.8%]	26 (32.1%) [13.6%]	<b>81</b> <b>(100%)</b>		
Canara Bank	23 (28.4%) [13.3%]	33 (40.7%) [11.4%]	25 (30.9%) [13.1%]	<b>81</b> <b>(100%)</b>		
South Indian Bank	13 (15.7%) [7.5%]	38 (45.8%) [13.1%]	32 (38.6%) [16.8%]	<b>83</b> <b>(100%)</b>		
HDFC	17 (20.5%) [9.8%]	46 (55.4%) [15.9%]	20 (24.1%) [10.5%]	<b>83</b> <b>(100%)</b>		
Union Bank of India	29 (35.8%) [16.8%]	34 (42%) [11.7%]	18 (22.2%) [9.4%]	<b>81</b> <b>(100%)</b>		
ICICI	25 (30.1%) [14.5%]	31 (37.3%) [10.7%]	27 (32.5%) [14.1%]	<b>83</b> <b>(100%)</b>		
<b>Total</b>	<b>173</b>	<b>290</b>	<b>191</b>	<b>654</b>		

Source: Primary Survey

\*denotes 5% significant level

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

At a 5% level, the null hypothesis is not accepted as the P value is < 0.05. Therefore, the extent of brand association among customers of commercial banks in Kerala varies significantly among bank brands. According to the above statistics,



among the customers of SBI, 36.6% have a low level of brand association, 36.6% of them have a moderate level of brand association, while 26.8% of customers have a high level of brand association. In the case of customers of CSB Bank, 26.3% of them have a low-level brand association. 47.5% of them have a moderate level of brand association, and 26.3% have a high level of brand association. In terms of customers of Federal Bank, 18.5% of them have a low-level brand association, and 49.4% perceive a moderate level of brand association. At the same time, 32.1% of them have a high level of brand association. While considering customers of Canara Bank, 28.4% of them have a low level of brand association. 40.7% of them have a moderate level of brand association, and 30.9% of them perceive a high level of brand association. Regarding the customers of South Indian Bank, 15.7% of them perceive a low level of brand association. 45.8% of customers have a moderate level of brand association. Meanwhile, 38.6% of customers have a high level of brand association. While considering of the customers of HDFC, 20.5% of them have a low level of brand association, and 55.4% have a moderate level of brand association. 24.1% of customers have a high level of brand association. In the case of customers of Union Bank of India, 34.8% of customers have a low level of brand association. A moderate level of brand association is experienced by 42% of customers. High brand association is seen among 22.2% of customers. Customers of ICICI Bank have low brand associations in the proportion of 30.1%, and moderate brand associations in the proportion of 37.3%. At the same time, 32.5% of customers have a high level of brand association.

A high level brand linkage is more prevalent among South Indian Bank customers, whereas a low level brand association is prevalent among State Bank of India customers. In other words, customers of South Indian Bank show a high level of brand relationship, demonstrating a strong connection and relationship with the bank's brand. Customers of the State Bank of India, on the other hand, have a low level of brand association, which indicate a weaker brand relationship. This emphasises the diverse levels of brand attachment among bank customers and reinforces the significance of successful brand building practices in forging a strong and significant brand attachment with customers.

*H<sub>0</sub> 6.25: There exists no significant difference in brand association and the duration of banking experience of customers of commercial banks in Kerala*

**Table 6.25**  
**Test Results of Brand Association between Duration of Banking Experience and Brand Association**

Duration of Banking Experience	Brand Association			Total	Chi-square Value	P value
	Low	Moderate	High			
Up to 3years	37 (24.8%) [21.4%]	69 (46.3%) [23.8%]	43 (28.9%) [22.5%]	<b>149</b> <b>(100%)</b>	2.19	0.901 <sup>NS</sup>
4 to 5 years	30 (27.3%) [17.3%]	52 (47.3%) [17.9%]	28 (25.5%) [14.7%]	<b>110</b> <b>(100%)</b>		
6 to 10 years	44 (28%) [25.4%]	69 (43.9%) [23.8%]	44 (28%) [23%]	<b>157</b> <b>(100%)</b>		
Above 10 years	62 (26.1%) [35.8%]	100 (42%) [34.5%]	76 (31.9%) [39.8%]	<b>238</b> <b>(100%)</b>		
<b>Total</b>	<b>173</b>	<b>290</b>	<b>191</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

It is observed that the null hypothesis is true since the P value is  $> 0.05$ . It, therefore, states that there is no identifiable variation between the duration of banking experience and the level of brand association among customers of commercial banks in Kerala. This indicates that customers with varying years of banking experience have a similar attachment to their bank's brand. It indicates that customers express an equivalent degree of attachment to and affiliation with the bank's brand, regardless of how long they have been customers of a particular bank. It suggests that commercial banks in Kerala have been successful in establishing a dependable and significant brand connection with customers, regardless of how long they have been using banking services.

#### 6.4.4 Assessing the Perceived Quality Across Socio-demographic Profile of Customers and Organisational Properties of the Banks

*H<sub>0</sub> 6.26: There exists no significant difference in perceived quality between male and female customers of commercial banks in Kerala*

**Table 6.26**  
**Test Results of Association between Perceived Quality and Gender**

Gender	Perceived Quality			Total	Chi-square Value	P value
	Low	Moderate	High			
Male	120 (33.2%) [65.9%]	148 (41%) [49%]	93 (25.8%) [54.7%]	<b>361</b> <b>(100%)</b>	13.18	0.001**
Female	62 (21.2%) [34.1%]	154 (52.6%) [51%]	77 (26.3%) [45.3%]	<b>293</b> <b>(100%)</b>		
<b>Total</b>	<b>182</b>	<b>302</b>	<b>170</b>	<b>654</b>		

Source: Primary Survey

\*\* denotes 1% significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

The null hypothesis has been rejected at the 1% significance level as the P value is  $< 0.01$ . Thus, among customers of commercial banks in Kerala, there is a substantial variation in the level of perceived quality with regards to gender. According to the above data, among male customers, 33.2% of them perceive a low level of quality in the commercial banks in Kerala, 41% of them have a moderate level of perceived quality, while 25.8% of customers exhibit a high level of perceived quality. Whereas, 21.2% of female customers have a low level perceived quality, 52.6% of them experienced moderate level of perceived quality, and 26.3% of them have a high level of perceived quality.

It is possible to state that male customers of commercial banks in Kerala have a low level of quality expectations, whereas female customers have higher expectations of the quality of products and services offered by their bank. This emphasises the need for different products and services to satisfy different categories of customers.

*H<sub>0</sub> 6.27: There exists no significant difference in perceived quality and age categories of customers of commercial banks in Kerala*

**Table 6.27**  
Test Results of Association between Perceived Quality and Age

Age	Perceived Quality			Total	Chi-square Value	P value
	Low	Moderate	High			
Up to 30	47 (26.4%) [25.8%]	78 (43.8%) [25.8%]	53 (29.8%) [31.2%]	<b>178</b> (100%)	4.11	0.390 <sup>NS</sup>
31 to 50	52 (24.9%) [28.6%]	102 (48.8%) [33.8%]	55 (26.3%) [32.4%]	<b>209</b> (100%)		
Above 50	83 (31.1%) [45.6%]	122 (45.7%) [40.4%]	62 (23.2%) [36.5%]	<b>267</b> (100%)		
<b>Total</b>	<b>182</b>	<b>302</b>	<b>170</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

It is evident from the table that  $P > 0.05$ , so the null hypothesis has been accepted. Hence, there is no significant variations in Kerala's commercial banks' customers' perceived quality and age. It also indicates that customers of all age categories have the same level of perceived quality about their bank's brand.

*H<sub>0</sub> 6.28: There exists no significant difference in perceived quality and educational qualification of customers of commercial banks in Kerala*

**Table 6.28**  
Test Results of Association between Perceived Quality and Educational Qualification

Educational Qualification	Perceived Quality			Total	Chi-square Value	P value
	Low	Moderate	High			
HSE	13 (31.7%) [7.1%]	21 (51.2%) [7%]	7 (17.1%) [4.1%]	<b>41</b> (100%)	14.20	0.027*
Graduation	86 (27.5%) [47.3%]	128 (40.9%) [42.4%]	99 (31.6%) [58.2%]	<b>313</b> (100%)		
Post Graduation	70 (28.1%) [38.5%]	122 (49%) [40.4%]	57 (22.9%) [33.5%]	<b>249</b> (100%)		
Professional	13 (25.5%) [7.1%]	31 (60.8%) [10.3%]	7 (13.7%) [4.1%]	<b>51</b> (100%)		
<b>Total</b>	<b>182</b>	<b>302</b>	<b>170</b>	<b>654</b>		

Source: Primary Survey

\*denotes 5% significant level

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

The P value is  $< 0.01$  which means that the null hypothesis has been rejected at the 1% significant level. Therefore, it can be inferred that among customers of commercial banks in Kerala, there is a substantial disparity in educational qualification and level of perceived quality. 31.7% of customers with HSE qualification feel that the quality is not matching their expectations. 51.2% of them have a moderate level of perceived quality, and 17.1% of customers have a high level of perceived quality. 27.5% of customers in Kerala with a graduate degree feel that commercial banks are not as good as they should be. At the same time, 40.9% of customers of commercial banks in Kerala have a moderate level of perceived quality, and 31.6% have a high level of perceived quality. Considering the customers with post-graduation, 28.1% of them feel a low level of perceived quality, 49% of them experience a moderate level of perceived quality, and 22.9% of them observe a high level of perceived quality about commercial banks in Kerala. Regarding the customers with professional qualifications, 25.5% of customers feel a low levels of perceived quality, 60.8% of them have a moderate level of perceived quality, and 13.7% of customers have a high level of perceived quality among customers of commercial banks in Kerala.

It has been identified that in the case of commercial banks in Kerala, customers with HSE qualifications experience a low level of perceived quality than customers with graduate qualifications, who experience a high level of perceived quality.

*H<sub>0</sub> 6.29: There exists no significant difference in perceived quality and occupation categories of customers of commercial banks in Kerala*

**Table 6.29**  
**Test Results of Association between Perceived Quality and Occupation**

Occupation	Perceived Quality			Total	Chi-square Value	P value
	Low	Moderate	High			
Government.	8 (25.8%) [4.4%]	18 (58.1%) [6%]	5 (16.1%) [2.9%]	<b>31</b> <b>(100%)</b>	27.26	0.007**
Private	95 (26%) [52.2%]	152 (41.6%) [50.3%]	118 (32.3%) [69.4%]	<b>365</b> <b>(100%)</b>		
Self-owned business	14 (31.8%) [7.7%]	22 (50%) [7.3%]	8 (18.2%) [4.7%]	<b>44</b> <b>(100%)</b>		

Occupation	Perceived Quality			Total	Chi-square Value	P value
	Low	Moderate	High			
Student	28 (35.9%) [15.4%]	32 (41%) [10.6%]	18 (23.1%) [10.6%]	<b>78</b> <b>(100%)</b>		
House wife	8 (21.1%) [4.4%]	25 (65.8%) [8.3%]	5 (13.2%) [2.9%]	<b>38</b> <b>(100%)</b>		
Retired	23 (33.8%) [12.6%]	36 (52.9%) [11.9%]	9 (13.2%) [5.3%]	<b>68</b> <b>(100%)</b>		
Others	6 (20%) [3.3%]	17 (56.7%) [5.6%]	7 (23.3%) [4.1%]	<b>30</b> <b>(100%)</b>		
<b>Total</b>	<b>182</b>	<b>302</b>	<b>170</b>	<b>654</b>		

Source: Primary Survey

\*\* denotes 1% significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

At 1% level, the null hypothesis has been rejected as the P value is  $< 0.5$ . Therefore, it is considered that among the customers of commercial banks in Kerala, there is a substantial variation in terms of employment and perceived quality. 25.8% of customers who are government employees feel that the quality is below average, 58.1% have a moderate level of perceived quality, and 16.1% have a high level of perceived quality among the customers of commercial banks in Kerala. 26% of customers who work for private companies in Kerala perceive that commercial banks do not exhibit high quality. A moderate degree of perceived quality is experienced by 41.6% of them, while a high level of perceived quality is experienced only by 32.3% of customers of commercial banks in Kerala. Considering the customers who have self-owned businesses, 31.8% of them have a negative perception of Kerala's commercial banks. At the same time, 50% of them demonstrate a moderate degree of quality, while 18.2% of them observe a high level of perceived quality. 35.9% of customers who are students have a low level of perceived quality, 23.1% of customers experience a high level of quality, while 41% of them observe a moderate level of quality among commercial banks in Kerala. Considering the customers who are housewives, 21.1% of them feel a low level of quality. 65.8% of them have a moderate level of perceived quality, and 13.2% of them experience a high level of perceived quality towards commercial banks in Kerala. In the case of retired persons, 33.8% of them feel low quality, 52.9% of

them experience a moderate level of perceived quality, while 13.2% enjoy a high level of perceived quality towards commercial banks in Kerala. In terms of other customers, 20% of them experience a low level of quality, 56.7% of them feel a moderate level of perceived quality, and at the same time, 23.3 % of them enjoy a high level of perceived quality towards commercial banks in Kerala.

In the instance of commercial banks in Kerala, it is observed that customers who are students have a low level of perceived quality, while customers who are private employees have a high level of perceived quality.

***H<sub>0</sub> 6.30: There exists no significant difference in perceived quality between the type of banks among the customers of commercial banks in Kerala***

**Table 6.30**  
**Test Results of Association between Type of Banks and Perceived Quality**

Type of Banks	Perceived Quality			Total	Chi-square Value	P value
	Low	Moderate	High			
Public	88 (36.1%) [48.4%]	103 (42.2%) [34.1%]	53 (21.7%) [31.2%]	<b>244</b> <b>(100%)</b>	13.54	0.001**
Private	94 (22.9%) [51.6%]	199 (48.5%) [65.9%]	117 (28.5%) [68.8%]	<b>410</b> <b>(100%)</b>		
<b>Total</b>	<b>182</b>	<b>302</b>	<b>170</b>	<b>654</b>		

Source: Primary Survey

\*\* denotes 1% significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

The P value is  $< 0.01$  which means that the null hypothesis has been rejected at the 1% significant level. Customers of commercial banks in Kerala, therefore, evaluate different type of banks and levels of perceived quality differently. Of the customers of public sector banks, 36.1% feel their expectations are low, 42.2% feel their expectations are moderate, and 21.7% feel their expectations are high. Whereas customers of private sector banks in Kerala have varying levels of expectations for the products and services offered by commercial banks: 22.9% of them feel low expectations, 48.5% have moderate expectations, and 28.5% feel high expectations.

It is observed that perceived quality is low among the customers of public sector banks, while a high level of perceived quality is more among the customers of private sector banks.

*H<sub>0</sub> 6.31: There exists no significant difference in perceived quality and the bank brands of customers of commercial banks in Kerala*

**Table 6.31**  
**Test Results of Association between Bank Brands and Perceived Quality**

Bank Brands	Perceived Quality			Total	Chi-square Value	P value
	Low	Moderate	High			
SBI	29 (35.4%) [15.9%]	37 (45.1%) [12.3%]	16 (19.5%) [9.4%]	<b>82</b> <b>(100%)</b>	38.37	<0.001**
CSB	29 (36.3%) [15.9%]	32 (40%) [10.6%]	19 (23.8%) [11.2%]	<b>80</b> <b>(100%)</b>		
Federal Bank	16 (19.8%) [8.8%]	41 (50.6%) [13.6%]	24 (29.6%) [14.1%]	<b>81</b> <b>(100%)</b>		
Canara Bank	27 (33.3%) [14.8%]	34 (42%) [11.3%]	20 (24.7%) [11.8%]	<b>81</b> <b>(100%)</b>		
South Indian Bank	14 (16.9%) [7.7%]	38 (45.8%) [12.6%]	31 (37.3%) [18.2%]	<b>83</b> <b>(100%)</b>		
HDFC	15 (18.1%) [8.2%]	54 (65.1%) [17.9%]	14 (16.9%) [8.2%]	<b>83</b> <b>(100%)</b>		
Union Bank of India	32 (39.5%) [17.6%]	32 (39.5%) [10.6%]	17 (21%) [10%]	<b>81</b> <b>(100%)</b>		
ICICI	20 (24.1%) [11%]	34 (41%) [11.3%]	29 (34.9%) [17.1%]	<b>83</b> <b>(100%)</b>		
<b>Total</b>	<b>182</b>	<b>302</b>	<b>170</b>	<b>654</b>		

Source: Primary Survey

\*\* denotes 1% significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

At 1% level, the null hypothesis has been rejected as the P value is < 0.01. Customers of commercial banks in Kerala, perceive bank brands and levels of perceived quality to differ significantly. According to the above table, among the



customers of SBI, 35.4% feel that their perceived quality is low, 45.1% of them experience a moderate level of perceived quality, while 19.5% of customers have a high level of perceived quality. From the data, it can be inferred that the expectation level of 36.3% of customers of CSB Bank is low, whereas 40% of the customers opines that their expectation level is moderate, and 23.8% of customers express a high level of expectations. Further, 19.8% of customers' expectations of the Federal Bank are low; on the other hand, 50.6% of customers surveyed express a moderate level of expectations towards the products and services provided by the commercial banks in Kerala. At the same time, 29.6% of them have a high level of perceived quality. While considering customers of Canara Bank, 33.3% of them feel that their perceived quality is low, 42% of them feel they have a moderate level of perceived quality, and 24.7% of them have a high level of perceived quality. 16.9% of the customers of South Indian Bank perceive low expectations, whereas 45.8% of customers who were part of the survey express a moderate level of expectations, and the expectations of 37.3% of customers are at a higher level. Further, the data highlights that expectations of 18.1% of HDFC Bank customers remain low, 65.1% expect a moderate level of service from their bank, and 16.9% expect highly from their bank with respect to products and services delivered by them. 39.5% of Union Bank of India customers stated that they have a low level of perceived quality, 39.5% of customers report moderate levels of perceived quality, while 21% report a high level of perceived quality. Low levels of perceived quality are felt by 24.1% of ICICI Bank customers and a moderate level by 41% of customers. At the same time, 34.9% of customers experience a high level of perceived quality towards commercial banks in Kerala.

According to the study's inference, South Indian Bank customers have a favourable view of the bank and are satisfied with its products and services. The perceived quality of Union Bank of India customers is lower, indicating a less positive view of the bank's products. This highlights how various banks' customers perceive quality in different ways and highlights how crucial it is to continually provide high-quality products and services in order to preserve and raise customer satisfaction and loyalty.

*H<sub>0</sub> 6.32: There exists no significant difference in perceived quality and the duration of banking experience of customers of commercial banks in Kerala*

**Table 6.32**  
**Test Results of Association between Duration of Banking Experience and Perceived Quality**

Duration of Banking Experience	Level of Perceived Quality			Total	Chi-square Value	P value
	Low	Moderate	High			
Up to 3years	30 (20.1%) [16.5%]	77 (51.7%) [25.5%]	42 (28.2%) [24.7%]	<b>149</b> <b>(100%)</b>		
4 to 5 years	31 (28.2%) [17%]	56 (50.9%) [18.5%]	23 (20.9%) [13.5%]	<b>110</b> <b>(100%)</b>		
6 to 10 years	44 (28%) [24.2%]	71 (45.2%) [23.5%]	42 (26.8%) [24.7%]	<b>157</b> <b>(100%)</b>	9.18	0.164 <sup>NS</sup>
Above 10 years	77 (32.4%) [42.3%]	98 (41.2%) [32.5%]	63 (26.5%) [37.1%]	<b>238</b> <b>(100%)</b>		
<b>Total</b>	<b>182</b>	<b>302</b>	<b>170</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

The P value is  $< 0.05$ , it is accepted that the null hypothesis is true. Therefore, it reveals that among customers of commercial banks in Kerala, there is no significant difference between the duration of banking experience and the level of perceived quality, which indicates that commercial bank customers with different years of banking experience have a similar level of perceived quality. This shows that bank customers with different levels of banking experience have a similar degree of perception about the quality of the services and products provided by their individual banks. The outcome highlights the uniformity of perceived quality across various customer segments based on the length of their banking experience, emphasising the banks' success in maintaining a consistent level of customer service and meeting customers' expectations irrespective of their length of collaboration with the bank.

## SECTION – B

**6.5 Assessing the Level of Customers Satisfaction among the Commercial banks in Kerala**

*H<sub>0</sub> 6.33 There exists no significant difference in satisfaction level among the customers of commercial banks in Kerala*

**Table 6.33**  
The Customers Satisfaction Level

Constructs	Low	Moderate	High	Total	Chi-Square value	P value
<b>Customer Satisfaction</b>	109 (16.7%)	386 (59%)	159 (24.3%)	654 (100%)	<b>199.93</b>	<b>&lt;0.001**</b>

Source: Primary Survey

\*\* denotes 1% significant

The null hypothesis has been rejected at the 1% level as the P value is < 0.01. It is observed that the customers of commercial banks in Kerala have significantly different levels of customer satisfaction. According to the aforementioned statistics, 16.7% of customers express that they are not satisfied with their bank, 59 % of customers enjoy a moderate level of satisfaction, 24.3% of customers of commercial banks have a high level of satisfaction. It is inferred that satisfaction level among customers of commercial banks in Kerala is moderate.

**6.6 Assessing the Level of Customer Satisfaction across Socio-demographic Profile of the Customers and Organisational Properties of the Banks**

*H<sub>0</sub> 6.34: There exists no significant difference in satisfaction level between male and female customers of commercial banks in Kerala*

**Table 6.34**  
Test Results of Association between Customer Satisfaction and Gender

Gender	Customer Satisfaction			Total	Chi-square Value	P value
	Low	Moderate	High			
Male	70 (19.4%) [64.2%]	203 (56.2%) [52.6%]	88 (24.4%) [55.3%]	<b>361</b> <b>(100%)</b>	4.65	0.098 <sup>NS</sup>
Female	39 (13.3%) [35.8%]	183 (62.5%) [47.4%]	71 (24.2%) [44.7%]	<b>293</b> <b>(100%)</b>		
<b>Total</b>	<b>109</b>	<b>386</b>	<b>159</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

It is evident from the table that  $P > 0.05$ , hence, null hypothesis is accepted. This means that among customers of commercial banks in Kerala, there is no significant variation between male and female in terms of satisfaction level, which indicates that both male and female customers have the same level of satisfaction with their bank's brand.

***H<sub>0</sub> 6.35: There exists no significant difference in satisfaction level and the age categories of customers of commercial banks in Kerala***

**Table 6.35**  
**Test Results of Association between Customer Satisfaction and Age**

Age	Customer Satisfaction			Total	Chi-square Value	P value
	Low	Moderate	High			
Up to 30	23 (12.9%) [21.1%]	102 (57.3%) [26.4%]	53 (29.8%) [33.3%]	<b>178</b> <b>(100%)</b>	11.27	0.024*
31 to 50	35 (16.7%) [32.1%]	116 (55.5%) [30.1%]	58 (27.8%) [36.5%]	<b>209</b> <b>(100%)</b>		
Above 50	51 (19.1%) [46.8%]	168 (62.9%) [43.5%]	48 (18%) [30.2%]	<b>267</b> <b>(100%)</b>		
<b>Total</b>	<b>109</b>	<b>386</b>	<b>159</b>	<b>654</b>		

Source: Primary Survey

\*denotes 5% significant level

The Value within ( ) refers to row percentage

The Value within [ ] refers to column percentage

At the 1% level of significance, the null hypothesis has been rejected since the P value is  $< 0.01$  for the association between age and customer satisfaction. As a result, it can be observed that among the customers of commercial banks in Kerala, there is a considerable difference in customer satisfaction across different age categories. Among customers who are under the age category of 30 years, 12.9% have a low level of satisfaction, 57.3% of them feel a moderate level of satisfaction, and 29.8% of them feel a high level of satisfaction among the customers of commercial banks in Kerala. In the case of customers in the age group of 31 to 50, 16.7% of them experience a low level of satisfaction, 55.5% of them feel a moderate level of satisfaction, and 27.8% of them exhibit a high level of satisfaction towards commercial banks in Kerala. Considering the customers who are above the age of 50, 19.1% of them feel a low level of satisfaction, 62.9% of them have a moderate

level of satisfaction, and 18% have a high level of satisfaction towards the commercial banks in Kerala.

It was identified that customers who are under the age of 30 are more satisfied than customers who are above the age of 50 among the commercial banks in Kerala.

*H<sub>0</sub> 6.36: There exists no significant difference in satisfaction level and the educational qualification of customers of commercial banks in Kerala*

**Table 6.36**

**Test Results of Association between Customer Satisfaction and Educational Qualification**

Educational Qualification	Customer Satisfaction			Total	Chi-square Value	P value
	Low	Moderate	High			
HSE	7 (17.1%) [6.4%]	29 (70.7%) [7.5%]	5 (12.2%) [3.1%]	<b>41</b> <b>(100%)</b>	19.21	0.004**
Graduation	42 (13.4%) [38.5%]	180 (57.5%) [46.6%]	91 (29.1%) [57.2%]	<b>313</b> <b>(100%)</b>		
Post Graduation	56 (22.5%) [51.4%]	140 (56.2%) [36.3%]	53 (21.3%) [33.3%]	<b>249</b> <b>(100%)</b>		
Professional	4 (7.8%) [3.7%]	37 (72.5%) [9.6%]	10 (19.6%) [6.3%]	<b>51</b> <b>(100%)</b>		
<b>Total</b>	<b>109</b>	<b>386</b>	<b>159</b>	<b>654</b>		

Source: Primary Survey

\*\* denotes 1% significant

The Value within ( ) refers to row percentage.

The Value within [ ] refers to column percentage

The null hypothesis associated with educational qualification and level of customer satisfaction among the customers of commercial banks in Kerala is rejected at a significance level of 1% due to the P value being less than 0.01. As a result, it is clear that among customers of commercial banks in Kerala, there is considerable variation between educational background and level of customer satisfaction. 17.1% of customers who have an HSE qualification express a poor level of satisfaction. Among the customers of commercial banks in Kerala, 70.7% express a moderate level of satisfaction, while 12.2% express a high level of satisfaction. 13.4% of customers who have a bachelor's degree feel that Kerala's commercial banks do not meet their expectations. Regarding commercial banks operating in Kerala, 57.5% of them show a moderate degree of satisfaction, while 29.1% of them show a high level of satisfaction. When it comes to customers with

post-graduate degree, 22.5% of them have a poor level of satisfaction with their bank's brand. Of these, 56.2% have a moderate level of satisfaction, while 21.3% report a high level of satisfaction. 7.8% of customers who hold a professional degree have a low level of satisfaction with their bank's brand. A moderate degree of satisfaction is shown by 72.5% of them, while a high level of satisfaction is felt by 19.6% of customers towards the commercial banks in Kerala.

It was stated that in the case of commercial banks operating in Kerala, post-graduate customers exhibit a low level of satisfaction than graduates, who exhibit a high level of satisfaction. It highlights how crucial it is to comprehend the various demands and preferences customers have based on their educational backgrounds in order to increase overall customer satisfaction and retention.

*H<sub>0</sub> 6.37: There exists no significant difference in satisfaction level and the occupation categories of customers of commercial banks in Kerala*

**Table 6.37**

**Test Results of Association between Satisfaction and Occupation of Customers**

Occupation	Customer Satisfaction			Total	Chi-square Value	P value
	Low	Moderate	High			
Government.	5 (16.1%) [4.6%]	19 (61.3%) [4.9%]	7 (22.6%) [4.4%]	<b>31</b> <b>(100%)</b>	13.39	0.341 <sup>NS</sup>
Private	58 (15.9%) [53.2%]	204 (55.9%) [52.8%]	103 (28.2%) [64.8%]	<b>365</b> <b>(100%)</b>		
Self-owned business	7 (15.9%) [6.4%]	26 (59.1%) [6.7%]	11 (25%) [6.9%]	<b>44</b> <b>(100%)</b>		
Student	15 (19.2%) [13.8%]	46 (59%) [11.9%]	17 (21.8%) [10.7%]	<b>78</b> <b>(100%)</b>		
House wife	4 (10.5%) [3.7%]	27 (71.1%) [7%]	7 (18.4%) [4.4%]	<b>38</b> <b>(100%)</b>		
Retired	16 (23.5%) [14.7%]	44 (64.7%) [11.4%]	8 (11.8%) [5%]	<b>68</b> <b>(100%)</b>		
Others	4 (13.3%) [3.7%]	20 (66.7%) [5.2%]	6 (20%) [3.8%]	<b>30</b> <b>(100%)</b>		
<b>Total</b>	<b>109</b>	<b>386</b>	<b>159</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

Value within ( ) denotes row percentage

Value within [ ] denotes column percentage

It is observed that the null hypothesis is true since the P value is  $> 0.05$ . As such, it shows that among customers of commercial banks in Kerala, there is no significant difference in occupation and level of customer satisfaction, which means that customers of different occupation have a similar level of satisfaction with their bank's brand. This shows that banks, regardless of the customer's occupational background, have been effective in offering a constant level of service quality and satisfying customer expectations. As a result, Kerala's banking sector consistently achieves an equal level of satisfaction with their banks.

***H<sub>0</sub> 6.38: There exists no significant difference in satisfaction level between the type of banks among the customers of commercial banks in Kerala***

**Table 6.38**  
**Test Results of Association between Type of Banks and Customer Satisfaction**

Type of Banks	Customer Satisfaction			Total	Chi-square Value	P value
	Low	Moderate	High			
Public	34 (13.9%) [31.2%]	155 (63.5%) [40.2%]	55 (22.5%) [34.6%]	<b>244</b> <b>(100%)</b>	3.58	0.167 <sup>NS</sup>
Private	75 (18.3%) [68.8%]	231 (56.3%) [59.8%]	104 (25.4%) [65.4%]	<b>410</b> <b>(100%)</b>		
<b>Total</b>	<b>109</b>	<b>386</b>	<b>159</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

Value within ( ) denotes row percentage

Value within [ ] denotes column percentage

The P value in association between type of banks and customer satisfaction level is greater than 0.05. Therefore, the null hypothesis has been accepted, which indicates that there is no variation in customer satisfaction level of public and private sector banks in Kerala. This indicates that both type of banks has comparable success in exceeding customer expectations and providing a high quality of service. The result highlights how well customer service tactics and brand-building initiatives work in both public and private sector banks, producing similar levels of customer satisfaction.

*H<sub>0</sub> 6.39: There exists no significant difference in satisfaction level and the bank brands of customers of commercial banks in Kerala*

**Table 6.39**  
**Test Results of Association between Bank Brands and Customer Satisfaction**

Bank Brands	Customer Satisfaction			Total	Chi-square Value	P value
	Low	Moderate	High			
SBI	11 (13.4%) [10.1%]	57 (69.5%) [14.8%]	14 (17.1%) [8.8%]	<b>82</b> <b>(100%)</b>	26.21	0.024*
CSB	22 (27.5%) [20.2%]	43 (53.8%) [11.1%]	15 (18.8%) [9.4%]	<b>80</b> <b>(100%)</b>		
Federal Bank	11 (13.6%) [10.1%]	46 (56.8%) [11.9%]	24 (29.6%) [15.1%]	<b>81</b> <b>(100%)</b>		
Canara Bank	11 (13.6%) [10.1%]	47 (58%) [12.2%]	23 (28.4%) [14.5%]	<b>81</b> <b>(100%)</b>		
South Indian Bank	10 (12%) [9.2%]	45 (54.2%) [11.7%]	28 (33.7%) [17.6%]	<b>83</b> <b>(100%)</b>		
HDFC	10 (12%) [9.2%]	55 (66.3%) [14.2%]	18 (21.7%) [11.3%]	<b>83</b> <b>(100%)</b>		
Union Bank of India	12 (14.8%) [11%]	51 (63%) [13.2%]	18 (22.2%) [11.3%]	<b>81</b> <b>(100%)</b>		
ICICI	22 (26.5%) [20.2%]	42 (50.6%) [10.9%]	19 (22.9%) [11.9%]	<b>83</b> <b>(100%)</b>		
<b>Total</b>	<b>109</b>	<b>386</b>	<b>159</b>	<b>654</b>		

Source: Primary Survey

\*denotes 5% significant level

Value within ( ) denotes row percentage

Value within [ ] denotes column percentage

At a 5% level, the null hypothesis is not accepted as the P value is  $< 0.05$ . The level of customer satisfaction among customers of commercial banks in Kerala, therefore, varies significantly between bank brands. This indicates that there are considerable differences between different bank brands in the degree of customer satisfaction among customers of commercial banks in Kerala. This implies that various banks' customer satisfaction ratings vary depending on whether ones have been more effective than others in exceeding customer expectations and providing a



positive banking experience. With regards to SBI customers, 13.4% express a low level of satisfaction, 69.5% of them express a moderate level of satisfaction, and 17.1% of customers express a high level of satisfaction towards their bank's brand. 27.5% of CSB customers express that they are not so satisfied with their bank, 53.8% of them express a moderate level of satisfaction, and 18.8% express a high level of satisfaction among the commercial banks in Kerala. In terms of customers of the Federal Bank, 13.6% of them feel a low level of satisfaction, and 56.8% perceived a moderate level of satisfaction. At the same time, 29.6% of them enjoy a high level of satisfaction with commercial banks in Kerala. While considering the customers of Canara Bank, 13.6% of them feel a low level of satisfaction towards commercial banks in Kerala. 58% of them feel a moderate level of satisfaction, and 28.4% of them enjoy a high level of satisfaction. Regarding the customers of South Indian Bank, 12% of them express a low level of satisfaction, 54.2% of customers observe a moderate level of satisfaction with commercial banks in Kerala. Meanwhile, 33.7% of customers have a high level of satisfaction. While considering the customers of HDFC, 12% of them experience a low level of satisfaction, and 66.3% feel a moderate level of satisfaction. 21.7% of customers enjoy a high level of satisfaction with commercial banks in Kerala. In the instance of Union Bank of India customers, 14.8% of customers report that they are not satisfied with their bank brand, 63% of customers express a moderate degree of satisfaction and 22.2% reporting a high level of satisfaction. In terms of customers of ICICI Bank, 26.5% of them feel a low level of satisfaction, and 50.6% of customers have a moderate level of satisfaction. At the same time, 22.9% of customers experience a high level of satisfaction with commercial banks in Kerala.

It is observed that customers of South Indian Bank show higher level of satisfaction than those of other bank brands. This implies that South Indian Bank has performed better than other banks at fulfilling customer expectations and offering a positive banking experience, resulting in greater levels of customer satisfaction. It emphasises how South Indian Bank's customer service tactics and brand-building initiatives have been successful in enhancing its reputation and creating stronger relationships with customers.

*H<sub>0</sub> 6.40: There exists no significant difference in satisfaction level and the duration of banking experience of customers of commercial banks in Kerala*

**Table 6.40**  
**Test Results of Association between Duration of Banking Experience and Customer Satisfaction**

Duration of Banking Experience	Customer Satisfaction			Total	Chi-square Value	P value
	Low	Moderate	High			
Up to 3years	18 (12.1%) [16.5%]	85 (57%) [22%]	46 (30.9%) [28.9%]	<b>149</b> <b>(100%)</b>	7.29	0.295 <sup>NS</sup>
4 to 5 years	21 (19.1%) [19.3%]	65 (59.1%) [16.8%]	24 (21.8%) [15.1%]	<b>110</b> <b>(100%)</b>		
6 to 10 years	26 (16.6%) [23.9%]	99 (63.1%) [25.6%]	32 (20.4%) [20.1%]	<b>157</b> <b>(100%)</b>		
Above 10 years	44 (18.5%) [40.4%]	137 (57.6%) [35.5%]	57 (23.9%) [35.8%]	<b>238</b> <b>(100%)</b>		
<b>Total</b>	<b>109</b>	<b>386</b>	<b>159</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

Value within ( ) denotes row percentage

Value within [ ] denotes column percentage

It is identified that the null hypothesis is true since the P value is  $> 0.05$ . As a result, it indicates that among customers of commercial banks in Kerala, there is no discernible difference between the duration of the banking experience and the level of satisfaction. In other words, the length of the banking experience and degree of satisfaction are not significantly different. This points out that a customer's level of satisfaction is not considerably impacted by the amount of time they have been a part of a certain bank. It implies that customers with different lengths of banking experience are equally satisfied with their respective banks, highlighting the effectiveness of the banks in constantly meeting customer standards and providing a positive banking experience irrespective of the length of the customer's relationship with the bank.

## SECTION – C

### 6.7 Assessing the Level of Behavioural Intentions of the Customers of Commercial Banks in Kerala

*H<sub>0</sub> 6.41 There exists no significant difference in behavioural intentions among the customers of commercial banks in Kerala*

**Table 6.41**  
**The Behavioural Intentions of Customers**

Constructs	Low	Moderate	High	Total	Chi-Square value	P value
<b>Level of Behavioural Intentions</b>	198 (30.3%)	279 (42.7%)	177 (27.1%)	654 (100%)	26.61	<0.001**

Source: Primary Survey

Note: \*\* denotes significant at 1% level

Value within ( ) denotes row percentage

Value within [ ] denotes column percentage

The null hypothesis has been rejected at the 1% level as the P value is < 0.01. It reveals that there are significant variations in behavioural intentions among customers of commercial banks in Kerala. Based on the data presented in the table, it can be inferred that 30.3% of customers exhibit a low level of behavioural intentions. A moderate level of behavioural intentions is observed among 42.7% of the customers. At the same time, 27.1% of customers of commercial banks exhibit a high level of behavioural intentions. The findings indicate a moderate degree of behavioural intentions among the customers of commercial banks in the state of Kerala. This implies that customers have an affinity for particular behaviours like loyalty, referring customers to the bank, or conducting repeat business with the bank. Customers who have moderate behavioural intentions are likely to be moderately loyal to their banks and engage in favourable acts that advance the success and reputation of their banks.

### 6.8 Assessing the Level of Behavioural Intentions Across Socio-demographic Profile of the Customers and Organisational Properties of the Banks

*H<sub>0</sub> 6.42: There exists no significant difference in behavioural intentions between male and female customers of commercial banks in Kerala*

**Table 6.42**  
**Test Results of Association between Behavioural Intentions Gender**

Gender	Behavioural Intentions			Total	Chi-square Value	P value
	Low	Moderate	High			
Male	118 (32.7%) [59.6%]	143 (39.6%) [51.3%]	100 (27.7%) [56.5%]	<b>361</b> <b>(100%)</b>	3.42	0.181 <sup>NS</sup>
Female	80 (27.3%) [40.4%]	136 (46.4%) [48.7%]	77 (26.3%) [43.5%]	<b>293</b> <b>(100%)</b>		
<b>Total</b>	<b>198</b>	<b>279</b>	<b>177</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

Value within ( ) denotes row percentage

Value within [ ] denotes column percentage

It is evident from the table that P value is  $> 0.05$ , accepts the null hypothesis. As a result, the behavioural intentions are not significantly different between the female and male customers of commercial banks in Kerala, indicating that both female and male customers have the same level of behavioural intentions.

***H<sub>0</sub> 6.43: There exists no significant difference in behavioural intentions and the age categories of customers of commercial banks in Kerala***

**Table 6.43**  
**Test Results of Association between Level of Behavioural Intentions and Age**

Age	Behavioural Intentions			Total	Chi-square Value	P value
	Low	Moderate	High			
Up to 30	52 (29.2%) [26.3%]	69 (38.8%) [24.7%]	57 (32%) [32.2%]	<b>178</b> <b>(100%)</b>	5.01	0.286 <sup>NS</sup>
31 to 50	60 (28.7%) [30.3%]	90 (43.1%) [32.3%]	59 (28.2%) [33.3%]	<b>209</b> <b>(100%)</b>		
Above 50	86 (32.2%) [43.4%]	120 (44.9%) [43%]	61 (22.8%) [34.5%]	<b>267</b> <b>(100%)</b>		
<b>Total</b>	<b>198</b>	<b>279</b>	<b>177</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

Value within ( ) denotes row percentage.

Value within [ ] denotes column percentage

The P value for the association between age and behavioural intentions among customers is greater than 0.05. Thus, the null hypothesis is accepted. As a result, it is confirmed that there exists no statistically significant variance in terms of age and behavioural intentions among customers of commercial banks in the state of Kerala, which indicates that customers of different age categories have the same behavioural intentions.

*H<sub>0</sub> 6.44: There exists no significant difference in behavioural intentions and the educational qualification of customers of commercial banks in Kerala*

**Table 6.44**  
**Test Results of Association between Behavioural Intentions and Educational Qualification**

Educational Qualification	Behavioural Intentions			Total	Chi-square Value	P value
	Low	Moderate	High			
HSE	14 (34.1%) [7.1%]	20 (48.8%) [7.2%]	7 (17.1%) [4%]	<b>41</b> <b>(100%)</b>	13.73	0.033*
Graduation	82 (26.2%) [41.4%]	135 (43.1%) [48.4%]	96 (30.7%) [54.2%]	<b>313</b> <b>(100%)</b>		
Post Graduation	90 (36.1%) [45.5%]	95 (38.2%) [34.1%]	64 (25.7%) [36.2%]	<b>249</b> <b>(100%)</b>		
Professional	12 (23.5%) [6.1%]	29 (56.9%) [10.4%]	10 (19.6%) [5.6%]	<b>51</b> <b>(100%)</b>		
<b>Total</b>	<b>198</b>	<b>279</b>	<b>177</b>	<b>654</b>		

Source: Primary Survey

\*denotes 5% significant level

Value within ( ) denotes row percentage

Value within [ ] denotes column percentage

At the 1% level of significance, the null hypothesis has been rejected since the P value is  $< 0.01$  for the association between educational qualifications and behavioural intentions among the customers of commercial banks in Kerala. It implies that there exists significant variation between educational qualification and behavioural intentions. Among the customers with HSE, 34.1% of them have a low level of behavioural intentions, 48.8% of them exhibit a moderate level of behavioural intentions, and 17.1% of them have a high level of behavioural intentions among the customers of commercial banks in Kerala. In the case of

customers with graduation, 26.2% of them demonstrate a low level of behavioural intentions, 43.1% of them have a moderate level of behavioural intentions, and 30.7% of them express a high level of behavioural intentions towards commercial banks in Kerala. Considering the customers with post-graduation, 36.1% of them have a low level of behavioural intentions, 38.2% of them express a moderate level of behavioural intentions, and 25.7% of them express a high level of behavioural intentions towards commercial banks in Kerala. Regarding the customers with a professional degree, 23.5% of customers have a low level of behavioural intentions, 56.9% of them have a moderate level of behavioural intentions, and 19.6% of customers have a high level of behavioural intentions among the customers of commercial banks in Kerala. This highlights that in the instance of commercial banks in Kerala, customers with post-graduate qualification exhibit a low level of behavioural intentions, and customers with graduation degree exhibit a high level of behavioural intentions.

*H<sub>0</sub> 6.45: There exists no significant difference in behavioural intentions and the occupation categories of customers of commercial banks in Kerala*

**Table 6.45**  
**Test Results of Association between Behavioural Intentions and Occupation**

Occupation	Behavioural Intentions			Total	Chi-square Value	P value
	Low	Moderate	High			
Government.	11 (35.5%) [5.6%]	15 (48.4%) [5.4%]	5 (16.1%) [2.8%]	<b>31</b> <b>(100%)</b>	23.81	0.022*
Private	100 (27.4%) [50.5%]	142 (38.9%) [50.9%]	123 (33.7%) [69.5%]	<b>365</b> <b>(100%)</b>		
Self-owned business	17 (38.6%) [8.6%]	19 (43.2%) [6.8%]	8 (18.2%) [4.5%]	<b>44</b> <b>(100%)</b>		
Student	27 (34.6%) [13.6%]	31 (39.7%) [11.1%]	20 (25.6%) [11.3%]	<b>78</b> <b>(100%)</b>		
House wife	11 (28.9%) [5.6%]	22 (57.9%) [7.9%]	5 (13.2%) [2.8%]	<b>38</b> <b>(100%)</b>		
Retired	22 (32.4%) [11.1%]	35 (51.5%) [12.5%]	11 (16.2%) [6.2%]	<b>68</b> <b>(100%)</b>		

Occupation	Behavioural Intentions			Total	Chi-square Value	P value
	Low	Moderate	High			
Others	10 (33.3%) [5.1%]	15 (50%) [5.4%]	5 (16.7%) [2.8%]	<b>30</b> <b>(100%)</b>		
<b>Total</b>	<b>198</b>	<b>279</b>	<b>177</b>	<b>654</b>		

Source: Primary Survey

\*denotes 5% significant level

Value within ( ) denotes row percentage

Value within [ ] denotes column percentage

At a 5% level, the null hypothesis is not accepted as the P value is  $< 0.05$ . As a result, it is evident that among customers of commercial banks in Kerala, there is a substantial variation in behavioural intentions and the occupational background. In Kerala, 35.5% of customers who work for the government have a low behavioural intention, 16.1% of them claim to have a high degree of behavioural intentions and 48.4% express a moderate level of behavioural intentions. 27.4% of customers who work for private companies in Kerala have a low level of behavioural intentions, 38.9% of them demonstrate a moderate degree of behavioural intentions, and 33.7% demonstrate a high level of behavioural intentions towards commercial banks. Considering the customers who run self-owned business, 38.6% of them have a low level of behavioural intentions, 43.2% of them consider themselves to have a moderate level of behavioural intentions, and 18.2% of them have a high level of behavioural intentions towards commercial banks in Kerala. Regarding the customers who are students, 34.6% of customers have a low level of behavioural intentions, 39.7% of them demonstrate a moderate level of behavioural intentions, and 25.6% of customers show a high level of behavioural intentions towards commercial banks in Kerala. Considering the customers who are housewives, 28.9% of them have a low level of behavioural intentions, 57.9% of them say they have a moderate level of behavioural intentions, and 13.2% of them have a high level of behavioural intentions towards commercial banks in Kerala. In the case of customers who are retired, 32.4% of them exhibit a low level of behavioural intentions, 51.5% of them say they have a moderate level of behavioural intentions, and 16.2% have a high level of behavioural intentions towards commercial banks in Kerala. In terms of other customers, 33.3% of them have low levels of behavioural

intentions, 50% of them exhibit a moderate level of behavioural intentions, and at the same time, 16.7% of them show a high level of behavioural intentions towards commercial banks in Kerala.

It was identified that in the case of commercial banks in Kerala, customers who run a self-owned business exhibit a low level of behavioural intentions than customers who are private employees, who exhibit a high level of behavioural intentions.

*H<sub>0</sub> 6.46: There exists no significant difference in behavioural intentions between the type of banks among the customers of commercial banks in Kerala*

**Table 6.46**  
**Test Results of Association between Type of Banks and Behavioural Intentions**

Type of Banks	Behavioural Intentions			Total	Chi-square Value	P value
	Low	Moderate	High			
Public	85 (34.8%) [42.9%]	103 (42.2%) [36.9%]	56 (23%) [31.6%]	<b>244</b> <b>(100%)</b>	5.12	0.077 <sup>NS</sup>
Private	113 (27.6%) [57.1%]	176 (42.9%) [63.1%]	121 (29.5%) [68.4%]	<b>410</b> <b>(100%)</b>		
<b>Total</b>	<b>198</b>	<b>279</b>	<b>177</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

Value within ( ) denotes row percentage

Value within [ ] denotes column percentage

The null hypothesis is accepted since the P value is greater than 0.05. Therefore, it can be stated that there is no significant difference between type of banks and behavioural intentions among customers of commercial banks in Kerala, which indicates that customers of both public and private sector banks exhibit the same level of behavioural intentions. This result implies that customers of banks in the public and private sectors have a same degree of behavioural goals, including loyalty and positive behaviours towards their particular bank brand.



***H<sub>0</sub> 6.47: There exists no significant difference in behavioural intentions and the bank brands of customers of commercial banks in Kerala***

**Table 6.47**  
**Test Results of Association between Bank Brands and Behavioural Intentions**

Bank Brands	Behavioural Intentions			Total	Chi-square Value	P value
	Low	Moderate	High			
SBI	30 (36.6%) [15.2%]	35 (42.7%) [12.5%]	17 (20.7%) [9.6%]	<b>82</b> <b>(100%)</b>	12.77	0.544 <sup>NS</sup>
CSB	24 (30%) [12.1%]	35 (43.8%) [12.5%]	21 (26.3%) [11.9%]	<b>80</b> <b>(100%)</b>		
Federal Bank	17 (21%) [8.6%]	39 (48.1%) [14%]	25 (30.9%) [14.1%]	<b>81</b> <b>(100%)</b>		
Canara Bank	23 (28.4%) [11.6%]	37 (45.7%) [13.3%]	21 (25.9%) [11.9%]	<b>81</b> <b>(100%)</b>		
South Indian Bank	20 (24.1%) [10.1%]	35 (42.2%) [12.5%]	28 (33.7%) [15.8%]	<b>83</b> <b>(100%)</b>		
HDFC	28 (33.7%) [14.1%]	31 (37.3%) [11.1%]	24 (28.9%) [13.6%]	<b>83</b> <b>(100%)</b>		
Union Bank of India	32 (39.5%) [16.2%]	31 (38.3%) [11.1%]	18 (22.2%) [10.2%]	<b>81</b> <b>(100%)</b>		
ICICI	24 (28.9%) [12.1%]	36 (43.4%) [12.9%]	23 (27.7%) [13%]	<b>83</b> <b>(100%)</b>		
<b>Total</b>	<b>198</b>	<b>279</b>	<b>177</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

Value within ( ) denotes row percentage

Value within [ ] denotes column percentage

With a P value > 0.05, the null hypothesis has been accepted. This shows that there are no substantial differences in bank brands and customers' level of behavioural intentions among the commercial banks in Kerala. It reveals that commercial banks' brand building practices and customer engagement approaches have been successful in generating comparable levels of behavioural intentions

among their customers, resulting in a unified and satisfying customer experience throughout Kerala's banking sector.

***H<sub>0</sub> 6.48: There exists no significant difference in behavioural intentions and the duration of banking experience of customers of commercial banks in Kerala***

**Table 6.48**  
**Test Results of Association between Duration of Banking Experience and Behavioural Intentions**

Duration of Banking Experience	Behavioural Intentions			Total	Chi-square Value	P value
	Low	Moderate	High			
Up to 3years	43 (28.9%) [21.7%]	60 (40.3%) [21.5%]	46 (30.9%) [26%]	<b>149</b> <b>(100%)</b>	6.81	0.339 <sup>NS</sup>
4 to 5 years	26 (23.6%) [13.1%]	57 (51.8%) [20.4%]	27 (24.5%) [15.3%]	<b>110</b> <b>(100%)</b>		
6 to 10 years	52 (33.1%) [26.3%]	67 (42.7%) [24%]	38 (24.2%) [21.5%]	<b>157</b> <b>(100%)</b>		
Above 10 years	77 (32.4%) [38.9%]	95 (39.9%) [34.1%]	66 (27.7%) [37.3%]	<b>238</b> <b>(100%)</b>		
<b>Total</b>	<b>198</b>	<b>279</b>	<b>177</b>	<b>654</b>		

Source: Primary Survey

NS refers to not significant

Value within ( ) denotes row percentage

Value within [ ] denotes column percentage

At a 5% level, the null hypothesis is not accepted as the P value is  $< 0.05$  which inferred that customer of commercial banks in Kerala, there is no discernible difference between the duration of the banking experience and the level of behavioural intentions.

## 6.9 Conclusion

The second research objective was examined in this chapter. Through this chapter customer-based brand equity, customer satisfaction, and behavioural intentions of commercial banks that are functioning in Kerala are analysed. Elements such as brand recognition, brand loyalty, brand association, and perceived

quality are used as the constructs of customer-based brand equity. This chapter also analyse the single construct of customer satisfaction and customers' behavioural intentions. The study employed socio-demographic variables of customers, namely gender, age, educational qualification, duration of customer-bank relationship, and occupational background, alongside organisational properties of banks, such as bank type and bank brands, as factors for cross-comparison analysis. The findings indicates that the customers of commercial banks operating in Kerala had a moderate level of brand awareness, brand loyalty, brand association, and perceived quality, which in turn infers that customers of commercial banks operating in Kerala are capable of recognising their bank's brand. Additionally, customers exhibit favourable behaviours and mental associations with their bank and also have a feeling that their bank's brand is superior to that of its competitors. Further, customers of commercial banks in Kerala have a moderate level of satisfaction and behavioural intentions.