RESEARCH ARTICLE

THE IMPACT OF PERFORMANCE DETERMINANTS OF INTERNATIONAL FINANCIAL INSTITUTIONS ON OWN BRAND RETAILERS IN TELANGANA DISTRICTS

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ARTICLE INFO	ABSTRACT
	The international financial institutions in India such as HSBC, Standard Charted Bank, ABN AMPRO bank, Axis bank and City Bank, are the real boons to the small scale companies and retailer branded companies. These banks top listed in establishing a very good image and earning substantial profits through timely organized, appropriate and flexible international strategies. In the present study a set of 10 dynamic variables are considered in order to assess the impact on Indian own brand retailers in 10 Telangana districts. The sample comprises of 2000 respondents especially retailers from 10 different zones of the Telangana region. The select attributes are associated with functionality of banks, reliability, usability, efficiency, maintainability, adaptability associated with Online - services, parameters associated with customer services with NRI, CRM, and super markets and retail formats

INTRODUCTION

The rise of consumer movement in India laid the foundation of total quality management in banking industry. The banks grown in number have one common goal of satisfying the customers through sophisticated services that take advantage of new technology. The 130 crore populated country, India, has undergone a technological revolution. This re-inforced the foreign banks to grab the Indian market share and growth rate. The rural as well as urban consumers are well-facilitated with nearby banks, ATMs at reasonable charges with high standards of security. The Banking ombudsman scheme (1995) enhanced the confidence levels of consumers for demanding quality services from the banks. In order to raise the levels of satisfaction among the customers and thereby create loyalty among them, the banks constantly search for new techniques, technologies, and updated strategies. Deposit Insurance and Guarantee corporation, Export Credit and Guarantee Corporation are meant to protect the interests of the bank customers. The corporate banks gave higher priority to customers expectations. Consistency in quality, reliability, safety, understanding customer needs, communications, soft skills, and quicker delivery services Consumer sophistication has lead these banks to superior quality standards in performance levels The Indian Banks Association acts as moderator between the customers and Reserve Bank of India in availing various banking services. The select attributes for the present study comprised of parameters associated with consistency in functionality of banks, reliability, usability,

efficiency, maintainability, adaptability and parameters associated with credit and debit , parameters associated with loaning process, parameters associated with investing, parameters associated with insuring, parameters associated with Online - servicing, parameters associated with customer services. These are actually a few among many other variables which are still under the research work.

The need for the study

The globalization and liberalization of India made the Indians become well aware of the customer strength and consumer options regarding innumerable banking services and also the changing role of the consumers which needs to be studied from time to time. Total Quality Assurance and Dynamic Quality Maintenance are the majour components of a continuous customer satisfying process in domestic as well as international banks and other service sectors. The ever changing customer based perceptions of fast learning own brand retailers show light on the 10 Telangana districts, where the banks need to pay more their attention. It is essential for economical success. The Foreign Direct Investments in Insurance and other financial sectors sparked a competition among Indian banks too. The present study focuses on the retailer consumers perceptions in banking technology, product and services. The updated technology in information and communications, the liberalization, and the globalisation of economies provided a great opportunity in penetrating and multiplying the potential markets in the country. There is a strong need for developing

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proper relationship strategies between the retailer sector and the international institutions for the growth of Indian economy.

Objectives of study

1) To find out the attributes that influence the retailers to avail of the bank services in the ten Telangana districts..
2) To assess the ways and means of overcoming the problems associated with customer relationship management
3) To analyze the various effects of demographic geographic and psychographic factors
4) To study the reasons retailers for preferring only to multinational financialinstitutions

Limitations of the study

The present study which is a part of the main research is confined to retailers of ten Telangana cities, namely, Hyderabad, Rangaraddy, Warangal, Khammam, Kareemnagar, Medak, Adilabad, Nizamabad, Mahaboobnagar, Nalgonda districts. It covers mostly the urban population of the Andhra Pradesh state. The authenticity and accuracy of the data varies from respondents to respondents, in relation to the demographic variables like education, age, income levels etc. The study did not take into account of regional and cultural differences.

MATERIALS AND METHODS

(a) The data collection approach: The data is collected from both primary and secondary sources based on empirical data. A compact review of literature was made by using internet, digital libraries, magazines etc.
(b) The sample design: In this research a multistage random sampling is used to select the 2000 retailers belonging to the ten cities of Telangana regions., from City banks, Axis banks, and HSBC banks etc..The study comprised of a well structured questionnaire and structured interviews with respondents. A five point Likert scale was administered in studying the preferenmces and opinions of the respondents, which ranges from HS(highly satisfied), satisfied, Neutral, Dissatisfied, to Highly Dissatisfied (HD)
(c) The statistical methods: The various statistical methods, applied in the present study, include mainly I)Mean values. II) Percentages. Iii) Weighted Averages Analysis:

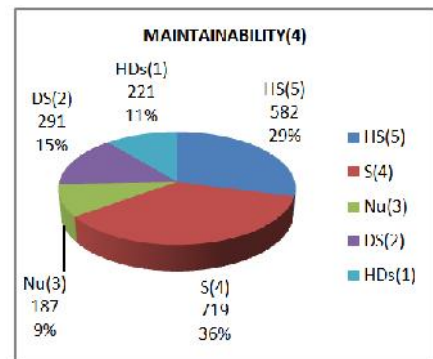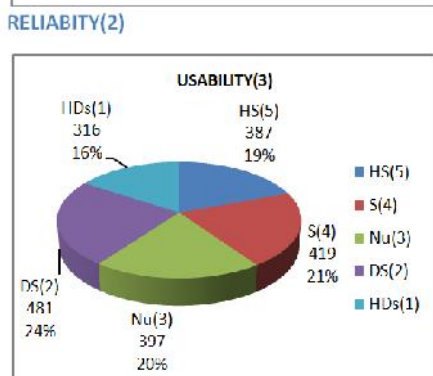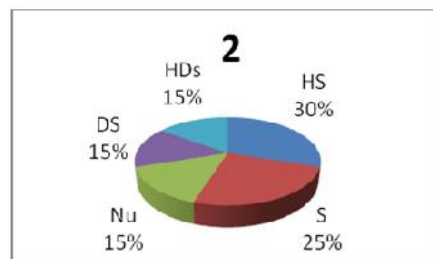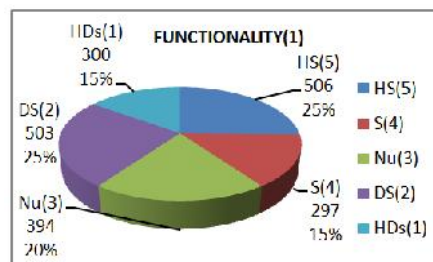indicates the number of consumers opted the option regarding the variable concerned

Table 1. The impact of the variables on respondents' levels of satisfaction

	HS(5)	S(4)	Nu(3)	DS(2)	HDs(1)	TOTAL
POINTS FOR EACH VARIABLE->	5	4	3	2	1	
FUNCTIONALITY(1)	506	297	394	503	300	2000
RELIABITY(2)	701	602	302	195	200	2000
USABILITY(3)	387	419	397	481	316	2000
MAINTAINABILITY(4)	582	719	187	291	221	2000
ADAPTABILTY(5)	752	572	298	183	195	2000
EFFICIENCY(6)	417	452	360	584	187	2000
ACCESSIBILTY(7)	389	931	276	204	200	2000
RESPONSIVENESS(8)	603	542	393	341	121	2000
COMMUNICATION&SOFT SKILLS OF EMPLOYEES(9)	593	676	316	345	70	2000
UNDERSTANDING CUSTOMERS WITH INTIMACY(10)	676	464	298	223	339	2000

The responses of the respondents are measured on a qualitative Likert scale comprising of satisfaction levels with 5 points in the order of intensity, starting from Highly Satisfied, Satisfied, Neutral, Dissatisfied, Highly Dissatisfied. The cell value

The important inferences

The weighted average opinions of respondents regarding their satisfaction with the variables under study are given below:

i) The functionality attribute score is 3.103 indicating almost neutral level

ii) The reliabity attribute score is 3.7045, indicating satisfied level

iii) The usability attribute score is 3.04 indicating satisfied level

iv) The maintainability attribute score is 3.575, indicating satisfied level

v) The adaptabilty attribute score is 3.7515 indicating almost satisfied level,

vi) The efficiency attribute score is 3.164 , indicating satisfied level

vii) Accessibilty attribute score is 3.5525, indicating satisfied level

viii) Responsiveness attribute score is 3.5825, indicating satisfied level

ix) Soft skills attribute score is 3.6885, indicating satisfied level

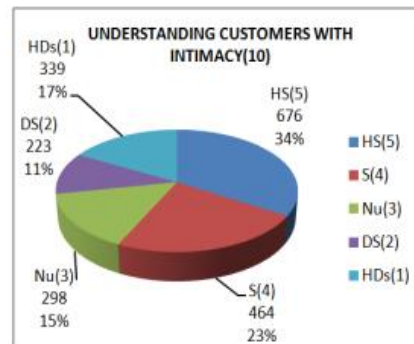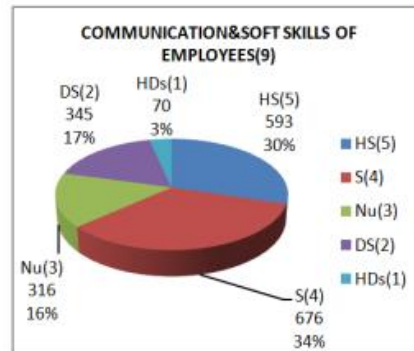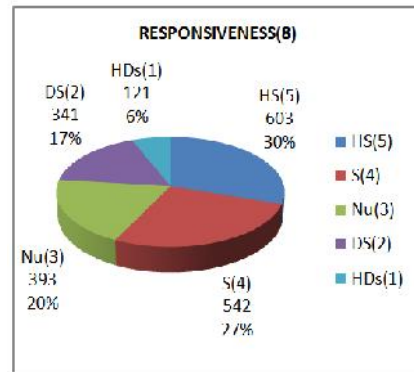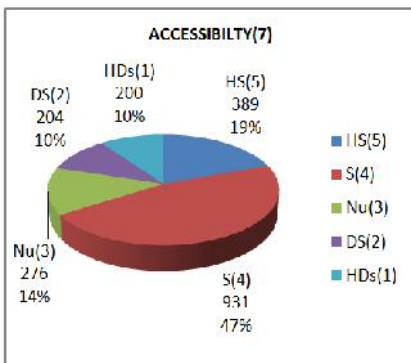x) Intimacy attribute score is 3.4575, indicating satisfied level
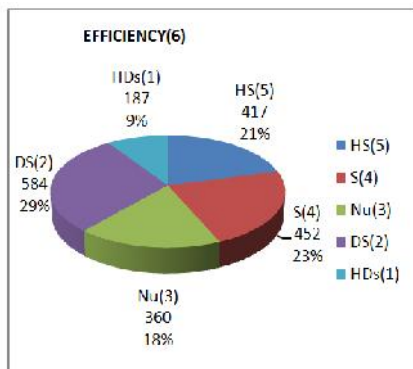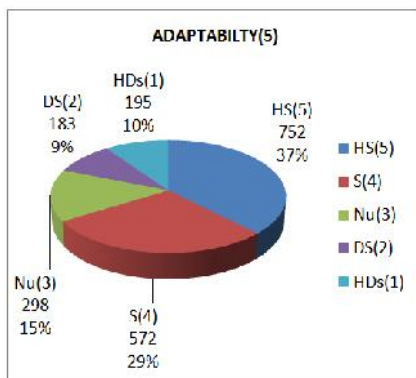

Fig: Levels of satisfaction w. r. t. variables under study

Garret's Ranking to the variables

Garrett's formula is applied to the data to find out appropriate ranks for the variables under study as an extention,as follows:

Percent position$=100*(R_{ij}-0.5)/N_{ij}$ Where R is rank given by j th respondent for i th variable N is number of variables under study ranked by j th respondent

The scores for 10 variables are as follows: 5,15,25,35,45, 55,65,75,85,95respectively

The corresponding Garret's scores are 82,71,64,58,54,48,43, 37,30,18 respectively.

From the above Table, it is clear that the variables are arranged in decreasing order of ranking done by Garret's formula as follows:

1.Adapatability
2.Reliability
3.Commuinications and soft skills
4.Responsiveness
5.Accessibilty
6.Maintenance
7.Understanding customers
8.Efficiency
9.Functionality
10.Usability.

Table 2. Garret's ranking score card

Garret's scores	Rank 1	Rank2	RANK3	RANK4	RANK5	RANK6	RANK7	RANK8	RANK9	RANK10	Total Respondents	TOTAL Garrete's score	Mean	Garret's Rank
	82	71	64	58	54	48	43	37	30	18	2000			
FUNCTI(	306	200	197	100	295	99	300	203	150	150	2000	105993	52.997	9
RELIABI	300	401	300	302	200	102	100	95	125	75	2000	118398	59.199	2
USABILI	200	187	300	119	200	197	300	181	216	100	2000	103912	51.956	10
MAINTA	200	382	400	319	100	87	100	191	121	100	2000	113997	56.999	6
ADAPTA	400	352	300	272	100	198	83	100	95	100	2000	119591	59.796	1
EFFICIEN	300	117	152	300	200	160	300	284	100	87	2000	106489	53.245	8
ACCESSI	189	200	700	231	176	100	104	100	75	125	2000	114872	57.436	5
RESPON	303	300	302	240	300	93	200	141	21	100	2000	116305	58.153	4
COMMU	300	293	200	476	200	116	145	200	30	40	2000	117434	58.717	3
UNDERS	500	176	300	164	100	198	123	100	139	200	2000	113871	56.936	7

Recommendations

ii) The reliabity attribute score is 3.7045, indicating satisfied level

iii) The usability attribute score is3.04 indicating satisfied level

iv) The maintainability attribute score is3.575, indicating satisfied level

v) The adaptabilty attribute score is 3.7515 indicating almost satisfied level,

vi) The efficiency attribute score is 3.164 , indicating satisfied level

vii) Accessibilty attribute score is3.5525, indicating satisfied level

viii) Responsiveness attribute score is 3.5825, indicating satisfied level

ix) Soft skills attribute score is3.6885, indicating satisfied level

x) Intimacy attribute score is 3.4575, indicating satisfied level

i) It is very essential to establish a congenial and a very cooperative atmosphere for strengthening functionality, reliability, responsiveness, accessibility, adaptability, with intimacy, a good understanding of banking consumers is required in these foreign banks,

ii) It must be emphasized that there is a requirement for the select services to improve the quality aspects and consumer perceptions about quality services.

iii) The top management need to develop more marketing strategies and publicity programs in dynamic environment to involve their customers and, thus, enhance retailers loyalty

Conclusion

From the findings it is perceived that the dynamic variables i.e. Functionality, Usability, Reliabity, Maintainability, Adaptabilty, Efficiency, Accessibilty, Responsiveness, Communications & Soft skills of employees, and Understanding customers with intimacy have direct and positive impact on the retailers' willingness and satisfaction and thus their likeliness to continue their membership in the banks. The functionality had its impact by alleviating the frustration of the consumers by reducing the waiting time in the queue and thus had a direct relationship with the usability and re-usability of the banking services by effective adaptability associated with loyalty and reliability. The maintenance of consistent performance levels with customer problem solving ability, accessiibility and intimacy with appropriate and timely communication and soft skills will relieve the customers from nervousness and anxiety The efficiency with which any bank could please the customers will bring utmost satisfaction to the standard levels set by the banks as well as the expected levels of the customers. This is reflected in the responsiveness aspect of the banks. The concern for customers plays thus an important role in the banking sector.

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