

Identification of Market Orientation on Business Performance in the Commercial Banking Sector in Sri Lanka



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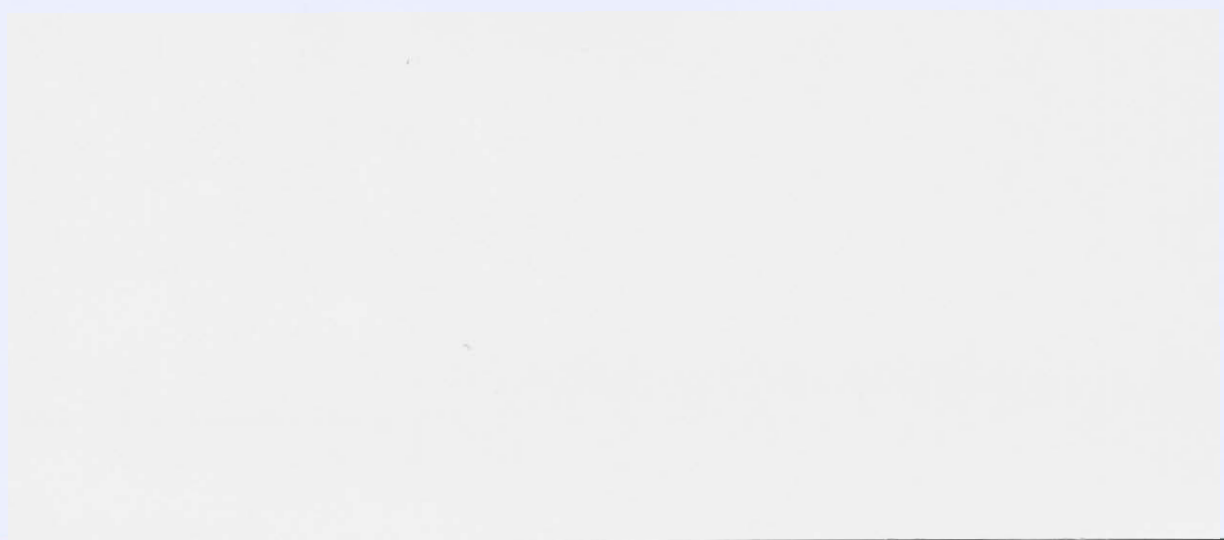
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ABSTRACT

Market orientation, centered at the very heart of marketing management literature, is argued to influence a firm's performance, and this relationship has received considerable research attention. This empirical study was concerned on identification of Market Orientation on Business Performance in the Commercial Banking sector in Sri Lanka. The commercial banking sector in Sri Lanka has been rapidly growing in the last two decades. The entire banking sector consists of both private and public sector banks, and private sector banks have been diversifying tremendously compared to the public sector. An exploratory approach is applied for the investigation of how and to what extent market orientation engages with such capabilities in producing performance outcomes.

In recent studies focused on how market orientation relates to business performance. In this study, new dimension customer satisfaction and competitor orientations are introduced and also used existing theories linked with this study. Business that increases its market orientation, improving its marketing performance can be successful. Mystery of Service organizations such as Banks which are providing services can be sought in the market orientation and customer-oriented manner, organizations that pay attention to their customers and try to deliver the highest quality service. Customers, who are receiving a positive value of a servicing organization, naturally will be constant and loyal customers of the organization. Based on the literature related to market orientation and business performance, the study put forward three hypotheses and developed conceptual framework to guideline the study. The study context is banking industry in Sri Lanka. The primary Data were collected from a sample survey that was conducted in selected private and public sector banks located in Colombo district. The researcher utilized random sample method ensures the study population is adequately represented in the sample. The collected data have been analyzed by way of "correlation" and "factor analysis" to understand the market orientation against business performance, customer satisfaction and competition. Hypothesis were tested using regression analysis also, researcher used SPSS 18.0 software to analysis process. The major empirical findings of the study have revealed that market orientation associates with business performance. The study has revealed that positive and significant relationship between market orientations, overall business performance.

Key Words –Market Orientation, Business Performance, Commercial banks, Customer oriented, Competition.