

Name of the Scholar : Mallika Kumar

Supervisor : Prof. (Dr.) M. Altaf Khan

Department : Commerce & Business Studies

Title of the thesis : *“An Analytical Study on Marketing Problems of Cooperative Banks of Uttaranchal in Post – Liberalization Era “*

ABSTRACT

This study covers the Rural Cooperative Credit Institutions from the National to the primary level & tries to conceptualize new Marketing Strategies for their sustainability.

OBJECTIVES: (a) To study the Role of Cooperative Banks in Uttaranchal. b) To evaluate the impact of reforms on Cooperative Banks and Marketing of Services. c) To assess the sustainability of Cooperative financial services in the present context of liberalization. (d) To analyze and identify marketing problems with reference to selected Cooperative Banks and to provide suggestions.

METHODOLOGY: It is an **exploratory** study using the Purposive Stratified Random Sampling with the twin methodology – **Survey & Case Study – The Yin Model**, Type 2 design, called “embedded design”. The Sample size was 150 for Institutional and 390 for Customer Survey using ANOVA for analysis.

MAJOR FINDINGS:

INSTITUTIONAL: There was high variance in responses for the query on impact of financial sector reforms. (i) Higher tier are more aware, better prepared (ii) Liberalization has led to “tier conflict”. Among **Requisites** generated for sustainability, **Marketing** ranked highest at the State level.

CUSTOMER: **Institutional loyalty is higher for the older generation.** The satisfaction of customer influenced most by **employees attitude & speed** followed by **formalities**, and **price & tangibles**. *An overall analysis of the six P’s of marketing mix in Uttarakhand Cooperative banks shows high satisfaction among members for Staff behavior, Price, moderate satisfaction for Time taken, Place & dissatisfaction for Procedures.*

SUGGESTIONS: (1) Recognition of contribution of Cooperatives. (2) Restructuring & Benchmarking (3) Cooperation education a part of general education (4) Capitalizing on their strengths & weaknesses of their competitors (5) A Marketing research department at NCUI and a Marketing cell in Uttarakhand SCB.

(6) **MARKETING STRATEGY:** The study suggested **Dual Target Marketing strategy** for National & State federation, **Niche strategy** for DCB & **Low Cost Marketing strategy** for the Primary Agricultural Cooperatives. The pricing strategy to focus on *dissemination of latest price structure*. The product strategy to include enhanced diversification & innovativeness. Promotion Strategy to focus on Marketing of Cooperative Advantage, Media relation offices at DCB/SCB, Urgent need for Computerization & improving Layout. The five pronged members strategy to focus on **PARRE** i.e. Member – Participation, Activation, Retention, Referral & Enrollment. *Improved service quality for members fostered by a conducive environment for the employees would lead to sustainability of Cooperative banks in liberalized environment.*

Some issues for further research are an in depth study of the other districts of the state of Uttarakhand, other states in the country and the Marketing Strategy of Cooperative banks in other countries. There can be a study on the applicability of prudential norms on Cooperative Banks & on the **Sociological aspects of Cooperatives**.

To sum up, the research work identified the marketing problems of RCCI in Uttarakhand as resource constraint, state dependence, political interference, image building, lack of professionalism & awareness about the emerging challenges. The surveys revealed **seven gaps** & suggested marketing planning to bridge these gaps. It gave an **efficiency – effectiveness** concept that would lead to their **excellence in the competitive environment**.

Total words of the Abstract: 500 words

RCCI: Rural Cooperative Credit Institutions; NCUI: National Cooperative Union India; SCB: State Cooperative Bank; DCB: District Cooperative Bank.