



**IMPACT OF MARKETING STRATEGIES ON CUSTOMER  
SATISFACTION; CASE ON COMMERCIAL BANKS IN UVA  
PROVINCE**

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## **Impact of marketing strategies on customer satisfaction;**

### **Case on commercial banks in uva province**

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#### **Abstract**

The commercial banking sector in Sri Lanka has been developed dramatically in most recent years. At the present context banking service providers have to be faced head to head competition to survive in the market. Thus to face the competition in the market place the service providers always try to add value to the customers. In the context of adding value they tend to be implemented variety of marketing strategies in order to position the place in the customer's mind. In that context the objective of this research is to identify the relationship between the marketing strategies and customer satisfaction and identify the existing situation of marketing strategies on customer satisfaction.

The population of the whole research was total saving account holders of commercial banks in Uva province. Samples of 180 savings account holders were selected with 12 each from 15 bank branches from Badulla and Monaragala district.

Key finding of research show that averagely saving account holders were almost agreed with the existing situation of marketing strategy and customer satisfaction. The finding indicates that there is strong positive relationship between marketing strategy and customer satisfaction. Furthermore it can be recognized that people as most effective type of marketing strategy among the product, price, place, promotion, process, and physical evidence provided by commercial banks towards customer satisfaction in Uva Province.

**Key words: Marketing strategies, customer satisfaction**