EFFECT OF BANK TYPES ON SERVICESCAPE, SERVICE QUALITY, CUSTOMER BANKING EXPERIENCE AND LOYALTY IN INDIAN BANKING INDUSTRY: AN EMPIRICAL INVESTIGATION

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Abstract

Banking services are very important for economic growth of a country. Banking industry in India comprises of Public sector, Private sector and Foreign banks. Their services are rated differently by the customers. Quality perception of services is determined by a number of factors including the surroundings in which services are rendered, known as Servicescape. Servicescape comprises of ambient conditions, spatial layout and functionality, signs, symbols and artifacts and social servicescape. Service quality is the overall perception of service as appraised by the consumer. This is comprised of five elements namely Tangibility, Reliability, Responsiveness, Assurance and Empathy. Servicescape and Service quality impact the sensory, affective, behavioural and intellectual assessment about a particular service. This overall experience of the consumer about a particular service is termed as Customer experience. Customer experience determines the behavioural intention of the customer in future in the form of loyalty. Present study is an empirical attempt to investigate the differences across three different categories of banks regarding servicescape, service quality, customer banking experience and loyalty of customers. Findings of the study suggest that there are substantial differences across three categories of banks in India.

Keywords: Servicescape, Customer banking experience, Service Quality, Loyalty.

1. INTRODUCTION

Services contribute significantly towards the economic prosperity in developing as well as developed economies of the world. They have a direct relationship with every individual in each country. Availability and the provision of efficient services are critical to enhance the capabilities of people, organizations and society. Services, in contrast to physical products, are not tangible. These are inseparable in nature in the sense that provider and receiver of the services are at the same place. The quality perception of services is determined by not only the quality of services rendered but also by the surroundings in which the service is rendered. In marketing-mix criteria we have Product, Price, Promotion and Place as different components. Since services are intangible in nature, the importance of the place i.e. the environment in which the services are provided gains a lot of importance. This physical setting communicates with and influences not only the customers but also the employees of the organization and has been identified as Servicescape. Service quality is a focused evaluation that reflects the customer's perception of elements of service such as interaction quality, physical environment quality, and outcome quality. Parsuraman et al. (1988) define "service quality as the difference between customer expectations of the service to be received and perceptions of the actual service received. Perceived service quality is the result of comprehensive evaluation of product and services consumed by the customers". Customer experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by service-related stimuli that are part of a brand's design and identity, packaging, communications, and environments (Brakus et al., 2009). In the present era, banking services are an important contributor to the economy of every country. Banking industry in developing economies like India is represented by different categories of the banks like Public sector, Private sector, and Foreign banks. These banks have

many differentiating factors which contribute to their USPs. Among many differentiating factors, quality of servicescape, service quality and customer banking experience seem to be the critical factors. An understanding of the above factors is of paramount importance in the current scenario. Present empirical study, the impact of bank type on servicescape, service quality, customer banking experience and loyalty in Indian banking industry is first attempt to make some contribution in this direction.

2. LITERATURE REVIEW AND RESEARCH HYPOTHESIS

2.1. Servicescape and its differentiation across different types of banks

In service industry, the place where the service transaction takes place is experienced by both the service provider and consumer of the service. Kotler (1973) introduced the term "Atmospherics" to define the effect of physical stimuli of the environment on consumer. Mehrabian and Russel (1974) on the basis of environmental psychology concluded that physical environment sends stimuli to the people (organism) who process these stimuli inside them in the form of emotions and produce their responses in the form of behavior i.e., satisfaction and loyalty. Bitner (1992) coined the term Servicescape which is the manmade, physical surroundings as opposed to the natural or social environment (Bitner, 1992, p.58). Three dimensions of the servicescape given by the Bitner (1992) include ambient conditions, spatial layout and functionalities, and signs symbols and artifacts. Ambient conditions are the factors that affects perceptions of and human responses to the environment (Baker, Berry, and Parsuraman, 1988). Ambient conditions effect the five senses, and include lighting, temperature, noise, colour, odour, and air quality. Spatial layout refers to the ways in which machinery, equipment, and furnishings are arranged, the size and shape of those items, and spatial relationship among them. Functionality refers to the ability of the same items to facilitate performance and the accomplishment of the goals. Signs, symbols, and artifacts are the items in physical environment which serve as explicit or implicit signals that communicate about the place to its users. This includes ambience, décor at the entrance and inside, furnishings and visual appeal of facilities etc. Tombs and McColl-Kennedy (2003) introduced the conceptual term 'Social Servicescape' which takes into consideration the social aspects of the service environment. Thus, social servicescape is a service setting in which other customers are present and the purchase occasion also has a role to play in influencing the likely behaviour of the individual customer and other customers present in the service area. It was also proposed that purchase occasion will influence the behaviour of customer through the social density and the emotions of other customers.

Mehrabian and Russel (1974) presented Stimulus-Organism-Response (S-O-R) model on environmental psychology, according to which physical environment sends stimuli (S) to the people (O) in the organization, who in turn respond (R) to these stimuli in the form of emotions. Baker et. al., (1992) found that physical and social elements of servicescape positively influenced the customer experiences in the form of emotions. Ryu and Jong (2007) found that aesthetics and ambience significantly influenced customer experiences and emotions. Similarly, Hyun and Kong (2014) in their research found that décor and artifacts, spatial layout and ambient conditions affected customer emotions and experiences. Lin et al. (2010) in his research on restaurants service encounters concluded that interaction between customers and staff influenced the experience about pleasure and satisfaction. Tombs et. al., (2010) in their study on other customers inside the servicescape found that presence of other customers influences the behavioural response about duration of stay of the customers in servicescape. Jani and Han (2014) affirmed that social comparison with other guests significantly influences the emotional experience of customers in hotels. Line et al. (2018) concluded that the mere

presence of others can affect the sensory feeling of customers. Tenga et al., (2019) in their study on banking sector concluded that banks should design physical spaces with an atmosphere that will have a positive impact on customers and pay particular attention to interaction with contact personnel and other customers present. Though various components of servicescape and their impact on emotion, satisfaction and loyalty has been studied in detail on various industries, no study has yet been conducted to find out the differences in servicescape elements in different categories of banks. On the basis of above discussion following hypotheses are proposed:

H1: There are significant differences in Ambient conditions of servicescape across three different types of banks (Public sector, Private sector, and Foreign Banks).

H2: There are significant differences in Layout and Functionality conditions of servicescape across three different types of banks.

H3: There are significant differences in Signs, Symbols and artifacts conditions of servicescape across three different types of banks.

H4: There are significant differences in Social servicescape conditions of servicescape across three different types of banks.

2.2. Service Quality and its differentiation across different types of banks

Service quality is the consumer's appraisal of overall quality of service delivery. It is the result of the comparison that consumers make between their expectations about a service and their perception of the way the service has been performed or delivered (Bitner and Hubbert 1994, Rust and Oliver, 1994). This appraisal typically is formed from disconfirmation of expectations of service performance (Parasuraman et al., 1988) or through the assessment performance measures (Cronin & Taylor, 1992). Differences between expectations and evaluations denote perceived service quality (Zeithaml et al., 1996). Service quality is sufficient when perceptions equal or exceed expectations. Based on disconfirmation, Parasuraman et al., (1988), developed SERVQUAL, an instrument of items representing five service quality dimensions: reliability, responsiveness, tangibility, assurance and empathy to measure service quality. Studies found satisfactory loading of the scale items when using SERVQUAL to measure service quality across industries including banking and telecommunications (Caruana, 2002). Basically, these dimensions represent the consumer's criteria of judging service quality.

Reliability represents the service provider's ability to perform the promised service dependably and accurately. This is achieved through keeping promises to do something, providing right service, consistency of performance and dependability, service is performed right at the first time, the company keeps its promises in accuracy in billing and keeping records correctly and error-free sales transactions and records. **Tangibility** relates to the physical aspects or evidence of a service. Physical aspects of service include appearance of equipment and fixtures, physical facilities, materials associated with the service, appearance of personnel and communication materials, Convenience of physical facilities and layouts. Bitner (1992) proposed that the physical setting of the place of service, including not only visual aspects such as color and texture, but also noise, odors, and temperature is of particular importance and capable of altering customer expectations and strongly influencing consumer experience and satisfaction. **Assurance** consists of competence, possession of the required skills and knowledge to perform the service, courtesy, credibility of the employees and their ability to inspire trust and confidence. This includes employees having knowledge to answer questions, inspiring confidence, providing prompt service, willing to respond to customer's requests, giving customers individual attention, showing consistent courtesy with customers and even

treat customers properly on the phone. **Responsiveness** is the determinant that defines the willingness to help customers and to provide prompt services. It is the desire and willingness to assist customers and deliver prompt service. It involves features such as the opening hours of the service provider, the politeness of the employees and the time the customer has to wait in order to get the service. In other words, it describes how quickly and affective the response to the customer is. **Empathy** is the caring and personalized attention; the organization provides to its customers. It is reflected in the service provider's provision of access, communication and understanding the customer. Individual attention, convenient operating hours, understanding of the staff when a problem occurs and the knowledge the employees have of the customers' needs were the primary elements included in the evaluation of empathy. Gentile et al., (2007) in their study found that overall service quality has positive impact on banking experience in the physical banking transactions. Loureiro and Sarmento (2018) in their research on banking sector found that executive excellence and staff engagement are most relevant indicators for bank experience. Perceived service quality can promote positive satisfaction (He et al, 2020). Inan et al, (2023) found that service quality has a direct effect on customer satisfaction in mobile banking. While impact of various elements of service quality on various aspects like satisfaction and loyalty has been studied in detail in various service industries, no attempt has yet been made to carry out a detailed empirical investigation about the differences in various components of service quality across different types of banks. Based on the above discussion following hypotheses are proposed:

H5: There are significant differences in Tangibility element of Service Quality across three different types of banks (Public sector, Private sector, and Foreign Banks).

H6: There are significant differences in Reliability element of Service Quality across three different types of banks.

H7: There are significant differences in Responsiveness element of Service Quality across three different types of banks.

H8: There are significant differences in Assurance element of Service Quality across three different types of banks.

H9: There are significant differences in empathy element of Service Quality across three different types of banks.

2.3 Loyalty and its differentiation across different types of banks

Customer loyalty is a deeply held commitment to rebuy a preferred product or service consistently in the future, thereby causing repetitive purchasing of the same brand, despite situational influences and marketing efforts. Gremler and Brown (1996) define it as "the degree to which a customer exhibits repeat purchasing behavior from a service provider, possesses a positive attitudinal disposition toward the provider, and considers using this provider when a need for this service arises. Loyalty is therefore an attitude or behavior that customers explicitly vocalize or exhibit. Loyalty has both behavioral and attitudinal dimensions. The behavioral dimension consists of repeated purchase of product while attitudinal loyalty refers to attitudinal commitment or favorable attitude toward a product resulting in repeat purchasing behavior. It is a biased purchase response resulting from an evaluative attitude favoring the purchase. Loyalty is thus viewed as the customer's demonstration of faithful adherence to an organization despite its occasional error or indifferent services. Dick and Basu (1994) conceptualize loyalty as the strength between repeat patronage and relative attitude which results from comparing a particular brand with competing brands. Customer loyalty is strong when a high relative attitude leads to repeat buying. While impact of servicescape and service quality on loyalty has

been studied in detail (Harris and Ezeh, 2008; Hooper et al., 2013; Lee and Chung,2022), no attempt has been made to study the differences in loyalty of customers across different sectors of banks. Based on the above discussion following hypothesis is proposed:

H10: There are significant differences in loyalty of customers across three different types of banks (Public sector, Private sector, and Foreign Banks).

2.4 Customer Banking Experience and its differentiation across different types of banks

Customer experience in a banking transaction is similar to brand experience. This is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by the experience-related stimuli that are part of a brand's design and identity, packaging, communications, and environments (Brakus et al., 2009). According to Alloza (2008), brand experience can be defined as the perception of the consumers, at every moment of contact they have with the brand, whether it is in the brand images projected in advertising, during the first personal contact, or the level of quality concerning the personal treatment they receive. Service experience is created when customers use the service; talk to others about the service; seek out information, promotions, and events, and so on (Ambler et al., 2002). Customer experience has become crucial for the organizations in present era. Experiences are considered as equally important economic offering like commodities, goods and services for the organizations (Pine and Gilmore, 1998; Garg et al.,2014) as it impacts customer satisfaction and loyalty. While impact of customer experience on satisfaction and loyalty has been studied by a number of researches (Iglesias et al, 2011; Wu and Wang,2014; Choi et al., 2017; Ong et al, 2018; Guan et al., 2021; Gao and Shen,2024) in a number of industries, no study has yet been done in the banking industry to differentiate the customer banking experience across different categories of banks. On the basis of above discussion, following hypothesis is proposed:

H11: There are significant differences in customer banking experience of customers across three different types of banks (Public sector, Private sector, and Foreign Banks).

3. RESEARCH METHODOLOGY
3.1 Measurement Instrument
A questionnaire (Annexure-1) was designed and the items selected therein were taken from the past studies conducted in the area of Servicescape, Service quality, Customer brand experience and Loyalty. The number of items in each construct and their authors are given below:

Table 1

Construct	Number of items	Author
Servicescape	23	Reimer and Kuhen,2005, Hightover,2002
Service quality	22	Parsuraman et al., 1988
Customer Banking experience	8	Brakus et al., 2009
Loyalty	4	Villarijo-Ramos and Sanchez Franco,2005

All multi-scale items were assessed on 7-point Likert scale with 1 as completely disagree to 7 as completely agree (Alwin, 1997).

3.2 Data Collection- Data was collected from 660 customers of Public, Private and Foreign sector banks regarding their assessment of servicescape, service quality, customer banking experience and loyalty.

3.3 Demographic Profile:

The demographic profile of the respondents is given below:

Table 2

Demographic Characteristics	Count	Percentage
Total Sample Size	660	100
Gender		
Male	429	65.0
Female	231	35.0
Age		
Up to 25 years	234	33.9
Above 25 years	426	66.1
Education		
Up to Graduation	442	67.0
Above Graduation	204	30.9
Others	14	2.1
Annual Income		
Up to 5 Lakhs	184	27.9
5 to 10 Lakhs	273	41.3
Greater than 10 Lakhs	203	30.8
Experience with current Bank		
Up to 5 years	357	54.1
Above 5 years	243	45.9
Bank Type		
Public Sector Bank	365	55.3
Indian Private Bank	185	28.0
Foreign Bank	110	16.7

3.4 Normality Test: The normal distribution of data is fundamental assumption for statistical analysis. According to Hair et al., (2010), normality refers to the shape of distribution of data for individual metric variable and its correspondence to the normal distribution of the benchmark statistical method. To check the normality, statistical method of skewness and kurtosis was applied (Hair et al., 2010; Kline, 2011). Acceptable values skewness should fall between -2 to +2 and for kurtosis it should be between -10 to +10 (Collier, 2020). Standard deviation for all constructs and indicators is between 0.898 to 1.237. Values for Skewness for all the Constructs and Indicators in the present data set vary from -0.882 to +2.368. These are within the acceptable range. Similarly values for Kurtosis for all the constructs and Indicators vary from -1.258 to +0.051. These values also fall within the acceptable range. Thus, Normality of the dataset is established.

3.5 AMOS MODEL

Figure: 1
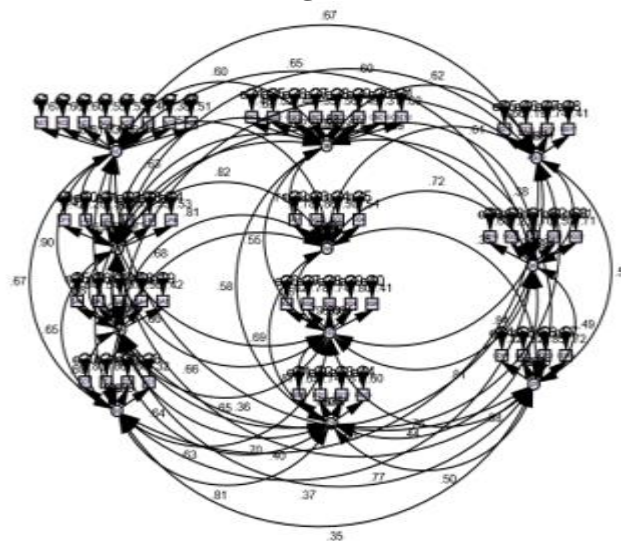
AC-Ambient Conditions**, LF-** Layout and Functionality**, SA-** Signs, Symbols and Artifacts**, SS-**Social Servicescape**, CEB-**Customer Banking Experience **TAN-**Tangibility**, REL-**Reliability**, RESP-** Responsiveness**, ASSU-**Assurance**, EMP-**Empathy**, LOY-**Loyalty

3.6 Reliability and Validity

Reliability is the degree to which the measure of a construct is consistent or dependable. Validity refers the extent to which a measure adequately represents the underlying construct that it is supposed to measure. Confirmatory factor analysis was conducted using AMOS (version 23.0) to test the measurement model. As part of Reliability analysis, factor loadings were assessed for each item and all factor loadings were >0.5 (Falk and Miller,1992). Factor loadings ranged from 0.672 to 0.952 for all 57 indicators. Construct reliability was assessed using Cronbach's alpha. Cronbach's alpha for each construct in the study was found over the required value of 0.70 (Nunnally and Bernstein, 1994). Composite Reliability ranged from 0.978 to 0.934, above the 0.70 benchmark (Hair et al., 2010). Hence, construct reliability was established for each construct. Convergent validity of scale items was estimated using Average Variance Extracted. The Average Variance Extracted values were above the threshold value of 0.50 (Fornell& Lacker, 1981) for all constructs.

Reliability and Validity Analysis

Table: 3
Factor Analysis, AVE, C R and Cronbach's alpha

Construct	Item	Factor Loadings	AVE	C R	Alpha
Ambient Conditions (AC)	AC1	0.952	0.758	0.978	0.961
	AC2	0.949			
	AC3	0.908			
	AC4	0.892			
	AC5	0.877			
	AC6	0.853			
	AC7	0.674			
	AC8	0.827			
Layout and Functionality (LF)	LF1	0.815	0.668	0.956	0.922
	LF2	0.75			
	LF3	0.859			
	LF4	0.845			
	LF5	0.832			
	LF6	0.798			
Signs, Symbols and Artifacts (SA)	SA1	0.883	0.692	0.953	0.893
	SA2	0.800			
	SA3	0.795			
	SA4	0.863			
	SA5	0.814			
Social Servicescape (SS)	EC1	0.928	0.768	0.960	0.927
	EC2	0.928			
	EC3	0.900			
	CC1	0.735			
Customer Banking Experience (CBE)	CBE1	0.753	0.583	0.951	0.917
	CBE2	0.801			
	CBE3	0.784			
	CBE4	0.688			
	CBE5	0.732			
	CBE6	0.802			
	CBE7	0.695			
	CBE8	0.838			
Tangibility (TAN)	TAN1	0.859	0.756	0.958	0.924
	TAN2	0.948			
	TAN3	0.849			

	TAN4	0.817			
Reliability (REL)	REL1	0.817	0.703	0.955	0.919
	REL2	0.901			
	REL3	0.872			
	REL4	0.873			
	REL5	0.717			
Responsibility (RES)	RES1	0.854	0.738	0.954	0.913
	RES2	0.902			
	RES3	0.892			
	RES4	0.782			
Assurance (ASSU)	ASSU1	0.828	0.587	0.907	0.851
	ASSU2	0.637			
	ASSU3	0.804			
	ASSU4	0.782			
Empathy (EMP)	EMP1	0.821	0.635	0.907	0.956
	EMP2	0.767			
	EMP3	0.842			
	EMP4	0.745			
	EMP5	0.805			
Loyalty (LOY)	LOY1	0.746	0.665	0.934	0.859
	LOY2	0.825			
	LOY3	0.91			
	LOY4	0.771			

Discriminant Validity is established if the shared variance between the constructs is lower than the AVE for each construct (Fornell and Larcker, 1981)

Table: 4

Convergent and Discriminant Validity

			Checking for Convergent Validity		Checking for Discriminant Validity										
					(Diagonal Value=√ AVE										
					Below Diagonal estimated correlations										
Construct	**Mean**	**S.D.**	**CR**	**AVE**	**AC**	**LF**	**SA**	**SS**	**CBE**	**TAN**	**REL**	**RESP**	**ASSU**	**EMP**	**LOY**
AC	**4.85**	**1.223**	0.978	0.758	**0.871**										
LF	4.891	0.980	0.956	0.668	0.741	**0.817**									
SA	4.516	0.979	0.953	0.692	0.711	0.794	**0.832**								
SS	4.856	1.063	0.960	0.768	0.671	0.709	0.793	**0.876**							
CBE	5.332	0.861	0.951	0.583	0.64	0.622	0.6	0.643	**0.763**						
TAN	5.091	1.039	0.958	0.756	0.730	0.743	0.759	0.753	0.761	**0.869**					
REL	4.945	0.953	0.955	0.703	0.728	0.706	0.675	0.736	0.722	0.763	**0.838**				
RESP	4.975	1.012	0.954	0.738	0.663	0.648	0.678	0.725	0.721	0.713	0.722	**0.859**			
ASSU	5.184	0.824	0.907	0.587	0.736	0.7	0.716	0.718	0.698	0.798	0.890	0.718	**0.766**		
EMP	4.937	0.934	0.907	0.635	0.682	0.676	0.672	0.693	0.710	0.789	0.850	0.773	0.702	**0.797**	
LOY	5.411	0.947	0.934	0.665	0.315	0.279	0.161	0.206	0.474	0.282	0.462	0.484	0.543	0.511	**0.815**

4. HYPOTHESIS TESTING

Servicescape

H1: There are significant differences in Ambient conditions of servicescape across three different types of banks (Public sector, Private sector, and Foreign Banks).

The hypothesis tests if the ambient conditions of servicescape differs across three different types of banks. Customers were divided into three groups: (Group No.1: Public Sector banks; Group No. 2: Private sector Banks; Group No. 3: Foreign banks). The ANOVA results suggest that the ambient conditions scores of groups differ significantly ($F_{2,657}=46.650$, $p<.001$).

Since the Levene's statistics is significant, equal variances were not assumed. To check for individual differences between groups post-hoc comparisons were assessed using **Dunnett's T3**. The test indicated that the mean scores for Public Sector Banks (Mean=4.5021, SD=1.17910) was significantly different from Private Sector banks (M=5.0872.SD=1.06565). Private Sector banks differed significantly from Foreign banks (M= 5.6386, SD=1.22508). The mean differences were significant at the 0.05 level.

Table 5: One way ANOVA Results

Test of Homogeneity of Variances					ANOVA	
Bank type	Mean	Standard Deviation	Levene's Statistics	Significance	F	Signi.
Public Sector	4.5021	1.17910	3.760	.000	46.650	.000
Private sector	5.0872	1.06565				
Foreign	5.6386	1.17716				
Group Difference						
Bank type	Mean Differences		Significance	95% Confidence Interval (LL-UL)		
Public-Private	-.58511*		.000	-.8242	-.3460	
Public-foreign	-1.13658*		.000	-1.4452	-.8280	
Private-Foreign	-.55147*		.000	-.8808	-.2221	

Since there is no zero between upper bound level and lower bound level across the three groups, which shows that there are significant differences among these groups.

H2: There are significant differences in Layout and Functionality of servicescape across three different types of banks.

The ANOVA results suggest that the Layout and Functionality scores of groups differ significantly ($F_{2,657}$=48.814, p<.001). Since the Levene's statistics is not significant, equal variances were assumed. To check for individual differences between groups post-hoc comparisons were assessed using **Dunnett's T3**. The test indicated that the mean scores for Public Sector Banks (Mean=4.5995, SD=.92143) was significantly different from Private Sector banks (M=5.0946.SD=.90251). Private Sector banks differed significantly from Foreign banks (M=5.5182, SD=.92130). The mean differences were significant at the 0.05 level.

Table 6: One way ANOVA Results

Test of Homogeneity of Variances					ANOVA	
Bank type	Mean	Standard Deviation	Levene's Statistics	Significance	F	Signi.
Public Sector	4.5995	.92143	.456	.634	48.814	.000
Private sector	5.0946	.90251				
Foreign	5.5182	.92130				
Group Difference						
Bank type	Mean Differences		Significance	95% Confidence Interval (LL-UL)		
Public-Private	-.49505*		.000	4.5047	4.6944	
Public-foreign	-.91864*		.000	4.9637	5.2255	
Private-Foreign	-.42359*		.000	5.3441	5.6923	

Since there is no zero between upper bound level and lower bound level across the three groups, which shows that there are significant differences among these groups.

H3: There are significant differences in Signs, Symbols and Artifacts of servicescape across three different types of banks.

The ANOVA results suggest that the Signs, Symbols and Artifacts scores of groups differ significantly ($F_{2,657}$=78.973, p<.001). Since the Levene's statistics is significant, equal variances were not assumed. To check for individual differences between groups post-hoc

comparisons were assessed using **Dunnett's T₃**. The test indicated that the mean scores for Public Sector Banks (Mean=4.1529, SD=.79571) was significantly different from Private Sector banks (M=4.7914, SD=.93595). Private Sector banks differed significantly from Foreign banks (M=5.2564, SD=1.03910). The mean differences were significant at the 0.05 level.

Table 7: One way ANOVA Results

Test of Homogeneity of Variances					ANOVA	
Bank type	Mean	Standard Deviation	Levene's Statistics	Significance	F	Signi.
Public Sector	4.1529	.79571	8.613	.000	78.973	.000
Private sector	4.7914	.93595				
Foreign	5.2564	1.03910				
Group Difference						
Bank type	Mean Differences		Significance	95% Confidence Interval (LL-UL)		
Public-Private	-.49505*		.000	4.0710	4.2348	
Public-foreign	-.91864*		.000	4.6556	4.9271	
Private-Foreign	-.42359*		.000	5.0600	5.4527	

Since there is no zero between upper bound level and lower bound level across the three groups, which shows that there are significant differences among these groups.

H4: There are significant differences in Social Servicescape across three different types of banks.

The ANOVA results suggest that the Social Servicescape scores of groups differ significantly ($F_{2,657}$=78.370, p<.001). Since the Levene's statistics is significant, equal variances were not assumed. To check for individual differences between groups post-hoc comparisons were assessed using **Dunnett's T₃**. The test indicated that the mean scores for Public Sector Banks (Mean=4.4568, SD=.88078) was significantly different from Private Sector banks (M=5.1838, SD=1.00644). Private Sector banks differed significantly from Foreign banks (M=1.00644, SD=1.10293). The mean differences were significant at the 0.05 level.

Table 8: One way ANOVA Results

Test of Homogeneity of Variances					ANOVA	
Bank type	Mean	Standard Deviation	Levene's Statistics	Significance	F	Signi.
Public Sector	4.4568	.88078	12.778	.000	78.370	.000
Private sector	5.1838	1.00644				
Foreign	1.00644	1.10293				
Group Difference						
Bank type	Mean Differences		Significance	95% Confidence Interval (LL-UL)		
Public-Private	-.72693*		.000	-.9361	-.5177	
Public-foreign	-1.17042*		.000	-1.4475	-.8933	
Private-Foreign	-.44349*		.000	-.7529	-.1341	

Since there is no zero between upper bound level and lower bound level across the three groups, which shows that there are significant differences among these groups.

Service Quality

H5: There are significant differences in Tangibility element of Service Quality across three different types of banks.

The ANOVA results suggest that the Tangibility scores of groups differ significantly ($F_{2,657}$=85.026, p<.001). Since the Levene's statistics is significant, equal variances were not

assumed. To check for individual differences between groups post-hoc comparisons were assessed using **Dunnett's T₃**. The test indicated that the mean scores for Public Sector Banks (Mean=4.6966, SD=.78549) was significantly different from Private Sector banks (M=5.3811.SD=1.06068). Private Sector banks differed significantly from Foreign banks (M=5.9114, SD=1.10855). The mean differences were significant at the 0.05 level.

Table 9: One way ANOVA Results

Test of Homogeneity of Variances					ANOVA	
Bank type	Mean	Standard Deviation	Levene's Statistics	Significance	F	Signi.
Public Sector	4.6966	.78549	26.395	.000	85.026	.000
Private sector	5.3811	1.06068				
Foreign	5.9114	1.10855				
Group Difference						
Bank type	Mean Differences		Significance	95% Confidence Interval (LL-UL)		
Public-Private	-.68451*		.000	-.8962	-.4728	
Public-foreign	-1.21479*		.000	-1.4887	-.9409	
Private-Foreign	-.53028*		.000	-.8462	-.2143	

Since there is no zero between upper bound level and lower bound level across the three groups, which shows that there are significant differences among these groups

H6: There are significant differences in Reliability element of Service Quality across three different types of banks.

The ANOVA results suggest that the ambient conditions scores of groups differ significantly ($F_{2,657}$=58.043, p<.001). Since Levene's statistics is not significant, equal variances were assumed. To check for individual differences between groups post-hoc comparisons were assessed using **Dunnett's T₃**. The test indicated that the mean scores for Public Sector Banks (Mean=4.6181, SD=.83152) was significantly different from Private Sector banks (M=5.2735, SD=.96560). Private Sector banks differed significantly from Foreign banks (M=5.4745, SD=.88364). The mean differences were significant at the 0.05 level.

Table 10: One way ANOVA Results

Test of Homogeneity of Variances					ANOVA	
Bank type	Mean	Standard Deviation	Levene's Statistics	Significance	F	Signi.
Public Sector	4.6181	.83152	2.828	0.060	58.043	.000
Private sector	5.2735	.96560				
Foreign	5.4745	.88364				
Group Difference						
Bank type	Mean Differences		Significance	95% Confidence Interval (LL-UL)		
Public-Private	-.49505*		.000	-.8553	-.4556	
Public-foreign	-.91864*		.000	-1.0850	-.6279	
Private-Foreign	-.42359*		.000	-.0638	.4658	

Since there is zero between upper bound level and lower bound level between Private and Foreign Banks, which shows that there is **not** a significant difference between these two groups.

H7: There are significant differences in Responsiveness element of Service Quality across three different types of banks.

The ANOVA results suggest that the ambient conditions scores of groups differ significantly ($F_{2,657}$=48.814, p<.001). Since Levene's statistics is not significant, equal variances were assumed. To check for individual differences between groups post-hoc comparisons were

assessed using **Dunnett's T3**. The test indicated that the mean scores for Public Sector Banks (Mean=4.6664, SD=.95226) was significantly different from Private Sector banks (M=5.2149, SD=.87933). Private Sector banks differed significantly from Foreign banks (M=5.5955, SD=1.02659). The mean differences were significant at the 0.05 level.

Table 11: One way ANOVA Results

Test of Homogeneity of Variances					ANOVA	
Bank type	Mean	Standard Deviation	Levene's Statistics	Significance	F	Signi.
Public Sector	4.6664	.95226	2.402	.091	49.084	.000
Private sector	5.2149	.87933				
Foreign	5.5955	1.02659				
Group Difference						
Bank type	Mean Differences		Significance	95% Confidence Interval (LL-UL)		
Public-Private	-.54843*		.000	-.7441	-.3527	
Public-foreign	-.92902*		.000	-1.1938	-.6642	
Private-Foreign	-.38059*		.000	.0982	.6629	

Since there is zero between upper bound level and lower bound level between Private and Foreign Banks, which shows that there is not a significant difference between these two groups.

H8: There are significant differences in Assurance element of Service Quality across three different types of banks.

The ANOVA results suggest that the ambient conditions scores of groups differ significantly ($F_{2,657}$=48.814, p<.001). Since Levene's statistics is significant, equal variances were not assumed. To check for individual differences between groups post-hoc comparisons were assessed using **Dunnett's T3**. The test indicated that the mean scores for Public Sector Banks (Mean=4.5995, SD=.92143) was significantly different from Private Sector banks (M=5.0946.SD=.90251). Private Sector banks differed significantly from Foreign banks (M=5.5182, SD=.92130). The mean differences were significant at the 0.05 level.

Table 12: One way ANOVA Results

Test of Homogeneity of Variances					ANOVA	
Bank type	Mean	Standard Deviation	Levene's Statistics	Significance	F	Signi.
Public Sector	4.9473	.71995	8.022	.000	41.206	.000
Private sector	5.3865	.80544				
Foreign	5.6295	.90661				
Group Difference						
Bank type	Mean Differences		Significance	95% Confidence Interval (LL-UL)		
Public-Private	-.43923*		.000	-.6076	-.2708	
Public-foreign	-.68229*		.000	-.9099	-.4547	
Private-Foreign	-.24306		.000	-.4952	.0091	

Since there is zero between upper bound level and lower bound level between Private and Foreign Banks, which shows that there is **not** a significant difference between these two groups.

H9: There are significant differences in Empathy element of Service Quality across three different types of banks.

The ANOVA results suggest that the Empathy element of Service Quality scores of groups differ significantly ($F_{2,657}$=48.814, p<.001). Since Levene's statistics is significant, equal variances were not assumed. To check for individual differences between groups post-hoc comparisons were assessed using **Dunnett's T3**. The test indicated that the mean scores for

Public Sector Banks (Mean=4.6658, SD=.85141) was significantly different from Private Sector banks (M=5.1005, SD=.8191). Private Sector banks differed significantly from Foreign banks (M=5.5600, SD=1.02081). The mean differences were significant at the 0.05 level.

Table 13: One way ANOVA Results

Test of Homogeneity of Variances					ANOVA	
Bank type	**Mean**	**Standard Deviation**	**Levene's Statistics**	**Significance**	**F**	**Signi.**
Public Sector	4.6658	.85141	7.097	.001	48.814	.000
Private sector	5.1005	.81910				
Foreign	5.5600	1.02081				
Group Difference						
Bank type	**Mean Differences**		**Significance**	**95% Confidence Interval (LL-UL)**		
Public-Private	-.43479*		.000	-.6144	-.2551	
Public-foreign	-.89425*		.000	-1.1525	-.6360	
Private-Foreign	-.45946*		.000	-.7351	-.1838	

Since there is no zero between upper bound level and lower bound level across the three groups, which shows that there are significant differences among these groups.

Customer Banking Experience

H10: There are significant differences in Customer Banking Experience (CBE) of customers across different types of banks.

The ANOVA results suggest that the CBE scores of groups differ significantly ($F_{2,657}$=35.201, p<.001). Since Levene's statistics is significant, equal variances were not assumed. To check for individual differences between groups post-hoc comparisons were assessed using **Dunnett's T3**. The test indicated that the mean scores for Public Sector Banks (Mean=5.1288, SD=0.73036) was significantly different from Private Sector bank customers (M=5.4196.SD=0.94483). Private Sector bank differed significantly from Foreign banks (M= 5.8614, SD=0.87350). The mean differences were significant at the 0.05 level.

Table 14: One-way ANOVA Results

Test of Homogeneity of Variances					ANOVA	
Bank type	**Mean**	**Standard Deviation**	**Levene's Statistics**	**Significance**	**F**	**Signi.**
Public Sector	5.1288	.73036	9.300	0.000	35.201	.000
Private sector	5.4196	.94483				
Foreign	5.8614	.87350				
Group Difference						
Bank type	**Mean Differences**		**Significance**	**95% Confidence Interval (LL-UL)**		
Public-Private	-.29083*		.001	-.4812	-.1005	
Public-foreign	-.73260*		.000	-.9537	-.5115	
Private-Foreign	-.44177		.000	-.7025	-.1811	

Since there is no zero between upper bound level and lower bound level across the three groups, which shows that there are significant differences among these groups.

Loyalty

H11: There are significant differences in Loyalty of customers across three different types of banks.

The ANOVA results suggest that the Loyalty scores of groups differ significantly ($F_{2,657}$=4.420, p<.05). Since Levene's statistics is significant, equal variances were not assumed. To check for

individual differences between groups post-hoc comparisons were assessed using **Dunnett's T₃**. The test indicated that the mean scores for Public Sector Banks (Mean=5.4664, SD=.97904) was significantly different from Private Sector banks (M=5.4473, SD=.97328). Private Sector banks differed significantly from Foreign banks (M=5.1682, SD=.74356). The mean differences were significant at the 0.05 level.

Table 15: One way ANOVA Results

Test of Homogeneity of Variances					ANOVA	
Bank type	Mean	Standard Deviation	Levene's Statistics	Significance	F	Signi.
Public Sector	5.4664	.97904	7.097	.001	4.420	.012
Private sector	5.4473	.97328				
Foreign	5.1682	.74356				
Group Difference						
Bank type	Mean Differences		Significance	95% Confidence Interval (LL-UL)		
Public-Private	.01914		.995	-.1919	.2302	
Public-foreign	.29826*		.002	.0879	.5086	
Private-Foreign	.27912*		.018	.0372	.5211	

Since there is zero between upper bound level and lower bound level Public and Private sector banks, this shows that there are **not** significant differences between Public and Private sector banks in case of customer loyalty, but there is significant difference between Public sector and Foreign banks and Private and Foreign banks.

5. CONCLUSION

This study confirms that there are significant differences in various components of servicescape, service quality and customer banking experiences across three different categories of banks. The mean scores across these elements gradually increases from Public to Private and to Foreign banks, indicating that there is continuous improvement from public sector to private sector, and then to foreign banks. However, in case of loyalty of customers, it was found that there are not significant differences between public and private sector banks. Surprisingly, the mean score for loyalty in case of foreign banks was lowest among three categories. The explanation for the same can be attributed to stiff competition among foreign banks as these are concentrated mostly in urban and metro areas.

6. MANAGERIAL IMPLICATIONS

The present study highlights the differences in Servicescape, service quality, customer banking experience and loyalty across three different categories of banks. The mean scores across different categories provide a clue to the managements of public sector banks to strive for improvements in the respective areas.

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Annexure: 1

Items in The Questionnaire

S. No.	Item	Description of Indicator
		Ambient Conditions
1	AC-1	Temperature is comfortable
2	AC-2	Air quality is soothing
3	AC-3	The noise levels are acceptable
4	AC-4	The lighting is comfortable
5	AC-5	Odor is appealing
7	AC-6	The colors of the exterior and Interior are pleasing
7	AC-7	Bathroom facilities in the bank unit are clean
8	AC-8	The corridors are clean and Hygienic
		Layout and functionality
9	LF-1	Safety and security are good
10	LF-2	Location is convenient
11	LF-3	Quite spacious
12	LF-4	The layout is attractive
13	LF-5	Seating arrangement in waiting area is adequate
14	LF-6	Chairs in the waiting area are comfortable
		Signs, symbols and artifacts
15	SA-1	Ambience is gorgeous
16	SA-2	Décor at the entrance is appealing
17	SA-3	Physical facilities are visually appealing
18	SA-4	Furnishings are appropriate
19	SA-5	Signage(directions) are clear
		Social servicescape
20	SS-1	Employees attitude and behaviour are pleasant
21	SS-2	The staff are quite homely and caring
22	SS-3	The Staff's welcoming is good
23	SS-4	The other customers present in the Bank are of my type.
		Customer Banking Experience
24	CBE-1	This Bank brand makes a strong impression on my visual sense or other senses.
25	CBE-2	I find this Bank brand interesting in a sensory way.
26	CBE-3	This brand induces feelings and sentiments.
27	CBE-4	This brand is an emotional brand.
28	CBE-5	I engage in physical actions and behaviors when I use this Bank brand.
29	CBE-6	This brand results in bodily experiences.
30	CBE-7	I engage in a lot of thinking when I encounter this Bank brand.
31	CBE-8	This Bank brand stimulates my curiosity and problem solving.
		Service Quality Dimensions
		Tangibility
32	TAN-1	Your Bank Has Modern-Looking Equipment.
33	TAN-2	Your Bank's Physical Facilities are Visually Appealing.
34	TAN-3	Your Bank's Employees are Neat – Appearing.
35	TAN-4	Materials Associated with the Service, such as Pamphlets and Statements, are Visually Appealing at Your Bank.
		Reliability

36	REL-1	When Your Bank Promises to Do Something by a Certain Time, It Does So.
37	REL-2	When You Have a Problem, Your Bank Shows a Sincere Interest in Solving it.
38	REL-3	Your Bank Performs the Service Right at the First Time.
39	REL-4	Your Bank Provides its Services at the time it Promises to do so.
40	REL-5	Your Bank insists on Error-Free Records.
		Responsiveness
41	RESP-1	Employees of Your Bank tell You Exactly When Services Will Be Performed.
42	RESP-2	Employees of Your Bank give you prompt service.
43	RESP-3	Employees of Your Bank Are Always Willing to Help You.
44	RESP-4	Employees of Your Bank Are Never too Busy To Respond To Your Requests.
		Assurance
45	ASSU-1	The Behavior of Employees of Your Bank instills Confidence in Customers.
46	ASSU-2	You Feel Safe in Your Transactions with Your Bank.
47	ASSU-3	Employees of Your Bank Are Consistently Courteous with You.
48	ASSU-4	Employees of Your Bank Have the Knowledge to Answer Your Questions.
		Empathy
49	EMP-1	Your Bank Gives You Individual Attention.
50	EMP-2	Your Bank Has Operating Hours Convenient to All Its Customers.
51	EMP-3	Your Bank Has Employees Who Give you Personal Attention.
52	EMP-4	Your Bank Has Your Best Interests at Heart.
53	EMP-5	Employees of Your Bank Understand Your Specific Needs.
		Loyalty
54	LOY-1	I consider myself loyal to the bank.
55	LOY-2	I will not avail services from any other Bank, if I can avail the same service at this bank.
56	LOY-3	This bank would be my first choice.
57	LOY-4	I might suggest this bank to my colleagues.