

# **The impact of Media Convergence on Customer Satisfaction (With special reference to Bank of Ceylon in Malabe)**

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Today organizations seem to change rapidly due to the changes in the technology and business environment. To remain in the business world, organizations have to use its each and every resource with the full capacity to attract the customers. Services and products of organization could be improved their services through many ways of economically, technologically, social and culturally. With an accurate media convergence can identify as the theory that can apply to the enhance customer satisfaction level. There has been no adequate research conducted to discover the media convergence and customer satisfaction in Sri Lanka. To fill the available gap, this research has explored the impact of media convergence on customer satisfaction.

Primary objective of this research is to examine media convergence impact on customer satisfaction via better customer services and sub objective is to measure the relationship between Media convergence and customer satisfaction. The study used primary data from 80 bank customers through simple random sampling methods using an arranged structured questionnaire. Factor analysis, Multiple Regression models were used to analyze data. Results revealed to the relationships among the dimensions of the media convergence and customer satisfaction. There is a high relationship among the dimension of social convergence and customer satisfaction. Technology convergence is also more important to enhance the customer satisfaction via better customer services. Whoever, any reader who find this research relevant and beneficial to academic working or any other work, should read in depth to fully understanding the core representation of the research. A broad understanding in to the purposes and procedures are described in detail with this research. Based on this research few recommendations and conclusions were implement. However, this study can be possible to administered or extended to the banking industry.

**Keywords:** Customer Satisfaction, Consumer Behavior, Factor Analysis, Media Convergence, Reliability Test, Utility theory