

CUSTOMER SATISFACTION TOWARDS SERVICES RENDERED BY INDIAN BANKS

Submitted in partial fulfillment of the requirement for the award of

Bachelor of Business Administration

By

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**DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL OF
MANAGEMENT STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MARCH 2021



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **M.ASHWIN (38280021)** who carried out the project entitled "**CUSTOMER SATISFACTON TOWARDS SERVCES RENDERED BY INDIAN BANKS**" under our supervision from 6th January 2020 to 6th March 2020.

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DECLARATION

I **M.ASHWIN (38280021)** hereby declare that the Project Report entitled **“CUSTOMER SATISFACTION TOWARDS SERVICES RENDERED BY INDIAN BANKS”** done by me under the guidance of **DR.MATHAN.N** is submitted in partial fulfillment of the award of Bachelor of Business Administration degree.

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ABSTRACT

The banking industry like many other financial service industries is facing a rapidly changing market, new technologies, economic uncertainties, fierce competition and more demanding customers and the changing climate has presented an unprecedented set of challenges. Banking is a customer oriented services industry, therefore, the customer is the focus and customer service is the differentiating factors. In the backdrop of all these developments the investigator makes an attempt to explain the Customer Service satisfaction in Indian banking Sector. For this study, descriptive research design is used where the data is collected through the questionnaire. The information is gathered from the different customers of the two banks, viz., State Bank of India and ICICI Bank located in the district Aligarh, Uttar Pradesh. Fifty bank respondents from each bank were contacted personally in order to seek fair and frank responses on quality of service in banks. The service quality model developed by Zeithamal, Parsuraman and Berry (1988) has been used in the present study. The analysis clearly shows that there exists wide perceptual difference among Indian (public sector) banks regarding overall service quality with their respective customers, when compared to Private sector banks. Whereas the said perceptual difference in private banks is narrow.

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CHAPTER1

INTRODUCTION

Consumer preference is defined as the subjective tastes of individual consumers, measured by their satisfaction with those items after they've purchased them. This satisfaction is often referred to as utility. Consumer value can be determined by how consumer utility compares between different items. Consumer preferences can be measured by their satisfaction with a specific item, compared to the opportunity cost of that item since whenever you buy one item, you forfeit the opportunity to buy a competing item.

The preferences of individual consumers are not contained within the field of economics. These preferences are dictated by personal taste, culture, education and many other factors such as social pressure from friends and neighbors. For example, someone who prefers to own a specific brand of a smartphone because her friends all have the same brand. People often prefer some aspects of a product, but not others. When comparing sofas, the color, fabric and size of the sofas can each have an impact on consumer preference, as well as the number of extra cushions they have. Not all of these aspects carry the same weight. When comparing two restaurants, for example, you may prefer the food and the ambiance of one over the other, but having a rude waiter at one restaurant may cause you to prefer the other restaurant overall.

While consumer preference is an indicator of consumer demand, it's important to note that consumer choices are not always determined by preference alone. Choices are often limited by a consumer's income or budget, compared to the cost of the item, which is why so few people drive luxury cars or fly first-class

1.1 DEFINITION OF CONSUMER PREFERENCE

"Consumer preference" is a marketing term meaning a consumer likes one thing over another. For instance, a trend may indicate consumers prefer using debit cards over credit cards to pay for goods. Companies rely on surveys, information and data in order to customize products and services based upon consumer preferences, according to Cambridge Online Dictionaries.

Consumer preference is a general term applied to all facets of marketing products and services. This is not to be confused with the more-specific term brand preference, which relates to consumers preferring one brand over competing brands. If one brand is unavailable, consumers will likely choose another brand to fill the gap.

1.2 INDUSTRY PROFILE

INTRODUCTION:

Banking is an integral part of all the businesses. It is a catalyst and life of modern trade and commerce. Today, the banking industry is facing an unprecedented set of challenges due to rapidly changing market, new technologies, economic uncertainties, fierce competition, and more demanding customers. In the past there were very few banks, and therefore, there was lack of competition among them. Banking institutions did not pay much attention on the customers' expectations. But now, due to existence of many banking institutions there is stiff competition among them. Again, due to advancement of information technology and communication system, customers, at present, are well aware of the service level available around the world and thus expect the best from his bank. Commercial banks operating in India have been facing tremendous challenges as also opportunities in the new millennium. After nationalization, tremendous changes have been taking place in the banking system. Increasing domestic and international competition and fast changing technologies have led to growing pressure on banks to think in terms of increasing the effectiveness in such ways that should be beneficial to them. For banks, it has become a difficult task to retain the old customers and create new customers. As banks provide identical services, it is the quality of services that play a key role in the present competitive environment. Quality of service is not only an important parameter of operational efficiency, but has a positive relationship with customer satisfaction. As cited in Kann et.al. (2018), Berry and Parasuraman, (1992), have said that inability to receive a quality service can create a service gap. According to them, the gap which occurs in a quality service is the gap between perceived quality of service and quality of the given service. Therefore, in order to meet the expectations of the customers, and to keep pace with the changing environment, commercial banks have not only been adopting technology and innovative strategies at a faster rate but have also been offering numerous services and embracing many new features in their services. They have realized that product, service characteristics, customers' aspirations & perceptions and the availability of

competing alternatives can be used to enhance customer satisfaction. This will enable the banks to survive in the present competitive environment

HISTORY OF BANKS

Modern banking in India originated in the last decade of the 18th century. Among the first banks were the Bank of Hindustan, which was established in 1770 and liquidated in 1829–32; and the General Bank of India, established in 1786 but failed in 1791.

The largest and the oldest bank which is still in existence is the state Bank of India (SBI). It originated and started working as the Bank of Calcutta in mid-June 1806. In 1809, it was renamed as the Bank of Bengal. This was one of the three banks founded by a presidency government, the other two were the Bank of Bombay in 1840 and the Bank of Madras in 1843. The three banks were merged in 1921 to form the Imperial Bank of India, which upon India's independence, became the State Bank of India in 1955. For many years, the presidency banks had acted as quasi-central banks, as did their successors, until the Reserve Bank of India was established in 1935, under the Reserve Bank of India Act, 1934. In 1960, the State Banks of India was given control of eight state-associated banks under the State Bank of India (Subsidiary Banks) Act, 1959. These are now called its associate banks. In 1969, the Government of India nationalized 14 major private banks; one of the big banks was Bank of India. In 1980, 6 more private banks were nationalised. These nationalised banks are the majority of lenders in the Indian economy. They dominate the banking sector because of their large size and widespread networks.

The Indian banking sector is broadly classified into scheduled and non-scheduled banks. The scheduled banks are those included under the 2nd Schedule of the Reserve Bank of India Act, 1934. The scheduled banks are further classified into: nationalised banks; State Bank of India and its associates; Regional Rural Banks (RRBs); foreign banks; and other Indian private sector banks. The SBI has merged its Associate banks into itself to create the largest Bank in India on 01 April 2017. With this merger SBI has a global ranking of 236 on Fortune 500 index. The term commercial banks refers to both

scheduled and non-scheduled commercial banks regulated under the Banking Regulation Act, 1949.

Generally the supply, product range and reach of banking in India is fairly mature-even though reach in rural India and to the poor still remains a challenge. The government has developed initiatives to address this through the State Bank of India expanding its branch network and through the National Bank for Agriculture and Rural Development (NABARD) with facilities like microfinance.

GROWTH OF BANKS

As per the Reserve Bank of India (RBI), India's banking sector is sufficiently capitalized and well-regulated. The financial and economic conditions in the country are far superior to any other country in the world. Credit, market and liquidity risk studies suggest that Indian banks are generally resilient and have withstood the global downturn well.

Indian banking industry has recently witnessed the roll out of innovative banking models like payments and small finance banks. RBI's new measures may go a long way in helping the restructuring of the domestic banking industry.

The digital payments system in India has evolved the most among 25 countries with India's Immediate Payment Service (IMPS) being the only system at level five in the Faster Payments Innovation Index (FPPI). *

Market Size

The Indian banking system consists of 12 public sector banks, 22 private sector banks, 46 foreign banks, 56 regional rural banks, 1485 urban cooperative banks and 96,000 rural cooperative banks in addition to cooperative credit institutions. As of September 2020, the total number of ATMs in India increased to 210,049 and is further expected to increase to 407,000 by 2021.

Asset of public sector banks stood at Rs. 107.83 lakh crore (US\$ 1.52 trillion) in FY20.

During FY16-FY20, bank credit grew at a CAGR of 3.57%. As of FY20, total credit extended surged to US\$ 1,698.97 billion.

During FY16-FY20, deposits grew at a CAGR of 13.93% and reached US\$ 1.93 trillion by FY20. Credit to non-food industries stood at Rs. 103.46 trillion (US\$ 1.40 trillion) as of November 20, 2020.

Investments/Developments

Key investments and developments in India's banking industry include:

- On November 6, 2020, WhatsApp started UPI payments service in India on receiving the National Payments Corporation of India (NPCI) approval to 'Go Live' on UPI in a graded manner.
- In October 2020, HDFC Bank and Apollo Hospitals partnered to launch the 'HealthyLife Programme', a holistic healthcare solution that makes healthy living accessible and affordable on Apollo's digital platform.
- In 2019, banking and financial services witnessed 32 M&A (merger and acquisition) activities worth US\$ 1.72 billion.
- In March 2020, State Bank of India (SBI), India's largest lender, raised US\$ 100 million in green bonds through private placement.
- In February 2020, the Cabinet Committee on Economic Affairs gave its approval for continuation of the process of recapitalization of Regional Rural Banks (RRBs) by providing minimum regulatory capital to RRBs for another year beyond 2019-20 - till 2020-21 to those RRBs which are unable to maintain minimum Capital to Risk weighted Assets Ratio (CRAR) of 9% as per the regulatory norms prescribed by RBI.
- In October 2019, Department of Post launched the mobile banking facility for all post office savings account holders of CBS (core banking solutions) post office.
- Deposits under Pradhan Mantri Jan Dhan Yojana (PMJDY) stood at Rs. 1.06 lakh crore (US\$ 15.17 billion).
- In October 2019, Government e-Marketplace (GeM) signed a memorandum of understanding (MoU) with Union Bank of India to facilitate a cashless, paperless and transparent payment system for an array of services.
- In August 2019, the Government announced major mergers of public sector banks, which included United Bank of India and Oriental Bank of Commerce to be merged with Punjab National Bank, Allahabad Bank to be amalgamated with Indian Bank and Andhra Bank and Corporation Bank to be consolidated with Union Bank of India.

- The NPAs (Non-Performing Assets) of commercial banks recorded a recovery of Rs. 400,000 crore (US\$ 57.23 billion) in the last four years including record recovery of Rs. 156,746 crore (US\$ 22.42 billion) in FY19.
- Allahabad Bank's board approved the merger with Indian bank for the consolidation of 10 state-run banks into the large-scale lenders.
- The total equity funding of microfinance sector grew at 42 y-o-y to Rs. 14,206 crore (US\$ 2.03 billion) in 2018-19.
- **Government Initiatives**
 - As per Union Budget 2019-20, the Government proposed fully automated GST refund module and an electronic invoice system that will eliminate the need for a separate e-way bill.
 - Under the Budget 2019-20, Government proposed Rs. 70,000 crore (US\$ 10.2 billion) to the public sector banks.
 - Government smoothly carried out consolidation, reducing the number of Public Sector Banks by eight.
 - As of September 2018, the Government of India made Pradhan Mantri Jan Dhan Yojana (PMJDY) scheme an open-ended scheme and added more incentives.
 - The Government of India planned to inject Rs. 42,000 crore (US\$ 5.99 billion) in public sector banks by March.

Achievements

Following are the achievements of the Government:

- In November 2020, Unified Payments Interface (UPI) recorded 2.21 billion transactions worth Rs. 3.90 lakh crore (US\$ 53.06 billion).
- According to the RBI, India's foreign exchange reserve reached US\$ 574.82 billion as of November 27, 2020.
- To improve infrastructure in villages, 204,000 point of sale (PoS) terminals have been sanctioned from the Financial Inclusion Fund by National Bank for Agriculture & Rural Development (NABARD).

Road Ahead

Enhanced spending on infrastructure, speedy implementation of projects and continuation of reforms are expected to provide further impetus to growth in the banking sector. All these factors suggest that India's banking sector is poised for a robust growth as rapidly growing businesses will turn to banks for their credit needs.

Also, the advancement in technology has brought mobile and internet banking services to the fore. The banking sector is laying greater emphasis on providing improved services to their clients and upgrading their technology infrastructure to enhance customer's overall experience as well as give banks a competitive edge.

India's digital lending stood at US\$ 75 billion in FY18 and is estimated to reach US\$ 1 trillion by FY23 driven by the five-fold increase in the digital disbursements.

1.3 NEED FOR THE STUDY

The purpose of this research was to identify customer perception on banks.

To find out the experience of the customers in the banks.

Need to identify their opinion and suggestions of banks.

1.4 OBJECTIVES FOR THE STUDY

1.4.1 PRIMARY OBJECTIVES

To study on customer preference towards supermarkets.

1.4.2 SECONDARY OBJECTIVES

To identify customer interest in buying the products.

To analyze the customer satisfaction in quality and quantity of the product.

To know price impact on product purchase.

To know customer satisfaction from convenience and environment of supermarket.

CHAPTER 2

REVIEW OF LITERATURE

Ali Ataullah (2004):

Concluded that there is still room for improvement in the efficiency of banks in both the countries. A step forward for the liberalization programmer , therefore, is not only to deregulate interest rates and enhance the level of competition but also to strengthen the instutional structure to support good practices in the banking industry .

Gupta Sumeet&VermaRenu (2008):

concluded that management of non-performing assets and risk emanating from adverse event is the key to higher profitability of the Indian banking. Transparency and good governance would work as principal guiding force in present scenario

GhoshSaibal (2009):

Concluded that with international standards, Indian banks would need to improve their technological orientation and expand the possibilities for augmenting their financial activities in order to improve their profit efficiency in the near future

Dr. Ibrahim Syed M (2011)

Concluded that this is diagnostic and exploratory in nature and makes use secondary data. The study finds and concludes that the scheduled commercial banks in India have significantly improved their operational performance.

Dr. Pardhan Kumar Tanmaya (2012)

Concluded that-The study is based on primary data. The data has been analyzed by Percentage method. The tool used to collect data from the bank officials was a structured questionnaire. Responses obtained from the 50 Bank managers / senior officers.

Dr. Dhanabhakyam M & Kavitha M. (2012)

Studied that banks have to re-orient their strategies in the light of their own strength and the kind of market in which they are likely to operate on. In the perspective of this domestic and international development, the banking sector has to chart perfect for development.

Gupta Shipra (2012)

Concluded that- Public and Private sector banks both are giving good service in India. Financial condition of any bank is measured by the help of financial ratio. A leverage ratio cannot do the job alone it needs to be complemented by other prudential tools or measures to ensure a comprehensive picture of the buildup of leverage in individual banks or banking groups as well as in the financial system.

Sharma Esha (2012)

Concluded that- The liberalized policy of the govt. of India permitted entry to the ICICI in the banking; the industry has witnessed a generation of private players. That's why the present paper special emphasis has been laid down on the financial analysis of the bank by using different research and statistical tools.

Gejalakshami Sandanam (2012)

Concluded that the public sector banks performed remarkably well during the period than that of the private sector banks the overall regression analysis shows that the financial performance of the banking industries strongly.

Goel Cheenu & Rekhi Bhutani Chitwan (2013)

Concluded that the analysis supports that new banks are more efficient than old ones. The public sector banks are as not profitable as other sectors are. It means that efficiency and profitability are inter related.

Davda V. Nishit (2012)

Concluded that a review of fundamental analysis research in accounting the paper has outlined the development of different accounting valuation model and reviewed related emperical work .

Dr. KoundalVirender (2012)

concluded that although various Reforms have produced favorable effects on commercial banks in India and because of this transformation is taking place almost in all categories of the banks.

Sai Naga Radha V & et.al. (2013)

concluded that net profit margin, operating profit margin, return on capital employed, return on equity and debt equity ratio there is no significant difference in these ratios before after merger. Significant difference with respect to gross profit margin.

Mishra Kumar Aswini& et.al. (2013)

Concluded that DEA provide significant insights on efficiency of different banks and places private sector ones at an advantage situation and there by hints out the possibility of further improvisation of most of the public sector banks.

Kamraj K. &Somu A. (2013)

Conclude that Indian overseas bank is one of the oldest nationalized commercial banks in India. Banking industry is an indicator of for many development activities in the nation. Indian overseas bank has higher potential to provide better and quality services to the billions of people in India.

Samir &KamraDeepa (2013)

Concluded that this analysis the position of NPAs in selected banks SBI, PNB & Central bank of India. It also highlights the policies pursued by the banks to tackle the NPAs and suggest a multi-pronged strategy for speedy recovery of NPAs in banking sector.

Selvam Paneer(2013)

Concluded that-The Present study was aimed to analyze the financial assistance of nationalized bank in India .To identify the relative performance of the operational variables the linear and compound growth rates have been calculated . The performance of nationalized banks followed by private sector banks is found to be higher when compared to SBI and its associates and Foreign Banks.

Dr. Gupta R. & Dr. Shikarwar N.S. (2013)

Concluded that the banking industry occupies a unique place in a nation's economy. A well-developed banking system is a necessary precondition of economic development in a modern economy .the main parameters of growth in banks are net profit growth , net assets growth , EPS growth and Reserve and surplus growth and the results reveal that in terms of the parameters defined key words : net assets ,EPS , reserves ,surplus growth .

Desrani R Hiralal (2013)

Concluded that scheduled bank has wide scope in India. It is providing loans to various industries, business mans, small scale sector industries. It is very helpful to all people who want loan.

BansalRohit (2014)

Concluded that Federal has best price earnings ratio among other banks. The total assets turnover ratio of federal bank shows that it keeps significantly highly assets to meet the debt. Overall Federal bank is the most financially stable company in comparison to others.

DR.Tamilarasu A. (2014)

concluded that mere opening of no-frill bank account is not the purpose or the end of financial inclusion while formal financial institution must gain the trust and goodwill of the poor through developing strong linkages with community based financial ventures and cooperatives.

Dr. ShuklaSmita&MalusareRakesh

Studied that this evaluates the changes in the capital structure and solvency position of banks by using various risk indicators for highlighting risk profile of Indian Bank entities . This evaluates risk profile of ten public and private sector banks.

YeboahSebe Gilbert &Mensah Charles (2014)

concluded that ADB's focus on agriculture financing is diminishing since a sector analysis of loans and advance indicates that agriculture sector lost its first position to service sector. The Bank's liquidity showed a downward and slipped trend.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

3.1.1 DESCRIPTIVE RESEARCH DESIGN

The research design undertaken for the study is descriptive one. The methodology involved in this design is mostly qualitative. It includes surveys through questionnaire.

3.2 SOURCE OF DATA

The study involved both primary and secondary data collected for making a meaningful influence on the topic of study.

3.2.1 PRIMARY DATA

Questionnaire given to 150 respondents.

3.2.2 SECONDARY DATA

Websites and online journals, Published reports & Review of literature from published articles.

3.3 STRUCTURE AND QUESTIONNAIRE

Questionnaire are divided into two sections. First part was designed to know the general information about customers and the second part contained the respondents opinion about customers experience.

3.4 SAMPLING TECHNIQUE

3.4.1 CONVENIENCE SANPLING METHOD

A convenience sampling method is one of the main types of non- probability sampling methods. A convenience sampling is made up of people who are easy to reach.

3.5 PERIOD OF STUDY

The duration of study is from December 2020 to March 2021 which is four months of study

3.6 ANALYTICAL TOOLS

Percentage of analysis

3.7 LIMITATION OF THE STUDY

- The study focus just on more supermarkets and gives a comprehensive information and data regarding customers from supermarkets in the mentioned area in chennai.
- This study has shown the various determinants of customer perception and experience.
- It is assumed that the study would be very useful to researchers as it provides a clearer insight into the various contributors to a superior customer experience which in turn may create a deeper bond towards the retail outlet and will directly impact the purchase behaviour of the customer.

CHAPTER 4

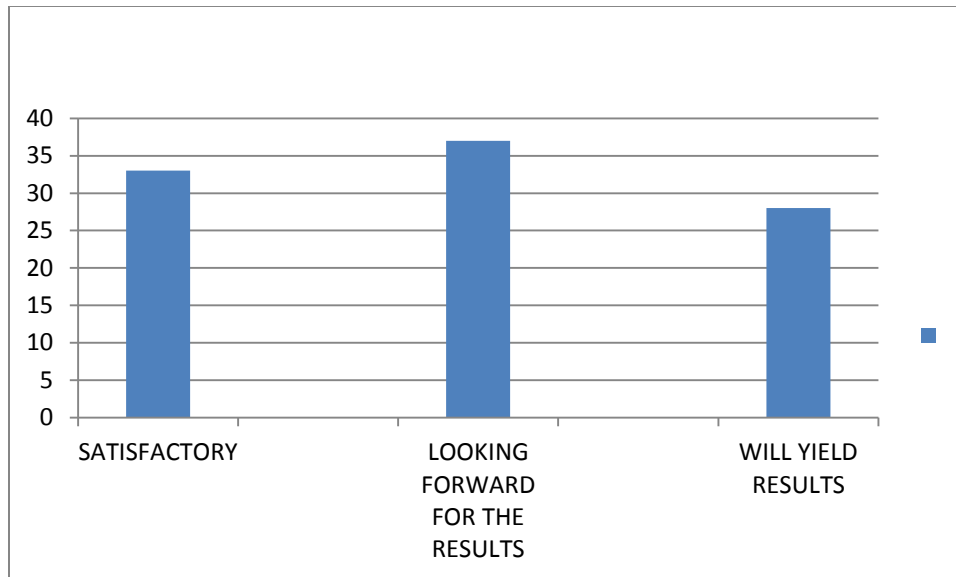
DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1 GENDER OF THE RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	MALE	67	67%
2.	FEMALE	30	30%
3.	PREFER NOT TO SAY	4	4%
	TOTAL	101	101%

CHART 4.1.1 GENDER OF THE RESPONDENTS



Interpretation

From the above table it is interpreted that the number of male respondent is 67.00% , female respondent is 29.00% and prefer not to say respondent is 4%.

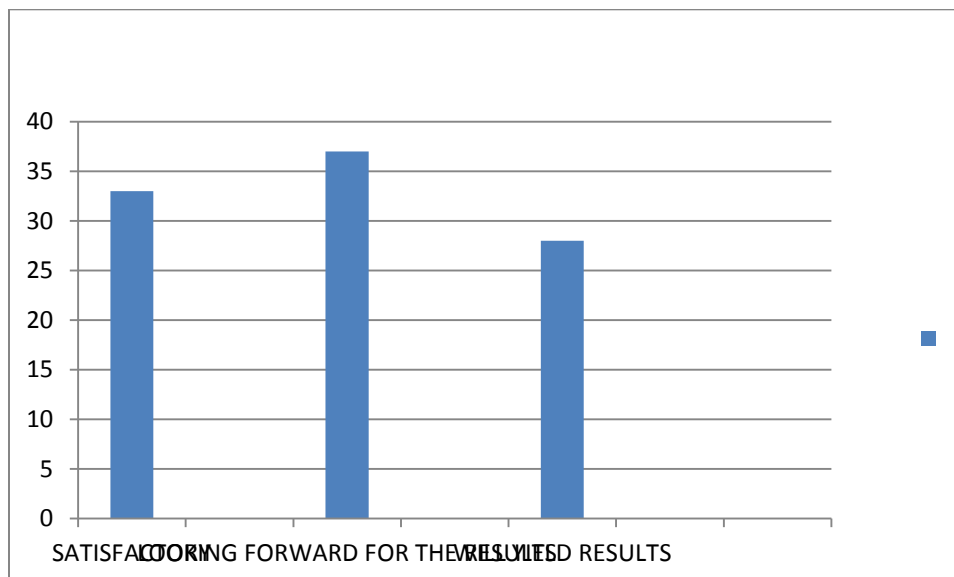
Inference

Majority (67.00%) of the respondents are Male.

TABLE 4.1.2 TYPE OF ACCOUNT IN INDIAN BANKS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	SB	34	34%
2.	CD	27	27%
3.	VEHICLE LOAN	20	20%
4.	OTHERS	20	20%
	TOTAL	101	101%

CHART 4.1.2 TYPE OF ACCOUNT IN INDIAN BANKS



INTERPRETATION

From the above table we are able to conclude that 34% of people have SB account, 27% of people have CD account, 20% of people have vehicle loan and 19% of people have other account.

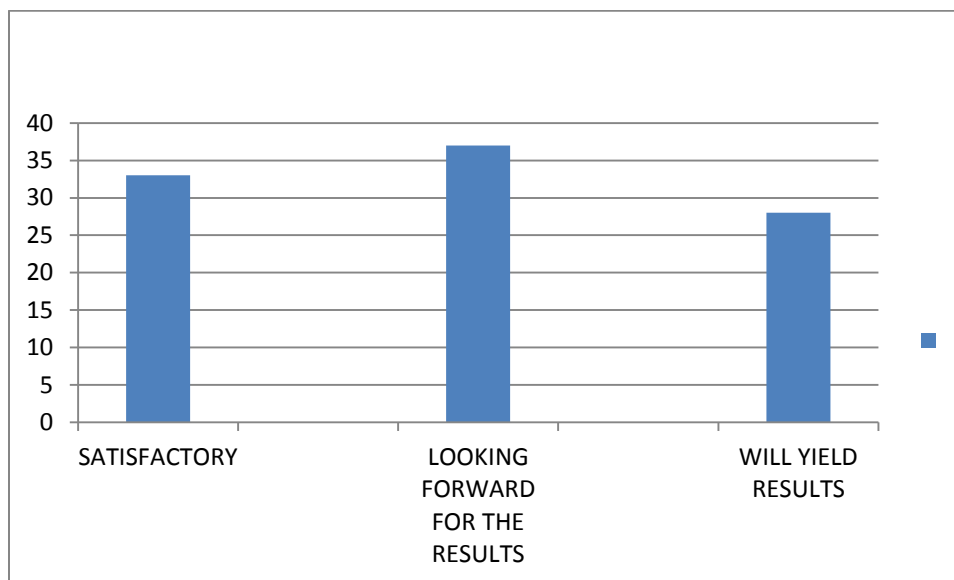
INFERENCE

Majority (34%) of the respondents have SB account.

TABLE 4.1.3 DO YOU THINK BANK CARTERS ALL YOUR BANKING NEEDS?

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	YES	37	37%
2.	NO	13	13%
3.	MAYBE	51	51%
	TOTAL	101	101%

CHART 4.1.3 DO YOU THINK BANK CARTERS ALL YOUR BANKING NEEDS?



INTERPRETATION

From the above table we are able to conclude that the 37% of people have responded as yes 12% as no and 51% of people as maybe.

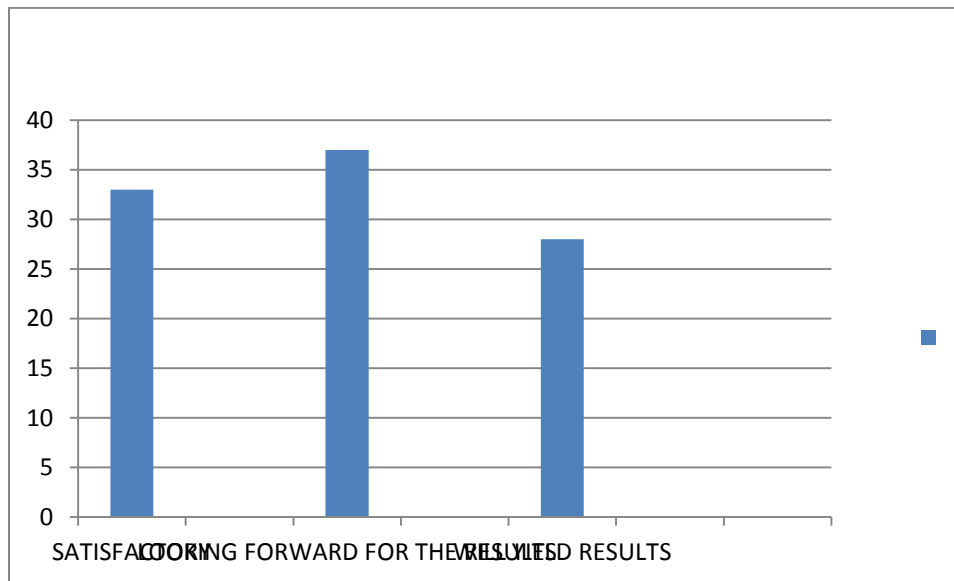
INFERENCE

Majority (51%) of people have responded as maybe.

TABLE 4.1.4 WHAT DO YOU FEEL ABOUT THE SREVICE CHARGES OF THE INDAN BANKS?

S.NO	PARTCULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	EXCELLENT	29	29%
2.	GOOD	31	31%
3.	FAIR	12	12%
4.	POOR	28	28%
	TOTAL	101	101%

CHART 4.1.4 WHAT DO YOU FEEL ABOUT THE SREVICE CHARGES OF THE INDAN BANKS?



INTERPRETATION

From the above table we are able to conclude that 29% of people have responded as excellent, 31% of people have responded as good, 12% of people have responded as fair and 28% of people have concluded as poor.

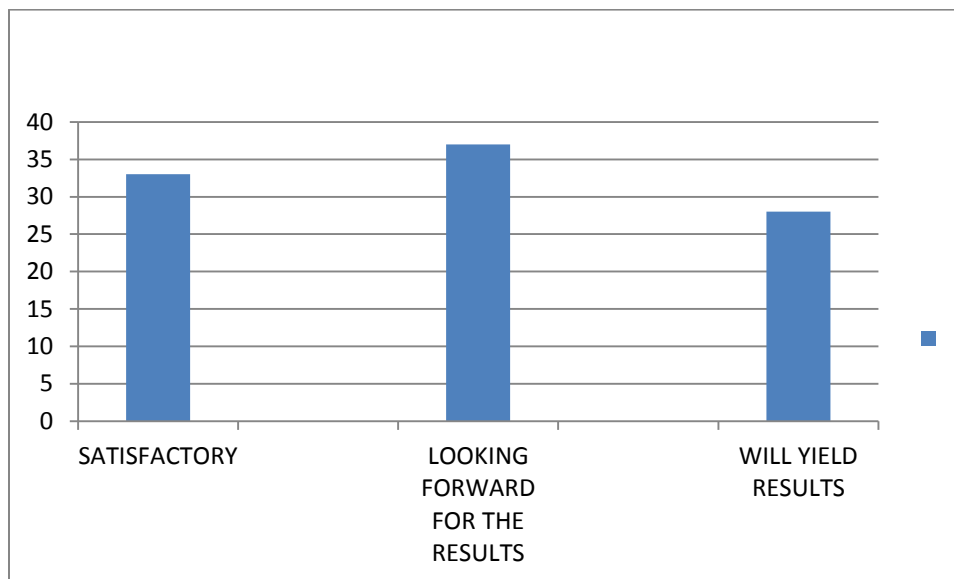
INFERENCE

Majority(31%) of people have responded as good.

TABLE 4.1.5 DOES INDIAN BANK OFFERS COMPETITIVE INTEREST RATES

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	YES	73	72.3%
2.	NO	12	11.9%
3.	MAYBE	16	15.8%
	TOTAL	101	101%

CHART 4.1.5 DOES INDIAN BANK OFFERS COMPETITIVE INTEREST RATES



INTERPRETATION

From the above table we are able to conclude that 72.3% of people have responded as yes, 11.9% of people have responded as no and 15.8% of people have responded as maybe.

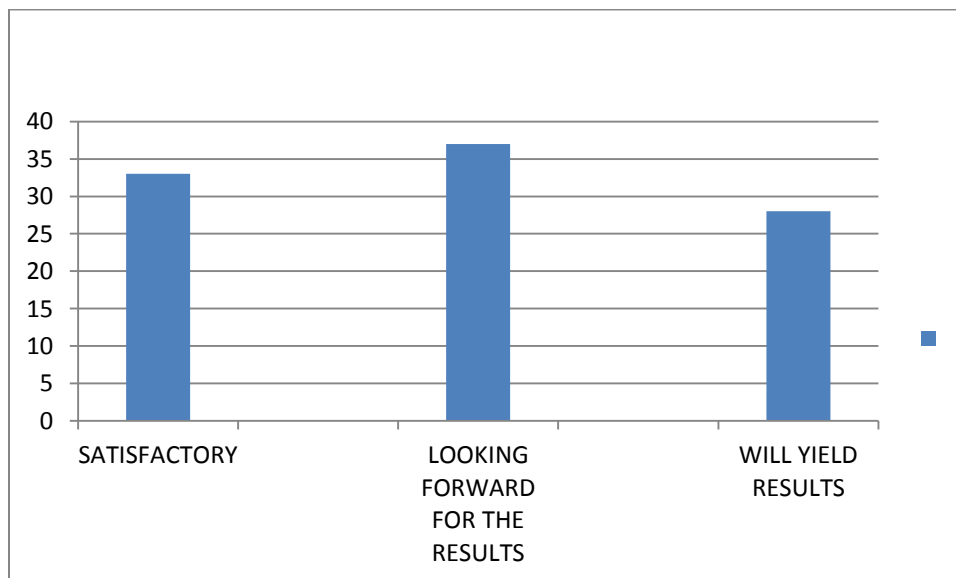
INFERENCE

Majority(72.3%) people have responded as yes

TABLE 4.1.6 DO YOU USE SERVICE OF ANY OTHER BANKS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	YES	48	48%
2.	NO	29	29%
3.	MAYBE	23	23%
	TOTAL	100	100

CHART 4.1.6 DO YOU USE SERVICE OF ANY OTHER BANKS



INTERPRETATION

From the above table we are able to conclude that 48% of people have responded as yes, 29% of people have responded as no and 23% of people have responded as maybe.

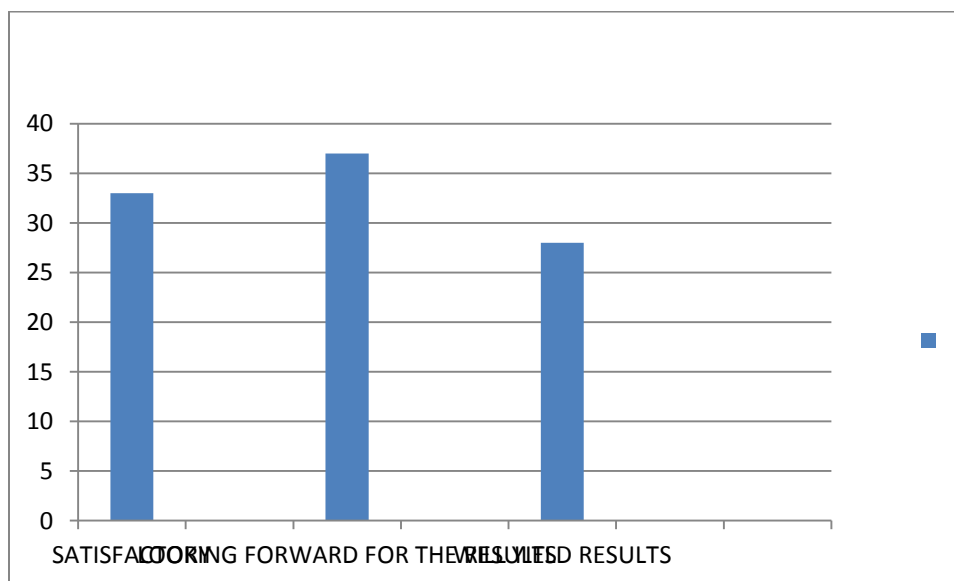
INFERENCE

Majority(48%) of people have responded as yes.

TABLE 4.1.7 WHAT DO YOU FEEL ABOUT THE SERVICE OF INDAN BANKS.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	EXCELLENT	29	29%
2.	GOOD	31	31%
3.	FAIR	12	12%
4.	POOR	28	28%
	TOTAL	100	100%

CHART 4.1.7 WHAT DO YOU FEEL ABOUT THE SERVICE OF INDAN BANKS.



INTERPRETATION

From the above table we are able to conclude that 29% of people have responded as excellent, 31% of people have responded as good, 12% of people have responded as fair and 28% of people have responded as poor.

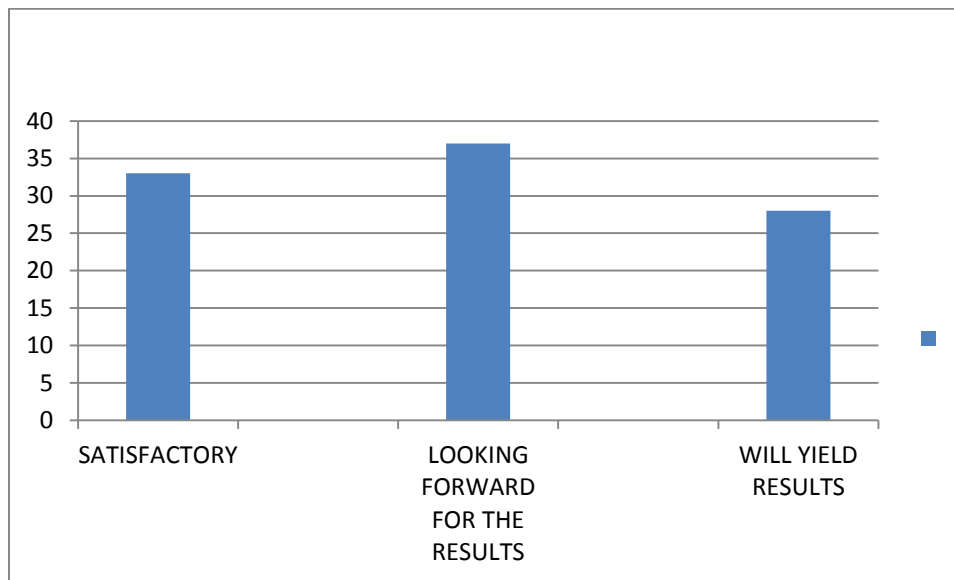
INFERENCE

Majority(31%) of people have responded as good.

TABLE 4.1.8 DO YOU RECOMMEND BANKS TO YOUR FRIENDS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	YES	41	41%
2.	NO	33	33%
3.	MAYBE	26	26%
	TOTAL	100	100%

CHART 4.1.8 DO YOU RECOMMEND BANKS TO YOUR FRIENDS



INTERPRETATON

From the above table we are able to conclude that 41% of people have responded as yes, 33% of people as no and 26% of people as maybe.

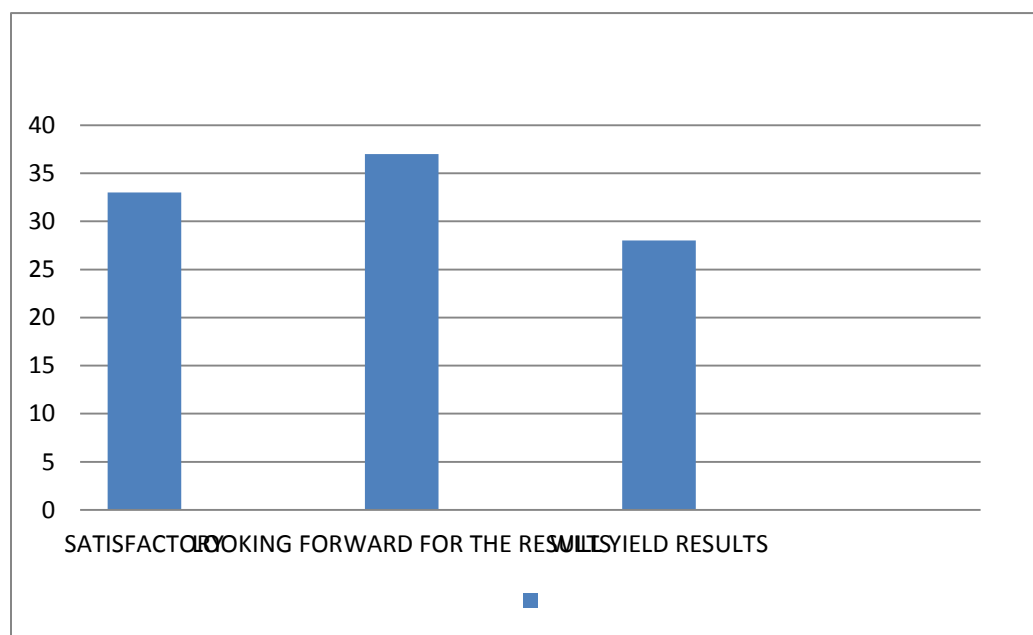
INFERENCE

Majority(41%) of people have responded as yes.

TABLE 4.1.9 WHAT DO YOU LOOK INTO WHEN YOU START A RELATIONSHIP WITH THE BANK

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	WIDE BRANCH NETWORKS	34	33.7%
2.	CUSTOMER SERVICE	39	38.6%
3.	ATM NETWORK	26	25.7%
5.	OTHERS	2	2%
	TOTAL	101	101%

CHART 4.1.9 WHAT DO YOU LOOK INTO WHEN YOU START A RELATIONSHIP WITH THE BANK



INTERPRETATION

From the above table we are able to conclude that 34% of people have responded on wide branch networks, 39% on customer service, 26% on ATM network and 2% on others.

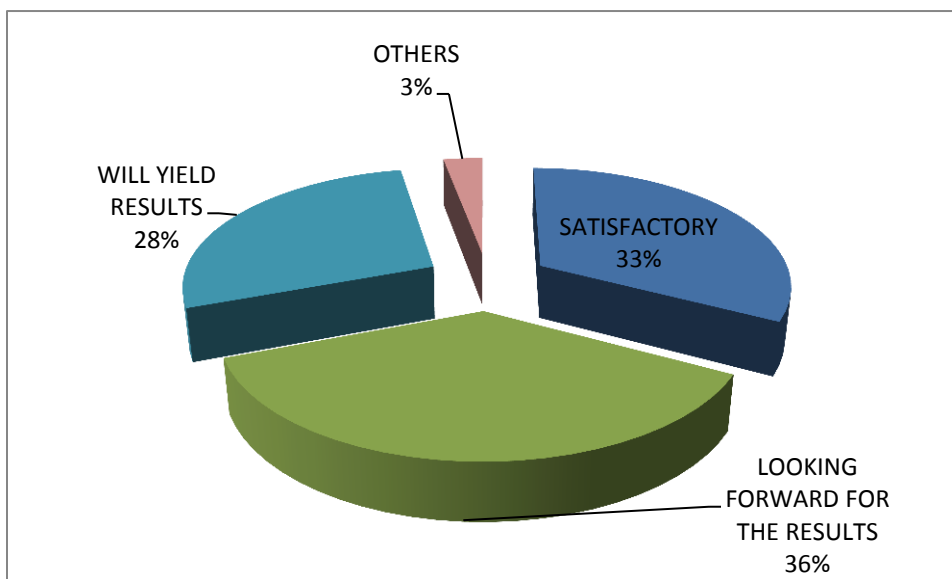
INFERENCE

Majority(39%) of people have responded on customer service.

TABLE 4.1.10 YOUR OPINION ON THIS SURVEY

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	SATISFACTORY	33	32.7%
2.	LOOKING FORWARD FOR THE RESULTS	37	36.6%
3.	WILL YIELD RESULTS	28	27.7%
4.	OTHERS	3	4%
	TOTAL	101	101%

CHART 4.1.10 YOUR OPINION ON THIS SURVEY



INTERPRETATION

From the above table we are able to conclude that 33% of people have responded as satisfactory, 37% as looking forward for the results, 28% for will wield results and 3% for others.

INFERENCE

Majority(37%) of people have responded on looking forward for results.

CHAPTER 5

FINDINGS

- Majority (67.00%) of the respondents are Male.
- Majority (34%) of the respondents have SB account
- Majority (51%) of people have responded as maybe
- Majority (51%) of people have responded as maybe
- Majority (31%) of people have responded as good.
- Majority (72.3%) people have responded as yes.
- Majority (48%) of people have responded as yes.
- Majority (31%) of people have responded as good.
- Majority (41%) of people have responded as yes.
- Majority (39%) of people have responded on customer service.
- Majority (37%) of people have responded on looking forward for results.

5.1 SUGGESTION

The banker should encourage and extended more number of loans to their customers.

Indian banks should open ATM centre in the necessary area of the study and also based on the demand and supply of money the banker put them in ATM centre.

The bank not only raises the deposits mobilization of saving bank account and also encourages the other types of bank account and also government come forward increase the interest rate for all deposits of bank.

The Indian banks should be come forward open adequate branches in rural areas also.

The banker may be open a separate customer care center into the bank for development of banker and customer relationship.

5.2 CONCLUSION

A customer is not just money in the cash register. He is a human being with feelings and deserves to be treated with respect. Delivering customer satisfaction is at the heart of modern marketing, which is a post-purchase judgment of the consumers. The banking business is becoming more and more complex as result of liberalization and globalizations. With aggressive marketing strategies for generating business opportunities, banks have developed innovative products, keeping in view the needs of different classes of individual customers. The main aim of the study was to assess the service quality of bank and its impact of customer satisfaction. The study also tried to test the relationship that exists between customer satisfaction and their loyalty. The respondents of the bank mostly focus on people factor for improving customer satisfaction while the banks are focus on modern banking services, to attract its customers.

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APPENDIX (QUESTIONNAIRE)

Name *

Your answer

Phone number

Your answer

Address

Your answer

Gender *

Male

Female

Prefer not to say

WHAT TYPE OF ACCOUNT DO YOU HAVE IN INDIAN BANK?

SB

CD

Vehicle loan

Others

DO YOU THINK BANK CARTERS ALL YOUR BANKING NEEDS?

Yes

No

Maybe

If no what are the services the bank should offer

Your answer



Does Indian banks offer competitive intrest rates

Yes

No

Maybe

Does Indian banks offer competitive service charges

Yes

No

Maybe

Do you use services of any other banks

Yes

No

Maybe

What do you feel about the services of Indian banks

Excellent

Good

Fair

Poor

What do you feel that the bank needs improvement?

Your answer

Do you recommend banks to your friends

Yes

No

Maybe

If yes provide contact details

Your answer

WHAT DO YOU LOOK INTO WHEN YOU START A RELATIONSHIP WITH BANK?

Wide branch network

Customer service

Atm network

Other:

Your opinion on this survey *

Satisfactory

Looking forward for the results

Will yield results

Other: