# A STUDY ON BANKING SERVICES, CUSTOMER SATISFACTION & AWARENESS

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## ABSTRACT

*Banking products, Customer satisfaction and awareness has been important key factor in finding out why customer leave or stay with a bank. Every banks need to know how to keep their customer satisfied. As competition within the financial service industry is more intense than ever, and as banking companies' service menus are becoming increasingly comparable, the need to understand bank customer satisfaction is vital. Objective is this we've to analysis the satisfaction level of the customer, during this we have a tendency to use each of each the first and secondary sources are going to be used. During this our major finding of the analysis study is that client is glad.*

**Keywords:** *Internet, Customer, KYC Satisfaction, Banking Cooperative Staff.*

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## Introduction

Customer's satisfaction is defined as "the number of shoppers, or percentage of total customers, whose reported experience with a Bank, its products, or its services (ratings) exceeds specified satisfaction goals. "In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their business. It is seen as a key performance indicator within business and is usually a part of a Balanced Scorecard. During a competitive market place where bank  compete for purchasers customer satisfaction is seen as a key differentiation and increasingly has become a key element of business strategy.

"Within organizations, customer satisfaction rations can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that may affect sales and profitability. These metrics quantify a vital dynamic. When a bank brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective." In researching satisfaction, firm generally ask customers whether their products or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customer have a high expectation and therefore the reality falls short, that'll be disappointed and can likely rate their experience as but satisfying.

## Literature Review

**Manikyam(feb 2004)** explains the changing banking  scenario, the impact of economic reform and  analyses the challenges and opportunity of national and commercial banks.The most important challenges is to serve the mass and large market of India. Banks became customer centric than product centric. Another aspect in banking is to encounter the challenges in product differentiation.  He further states that aside from traditional banking services, Indian banks must adopt some product innovation so they will complete in gamut of competition. Technology up gradation is an inevitable aspect to face challenges. The extent of consumer awareness is significantly higher.

**Chaudhary H.C.(1988)** in his article entitled "Marketing System in Banks" presented the importance of selling in banking service, different marketing decision area in banks and data needs for creating marketing decision in banks.The author on the idea of survey of nationalized commercial bank in India, suggested usefulness of a scientific marketing information to commercial banks and various factors which make the data base of the strong and various factors which may the data base strong and authentic.

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**P. Siva Rama Prasad (2005)** in his research paper entitled "Is ATM Cost Effective?" attempted to debate the technology and its implication on banks. It concluded that reduction of    cost is profit and hence automatic teller Machine may be a cost control Device to the commercial banks.

**Rahi, S. (2015)** research findings show the customer are more loyal towards those banks who facilitating internet banking services also good brand image build relationship between banks and customer and enhance  the customer loyalty towards best and he also suggest that of the brand image is positive in making  a positive relationship between customers and internet banking.

## Objectives

- To find and understand the customer needs and expectations.
- To understand the level of customer satisfaction.
- To understand the customer complaints and their redressal

## Research Methodology

- **Research Design**

  This study is based on descriptive research design as it includes questionnaire.

- **Data Collection**

  There are basically two sources which a researcher can collect the data i.e., one is Primary data and another is Secondary data

- **Sources of Data Collection**

  For this research, both Primary and secondary data has been used to collect the data. Primary data were collected through various published research papers and websites.

- **Sample Size**

  For this study sample study is 78 respondents.

- **Sources for Gathering Data**

  This Research study is based on primary as well as secondary sources. I have gathered the first hand information through questionnaire and for secondary data,

  I have used Internet and Journals.

- **Statistical Tool used for Analysis of Research Study**

  Questionnaire was formed with the help of Google Forms and the response were analyzed with the help of SPSS software

## Data and Interpretation

The result of the frequency distribution is given as follows:

| How have you come to know about Bank? | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | (Through friends / relatives | 8 | 10.3 | 10.3 | 10.3 |
| | Through existing customers | 9 | 11.5 | 11.5 | 21.8 |
| | Through advertisement | 57 | 73.1 | 73.1 | 94.9 |
| | Through a bank employee | 2 | 2.6 | 2.6 | 97.4 |
| | Just walked in | 2 | 2.6 | 2.6 | 100.0 |
| | **Total** | 78 | 100.0 | 100.0 | |

**Interpretation**

This result is collected to get the view from multiple respondents' .About 70% of respondents were belong through advertisement. Others like Through friends /relative, 10% respondents, Through existing customer, 11% responses, Through a bank employee,2% responses, and just walk-in  only 2% responses.

| What influenced you to open an account in this bank? | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Goodwill of the bank | 19 | 24.4 | 24.4 | 24.4 |
| | Facilities provided by the bank | 55 | 70.5 | 70.5 | 94.9 |
| | Proximity to the bank | 4 | 5.1 | 5.1 | 100.0 |
| | **Total** | 78 | 100.0 | 100.0 | |

**Interpretation**

Well, clearly shown in this pie chart, figure is elaborate about 70.5% respondents were influenced by facilities provided by the bank and  24.4% were influenced by the goodwill of the bank and only 5.1 % respondents were influenced by the proximity to the bank.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **Did you receive statements monthly?** | | | | | |
| Valid | Yes | 63 | 80.8 | 80.8 | 80.8 |
| | No | 15 | 19.2 | 19.2 | 100.0 |
| | **Total** | 78 | 100.0 | 100.0 | |

**Interpretation**

It is clear that only 80.8% respondents say yes or 19.2% are say no, Out of 78 respondents.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **How was bank staff behavior with you?** | | | | | |
| Valid | Helping | 30 | 38.5 | 38.5 | 38.5 |
| | Ignoring | 1 | 1.3 | 1.3 | 39.7 |
| | Cooperative | 47 | 60.3 | 60.3 | 100.0 |
| | **Total** | 78 | 100.0 | 100.0 | |

**Interpretation**

When  respondent were asked ,about bank staff  behavior with you, then 60.3% respondents says it cooperative and 38.5 % respondents says they are helping and only 1.3 % respondent says that they are ignoring.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **How frequently do you use an Automated Teller Machine per month?** | | | | | |
| | Never | 19 | 24.4 | 24.4 | 24.4 |
| | 1 to 4 times | 50 | 64.1 | 64.1 | 88.5 |
| | 9 to 12 times | 7 | 9.0 | 9.0 | 97.4 |
| | over 12 times | 2 | 2.6 | 2.6 | 100.0 |
| | Total | 78 | 100 | 100 | |

**Interpretation**

Accordingly 64.1% said that they use atm machine per month by 1 to 4 times and 24% respondents said they never use atm machine and about 9% respondents said they use 9 to 4 times atm machine per month and only 2.6% said they use atm machine over 12 times.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **Which Bank you Preferred?** | | | | | |
| Valid | ICICI | 17 | 21.8 | 21.8 | 21.8 |
| | SBI | 3 | 3.8 | 3.8 | 25.6 |
| | HDFC | 22 | 28.2 | 28.2 | 53.8 |
| | AXIS | 14 | 17.9 | 17.9 | 71.8 |
| | Other | 22 | 28.2 | 28.2 | 100.0 |
| | Total | 78 | 100.0 | 100.0 | |

**Interpretation**

One can easily study from the above pie chart that out of 78 respondents, Hdfc bank and other bank were preferred by 28.2% and 21% respondents preferred ICICI bank, and 17.9% respondents preferred axis bank and only 3.8% respondents prefer sbi bank.

**Results and Discussion**

As the questionnaire was circulated to the various respondents and the respondents were analyzed by applying various tests like correlation and regression analysis. The below show the correlation exist between different variables.

**Correlations**

| | | How have you come to know about Bank? | Are you aware of the following products and services offered by this bank | Which bank you preferred? | What was the reason for your most recent telephone contact with your branch? | What is the daily withdrawal limit of ATM that is provided by this bank? | What type of account do you have with this bank? | What influenced you to open an account in this bank? | Did you receive statements monthly? | How was bank staff behaviour with you? | How frequently do you use an Automated Teller Machine per month? |
|---|---|---|---|---|---|---|---|---|---|---|---|
| How have you come to know about Bank? | Pearson Correlation | 1 | .056 | .183 | .039 | -.069 | .108 | .110 | .028 | .037 | -.152 |
| | Sig. (2-tailed) | | .624 | .109 | .734 | .550 | .347 | .340 | .811 | .750 | .185 |
| | N | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 |
| Are you aware of the following products and services offered by this bank | Pearson Correlation | .056 | 1 | -.061 | .262* | .223* | -.123 | .003 | .212 | -.102 | -.001 |
| | Sig. (2-tailed) | .624 | | .594 | .020 | .049 | .283 | .982 | .063 | .376 | .995 |
| | N | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 |
| Which bank you preferred? | Pearson Correlation | .183 | -.061 | 1 | -.161 | .125 | -.111 | .087 | -.023 | .121 | -.025 |
| | Sig. (2-tailed) | .109 | .594 | | .158 | .276 | .331 | .450 | .841 | .2h90 | .830 |
| | N | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 |
| What was the reason for your most recent telephone contact with your branch? | Pearson Correlation | .039 | .262* | -.161 | 1 | -.150 | -.092 | -.068 | -.073 | .040 | .020 |
| | Sig. (2-tailed) | .734 | .020 | .158 | | .190 | .425 | .555 | .525 | .726 | .860 |
| | N | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 |
| What is the daily withdrawal limit of ATM that is provided by this bank? | Pearson Correlation | -.069 | .223* | .125 | -.150 | 1 | .039 | -.042 | .001 | -.176 | -.018 |
| | Sig. (2-tailed) | .550 | .049 | .276 | .190 | | .733 | .718 | .993 | .124 | .873 |
| | N | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 |
| What type of account do you have with this bank? | Pearson Correlation | .108 | -.123 | -.111 | -.092 | .039 | 1 | -.219 | .107 | .056 | -.318** |
| | Sig. (2-tailed) | .347 | .283 | .331 | .425 | .733 | | .054 | .349 | .627 | .005 |
| | N | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 |
| What influenced you to open an account in this bank? | Pearson Correlation | .110 | .003 | .087 | -.068 | -.042 | -.219 | 1 | .121 | -.019 | .095 |
| | Sig. (2-tailed) | .340 | .982 | .450 | .555 | .718 | .054 | | .292 | .869 | .407 |
| | N | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 |
| Did you receive statements monthly? | Pearson Correlation | .028 | .212 | -.023 | -.073 | .001 | .107 | .121 | 1 | -.143 | -.173 |
| | Sig. (2-tailed) | .811 | .063 | .841 | .525 | .993 | .349 | .292 | | .211 | .131 |
| | N | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 |
| How was bank staff behaviour with you? | Pearson Correlation | .037 | -.102 | .121 | .040 | -.176 | .056 | -.019 | -.143 | 1 | .076 |
| | Sig. (2-tailed) | .750 | .376 | .290 | .726 | .124 | .627 | .869 | .211 | | .509 |
| | N | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 |
| How frequently do you use an Automated Teller Machine per month? | Pearson Correlation | -.152 | -.001 | -.025 | .020 | -.018 | -.318** | .095 | -.173 | .076 | 1 |
| | Sig. (2-tailed) | .185 | .995 | .830 | .860 | .873 | .005 | .407 | .131 | .509 | |
| | N | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 |

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

**Inference**

- The correlation between aware about product and services offered by the bank and type of account consumer have with the bank is .056 which indicate positive correlation in moderate order.
- The correlation between aware reason for your most recent telephone contact with your branch and daily withdrawal limit of ATM that is provided by this bank is 0.39 which indicate positive correlation in low order.
- The correlation between bank staff behavior with customer and aware about product and services offered by the bank is -.102 which indicate that negative correlation.
- The correlation between customer received statement monthly and frequently do use an automated teller machine per month is -.173 which indicate that negative correlation.

- The correlation between know about the bank and types of bank you preferred is .183 which indicate the positive correlation.
- The correlation between aware about product and services offered by the bank and and daily withdrawal limit of ATM that is provided by this bank is is .223 which indicate the positive correlation
- The correlation between reason for your most recent telephone contact with your branch and aware about product and services offered by the bank is .262 which indicate the positive correlation in low order.

**Findings**

- Questionnaire is filled by 78 respondents and it is found that through advertisement, a respondent comes to know about bank.
- 70% respondent said that they influenced by the facilities provided by the bank.
- It is clear from the feedback of respondents' that 80% people receive statement monthly.
- 47% respondents were in favour of the cooperative behavior of the bank staff with them.
- Bank staff should have proper dress code.
- Advertisement of the product should be in proper way.
- Provide ATM cards cover to the customers
- Customer should aware about all the types of accounts and the account opening process should be easy.
- It is also clear from the feedback that 78% respondents are aware about the products and services offered by the bank.
- It is clear from the feedback that most of the customer preferred hdfc bank other banks.
- Accordingly 64.1% said that they use atm machine per month by 1 to 4 times and 24% respondents said they never use atm machine.

**Conclusion**

Customers are satisfied with the services provided by the bank and there is a huge scope of improvement in the level of satisfaction. It was also observed that bank has launched various innovative products, the level of customer awareness about the products is very low so it is suggested that staff should be more proactive about publicizing the products

- Bank employees played an excellent role to influence the respondents in opening an account in the bank
- It is concluded from the study that the majority of the respondents were having saving bank account with the bank.
- It is concluded that the majority of the respondents were awake to the deposits facility through ATM and daily withdrawal limit of the bank.
- The reason behind opening the account in bank is facilities and better customer services ,so bank should provide more facilities and services to the customers
- As it is clear that level of awareness of customers is low, so the Bank employees should advertise about the products and schemes amongst the customers aggressively.
- Progress chart and P & L A/c of the Bank in Manager's room as well as in the premises of Bank should be there so that customers of the bank can get knowledge about the financial positioning of the bank

**Suggestions**

Following suggestions is being forward to the bank because it is very important for an organization to give the best to its customer.

- Attend customer properly
- Adequate seating arrangements for customer should be there.
- Need to improve customer care & customer services
- Cash deposit limit should be increased
- Maximum branches should be open in proper way
- Employee behavior should be polite and & co-operative.

- Progress chart and P & L A/c of the Bank in Manager's room as well as in the premises Bank should be there so that customers of the bank can get knowledge about the financial positioning of the bank.
- Bank should provide special product for senior citizens.
- Adequate seating arrangement for Priority customers.
- Bank should provide special product for the college students.
- Arrange monthly or quarterly meetings with the customers.
- Accept the small denominations notes of Rs. 10 & 20.

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