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**“A COMPARATIVE STUDY ON  
MARKETING OF BANKING PRODUCTS AND  
CUSTOMER SERVICES AND SATISFACTION  
LEVEL IN GUJARAT”**

**A THESIS  
SUBMITTED TO**

**SAURASHTRA UNIVERSITY  
FOR THE DEGREE OF  
DOCTOR OF PHILOSOPHY IN MANAGEMENT  
(FACULTY OF MANAGEMENT)**

**SUBMITTED BY**

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## **CERTIFICATE**

It is certified that the thesis entitled “**A COMPARATIVE STUDY ON MARKETING OF BANKING PRODUCTS AND CUSTOMER SERVICES AND SATISFACTION LEVEL IN GUJARAT**” is a record of research work done by Mrs. Reena R. Malli during the period of study under my supervision and that the thesis has not formed the basis for award of any other degree, diploma, associate ship, fellowship or similar title to the candidate and that the thesis represents independent work on the part of the candidate.

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## **DECLARATION**

I declare that the thesis entitled **““A COMPARATIVE STUDY ON MARKETING OF BANKING PRODUCTS AND CUSTOMER SERVICES AND SATISFACTION LEVEL IN GUJARAT ”** is a record of independent research work carried out by me under the supervision and guidance of Dr. Pratapsinh L. Chauhan Professor & H.O.D, Department of Business Management Studies (M.B.A Programme), Saurashtra University, Rajkot. This has not been previously submitted for the award of any diploma, degree, associates ship or other similar title.

**Reena R. Malli**

# CONTENT

<b>Sr. No.</b>	<b>Particulars</b>	<b>Page No.</b>
1	Acknowledgement	1
2	Preface	2

<b>Chapter. No.</b>	<b>Chapter Title</b>	<b>Page No.</b>
1	Overview of Banking Sector in India	4
2	Conceptual Framework	55
3	Review of Literature	75
4	Research Methodology	103
5	Analysis and Interpretation of Data	112
6	Findings, Recommendations, Conclusion	389
	Bibliography	400
	Appendix	406

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## **PREFACE**

The Indian banking system has changed a lot over the last 15 years with India taking to path of free market economy and globalization with clear commitments under WTO (World Trade Organization) regime. A journey from private ownership and control of commercial banks to government ownership and control by way of nationalization, has come in full circle in the wake of liberalization and introducing of new players in the shape of private and foreign banks. So, banking industry has started witnessing cut throat competition in recent years and facing heat of global recessionary trends. The best way under the prevailing situation is to keep customers' faith intact through rendering qualitative & innovative products & services which should further helps to fill up the gap between customers expectations & perceptions for the same & satisfy the customers. Customer satisfaction is being considered as prime important factor. So marketing of products & services has been focused on the detection and the satisfaction of the customers' needs.

This research aims to investigate and compare the marketing efforts intensiveness of public, private and cooperative banks in Gujarat. The present study also would be the eye opener for the banks to understand the evaluation criteria of customers for them which provides the guideline to have full customers' satisfaction and to reconnect with their customers.

In order to achieve the study objectives, questionnaire was designed & distributed over the four major cities Ahmedabad, Surat, Baroda & Rajkot of Gujarat state & equally distributed to customers of public, private & cooperative banks. Multisampling (area, cluster, convenience) method was used.

The responses are collected & analyzed through SPSS. Anova F test & Levene's T test for equality of variance was used.

The findings indicate the differences in public, private and cooperative bank's marketing efforts majorly in the products and services offerings and its communication through promotional efforts.

It was also found that the impact of gender, occupation and educational qualification is much more on the customers' expectations and perception about the banks that leads variation in customers' satisfaction level for the different bank categories. Bank can have the better idea for adoption of different marketing activities and customer evaluation criteria which leads better usage of resources and development of competitive strategies. For the same, researchers attempts to provide a CSTBM (Customer Satisfaction through Bank Marketing) Model.



# Ch-1

# Overview of Banking Sector in India

## **Ch-1 Overview of Banking Sector in India**

<b>Sr. No.</b>	<b>Particulars</b>	<b>Page No.</b>
	<b>Background</b>	<b>8</b>
<b>1.1</b>	<b>Growth of banking sector in Pre-Independence (Before- 1947)</b>	<b>9</b>
<b>1.1A</b>	<b>From World War I to Independence</b>	<b>10</b>
<b>1.1B</b>	<b>Pre- Independence History of Commercial Banks</b>	<b>11</b>
<b>1.2</b>	<b>Status of banking industries in Post Independence/Pre-reform period (1948 -1998)</b>	<b>14</b>
<b>1.2A</b>	<b>Status</b>	<b>14</b>
<b>1.2B</b>	<b>Nationalization</b>	<b>14</b>
<b>1.2C</b>	<b>Liberalization</b>	<b>15</b>
<b>1.2D</b>	<b>Banking Reform Period</b>	<b>16</b>
<b>1.2E</b>	<b>Processes of Banking Reform</b>	<b>18</b>
<b>1.2F</b>	<b>Diversification of banking activities</b>	<b>21</b>
<b>1.2G</b>	<b>Impact of foreign and private domestic banks</b>	<b>22</b>
<b>1.2H</b>	<b>Appraisal of the Performance of the Banking Sector</b>	<b>23</b>
<b>1.3</b>	<b>Development of banking sector in post-reform period(1998 onwards)</b>	<b>24</b>
<b>1.3A</b>	<b>Recent banking developments in India</b>	<b>24</b>
<b>1.3B</b>	<b>Statutory Pre-emption</b>	<b>25</b>
<b>1.3C</b>	<b>Interest Rate Structure</b>	<b>25</b>
<b>1.3D</b>	<b>Prudential Regulation</b>	<b>26</b>
<b>1.3E</b>	<b>Technological Infrastructure</b>	<b>28</b>
<b>1.3F</b>	<b>Current Situation</b>	<b>29</b>

<b>1.3G</b>	<b>U.S. Crisis and Global Impact</b>	<b>30</b>
<b>1.3H</b>	<b>Indian Banking Sector: Negative Impact</b>	<b>30</b>
<b>1.4</b>	<b>Challenges &amp; Opportunities of Indian Banking Industry</b>	<b>32</b>
<b>1.4A</b>	<b>Challenges Facing by Banking Industry</b>	<b>32</b>
<b>1.4B</b>	<b>Opportunities For Indian Banking Industry</b>	<b>34</b>
<b>1.5</b>	<b>Banks In India</b>	<b>36</b>
<b>1.5A</b>	<b>Chart</b>	<b>36</b>
<b>1.5B</b>	<b>List of Banks in India</b>	<b>37</b>
<b>1.6</b>	<b>Types of Banking Products</b>	<b>39</b>
<b>1.6a</b>	<b>Personal Banking, Agricultural banking, NRI Services</b>	<b>40</b>
<b>1.6b</b>	<b>International Banking, Corporate Banking</b>	<b>41</b>
<b>1.6c</b>	<b>Government Business, SMEs</b>	<b>42</b>
<b>1.7</b>	<b>Description of Banking Products &amp; Services</b>	<b>42</b>
<b>1.7a</b>	<b>Monthly Interest Scheme</b>	<b>43</b>
<b>1.7b</b>	<b>Annuity &amp; Retirement Scheme</b>	<b>44</b>
<b>1.7c</b>	<b>Farmer's deposit scheme</b>	<b>44</b>
<b>1.7d</b>	<b>Insurance linked saving bank account</b>	<b>44</b>
<b>1.7e</b>	<b>Housing Deposit Scheme</b>	<b>45</b>
<b>1.7f</b>	<b>Automatic extension deposit</b>	<b>45</b>
<b>1.7g</b>	<b>Loan Schemes</b>	<b>46</b>
<b>1.7h</b>	<b>Currency exchange Scheme</b>	<b>46</b>
<b>1.7i</b>	<b>Gold Scheme</b>	<b>47</b>
<b>1.7j</b>	<b>Safe deposit Locker service</b>	<b>47</b>
<b>1.7k</b>	<b>ATMs</b>	<b>47</b>
<b>1.7l</b>	<b>Electronic Fund Transfer (EFT)</b>	<b>48</b>
<b>1.7m</b>	<b>Electronic Bill Payment (EBP)</b>	<b>49</b>
<b>1.7n</b>	<b>E-Cheque</b>	<b>49</b>
<b>1.7o</b>	<b>Internet banking</b>	<b>50</b>
<b>1.7p</b>	<b>Tele-banking</b>	<b>50</b>
<b>1.7q</b>	<b>Mobile Banking</b>	<b>51</b>

<b>1.7r</b>	<b>Debit card</b>	<b>52</b>
<b>1.7s</b>	<b>Credit card</b>	<b>52</b>
<b>1.7t</b>	<b>Demat account</b>	<b>52</b>
<b>1.7u</b>	<b>Digicash</b>	<b>53</b>
<b>1.7v</b>	<b>Netcash</b>	<b>53</b>
<b>1.7w</b>	<b>m-cheque</b>	<b>53</b>
<b>1.7x</b>	<b>e-invest</b>	<b>53</b>
	<b>References</b>	<b>54</b>

## **BACKGROUND**

The present study deals with the various aspects of banking sector and a comparison between various kinds of banks with regard to services, strategies and customer satisfaction level etc. It will also discuss the birth of the banking concept in the country to new players adding their names in the industry in coming years. Without a sound and effective banking system in India it cannot have a healthy economy. The banking system of India should not only be hassle free but it should be able to meet new challenges posed by the technology and any other external factors.

For the past three decades India's banking system has several outstanding achievements to its credit. The most striking is its extensive reach. It is no longer confined to only metropolitans or cosmopolitans in India. In fact, Indian banking system has reached even to the remote corners of the country. This is one of the main reasons of India's growth process. The government's regular policy for Indian bank since 1969 has paid rich dividends with the nationalization of 14 major private banks of India.

The first bank of India, though conservative, was established in 1786. From 1786 till today, the journey of Indian banking System can be segregated into three distinct phase. They are as mentioned below:

- 1.1 Growth of banking sector in Pre-Independence (Before- 1947)**
- 1.2 Status of banking sector in Post Independence/Pre-reform period (1948 -1998)**
- 1.3 Development of banking sector in post-reform Period (1998 onwards)**
- 1.4 Challenges & Opportunities of Indian Banking Industry**

## **1.1 GROWTH OF BANKING INDUSTRIES IN PRE-INDEPENDENCE (BEFORE-1947)**

Banking in India originated in the first decade of 18th century with The General Bank of India coming into existence in 1786. This was followed by Bank of Hindustan. Both these banks are now defunct. The oldest bank in existence in India is the State Bank of India being established as "The Bank of Bengal" in Calcutta in June 1806. A couple of decades later, foreign banks like Credit Lyonnais started their Calcutta operations in the 1850s. The first fully Indian owned bank was the Allahabad Bank, established in 1865. However, at the end of late-18th century, there were hardly any banks in India in the modern sense of the term. At the time of the American Civil War, a void was created as the supply of cotton to Lancashire stopped from the Americas. Some banks were opened at that time to finance industry, including speculative trading in cotton. With large exposure to speculative ventures, most of the banks opened in India during that period failed. The depositors lost money and lost interest in keeping deposits with banks. Subsequently, banking in India remained the exclusive domain of Europeans for next several decades until the beginning of the 20th century. At this time, the Indian economy was passing through a relative period of stability. Around five decades have elapsed since the India's First war of Independence, and the social, industrial and other infrastructure have developed. At that time there were very small banks operated by Indians, and most of them were owned and operated by particular communities.

The presidency banks dominated banking in India. There were also some exchange banks and a number of Indian joint stock banks. All these banks operated in different segments of the economy. By the 1900s, the market expanded with the establishment of banks such as Punjab National Bank, in 1895 in Lahore and Bank of India, in 1906, in Mumbai - both of which were founded under private ownership. The Swadeshi movement in particular inspired local businessmen and political figures to found banks of and for the Indian community. A number of banks established then have survived to the present such as Bank of India, Corporation Bank, Indian Bank, Bank of Baroda, Canara Bank and Central Bank of India.

There were approximately 1100 banks, mostly small. The Reserve Bank of India formally took on the responsibility of regulating the Indian banking sector from 1935.

### 1.1 A From World War I to Independence

The period during the First World War (1914-1918) through the end of the Second World War (1939-1945), and two years thereafter until the independence of India were challenging for the Indian banking. The years of the First World War were turbulent, and it took toll of many banks which simply collapsed despite the Indian economy gaining indirect boost due to war-related economic activities. At least 94 banks in India failed during the years 1913 to 1918 as indicated in the following table

Years	Number of banks that failed	Authorised capital (Rs. Lakhs)	Paid-up Capital (Rs. Lakhs)
1913	12	274	35
1914	42	710	109
1915	11	56	5
1916	13	231	4
1917	9	76	25
1918	7	209	1

## **1.1B Pre- Independence History of Commercial**

### **Banks:**

#### **Presidency Banks:**

In 1806 the bank of Calcutta was established as a joint stock bank with limited liability, which was brought under the royal charter in 1806 and renamed as Bank of Bengal. Subsequently, the bank of Bombay of Bombay and bank of madras were established by East India Company in 1840 and 1843 respectively. The business of the presidency bank was initially confined to discounting of bills or other negotiable private securities, keeping cash accounts, receiving deposits and issuing and circulating cash notes. The major innovations in banking method and organization came with establishment of bank of Bank of Bengal, which included

- Use of joint stock system for raising capital
- Conferring of limited liability on shareholders by means of a charter
- Provision for the note issue which could be accepted for public revenue payments
- General provision for acceptance of deposits from general public
- Imposition of explicit limit on credit and the kind of securities it could accept
- Provision for regulatory changes in the board of directors

In 1951, when the first Five Years Plan was launched, the development of rural India accorded the highest priority. The all India Rural Credit survey Committee recommended the creation of a State-partnered and state sponsored bank by taking over the Imperial bank of India and integrating with it ,the former state owned or state associated banks. Accordingly an Act was passed in the parliament in May 1955. Later, the state Bank of India (subsidiary banks) Act was passed in 1959 enabling the State bank of India to take over eight former state associated banks as its subsidiaries.



### **Banking Crisis, 1913:**

A banking crisis that occurred during 1913 revealed weakness of the banking system such as the maintenance of an unduly low proportion of the cash and other liquid assets, the grant of large unsecured advances to the directors of banks and to the companies in which the directors were interested. The issue of failures of banks was investigated in detail by the Indian Central banking Enquiry Committee (1929-31). The terms of reference of which included “the regulation of banking with a view to protecting the interest of the public”. The report of the Indian Central Banking Enquiry Committee emphasized the need for enacting a special Bank act, covering the organization, management, audit, and liquidation of banks. The authoritative recommendations of the Committee have been an important landmark in the history of banking reforms in India.

### **Reserve Bank of India Act, 1934:**

When Reserve Bank of India Act, 1934 came into effect, an important function of the reserve bank was to hold the custody of the cash reserves of banks, granting them accommodation in a discretionary way and regulating their operations on accordance with the needs of the economy through instruments of credit control. With regard to the banking system of the country, the primary role of Reserve Bank was conceived as that of the lender-of-the-last-resort for the purpose of ensuring the liquidity of the short term assets of banks.

### **Indian Companies (Amendment) Act, 1936:**

The first attempt at banking legislation in India was the passing of the Indian companies (Amendment) Act 1936, incorporating a separate chapter on provisions relating to banking companies. There were two important features of the new legislation, which embodied some of the recommendations of the Indian Central Banking Enquiry Committee. For the first time a determined effort was made to evolve a working definition of ‘banking’ and to segregate banking from other commercial operations. The special status of Scheduled banks was recognized through certain provisions of the amended Act, such as building up of the reserves, were made applicable only to non

scheduled banks could be left to the general supervision and control of the Reserve Bank. These provisions, however, touched only the firing of the problem of banking regulation.

### **Bank Failures and Remedial Measures:**

The banking regulation and supervision function is governed by the provisions of the act, which comprehensively deals with several aspects of banks ranging from setting up of a bank to amalgamations besides several operational issues. The department of Banking Operations, which was entrusted with the administration of the act, was originally organized in August 1945 to provide the requisite administrative machinery to discharge the several duties and responsibilities, which were expected to devolve upon the Reserve Bank after the passing of the Banking companies Bill.

### **Regulation and Supervision:**

Prior to independence, there were a number of bank failures and the banking sector had not then developed to meet their requirements of the economy. The supervisory power conferred initially in 1940 vested the reserve Bank with the right to inspect banking companies on a restricted scale in the consultation with the government of India. The purpose of this inspection was limited to satisfy Reserve Bank regarding the eligibility for license, opening the branches, amalgamation and compliance with directives issued by it. With the prior consent of banking companies concerned the Reserve Bank undertook to inspect their books and accounts with a view to determining the real or exchangeable value of their paid up capital and reserves for the purpose of considering their eligibility for inclusion in the Second Schedule to the reserve Bank of India Act. Specific powers to inspect banking Companies Ordinance, 1946. The Ordinance made the prior consent of a banking company unnecessary for its inspection and also widened the objective of the inspection.

## **1.2 STATUS OF BANKING INDUSTRIES IN POST INDEPENDENCE/PRE-REFORM PERIOD (1948 -1998)**

### **1.2A Status**

The partition of India in 1947 adversely impacted the economies of Punjab and West Bengal, paralyzing banking activities for months. India's independence marked the end of a regime of the Laissez-faire for the Indian banking. The Government of India initiated measures to play an active role in the economic life of the nation, and the Industrial Policy Resolution adopted by the government in 1948 envisaged a mixed economy. This resulted into greater involvement of the state in different segments of the economy including banking and finance. The major steps to regulate banking included:

- In 1948, the Reserve Bank of India, India's central banking authority, was nationalized, and it became an institution owned by the Government of India.
- In 1949, the Banking Regulation Act was enacted which empowered the Reserve Bank of India (RBI) "to regulate, control, and inspect the banks in India."
- The Banking Regulation Act also provided that no new bank or branch of an existing bank may be opened without a license from the RBI, and no two banks could have common directors.

However, despite these provisions, control and regulations, banks in India except the State Bank of India, continued to be owned and operated by private persons. This changed with the nationalization of major banks in India on 19th July, 1969.

### **1.2B Nationalization**

By the 1960s, the Indian banking industry has become an important tool to facilitate the development of the Indian economy. At the same time, it has emerged as a large employer, and a debate has ensued about the possibility to nationalize the banking industry. Indira Gandhi, the-then Prime Minister of India expressed the intention of the GOI in the annual conference of the All India Congress Meeting in a paper entitled "Stray thoughts on Bank Nationalization." The paper was received with positive enthusiasm.

Thereafter, her move was swift and sudden, and the GOI issued an ordinance and nationalized the 14 largest commercial banks with effect from the midnight of July 19, 1969. Jayaprakash Narayan, a national leader of India, described the step as a "masterstroke of political sagacity." Within two weeks of the issue of the ordinance, the Parliament passed the Banking Companies (Acquisition and Transfer of Undertaking) Bill, and it received the presidential approval on 9th August, 1969.

A second dose of nationalization of 6 more commercial banks followed in 1980. The stated reason for the nationalization was to give the government more control of credit delivery. With the second dose of nationalization, the GOI controlled around 91% of the banking business of India.

After this, until the 1990s, the nationalized banks grew at a pace of around 4%, closer to the average growth rate of the Indian economy.

### **1.2C Liberalization**

In the early 1990s the then Narsimha Rao government embarked on a policy of liberalization and gave licenses to a small number of private banks, which came to be known as New Generation tech-savvy banks, which included banks such as Global Trust Bank (the first of such new generation banks to be set up) which later amalgamated with Oriental Bank of Commerce, UTI Bank (now re-named as Axis Bank), ICICI Bank and HDFC Bank. This move, along with the rapid growth in the economy of India, kick started the banking sector in India, which has seen rapid growth with strong contribution from all the three sectors of banks, namely, government banks, private banks and foreign banks.

The next stage for the Indian banking has been setup with the proposed relaxation in the norms for Foreign Direct Investment, where all Foreign Investors in banks may be given voting rights which could exceed the present cap of 10%, at present it has gone up to 49% with some restrictions.

The new policy shook the Banking sector in India completely. Bankers, till this time, were used to the 4-6-4 method (Borrow at 4%; Lend at 6%; Go home at 4) of functioning. The new wave ushered in a modern outlook and tech-savvy methods of working for traditional banks. All this led to the retail boom in India. People not just demanded more from their

The following are the steps taken by the government of India to Regulate Banking Institutions in Country:

**1949: Enactment of Banking Regulation Act.**

**1955: Nationalization of State Bank of India.**

**1959: Nationalization of SBI subsidiaries.**

**1961: Insurance cover extended to deposits.**

**1969: Nationalization of 14 major banks.**

**1971: Creation of credit guarantee corporation.**

**1975: Creation of regional rural banks.**

**1980: Nationalization of seven banks with deposits over 200 crore.**

#### **1.2D Banking Reform Period:**

Following the 1991 report of the Narasimham Committee, more comprehensive reforms took place that same year. The reforms consisted of (a) a shift of banking sector supervision from intrusive micro-level intervention over credit decisions toward prudential regulations and supervision; (b) a reduction of the CRR and SLR; (c) interest rate and entry deregulation; and (d) adoption of prudential norms.<sup>3</sup> Further, in 1992, the Reserve Bank of India issued guidelines for income recognition, asset classification and provisioning, and also adopted the Basle Accord capital adequacy standards. The government also established the Board of Financial Supervision in the Reserve Bank of India and recapitalized public-sector banks in order to give banks sufficient financial strength and to enable them to gain access to capital markets. In 1993, the Reserve Bank

of India permitted private entry into the banking sector, provided that new banks were well capitalized and technologically advanced, and at the same time prohibited cross-holding practices with industrial groups. The Reserve Bank of India also imposed some restrictions on new banks with respect to opening branches, with a view to maintaining the franchise value of existing banks.

As a result of the reforms, the number of banks increased rapidly. In 1991, there were 27 public-sector banks and 26 domestic private banks with 60,000 branches, 24 foreign banks with 140 branches, and 20 foreign banks with a representative office. Between January 1993 and March 1998, 24 new private banks (nine domestic and 15 foreign) entered the market; the total number of scheduled commercial banks, excluding specialized banks such as the Regional Rural Banks rose from 75 in 1991/92 to 99 in 1997/98. Entry deregulation was accompanied by progressive deregulation of interest rates on deposits and advances. From October 1994, interest rates were deregulated in a phased manner and by October 1997, banks were allowed to set interest rates on all term deposits of maturity of more than 30 days and on all advances exceeding Rs. 200,000. While the CRR and SLR, interest rate policy, and prudential norms have always been applied uniformly to all commercial banks, the Reserve Bank of India treated foreign banks differently with respect to the regulation that requires a portion of credit to be allocated to priority sectors. In 1993, foreign banks – which 3 In 1998, the Narashimham Committee II has recommended a convergence of developing financing institutions to with commercial banks or non-bank financial institutions and an adoption of the integrated system of regulation and supervision etc. Representative offices may not be allowed to hold deposits or extend credit. Their main business is to develop business contacts between local firms and their head offices, and collect local information to for their head offices used to be exempt from this requirement while all other commercial banks were required to earmark 40 per cent of credit – were required to allocate 32 per cent of credit to priority sectors.

## 1.2E Processes of Banking Reform

The processes adopted for bringing about the reforms in India may be of some interest to this audience. Recalling some features of financial sector reforms in India would be in order, before narrating the processes. First, financial sector reform was undertaken early in the reform-cycle in India.

In order to ensure timely and effective implementation of the measures, RBI has been adopting a consultative approach before introducing policy measures. Suitable mechanisms have been instituted to deliberate upon various issues so that the benefits of financial efficiency and stability percolate to the common person and the services of the Indian financial system can be benchmarked against international best standards in a transparent manner. Let me give a brief account of these mechanisms.

**First**, on all important issues, workings group are constituted or technical reports are prepared, generally encompassing a review of the international best practices, options available and way forward. The group membership may be internal or external to the RBI or mixed. Draft reports are often placed in public domain and final reports take account of inputs, in particular from industry associations and self-regulatory organizations. The reform-measures emanate out of such a series of reports, the pioneering ones being: Report of the Committee on the Financial System (Chairman: Shri M. Narasimham), in 1991; Report of the High Level Committee on Balance of Payments (Chairman: Dr. C. Rangarajan) in 1992; and the Report of the Committee on Banking Sector Reforms (Chairman: Shri M. Narasimham) in 1998.

**Second**, Resource Management Discussions meetings are held by the RBI with select commercial banks, prior to the policy announcements. These meetings not only focus on perception and outlook of the bankers on the economy, liquidity conditions, credit flow, development of different markets and directions of interest rates, but also on issues relating to developmental aspects of banking operations.

**Third,** we have formed a Technical Advisory Committee on Money, Foreign Exchange and Government Securities Markets (TAC). It has emerged as a key consultative mechanism amongst the regulators and various market players including banks. The Committee has been crystallizing the synergies of experts across various fields of the financial market and thereby acting as a facilitator for the RBI in steering reforms in money, government securities and foreign exchange markets.

**Fourth,** in order to strengthen the consultative process in the regulatory domain and to place such a process on a continuing basis, the RBI has constituted a Standing Technical Advisory Committee on Financial Regulation on the lines similar to the TAC. The Committee consists of experts drawn from academia, financial markets, banks, non-bank financial institutions and credit rating agencies. The Committee examines the issues referred to it and advises the RBI on desirable regulatory framework on an on-going basis for banks, non-bank financial institutions and other market participants.

**Fifth,** for ensuring periodic formal interaction, amongst the regulators, there is a High Level Co-ordination Committee on Financial and Capital Markets (HLCCFCM) with the Governor, RBI as the Chairman, and the Heads of the securities market and insurance regulators, and the Secretary of the Finance Ministry as the members. This Co-ordination Committee has authorized constitution of several standing committees to ensure co-ordination in regulatory frameworks at an operational level.

**Sixth,** more recently a Standing Advisory Committee on Urban Co-operative Banks (UCBs) has been activated to advise on structural, regulatory and supervisory issues relating to UCBs and to facilitate the process of formulating future approaches for this sector. Similar mechanisms are being worked out for non-banking financial companies.

**Seventh,** the RBI has also instituted a mechanism of placing draft versions of important guidelines for comments of the public at large before finalization of the guidelines. To further this consultative process and with a specific goal of making the regulatory guidelines more user-friendly, a Users' Consultative Panel has been constituted comprising the representatives of select banks and market participants. The panel



provides feedback on regulatory instructions at the formulation stage to avoid any subsequent ambiguities and operational glitches.

**Eighth**, an extensive and transparent communication system has been evolved. The annual policy statements and their mid-term reviews communicate the RBI's stance on monetary policy in the immediate future of six months to one year. Over the years, the reports of various working groups and committees have emerged as another plank of two-way communication from RBI. An important feature of the RBI's communication policy is the almost real-time dissemination of information through its web-site. The auction results under Liquidity Adjustment Facility (LAF) of the day are posted on the web-site by 12.30 p.m the same day, while by 2.30 p.m. the 'reference rates' of select foreign currencies are also placed on the website. By the next day morning, the press release on money market operations is issued. Every Saturday, by 12 noon, the weekly statistical supplement is placed on the web-site providing a fairly detailed, recent data-base on the RBI and the financial sector. All the regulatory and administrative circulars of different Departments of the RBI are placed on the web-site within half an hour of their finalization.

**Ninth**, an important feature of the reform of the Indian financial system has been the intent of the authorities to align the regulatory framework with international best practices keeping in view the developmental needs of the country and domestic factors. Towards this end, a Standing Committee on International Financial Standards and Codes was constituted in 1999.

The Standing Committee had set up ten Advisory Groups in key areas of the financial sector whose reports are available on the RBI website. The recommendations contained in these reports have either been implemented or are in the process of implementation.

## **1.2F Diversification of Banking Activities**

The second unique feature of India's banking sector is that the Reserve Bank of India has permitted commercial banks to engage in diverse activities such as securities related transactions (for example, underwriting, dealing and brokerage), foreign exchange transactions and leasing activities. The 1991 reforms lowered the CRR and SLR, enabling banks to diversify their activities. Diversification of banks' activities can be justified for at least five reasons. First, entry deregulation and the resulting intensified competition may leave banks with no choice but to engage in risk-taking activities in the fight for their market share or profit margins. As a result, risk-taking would reduce the value of banks' future earnings and associated incentives to avoid bankruptcy (Allen and Gale 2000). Second, banks need to obtain implicit rents in order to provide discretionary, repetitive and flexible loans. Profitability is likely to be positively correlated with efficiency and soundness. The correlation is expected to be greater for public-sector banks that had long been performing poorly since the reform impact could be greater. Banks' clients are able to obtain refinance or to return loans earlier than maturity with relatively small fees. Furthermore, if borrowers fall into financial distress, banks often make flexible choices as to whether continuing to supply loans or buying back bank loans ones that turn problematic (Gilson, John, and Lang 1990; Hoshi, Kashyap, and Scharfstein 1990). Further, banks may renegotiate with firms over lowering interest rates in order to prevent risk-taking behavior, as pointed out by Stiglitz and Weiss (1981). Since most of these transactions cannot be written explicitly in loan contracts, these promises are regarded as implicit "insurance" that commercial banks provide to their borrowers.

Diversification of banking activities helps banks to mitigate the two problems raised above by providing them with an opportunity to gain non-interest income and thereby sustain profitability. This enables banks to maintain long-term relationships with clients throughout their life cycles and gives them an incentive to process inside information and monitor their clients. Third, banks can stabilize their income by engaging in activities whose returns are imperfectly correlated, thereby reducing the costs of funds and thus lending and underwriting costs. Fourth, diversification promotes efficiency by allowing

banks to utilize inside information arising out of long-term lending relationships. Thanks to this advantage; banks are able to underwrite securities at lower costs than non-bank underwriters. Firms may also obtain higher prices on their securities underwritten by banks because of their perceived monitoring advantages. Further, banks can exploit economies of scope from the production of various financial services since they can spread fixed physical (i.e., branches and distribution channels) and human capital costs (Steinherr and Huveneers 1990).fifth, diversification may improve bank performance by diluting the impact of direct lending (through requiring banks to allocate credit to priority sectors). Direct lending reduces the banks' incentives to conduct information processing and monitoring functions. As a result, this not only lowers banks' profitability by limiting financial resources available to more productive usages, but also results in a deterioration of efficiency and soundness by discouraging banks from functioning properly.

These various conflicts of interest are likely to lower the quality of services offered by banks, and thus, investors need special protection against such malpractices. Conflicts of interest can be exploited especially when (a) there is some monopoly power, as with tie-in deals; (b) there is the an asymmetry of information between the contracting parties, as in the conflict between the bank's promotional and advisory roles; or (c) one of the parties involved is naive as when securities are issued to transfer bankruptcy risks to outside investors (Santos 1998). In a restricted way, banks are permitted to engage in investment banking, leasing, credit cards etc., within the entity.

## **1.2G Impact of Foreign and Private Domestic Banks**

One interesting feature of India's banking sector is that some large public-sector banks appear to have been performing reasonably well in the post-reform period. This could be attributed to (a) the import of better risk management skills from foreign and private domestic banks, (b) intensified competition, (c) the diversification effect described above, (d) reorganization (for example, mergers and acquisitions), and (e) goodwill. In India, however, given the virtual absence of an exit policy, large-scale mergers and acquisitions among problematic banks have not occurred so far. It is

generally thought that the entry of well-capitalized new banks is likely to improve the quality and variety of services, efficiency of bank management, and prudential supervisory capacity

### **1.2H Appraisal of the Performance of the Banking Sector**

India's financial market has been gradually developing, but still remains bank-dominated in the reform period. The extent of financial deepening measured by total deposits in GDP has raised only modestly from 30 per cent in 1991 to 38 per cent in 1999. In general, foreign banks performed better than domestic banks (public-sector and private domestic banks) in terms of cost, earnings efficiency and soundness. However, domestic banks overtook foreign banks in terms of profitability in 1999-2000. Moreover, all banks are comparable in terms of the scale of medium- to long-term credit and liquidity. The results are summarized below.

### **1.3 DEVELOPMENT OF BANKING SECTOR IN POST-REFORM PERIOD (1998 ONWARDS)**

This phase has introduced many more products and facilities in the banking sector in its reforms measure. In 1991, under the chairmanship of M Narasimham, a committee was set up by his name which worked for the liberalization of banking practices. According to an analysis of the overall performance of state-owned, domestic and foreign banks based on trend patterns in 1993-2000, the overall performance of public sector banks appears comparable with foreign and private domestic banks (table 1). In general, foreign banks performed better than domestic banks (public-sector and private domestic banks) in terms of cost, earnings efficiency and soundness. However, domestic banks overtook foreign banks in terms of profitability in 1999-2000. Moreover, all banks are comparable in terms of the scale of medium- to long-term credit and liquidity.

The country is flooded with foreign banks and their **ATM stations**. Efforts are being put to give a satisfactory service to customers. Phone banking and net banking is introduced. The entire system became more convenient and swift. Time is given more importance than money. The financial system of India has shown a great deal of resilience. It is shelter from any crisis triggered by any external macroeconomics shock as other East Asian Countries suffered. This is all due to flexible exchange rate regime, the foreign reserves are high, the capital account is not yet fully convertible, and banks and their customers have limited foreign exchange exposure.

#### **1.3A Recent banking developments in India**

The Indian banking sector has witnessed wide ranging changes under the influence of the financial sector reforms initiated during the early 1990s. The approach to such reforms in India has been one of gradual and non-disruptive progress through a consultative process. The emphasis has been on deregulation and opening up the banking sector to market forces. The Reserve Bank has been consistently working towards the establishment of an enabling regulatory framework with prompt and effective supervision

as well as the development of technological and institutional infrastructure. Persistent efforts have been made towards adoption of international benchmarks as appropriate to Indian conditions. While certain changes in the legal infrastructure are yet to be effected, the developments so far have brought the Indian financial system closer to global standards.

### **1.3B Statutory Pre-emptions**

In the pre-reforms phase, the Indian banking system operated with a high level of statutory preemptions, in the form of both the Cash Reserve Ratio (CRR) and the Statutory Liquidity Ratio (SLR), reflecting the high level of the country's fiscal deficit and its high degree of monetization. Efforts in the recent period have been focused on lowering both the CRR and SLR. The statutory minimum of 25 per cent for the SLR was reached as early as 1997, and while the Reserve Bank continues to pursue its medium-term objective of reducing the CRR to the statutory minimum level of 3.0 per cent, the CRR of the Scheduled Commercial Banks (SCBs) is currently placed at 5.0 per cent of NDTL (net demand and time liabilities). The legislative changes proposed by the Government in the Union Budget, 2005-06 to remove the limits on the SLR and CRR are expected to provide freedom to the Reserve Bank in the conduct of monetary policy and also lend further flexibility to the banking system in the deployment of resources.

### **1.3C Interest Rate Structure**

Deregulation of interest rates has been one of the key features of financial sector reforms. In recent years, it has improved the competitiveness of the financial environment and strengthened the transmission mechanism of monetary policy. Sequencing of interest rate deregulation has also enabled better price discovery and imparted greater efficiency to the resource allocation process. The process has been gradual and predicated upon the institution of prudential regulation of the banking system, market behavior, financial opening and, above all, the underlying macroeconomic conditions. Interest rates have now been largely deregulated except in the case of: (i) savings deposit accounts; (ii) non-resident Indian (NRI) deposits; (iii) small loans up to Rs.2 lakh; and (iv) export credit. After the interest rate deregulation, banks became free to determine their own lending

interest rates. As advised by the Indian Banks' Association (a self-regulatory organization for banks), commercial banks determine their respective BPLRs (benchmark prime lending rates) taking into consideration:

**(i) actual cost of funds; (ii) operating expenses; and (iii) a minimum margin** to cover regulatory requirements of provisioning and capital charge and profit margin. These factors differ from bank to bank and feed into the determination of BPLR and spreads of banks. The BPLRs of public sector Banks declined to 10.25-11.25 per cent in March 2005 from 10.25-11.50 per cent in March 2004.

With a view to granting operational autonomy to public sector banks, public ownership in these banks was reduced by allowing them to raise capital from the equity market of up to 49 per cent of paid-up capital. Competition is being fostered by permitting new private sector banks, and more liberal entry of branches of foreign banks, joint-venture banks and insurance companies. Recently, a roadmap for the presence of foreign banks in India was released which sets out the process of the gradual opening-up of the banking sector in a transparent manner. Foreign investments in the financial sector in the form of Foreign Direct Investment (FDI) as well as portfolio investment have been permitted. **Furthermore, banks have been allowed to diversify product portfolio and business activities.** The share of public sector banks in the banking business is going down, particularly in metropolitan areas. Some diversification of ownership in select public sector banks has helped further the move towards autonomy and thus provided some response to competitive pressures. Transparency and disclosure standards have been enhanced to meet international standards in an ongoing manner.

### **1.3D Prudential Regulation**

Prudential norms related to risk-weighted capital adequacy requirements, accounting, income recognition, provisioning and exposure were introduced in 1992 and gradually these norms have been brought up to international standards. Other initiatives in the area of strengthening prudential norms include measures to strengthen risk management through recognition of different components of risk, assignment of risk-weights to various asset classes, norms on connected lending and risk concentration,

application of the mark-to-market principle for investment portfolios and limits on deployment of funds in sensitive activities.

Keeping in view the Reserve Bank's goal to achieve consistency and harmony with international standards and our approach to adopt these standards at a pace appropriate to our context, it has been decided to migrate to Basel II. Banks are required to maintain a minimum CRAR (capital to risk weighted assets ratio) of 9 per cent on an ongoing basis. The capital requirements are uniformly applied to all banks, including foreign banks operating in India, by way of prudential guidelines on capital adequacy. Commercial banks in India will start implementing Basel II with effect from March 31, 2007. They will initially adopt the Standardized Approach for credit risk and the Basic Indicator Approach for operational risk. After adequate skills have been developed, at both bank and supervisory level, some banks may be allowed to migrate to the Internal Ratings-Based (IRB) Approach. Banks have also been advised to formulate and made operationally strong the Capital Adequacy Assessment Process (CAAP) as required under Pillar II of the New Framework. Some of the other regulatory initiatives relevant to

**Basel II that have been implemented by the Reserve Bank is:**

- Ensuring that banks have a suitable risk management framework oriented towards their requirements and dictated by the size and complexity of their business, risk philosophy, market perceptions and expected level of capital.
- Introducing Risk-Based Supervision (RBS) in select banks on a pilot basis.
- Encouraging banks to formalize their CAAP in alignment with their business plan and performance budgeting system. This, together with the adoption of RBS, should aid in fulfilling the Pillar II requirements under Basel II.
- Expanding the area of disclosures (Pillar III) so as to achieve greater transparency regarding the financial position and risk profile of banks.
- Building capacity to ensure the regulator's ability to identify eligible banks and permit them to adopt IRB/Advanced Measurement approaches.



With a view to ensuring migration to Basel II in a non-disruptive manner, a consultative and participative approach has been adopted for both designing and implementing the New Framework. A Steering Committee comprising senior officials from 14 banks (public, private and foreign) with representation from the Indian Banks' Association and the Reserve Bank has been constituted.

### **1.3E Technological Infrastructure**

In recent years, the Reserve Bank has endeavored to improve the efficiency of the financial system by ensuring the presence of a safe, secure and effective payment and settlement system. In the process, apart from performing regulatory and oversight functions the Reserve Bank has also played an important role in promoting the system's functionality and modernization on an ongoing basis. The consolidation of the existing payment systems revolves around strengthening computerized cheque clearing, and expanding the reach of Electronic Clearing Services (ECS) and **Electronic Funds**

Transfer (EFT). The critical elements of the developmental strategy are the opening of new clearing houses, interconnection of clearing houses through the Indian Financial Network (INFINET) and the development of a Real-Time Gross Settlement (RTGS) System, a Centralized Funds Management System (CFMS), a Negotiated Dealing System (NDS) and the Structured Financial Messaging System (SFMS). Similarly, integration of the various payment products with the systems of individual banks has been another thrust area.

As per normal practice, and with a view to ensuring migration to Basel II in a non-disruptive manner, a consultative and participative approach has been adopted for both designing and implementing Basel II. A Steering Committee comprising senior officials from 14 banks (public, private and foreign) has been constituted wherein representation from the Indian Banks' Association and the RBI has also been ensured.

The Steering Committee had formed sub-groups to address specific issues. On the basis of recommendations of the Steering Committee, draft guidelines to the banks on implementation of the New Capital Adequacy Framework have been issued.

Above all, capacity building, both in banks and the regulatory bodies is a serious challenge, especially with regard to adoption of the advanced approaches. We in India have initiated supervisory capacity-building measures to identify the gaps and to assess as well as quantify the extent of additional capital, which may be required to be maintained by Such Banks.

### **1.3F Current Situation**

Currently (2007), banking in India is generally fairly mature in terms of supply, product range and reach-even though reach in rural India still remains a challenge for the private sector and foreign banks. In terms of quality of assets and capital adequacy, Indian banks are considered to have clean, strong and transparent balance sheets relative to other banks in comparable economies in its region. The Reserve Bank of India is an autonomous body, with minimal pressure from the government. The stated policy of the Bank on the Indian Rupee is to manage volatility but without any fixed exchange rate-and this has mostly been true.

With the growth in the Indian economy expected to be strong for quite some time-especially in its services sector-the demand for banking services, especially retail banking, mortgages and investment services are expected to be strong. One may also expect M&As, takeovers, and asset sales.

In March 2006, the Reserve Bank of India allowed Warburg Pincus to increase its stake in Kotak Mahindra Bank (a private sector bank) to 10%. This is the first time an investor has been allowed to hold more than 5% in a private sector bank since the RBI announced norms in 2005 that any stake exceeding 5% in the private sector banks would need to be vetted by them.

Currently, India has 88 scheduled commercial banks (SCBs) - 28 public sector banks (that is with the Government of India holding a stake), 29 private banks (these do not have government stake; they may be publicly listed and traded on stock exchanges) and 31 foreign banks. They have a combined network of over 53,000 branches and 17,000 ATMs. According to a report by ICRA Limited, a rating agency, the public sector

banks hold over 75 percent of total assets of the banking industry, with the private and foreign banks holding 18.2% and 6.5% respectively.

### **1.3G U.S. Crisis and Global Impact**

Recent global developments, especially in the US financial sector, have led to a fresh round of uncertainty amongst global investors worried about the downshift in global economic growth. The unraveling of the subprime excesses in US has impacted the credit markets and also those financial institutions with substantial exposure to leverage and mortgage-related assets. The de-leveraging since the start of 2008 has culminated in the de-facto nationalization of US mortgage giants along with AIG and a shake up amongst investment banks (**Bear Sterns, Lehman Brothers and Merrill Lynch**). Apart from the US institutions, we have also seen nationalization of banks in UK and Denmark, with the HBOS/Lloyds deal reflecting the changing financial landscape in Europe. Given the size and stature of these institutions investor confidence has been shaken, casting a shadow on the future of independent investment banks. At this stage, the situation remains fluid with more clarity awaited on the remaining investment banks and companies like Washington Mutual. Within days of the collapse of investment bank Lehman Brothers, the bail-out by the US government of insurance giant AIG (for \$85 billion) and the acquisition of a third beleaguered player, Merrill Lynch, by Bank of America, the markets stabilized here.

### **1.3H Indian Banking Sector: Negative Impact**

While Indian companies and banks are not directly impacted by the global developments, FII outflows and worries about a contagion effect have put pressure on the markets. This has led to a sharp correction in Indian markets since the start of week (Sensex down 4.89% over last Friday's close). Indian markets have witnessed FII outflows of close to \$8.7 billion in 2008. However, this needs to be seen in the context of the strong inflows witnessed over the past 4 years (\$44.5 bln) and the change in global investor sentiment alongside profit booking in recent years. From a fundamental perspective, countries like India with strong economies and relatively lower dependence on exports, remain attractive from a medium to long term perspective and are likely to weather the current uncertainty better. Slow growth in leading developed economies means that economies

that rely on domestic demand and are growing fast, offer better investment opportunities and have a better chance of attracting new capital over the longer term.

-- According to one estimate, global majors like Citibank, Merrill Lynch and Deutsche Bank, have lost over US\$180 billion due to the subprime crisis.

-- *ICICI bank's loss*: India's largest private bank is faced with a loss of Rs10.56 billion till January 2008. ICICI did not have exposure to the US sub-prime market. Its profits were hurt by depreciation in the value of securities it bought in the international markets. The sub-prime crisis led to a rise in global interest rates, which in turn caused a decline in the value of securities, leaving ICICI with the task of making up the difference from its profits. The investment losses resulting from the sub-prime crisis could eliminate approximately 9% of its profits this year.

-- Other Indian banks with exposure to credit derivatives include the country's largest bank, the State Bank of India (SBI) – Rs 40 billion, Bank of India - Rs12 billion and Bank of Baroda – Rs 6 billion. Applying the same rate as ICICI's 7.6% to the exposure of these government-run banks, we have a loss of Rs 7.04 billion for SBI, Rs 2.11 billion for Bank of India and Rs1.08 billion for Bank of Baroda.

## **1.4 CHALLENGES & OPPORTUNITIES OF INDIAN BANKING INDUSTRY**

### **1.4A Challenges Facing By Banking Industry**

The banking industry in India is undergoing a major transformation due to changes in economic condition and continuous deregulation. These multiple changes happening one after other has a ripple effect on a bank trying to graduate from completely regulated sellers market to completed deregulated customers market. The banking environment of today is rapidly changing and the rules of yesterday no longer apply. The corporate and the legal barriers that separate the various banking, investment and insurance sectors are less well defined and the cross-over are increasing. As a consequence the marketing function is also changing to better support the bank in this dynamic market environment. The key marketing challenge today is to support and advice on the focus positioning and marketing resources needed to deliver performance on the bank's products and services. Marketing, as an investment advisor, is about redefining the delivery needs within not only key strategic Markey segments, but increasingly redefined to relevant micro-segments. The major challenges Indian Banking Industry feels are

#### **Deregulation:**

This continuous deregulation has made the banking market extremely competitive with greater autonomy, operational flexibility, and decontrolled interest rate and liberalized norms for foreign exchange. The deregulation of the industry coupled with decontrol in interest rates has led to entry of a number of players in the banking industry. At the same time reduced corporate credit off thanks to sluggish economy has resulted in large number of competitors battling for the same pie.

**New rules:**

As a result, the market place has been redefined with new rules of the game. Banks are transforming to universal banking, adding new channels with lucrative pricing and freebees to offer. Natural fall out of this new players, new channels squeezed spreads, demanding customers better service, marketing skills heightened competition, new rules of the game pressure on efficiency missed opportunities. Need for new orientation diffused customer loyalty. Bank has led to a series of innovative product offerings catering to various customer segments, specifically retail credit.

**Efficiency:**

This in turn has made it necessary to look for efficiencies in the business. Bank need to access low cost funds and simultaneously improve the efficiency. The banks are facing pricing pressure, squeeze on spread and have to give thrust on retail assets.

**Diffused customer loyalty:**

This will definitely impact customer preferences, as they are bound to react to the value added offerings. Customers have become demanding and the loyalties are diffused. These are multiple choices; the wallet share is reduced per bank with demand on flexibility and customization. Given the relatively low switching costs; customer retention calls for customized service and hassle free, flawless service delivery.

**Misaligned mindset:**

These changes are creating challenges, as employees are made to adapt to changing conditions. There is resistance to change from employees and the seller market mindset is yet to be changed coupled with fear of uncertainty and control orientation. Acceptance of technology in but the utilization is not maximized.

## **Competency gap:**

Placing the right skill at the right place will determine success. The competency gap needs to be addressed simultaneously otherwise there will be missed opportunities. The focus of people will be doing work but not providing solutions, on escalating problems rather than solving them and on disposing customers instead of using the opportunity to cross sell.

## **Changing Face of Indian Consumer**

### **Building an affluent middle class**

#### **1.4B Opportunities for Indian Banking Industry**

The rise of retail lending in emerging economies like India has been of recent origin. Asia Pacific's vast population, combined with high savings rates, explosive economic growth, and underdeveloped retail banking services, provide the most significant growth opportunities for banks. Banks will have to serve the retail banking segment effectively in order to utilize the growth opportunity. Various Opportunities are

- Market is seeing discontinuous growth driven by new products and services that include opportunities in credit cards, consumer finance and wealth management on the retail side, and in fee-based income and investment banking on the wholesale banking side. These require new skills in sales & marketing, credit and operations.
- Banks will no longer enjoy windfall treasury gains that the decade-long secular decline in interest rates provided. This will expose the weaker banks.
- Increased interest in India, competition from foreign banks will only intensify.
- Demographic shifts resulting from changes in age profile and household income, consumers will increasingly demand enhanced institutional capabilities and service levels from banks.

- New private banks could reach the next level of their growth in the Indian banking sector by continuing to innovate and develop differentiated business models to profitably serve segments like the rural/low income and affluent/HNI segments; actively adopting acquisitions as a means to grow and reaching the next level of performance in their service platforms. Attracting, developing and retaining more leadership capacity
- Foreign banks committed to making a play in India will need to adopt alternative approaches to win the “race for the customer” and build a value-creating customer franchise in advance of regulations potentially opening up post 2009. At the same time, they should stay in the game for potential acquisition opportunities as and when they appear in the near term. Maintaining a fundamentally long-term value-creation mindset.
- Reach in rural India for the private sector and foreign banks.
- Growth in the Indian economy expected to be strong for quite some time especially in its services sector-the demand for banking services, especially retail banking, mortgages and investment services are expected to be strong.
- Reserve Bank of India (RBI) has approved a proposal from the government to amend the Banking Regulation Act to permit banks to trade in commodities and commodity derivatives.
- Liberalization of ECB norms: The government also liberalized the ECB norms to permit financial sector entities engaged in infrastructure funding to raise ECBs. This enabled banks and financial institutions, which were earlier not permitted to raise such funds, explore this route for raising cheaper funds in the overseas markets.
- Hybrid capital: In an attempt to relieve banks of their capital crunch, the RBI has allowed them to raise perpetual bonds and other hybrid capital securities to shore up their capital. If the new instruments find takers, it would help PSU banks, left with little headroom for raising equity. Significantly, FII and NRI investment limits in these securities have been fixed at 49%, compared to 20% foreign equity holding allowed in PSU banks.

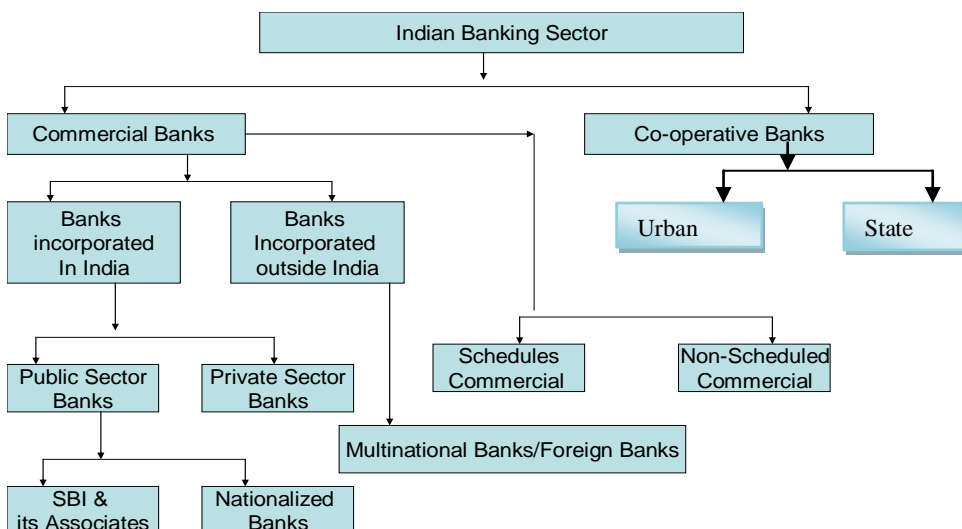


- Retention of Customers
- Indebtness
- Information Technology

## 1.5 BANKS IN INDIA

Banks can be classified in various types of categories depending upon their ownership pattern, nature of operations, structure of operations etc. In India the banking sector may be classified into two categories – commercial banks and –cooperative banks. While commercial banks cater to the needs of industry and trade to great extent, the cooperative banks play a major role in financing agriculture and allied activities in rural areas, and trade and services in urban areas. The commercial banks may be further classified into two categories such as banks incorporated in India and banks incorporated outside India. Banks incorporated in India may be further classified as per their ownership pattern such as public sector banks, private sector banks, regional rural banks and cooperative banks etc. The commercial banks may also be classified on the basis of their inclusion in the second schedule to the Reserve Bank of India Act, 1934 in two categories such as Schedule Commercial banks or Non-Schedule Commercial banks. Public Sector banks may be classified into two categories such as State Bank of India and its associates or nationalized banks, banks incorporated outside India and having branches in various countries are also termed as Multinational companies.

### 1.5A Chart



[Sources:en.wikipedia.org/wiki/Banking\\_in\\_India](https://en.wikipedia.org/wiki/Banking_in_India)

## **1.5B List of Banks in India**

### **State Bank of India (1806) & its Associates**

- State Bank of Bikaner & Jaipur
- State Bank of Hyderabad
- State Bank of Indore
- State Bank of Mysore
- State Bank of Patiala
- State Bank of Saurashtra (merged with SBI w.e.f. August 13, 2008)
- State Bank of Travancore

### **Nationalized Banks**

- Allahabad Bank
- Andhra Bank
- Bank of Baroda (1908)
- Bank of India
- Bank of Maharashtra
- Canara Bank
- Central Bank of India(1911)
- Corporation Bank
- Dena Bank
- ICICI Bank
- IDBI Bank (1964)
- Indian Bank (1907)
- Indian Overseas Bank
- Oriental Bank of Commerce
- Punjab & Sind Bank (1908)
- Punjab National Bank (1894)
- Syndicate Bank
- Union Bank of India (1919)
- United Bank of India
- UCO Bank
- Vijaya Bank

### **Private Sector Banks**

- Axis Bank (formerly UTI Bank)(1995)
- Bank of Rajasthan
- Bharat Overseas Bank
- Catholic Syrian Bank
- Centurion Bank of Punjab (Merged with HDFC bank)
- City Union Bank
- Development Credit Bank
- Dhanalakshmi Bank

- Federal Bank
- HDFC Bank (1994)
- ICICI Bank (1995)
- IndusInd Bank (1994)
- ING Vysya Bank (1930)
- Jammu & Kashmir Bank
- Karnataka Bank
- Karur Vysya Bank (1916)
- Kotak Mahindra Bank (1985)
- Lakshmi Vilas Bank (1926)
- Lord Krishna Bank ( now Centurion Bank of Punjab)
- Nainital Bank
- Nedungadi Bank (now Punjab National Bank)
- Ratnakar Bank
- Rupee Bank
- Saraswat Bank
- SBI Commercial and International Bank
- South Indian Bank (1929)
- Tamilnad Mercantile Bank
- Thane Janata Sahakari Bank
- Bassein Catholic Bank
- United Western Bank ( now IDBI Bank)
- YES Bank (2002)

### **Cooperative banks in Gujarat**

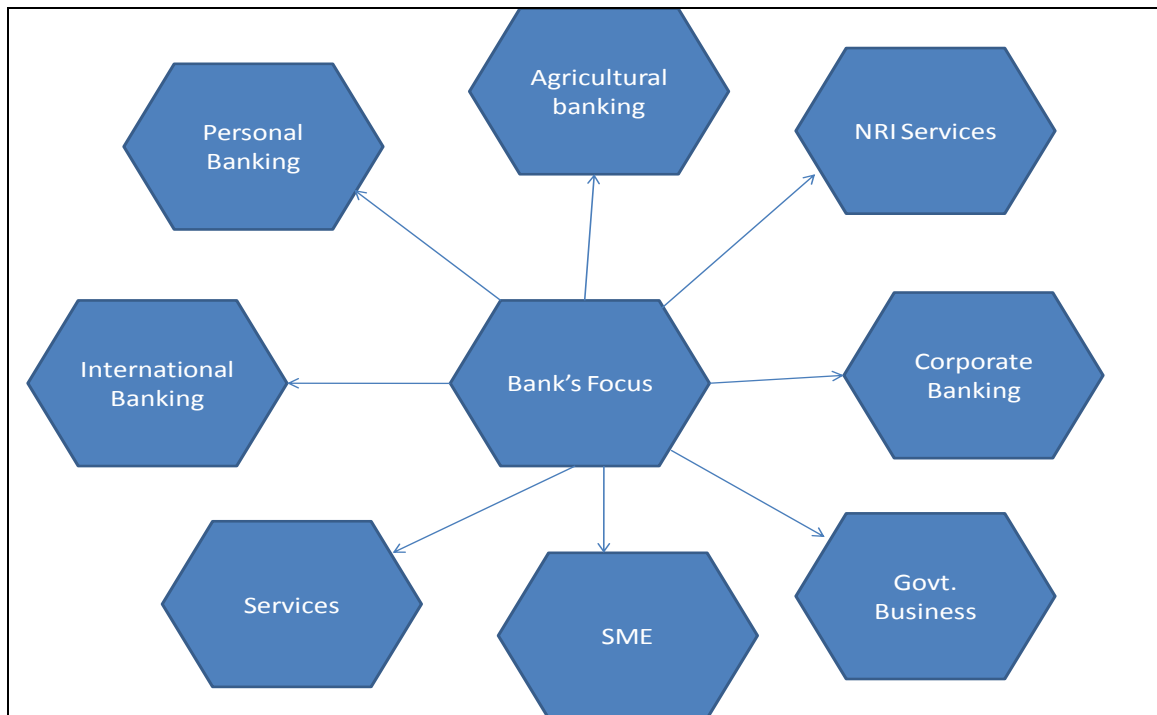
- The Mehsana Urban Co-operative Bank Ltd.
- Ahmedabad District Cooperative Bank Ltd.
- Amreli Dist Co-operative Bank Ltd.
- Junagadh Commercial Co-operative Bank Ltd.
- Mahesana Nagrik Co-operative Bank Ltd.
- Mercantile Co-operative Bank Ltd.
- Nagrik Bank Ltd, Rajkot
- The Navnirman Co-operative Bank Ltd.
- SEWA Cooperative Bank Ltd.
- Surat national co-operative bank Ltd.
- Textile Traders Co-operative Bank Ltd.
- Valsad District Central Co-operative Banks Ltd.
- Rajkot district co-operative bank Ltd.
- The Bhagyodaya Co-operative Bank Ltd.
- The Gozaria Nagrik Co-operative Bank Ltd
- The Bharuch District central co-operative bank ltd
- The Cooperative Bank Of Rajkot Ltd.

## **1.6 TYPES OF BANKING PRODUCTS**

Banks in India have traditionally offered mass banking products. Most common deposit products being Savings Bank, Current Account, Term deposit Account and lending products being Cash Credit and Term Loans. Due to Reserve Bank of India guidelines, Banks have had little to do besides accepting deposits at rates fixed by Reserve Bank of India and lend amount arrived by the formula stipulated by Reserve Bank of India at rates prescribed by the latter. PLR (Prime lending rate) was the benchmark for interest on the lending products. But PLR itself was, more often than not, dictated by RBI. Further, remittance products were limited to issuance of Drafts, Telegraphic Transfers, Bankers Cheque and Internal Transfer of funds.

In view of several developments in the 1990s, the entire banking products structure has undergone a major change. As part of the economic reforms, banking industry has been deregulated and made competitive. New players have added to the competition. IT revolution has made it possible to provide ease and flexibility in operations to customers. Rapid strides in information technology have, in fact, redefined the role and structure of banking in India. Further, due to exposure to global trends after Information explosion led by Internet, customers - both Individuals and Corporate - are now demanding better services with more products from their banks. Financial market has turned into a buyer's market. Banks are also changing with time and are trying to become one-stop financial supermarkets. Market focus is shifting from mass banking products to class banking with introduction of value added and customized products.

A few foreign & private sector banks have already introduced customized banking products like Investment Advisory Services, SGL II accounts, Photo-credit cards, Cash Management services, Investment products and Tax Advisory services. A few banks have gone in to market mutual fund schemes. Eventually, the Banks plan to market bonds and debentures, when allowed. Insurance peddling by Banks will be a reality soon. The recent Credit Policy of RBI announced on 27.4.2000 has further facilitated the entry of banks in this sector. Banks also offer advisory services termed as 'private banking' - to "high relationship - value" clients.



### 1.6a

- **PERSONAL BANKING**

Deposit Schemes

Personal Finance

Services

Special Salary Packages

- **AGRICULTURE / RURAL**

Agricultural Banking

Micro Credit

Regional Rural Banks

Agri Debt Waiver/Relief Scheme

- **NRI SERVICES**

Opening of NRI Account

Types of Deposit Accounts

Remittances to India

NRI Home Loan

NRI-Car Loan Scheme

Miscellaneous

## **1.6b**

- **INTERNATIONAL BANKING**

- Trade Finance
- Correspondent Banking
- Merchant Banking
- Project Export Finance
- Exporter Gold Card
- Treasury
- Offshore Banking

- **CORPORATE BANKING**

- Corporate Accounts Group (CAG)
- Mid- Corporate Group
- Project Finance
- Products and Services
- Gold Banking
- Cash Management Product

- **SERVICES**

- Rtgs/Neft
- Foreign Travel Card
- Service Charges & Fees Other Than Personal Banking Segment W.E.F. 11.02.2008
- ATM Services
- Internet Banking
- E-Rail
- E-Pay
- Safe Deposit Locker
- Broking Services
- Magnetic Ink Character Recognition (Micr)
- Foreign Inward Remittance

## **1.6c**

- **GOVERNMENT BUSINESS**

- Centralized Pension Processing Center (Cpsc)
- E-Tax
- E-Freight
- Government Accounts
- Public Provident Fund
- Senior Citizens Savings Scheme

- **SME**
  - Commodity Backed Warehouse Receipt Financing
  - Code of Banks Commitment To Micro And Small Enterprise
  - Debt Restructuring Mechanism
  - Traders Easy Loan Scheme
  - SSI Loans
  - Business Current Accounts
  - Open Term Loan
  - Retail Trade
  - Cyber Plus
  - SME Credit Plus
  - Small Business Credit Card
  - SME Petro Credit

## 1.7 DESCRIPTION OF BANKING PRODUCTS AND SERVICES

<b>Products/Services</b>
Monthly Interest Scheme
Annuity & Retirement Scheme
Farmer's deposit scheme
Insurance linked saving bank account
Housing Deposit Scheme
Automatic extension deposit
Loan Schemes
Currency exchange Scheme
Gold Scheme
Safe deposit Locker service

<b>Innovative Products/services</b>
ATMs
Electronic Fund Transfer (EFT)
Electronic Bill Payment (EBP)
E-Cheque
Internet banking
Tele-banking
Mobile Banking
Debit card
Credit card

Demat account
Digicash
Netcash
m-cheque
e-invest

### **1.7a Monthly Interest Scheme**

The **Monthly Income Plan** is tailored for those individuals who regularly need money to supplement their income i.e. each month. Interest will be paid on monthly basis at discounted rate. Interest earned on your deposit becomes another source of income.

#### Key Benefits

- This plan does not demand any extra formalities, as concerns overdrafts and withdrawals, hence enabling you to withdraw as much as 95% of the deposit amount.
- Provides you the comfort of liquidity along with a security of your money being in safe hands

### **1.7b Annuity & Retirement Scheme**

It is an savings scheme by investing in it , if an individual want a fixed income over a certain period when he/she retire, could easily get. With an annuity pension, one will get a savings scheme that ensures regular disbursements for a period of 25 years from the date one reach his/her early retirement age. One may set up an annuity pension up to 15 years after he/she has reached at early retirement age. It can be set up by individual or by employer.



### **1.7c Farmer's deposit scheme**

Money can be deposited into an account on daily basis. The amount may be as small as rupees Ten. It can be called a recurring deposit scheme, as the money is deposited almost daily. The micro-savings product provides the customer with access to a savings account with convenient features. The product combines security, convenience (proximity, convenient opening times and minimal paperwork), appropriate design (frequent deposits, small variable amounts and quick access) and positive returns. Term loan is extended for on lending to micro saving clients.

### **1.7d Insurance linked saving bank account**

All the account holder under this scheme get the benefit of accident insurance coverage decided at the bank's cost and also Hospitalization cover for reimbursement of hospitalization expenses arising out of accident with decided limit at the bank's cost. For Availing the benefits under this facility, The current/savings bank deposits account is holding the minimum balance of Rs.10, 000/-for the period of 90 days prior to the date of accident and also the age of the depositor is above 10 years and below 70 years as at the date of the accident, resulting in either permanent disability as here in after defined or death is eligible for this purpose providing necessary documents to the satisfaction of the Bank. If the Depositor hold more than one current/savings bank deposit account or both the accounts in the Bank under this scheme the insurance eligibility is for only one current or savings bank deposit account which is beneficial to the depositor.

### **1.7e Housing Deposit Scheme**

It is a term deposit scheme for Individuals/HUFs/Partnerships/Societies & Trusts & Association of persons. The minimum deposit in the scheme is decided with a maturity period decided with interest rate.

### **1.7f Automatic extension deposit**

You can order the bank to automatically extend the deposit period. The new period of deposit will be the same as the previous one; the new interest rate will be the one valid at the time of extension.

You can choose between these two options:

- The deposit is extended with the interest earned, i.e. the interest earned for the previous deposit period is added to the deposit sum; or
- Only the sum of the deposit is extended and the interest you have earned is transferred to your settlement account.

### **Loan Schemes**

- Personal Loans
- Home Loans
- Two Wheeler Loans
- New Car Loans
- Used Car Loans
- Cash Back Loans
- Car N Cash Loans
- Loan Against Gold
- Educational Loan
- Loan Against Securities
- Loan Against Property
- Loans Against Rental
- Health Care Finance
- Retail Agri Loans
- Tractor Loans
- Commercial Vehicle  
Finance
- Working Capital Finance
- Construction Equipment  
Finance
- Warehouse Receipt Loans

### **1.7g Currency exchange Scheme**

Under this scheme banks offer facility to exchange currency at decided rate to the customers or account holders, which helps exporters, importers, tourists and make their transaction comfortable.

### **1.7h Gold Scheme**

The rate of the Gold available with you will be arrived and fixed by the bank authorities based on the market value as on the date of Gold deposit scheme and a fixed deposit receipt or a pass bill will be issued by the bank to the individual. After mature date the Gold will be returned with interest. Generally the Gold deposit scheme duration is 3 to 7 years. After deposit one year locking period is there. Hence before one year the cancellation is not permitted in this deposit scheme. Only on completion of one year, even though the duration of time is not completed the Deposit can be cancelled by the individual. In this procedure the individual has to pay penalty. Before 3 years if the individual has intended to come out from this scheme, 0.5%, after completion of 3 years 0.25 % penalty is chargeable to him. The interest earned on Gold deposits is very less, but the value of the Gold as per market will be increased and also put in safe custody of the bank. At present on Gold deposits for 3 years 1%, for 4 years 1.25%, above 4 years 1.5% interest is offering by the bank.

#### Benefits

- Without any locker fees your Gold can be deposited safely
- Income is available on the deposit in the shape of minimum interest
- The interest will be expected from the purview of Income Tax
- No Wealth tax & capital gain tax against this scheme
- Nomination facility is available in this Deposit scheme
- On maturity date if the individual is not interested to take back the gold, he can be paid with cash on the market value

### **1.7i Safe Deposit Locker service**

For the safety of your valuables we offer our customers safe deposit vault or locker facilities at a large number of our branches. There is a nominal annual charge, which depends on the size of the locker and the centre in which the branch is located.

### **1.7j ATMs**

Automated Teller Machines (ATMs) have gained prominence as a delivery channel for banking transactions in India. Banks have been deploying ATMs to increase their reach. As at the end of December 2007, the number of ATMs deployed in India was 32,342. From first day of April 2009, entire ATM network is now available to customers from any bank for transactions for no fee at all, irrespective of the banks in which they have their accounts, Now Customers will not be levied any fee on cash withdrawals using ATM and debit cards issued by other banks. This will in turn increase usage of ATMs in India. A T M (**Automated Teller Machine**) facilitates the customer to do Banking transactions such as Cash withdrawal, balance enquiry, obtaining mini-statement, transfer of funds between his/her own accounts etc.

### **1.7k Electronic Fund Transfer (EFT)**

Electronic Funds Transfer (EFT) is a system of transferring money from one bank account directly to another without any paper money changing hands. One of the most widely-used EFT programs is Direct Deposit, in which payroll is deposited straight into an employee's bank account, although EFT refers to any transfer of funds initiated through an electronic terminal, including credit card, ATM, Fedwire and point-of-sale (POS) transactions. It is used for both credit transfers, such as payroll payments, and for debit transfers, such as mortgage payments. Transactions are processed by the bank through the Automated Clearing House (ACH) network, the secure transfer system that connects all U.S. financial institutions. For payments, funds are transferred electronically from one bank account to the billing company's bank, usually less than a day after the scheduled payment date. The growing popularity of EFT for online bill payment is paving the way for a paperless universe where checks, stamps, envelopes, and paper bills

are obsolete. The **benefits** of EFT include reduced administrative costs, increased efficiency, simplified bookkeeping, and greater security. However, the number of companies who send and receive bills through the Internet is still relatively small.

### **1.71 Electronic Bill Payment (EBP)**

By using EBP service you can bid goodbye to queues and paper work. Electronic/Online bill paying services offer a variety of bill management and payment features to make your life simpler and more efficient. The services vary in what they offer, so make sure the service you pick can fill your needs.

Below are the criteria to evaluate online bill paying services.

#### **Bill Management**

Bill management features keep you on target for paying your bills on time. They should offer different alerts that tell you when your bills arrive, are due and are paid. You should be able to view the details of your bill regardless of its format. Other handy features include a bill payment calendar and online notes.

#### **Payment Features**

Online bill paying services include a variety of payment features. Some pay anyone you would normally pay with check and others only pay those who accept electronic payments. The service should allow you to choose which payments you want to pay each month and which you want paid automatically. Account types and which banks you can use to pay your bills vary depending on the service.

#### **Ease of Use/Setup**

Online bill paying services should be easy to setup and use, otherwise they don't provide the convenience they promise. You should have to enter your payee and account information only once.

### **1.7m E-Cheque**

E-cheques are a mode of electronic payments. This technology was developed couple of years ago by a consortium of Silicon Valley IT researchers and merchant bankers and since then has been promoted by many of the financial bodies. E-cheques work the same way as paper cheques and are a legally binding promise to pay. The payment system uses digitally signed XML documents that provide mechanism to authenticate parties to a transaction. E-cheques are defined using FSML (financial services markup language) which allows for addition and deletion of document blocks, signing, co-signing, endorsing, etc. Faster clearance is possible by using an e-cheque, which is an image of the real one. As a result, cheques will not have to be physically moved from the collection centre to the clearance centre, reducing both time and cost.

### **1.7n Internet banking**

Internet banking allows customers to conduct financial transactions on a secure website operated by their retail or virtual bank.

The common features fall broadly into several categories

- Transactional (e.g., performing a financial transaction such as an account to account transfer, paying a bill, wire transfer, apply for a loan, new account, etc.)
  - Payments to third parties, including bill payments and telegraphic/wire transfers
  - Funds transfers between a customer's own transactional account and savings accounts
  - Investment purchase or sale
  - Loan applications and transactions, such as repayments of enrollments
  
- Non-transactional (e.g., online statements, cheque links, co browsing, chat)
  - Viewing recent transactions
  - Downloading bank statements, for example in PDF format
  - Viewing images of paid cheques

- Financial Institution Administration
- Management of multiple users having varying levels of authority
- Transaction approval process

### **1.7o Tele-banking**

Telephone banking is a service provided by a financial institution, which allows its customers to perform transactions over the telephone. Most telephone banking services use an automated phone answering system with phone keypad response or voice recognition capability. To guarantee security, the customer must first authenticate through a numeric or verbal password or through security questions asked by a live representative (see below). With the obvious exception of cash withdrawals and deposits, it offers virtually all the features of an automated teller machine: account balance information and list of latest transactions, electronic bill payments, funds transfers between a customer's accounts, etc.

### **1.7p Mobile Banking**

Mobile Banking is otherwise known as M-Banking, M-banking, or SMS banking and more. It is a mobile service that is used to check the account balance, payments, transactions, etc using mobile devices like Mobile Phone or PDA (Personal Digital Assistant). The previous way for mobile banking was provided through SMS. European Banks were first to introduce mobile banking services to the customers.

The **services** provided in mobile banking are:

- **Account information:** It includes mini statements, account history, alerts, accessing to card & loan statement, mutual funds, management of pension plan & insurance policy, cheque status, ordering of cheque books, checking of balance, PIN change, blocking of stolen cards, and payment date for due.
- **Transfers, deposits, payments & withdrawals:** It includes handling of micro payment, fund transfer in domestic & international, mobile recharge, process of

bill payments & commercial payment, banking agent withdrawal & deposit, and peer – peer payments.

- **Support:** It includes coverage of insurance, credit request, mortgage approval, and request for check books and ATM card, location of ATM's, email, submission of complaints, tracking and data messages exchanging.
- **Investment:** It carries quotes on real time stocks, services of portfolio management, mobile banking, and personalized alerts & security price notifications.
- **Content service:** It has loyalty based offers, location related services, and some basic information like weather & news updates.

#### **Advantages of Mobile Banking:**

- Easy operation,
- High security,
- Reliability, and
- Scalability.

#### **1.7q Debit card and Credit card**

**Debit Cards** or Credit Debit Cards are electronic plastic cards that are used as a substitute for cash. Bank Debit Cards help reduce the need for carrying cash and checks. Debit cards are directly linked to a cardholder's bank account. Whenever a card holder withdraws money from an ATM or uses the debit card for making payments, his/her account balance is automatically reduced. Debit cards and credit cards differ in some significant ways. In the case of a credit card, the issuer offers credit and overdraft facilities. This facility is not available with a debit card, which will only debit payments from existing and available funds within the cardholders account. A credit cardholder therefore has a monthly bill to pay in every month that the card is used. If they don't pay that bill, high interest charges are applied. A debit card holder is free from the hassle of paying those bills and from the risk of building up large debts to credit card companies.



### **1.7r Demat account**

**Demat account**, popularly used short name for dematerialized account, is something you would require in case you wish to online purchase and sale of securities such as stocks, mutual funds, gold EFTs, etc. Although you have the option of receiving securities in physical or demat mode, it would be advisable for you to receive the dematerialized form of your security.

### **1.7s Digicash**

Digital cash is a system of purchasing cash credits in relatively small amounts, storing the credits in your computer, and then spending them when making electronic purchases over the Internet. Theoretically, digital cash could be spent in very small increments, such as tenths of a cent (U.S.) or less. Most merchants accepting digital cash so far, however, use it as an alternative to other forms of payment for somewhat higher price purchases. There are several commercial approaches to digital cash on the Web. Among these are eCash from DigiCash and Cybercash. Digital cash can also be stored on an electronically sensitive card. See smart card and micropayment .

### **1.7t Net cash**

*Net cash* is a new way to buy and sell online. Its cash instead of credit, so no concerns about spending more than you can afford and no worries about card...

### **1.7u M-cheque**

'M-cheque' facility that would enable its customer to transact using mobile phone. Plastic cards will not be the only mode for cashless transaction; mobile phones are set to catch up the same. This is how it would work: a customer could visit a merchandiser with his M-cheque enable mobile and purchase products. The merchandiser would call up the associated unit with the customer's mobile number.

### **1.7v E-invest**

E-Invest account is more than a brokerage account. It offers you a unique 3-in-1 feature, which integrates your Brokerage, Bank and one or more Demat accounts. This means that you can buy and sell shares and forget about the hassles of settlements. Transfers of shares from/to your Demat account and transfer of money from/to your Bank account take place automatically with no paperwork. Online investing is just a click away and settlements are no longer a problem.

### **1.7w Credit Reserve Ratio**

Cash reserve Ratio (CRR) in India is the amount of funds that the banks have to keep with RBI. If RBI decides to increase the percent of this, the available amount with the banks comes down. RBI is using this method (increase of CRR rate), to drain out the excessive money from the banks.

### **1.7x Statutory legal ratio**

SLR stands for Statutory Liquidity Ratio. This term is used by bankers and indicates the minimum percentage of deposits that the bank has to maintain in form of gold, cash or other approved securities. Thus, we can say that it is ratio of cash and some other approved to liabilities (deposits) It regulates the credit growth in India.

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## **Online Resources**

- ✚ [www.finanace.indiabizclub.com/info/Indian-banking-industry](http://www.finanace.indiabizclub.com/info/Indian-banking-industry)
- ✚ [www.ecs-limited.com](http://www.ecs-limited.com)

# Ch-2

# Conceptual

# Framework

## **Ch-2 Conceptual Frame Work**

<b>Sr. No.</b>	<b>Particulars</b>	<b>Page No.</b>
2.1	Introduction	57
2.2	Marketing management	58
2.3	Marketing	58
2.4	4p's & 4c's of marketing	59
2.5	Customer satisfaction	62
2.6	Tips to make feel your customer valued, wanted & loved	63
2.7	Customer Satisfaction Models	66
2.8	Bank & Bank Marketing	69
2.9	Finance and banking in India	70
2.10	Electronic banking	71
2.11	Marketing and Competition	71
2.12	Why Bank Marketing?	72
2.13	What is Banking Products?	73
	References	74

## **2.1 INTRODUCTION**

The ongoing process of economic reforms has completely changed the operational environment for the whole banking industry in the country. Banks are now required to cope with stiff competition in business and also the complex regulatory norms regarding capital adequacy and provisioning. Banks are forced to adopt various marketing techniques and approaches. Thus, marketing has become imperative for all banks including those in the public sector. Marketing in banks can be stated as a new phenomenon that is shaping well over the past one decade. Public sector bank hardly considered marketing as a tool for business. The competition, deregulation that followed the reforms has changed the environment for banks, where marketing has occupied the place in the business of banks. Today, marketing in the banking industry is characterized by many innovations in products and services, use of advanced technology in product design, up gradation of delivery system, advertising and sales promotion activities, whether in public sector or private sector. Banks now have a firm that marketing strategies alone can brighten the future of banking business. Marketing in banks has become synonymous with customer and banks are found engaged in several activities of discovering, creating and satisfaction customer needs. Indian banking is at cross roads today. With the deregulation and liberalization process in full swing, the consequent policy changes introduced in the Indian financial system in general and banking in particular are effecting unprecedented changes in its functioning. With the emerging changes did spring up new challenges of commercial viability, cost effectiveness, effective marketing strategy, etc. Market oriented policies also gave birth to new players like foreign and private sector banks and subsidiaries offering varied high tech and cost effective Service. There was an absolute shift from sellers into buyers' market, establishing the 'consumer' as the key factor in the market. The dictum "as the bank exists because of its customers, has become more pronounced and relevant in the present context". Thus, marketing constitutes the key strategy for banks to retain good customers and also anticipate their future demands.



Source: [www.wsmarketing.ch/htm\\_E/page\\_4.htm](http://www.wsmarketing.ch/htm_E/page_4.htm)

## 2.2 MARKETING MANAGEMENT

'Marketing Management is satisfying needs and wants through an exchange process' - **Philip Kotler** Marketing Management is referred as an '*art*' and '*science*' of choosing target markets and getting, keeping and grouping customers through creating, delivering, and communicating superior customer value. In short, we can say marketing as '*meeting needs profitably*'

## 2.3 MARKETING

Marketing is a *societal process* by which individuals and groups obtain what they need and want through *creating, offering and freely exchanging products and services* of value with others.

### **Importance:**

Rapidly emerging forces of globalization have compelled firms to continually refine and reform their marketing strategy every now and then. Marketing has two-fold importance:

a) *Meeting the business/organization objectives*

b) *Learning - Success Relationship*



## 2.4 THE 4 P'S AND 4 C'S OF MARKETING

Proposed by E. Jerome McCarthy the **4 P's** of marketing, also known as *marketing mix*, serves as a set of marketing tools a firm uses to pursue its marketing objectives of creating, communicating and delivering value to consumers. The 4 P's are defined as **Product, Price, Place and Promotion** (as shown below). These 4 P's represent seller's point of view with regards to marketing tools. As a buyer, each marketing tool is designed to deliver a customer delight. Hence, we have **4 C's** of marketing to define same from seller's point of view. Proposed by Robert Lauterborn 4 C's corresponds to **Consumer, Cost, Convenience, and Communication**.



Source: [www.cynthiacutright.wordpress.com/---/](http://www.cynthiacutright.wordpress.com/---/)



**Product-** is the goods-and-services combinations the company offers to the market

**Price-** is the amount of money consumers must pay to obtain the product.

**Place-** is the company activities that make the product available to target market

**Promotion-** is the activities that communicate the merits of the product and persuade target customers to buy

The additional Ps have been added because today marketing is far more customer oriented than ever before, and because the service sector of the economy has come to dominate economic activity in this country. These 3 extra Ps are particularly relevant to this new extended service mix.

The three extra Ps are:

**1. Physical layout** - in the days when manufacturing dominated the UK economy the physical layout of production units such as factories was not very important to the end consumer because they never went inside the factory. However, today consumers typically come into contact with products in retail units - and they expect a high level of presentation in modern shops - e.g. record stores, clothes shops etc. Not only do they need to easily find their way around the store, but they also often expect a good standard of presentation.

**2. Provision of customer service** - customer service lies at the heart of modern service industries. Customers are likely to be loyal to organizations that serve them well - from the way, in which a telephone query is handled, to direct face-to-face interactions. Although the 'have a nice day' approach is a bit corny, it is certainly better than care less approach to customer relations.

**3. Processes** - associated with customer service are a number of processes involved in making marketing effective in an organization e.g. processes for handling customer complaints, processes for identifying customer needs and requirements, processes for handling order etc.

### **1. Consumer Wants & Needs (Vs. Product)**

You can't develop products and then try to sell them to a mass market. You have to study consumer wants and needs and then attract consumers one by one with something each one wants.

### **2. Cost to Satisfy (Vs. Price)**

You have to realize that price - what you sell the product for - is only one part of the cost to satisfy. If you sell meals, for example, you have to consider the cost of driving to your restaurant - what if you provided a delivery service? Pricing is one of the most difficult decisions to make - selling at the lowest price is not always the best option. If you rely strictly on price to compete you are more vulnerable to competition.

### **3. Convenience to Buy (Vs. Place)**

You must think of convenience to buy instead of place. You have to know how each subset of the market prefers to buy - on the Internet, from a catalogue, on the phone, using credit cards, etc. Amazon Books and Dell Computers are just a few businesses who do very well over the Internet.

### **4. Communication (Vs. Promotion)**

You have to consider communication instead of promotion. Promotion is manipulative - it's a statement from the seller. Communication requires a give and take between the buyer and seller - This is much more subtle. Be creative and you can make any advertising "interactive". Use phone numbers, your web site address, etc. to help here. "Orange Wednesday" is a good example.

## 2.5 CUSTOMER SATISFACTION

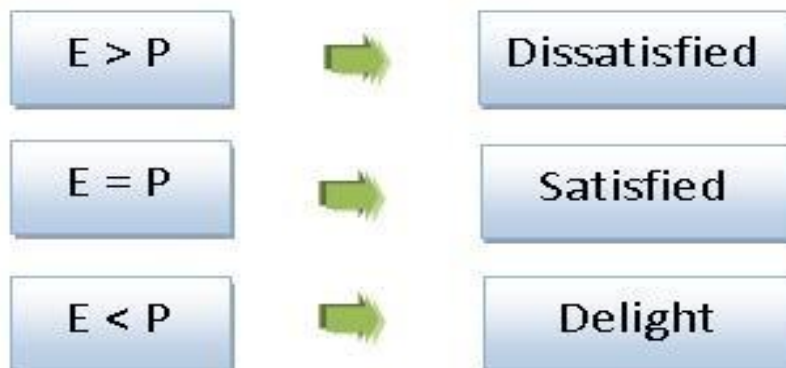
Any offering will be successful if it is able to deliver value and satisfaction to customers. The buyer chooses between various offerings. A *value* is a combination of quality, service and price. Value increases with quality and service, however decreases with price. *Satisfaction* reflects a person's judgment resulting from a product's perceived performance with respect to his/her expectation. *Satisfaction* can be said as a *function of expectation and performance*.

$$S = f(E, P)$$

where, S = Satisfaction perceived,

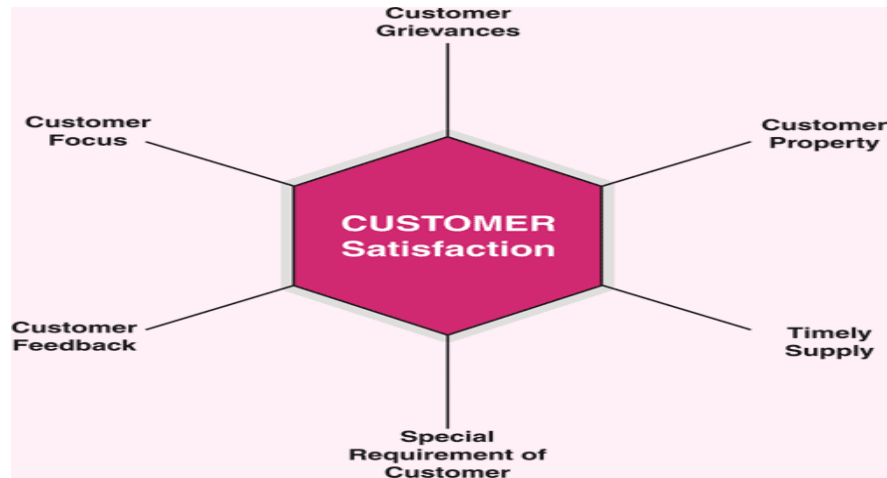
E = Expectation, and

P = Performance perceived



Today, all the company's target towards Customer Delight as this is the only way they can survive in this competitive world.

## 2.6 TIPS THAT WILL MAKE YOUR CLIENTS FEEL VALUED, WANTED AND LOVED



Source: [www.businessbears.org/...../](http://www.businessbears.org/...../)

### 1. Encourage Face-to-Face Dealings

This is the most daunting and downright scary part of interacting with a customer. If you're not used to this sort of thing it can be a pretty nerve-wracking experience. Rest assured, though, it does get easier over time. It's important to meet your customers face to face at least once or even twice during the course of a project.

My experience has shown that a client finds it easier to relate to and work with someone they've actually met in person, rather than a voice on the phone or someone typing into an email or messenger program. When you do meet them, be calm, confident and above all, take time to ask them what they need. I believe that if a potential client spends over half the meeting doing the talking, you're well on your way to a sale.

### 2. Respond to Messages Promptly & Keep Your Clients Informed

This goes without saying really. We all know how annoying it is to wait days for a response to an email or phone call. It might not always be practical to deal with all customers' queries within the space of a few hours, but at least email or call them back and let them know you've received their message and you'll contact them about it as

soon as possible. Even if you're not able to solve a problem right away, let the customer know you're working on it.

A good example of this is my Web host. They've had some trouble with server hardware which has caused a fair bit of downtime lately. At every step along the way I was emailed and told exactly what was going on, why things were going wrong, and how long it would be before they were working again. They also apologized repeatedly, which was nice. Now if they server had just gone down with no explanation I think I'd have been pretty annoyed and may have moved my business elsewhere. But because they took time to keep me informed, it didn't seem so bad, and I at least knew they were doing something about the problems. That to me is a prime example of customer service.

### **3. Be Friendly and Approachable**

A fellow Site Pointer once told me that you can hear a smile through the phone. This is very true. It's very important to be friendly, courteous and to make your clients feel like you're their friend and you're there to help them out. There will be times when you want to beat your clients over the head repeatedly with a blunt object – it happens to all of us. It's vital that you keep a clear head, respond to your clients' wishes as best you can, and at all times remain polite and courteous.

### **4. Have a Clearly-Defined Customer Service Policy**

This may not be too important when you're just starting out, but a clearly defined customer service policy is going to save you a lot of time and effort in the long run. If a customer has a problem, what should they do? If the first option doesn't work, then what? Should they contact different people for billing and technical enquiries? If they're not satisfied with any aspect of your customer service, who should they tell?

There's nothing more annoying for a client than being passed from person to person, or not knowing who to turn to. Making sure they know exactly what to do at each stage of their enquiry should be of utmost importance. So make sure your customer service policy is present on your site — and anywhere else it may be useful.

## **5. Attention to Detail (also known as ‘The Little Niceties’)**

Have you ever received a Happy Birthday email or card from a company you were a client of? Have you ever had a personalized sign-up confirmation email for a service that you could tell was typed from scratch? These little niceties can be time consuming and aren't always cost effective, but remember to do them.

Even if it's as small as sending a Happy Holidays email to all your customers, it's something. It shows you care; it shows there are real people on the other end of that screen or telephone; and most importantly, it makes the customer feel welcomed, wanted and valued.

## **6. Anticipate Your Client's Needs & Go Out Of Your Way to Help Them Out**

Sometimes this is easier said than done! However, achieving this supreme level of understanding with your clients will do wonders for your working relationship.

Take this as an example: you're working on the front-end for your client's exciting new ecommerce endeavor. You have all the images, originals and files backed up on your desktop computer and the site is going really well. During a meeting with your client he/she happens to mention a hard-copy brochure their internal marketing people are developing.

Your client is heartily impressed, and remarks to his colleagues and friends how very helpful and considerate his Web designers are. Meanwhile, in your office, you lay back in your chair drinking your 7th cup of coffee that morning, safe in the knowledge this happy customer will send several referrals your way.

## **7. Honor Your Promises**

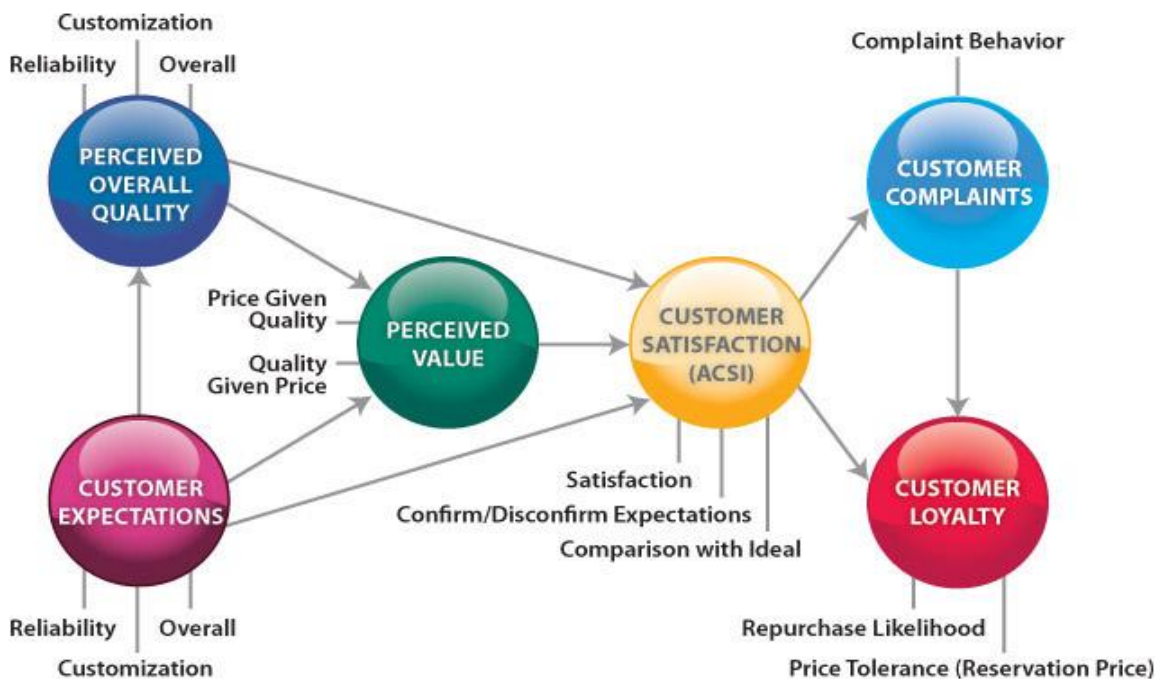
It's possible this is the most important point in this article. The simple message: when you promise something, deliver. The most common example here is project delivery dates.

Clients don't like to be disappointed. Sometimes, something may not get done, or you might miss a deadline through no fault of your own. Projects can be late, technology can fail and sub-contractors don't always deliver on time. In this case a quick apology and assurance it'll be ready ASAP wouldn't go amiss.

## 2.7 COSTOMER SATISFACTION MODELS

### ACSI (American Customer Satisfaction Index) Model: Strengths and Weaknesses

The ACSI Score is just one of five multi-item scales that make up the expanded model of the American Customer Satisfaction Index. Each multi-item scale represents a different aspect of customer attitudes: Customer Expectations, Perceived Overall Quality, Perceived Value, Customer Satisfaction and Customer Loyalty (Customer Complaints, shown in the graphic below, is based on a single question).

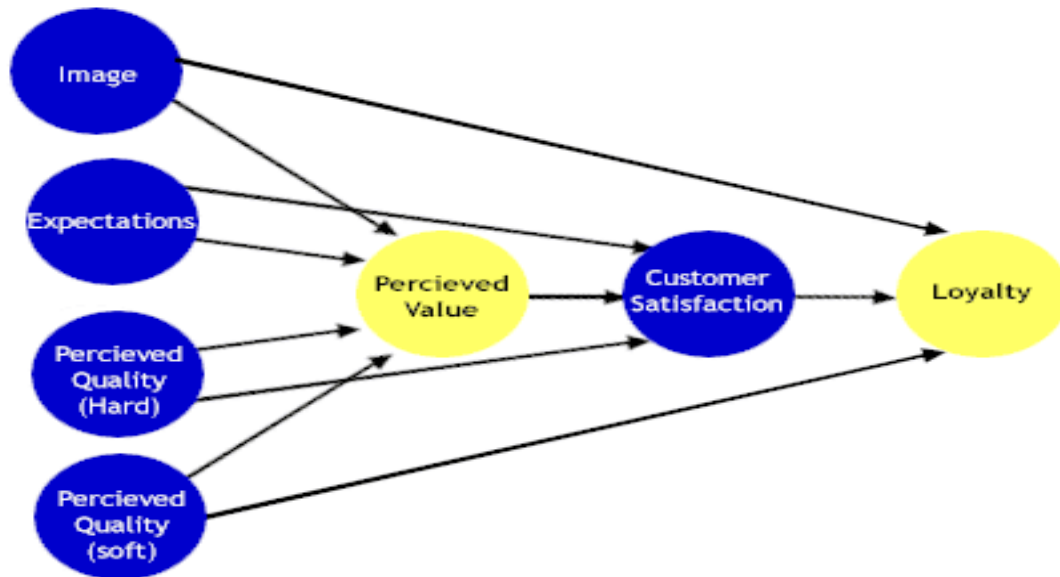


Source: [www.vovici.com/blogs/bid/18165/ACSI/-American-.....](http://www.vovici.com/blogs/bid/18165/ACSI/-American-.....)

### Kanji's Customer Satisfaction Index (KSCI)

When a customer recognizes quality, it is reflected in a customer satisfaction. The **Customer Satisfaction Model** allows organization to calculate just how well they are currently satisfying their customers.

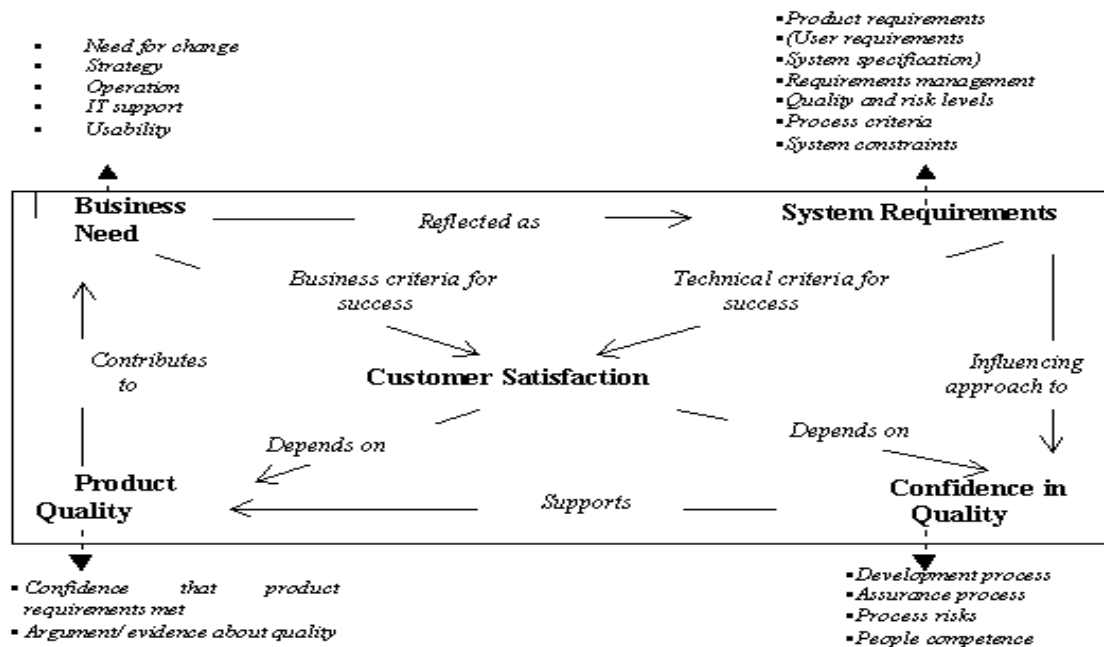
Customer Satisfaction Model



Source: [www.gopal-kanji.com/ksci.html](http://www.gopal-kanji.com/ksci.html)

The dimensions on the left hand side are seen as drivers for a customer satisfaction index (CSI) while the right hand side (loyalty) is a performance indicator.





**Source:** [www.iscn.at/.../requirements/dera.html](http://www.iscn.at/.../requirements/dera.html)

Partly derived from the criteria above, the customer satisfaction problem domain has four key dimensions business need, system requirements, product quality and confidence in quality. This is the **basis of a customer satisfaction model**.

## **BACKGROUND**

It has been derived from the Italian word 'BANCO' which means a heap or Mound. There is still another group of people who believe that word bank has been derived from the Greek word 'BANQUE' which means a bench. In the olden days, Jews entered into money transactions sitting on benches in a marked place. When a banker was not in a position to meet his obligations, the bench on which he was carrying on the money business was broken into pieces and that was taken as bankrupt. Thus both the words Bank or bankrupt are said to have origin from the word 'Banque'.

## **2.8 DEFINITION OF BANK**

According to Oxford English Dictionary, Bank is, "An establishment for custody of money received from or on behalf of, its customers. Its essential duty is the payment of the orders given on it by the customers, its profit mainly from the investment of money left unused by them".

Banking Regulation Act, 1949 (Sec. 5(c)), has defined the banking company as, "Banking Company means any company which transacts business of banking in India". According to Section 5B, "banking means the accepting of deposit of money from the public for the purpose of lending or investment, which are repayable on demand or otherwise and are withdraw able by cheque, draft, and order or otherwise."

## **BANK MARKETING**

Deryk Weyer of Barclays Bank call it "a process, consisting of identifying the most profitable markets now and in future; assessing the present and the future needs of the customers; setting business development goals and making plans to meet them; and managing various services and promoting them to achieve the plans – all in the context of a changing environment in the market".

## **2.9 FINANCE AND BANKING IN INDIA**

India is a vast country, before 1947, undivided India was equal to Europe excluding Russia in its area. It is situated in south of Asia. In spite of a part of Asia, it is separated from it. It is separated by Himalayas in North India. India has vast oceans in South, East and West. Due to its vastness it is also called sub continent. That vast country has given different names in different times. In Vedic period, it was called 'Arya-V-arat'. In Bir period and ancient period, it as called Bharatvarash'. Perhaps due to fame of king Bharat, it was called 'Bharatvarsh. Greek called it Indus on the name of river Sindh. Iranians called it Hindu. Chinese travelers called it Tienchu and Yintu. Ipsing called 'Arya Desh' and Brahmrashttra. Bible has called it Hoddu. In medieval period, it was called 'Hindustan' and Hind. European called it India. After Independence, it is return as Bharat Ganrajya or Indian Republic in Indian Constitution.

### **Evolution of the Marketing Concept**

The Role of marketing in the banking industry continues to change. For many years the primary focus of bank marketing was public relations. Then the focus shifted to advertising and sales promotion. That was followed by focus on the development of a sales culture.

Although all the elements of the marketing concept – customer satisfaction, profit integrated framework and social responsibility – will remain important, customer satisfaction must receive the greatest emphasis in the years ahead.

The chief concerns of most bank executives still focus on legal and regulatory issues, according to most surveys. Community banks are particularly concerned with eliminating barriers that give unfair advantages to financial services competitors, such as credit unions. However, another concern pertains to technology: keeping nonblank competitors out of the payment system.

## **2.10 ELECTRONIC BANKING**

When this gateway system was first proposed, access to the Internet was very new and few banks had the resources and knowledge to set up their own direct-access lines for customers. Customers have shown a growing interest in online banking services, and banks have responded by quickly putting in place proprietary sites on the World Wide Web and offering PC banking.

Within the next five years, 93 percent of community bank executives surveyed say they plan to offer telephone banking, and 79 percent plan to offer PC banking.

When asked which technology holds the most potential for the future, bank executives identified call centers first. As customers continue the transition into a high-tech world in which they want information and answers more quickly and accurately than ever before, call centers offer the ideal bridge. With 24-hour access to either automated information or live operators, customers do everything from check their accounts to apply for a loan. Bank executives also identified PC banking as having the most promise for the future, followed by Internet access and broad function kiosks.

## **2.11 MARKETING AND COMPETITION**

In view of the declining profitability and productivity of the banking sector and extremely low rate of profit percentage, the determination of the financial health of the system requires drastic remedial measures not only to build up investor confidence but also to combat competition from all over. It is time that the pros and cons of the oncoming banking era are properly understood and advantage taken of various opportunities. This will require an efficient marketing approach to bank management in which target markets will be tackled successfully along with effective satisfaction levels and in which the usual basic elements – product, pricing, promotion and distribution will be taken care of in a proper format of an efficiently working marketing organization.

The nationalized banks must face competition from private banks, non-banking financial institutions, foreign banks and others. The competition is in the fields of deposits and

credits, foreign trade, consumer credit and miscellaneous banking activities. The competition will benefit customers and force the banking system to raise its productivity, minimize expenses, and remain sensitive to evolving issues. Narasimham Committee Reports while recommending internal autonomy long with compliance with prudential norms suggested rule-based credit policies, fiscal balance and a gradual movement towards liberalization.

## **2.12 WHY BANK MARKETING?**

### **Awareness among Customers**

Modern technology has made customers aware of the developments in the economic environment, which includes the financial system. Financial needs of the customers have grown multifold into various forms like quick cash accessibility, money transfer, asset security, increased return on surplus funds, financial advice, deferred payments etc. With a wide network of branches, even in a dissimilar banking scenario, customers expect the banks

to offer a more and better service to match their demands and this has compelled banks to take up marketing in right earnest.

### **Quality as a Key Factor**

With the opening up of the economy, fast change has been experienced in every activity, and banking has been no exemption. Quality is the watchword in the competitive world, which is market driven and banks have had to face up to this emerging scenario. In fact, it may not be out of place to reiterate that quality will in future be the sole determinant of successful banking ventures and marketing has to focus on this most crucial need of the hour.

### **Growing Competition**

Increased completion is being faced by the Indian banking industry from within the system with other agencies both, local and foreign, offering value added services. Competition is no more confined to resource mobilization but also to lending and other

areas of banking activity. The foreign commercial bank with their superior technology, speed in operations and imaginative positioning of their services has also provided the necessary impetus to the Indian banks to innovate and complete in the market place.

### **2.13 WHAT IS BANKING PRODUCTS?**

Goods and services produced by banks for customers, such as statements, direct debits, and standing orders.

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**Ch-3**  
**Review**  
**of**  
**Literature**



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[Harish Kumar (2004)] conducted the study on “A comment on customer satisfaction measurement in banking services” – Business perspectives, Vol.-6, No.-1, Jan-June, The private banks, specially the foreign ones have been giving the nationalised banks a run for their money. Banks like ICICI, UTI, HDFC, IDBI And Kotak Mahindra Bank have made spectacular growth both in terms of volume of business generated and customer services by launching various innovative banking products which were hitherto unheard in Indian economy at least. Entry and / or expansion of such foreign banks as City Bank, American Bank, Standard Chartered Bank, HSBC Bank Etc. have all along been leading the way both in terms of innovative approach to tap potential customer base and introduction of imaginative products and services in the Indian market.

[ Chandan, Jean Louis and Boris Bartikowski ( 2004 ) ] conducted the study on “An ordinal satisfaction scale allowing to classify respondents as “satisfied”, “indifferent” or “dissatisfied” ” – International Journal Of Research And Marketing, Vol.-19, the authors identify semantic descriptions of the boundaries of the indifference zone pertaining to a satisfaction measurement scale. They analyzed expressions of dissatisfaction, indifference and satisfaction and proposed an ordinal measurement scale of consumer satisfaction.

[Hamburg C., Koschate N. (2004)] conducted the study on “How do consumers react to price increases?” International Journal of Research Marketing, Vol.-26 (4), and this paper explore the role of perceived fairness and consumer satisfaction on the repurchase intention after a price increase. The findings of two experimental studies reveal that perceived fairness has a positive impact on the repurchase intention and that satisfaction moderates this relationship.

[Sunil Gupta, Donald R. Lehmann and Jennifer Ames Stuart (2004)] conducted the study on “Valuing the customers” International Journal of Research in Marketing, Vol.-XLI, No.-1, Feb., they find that a 1% improvement in retention, margin or acquisition cost improves firm value by 5%, 1% and 1% respectively. They also find that a 1% improvement in retention has almost 5 times greater impact on firm value than a 1% change in discount rate or cost of capital. The results show that the linking of marketing concepts to share holder value is both possible and insightful.

[ Michael Lewis ( 2004 ) ] conducted the study on “ The influence of loyalty programs and short term promotions on customer retention” – Journal Of Marketing Research, Vol. XLI, No.-3, August, empirical results and policy experiments suggest that the loyalty program under study is successful in increasing annual purchasing for a substantial proportion of customers.

[Ravi Dhar And Stephen M. Nowlis (2004)] conducted the study on “To buy or not to buy: Response mode effects on consumer choice” – Journal Of Marketing Research, Vol.- XLI, No.-4, Nov., this article extends research on evaluation differences in response modes to situations in which the no-choice option is available. Prior research on choice deferral has presented the no-choice option as another response option (i.e. an unconditional brand choice response mode), which has its primary focus on the selection decision.

[ Raj Kumar Venkateran And V. Kumar ( 2004 ) ] conducted the study on “A customer life time value frame work for customer selection and resource allocation strategy” – Journal Of Marketing, Vol.-68, No.-4, October, the analysis suggests that there is potential for improved profits when managers design resource allocation rules that maximise CLV. Managers can use the authors frame work to allocate marketing resources efficiently across customers and channels of communication.

[Ronald T. Rust, Catherine N. Lemon, Valarie A. Zeithaman (2004)] conducted the study on “Return on marketing: using customer equity to focus on marketing strategy” – Journal Of Marketing, Vol.-68, No.-1, January, their frame work enables what if evaluation of marketing ROI, which can include such criteria as return on quality, return on advertising, return on loyalty program and even return on corporate citizen ship given a particular shift in customer perceptions.

[ Jeanne M. Hogarth, Marianne A. Higert And Jane M. Kolodiansky ( 2004 ) ] conducted the study on “Consumer resolution of credit card problems and exit behaviours” – Journal OF Services Marketing, Vol.-18, No.-1, the study focuses on consumer resolution efforts with credit card problems and likelihood of “exiting” – i.e. discontinuing the use of given credit card or of the financial institution associated with the credit card among all the

households ( 63 % ) with a problem, nearly 2/3 were able to resolve this problem, while over half ( 55 % ) exit.

[ Acvngaug Wern, Sharon E. Beatty, Michael A. Jones ( 2004 ) ] conducted the study on “The impact of service failure severity on service recovery evaluations and post recovery relationships.” – Journal Of Services Marketing, Vol.-18, No.2 & 3, the results indicate that service failure severity has a significant influence on satisfaction, trust, commitment and negative word of mouth. The results also provide partial support for a moderating influence of service failure severity.

[ Enin Babakus, Sevgim Eroglu And Vgur Yavas ( 2004 ) ] conducted the study on “Modelling consumers choice behaviour: an application in banking” – Journal Of Services Marketing, Vol.-18, No.-6 & 7, results suggest that consumer bank choice behaviour can be represented as a global construct with three viable components ( search, credence and experience ) and provide implications for bank managers.

[K. Sivaloganathan (2004)] conducted the study on “Relationship marketing in banking services: the need of hour” – Udyog Pragati: Journal for Practising managers, Vol.-28, No.-2, April-June, he conducted the study on customer services should be personal and professional. However with a rapidly increasing customer population and the parallel growth of demand for qualitative and competitive services, a lot still remains to be desired. In fact, banking sector reforms will be meaningless if they do not improve customers’ perception of banking services.

[Martin Ruckes (2004)] conducted the study on “Bank competition and credit standards” – Review of Financial Studies, Vol.-17, No.-4, winter; this article offers an explanation for the substantial variation of credit standards and price competition among banks over the business cycle.

[James R. Berth, Jerard Caprio Jr. Aand Ross Levine (2004)] conducted the study on “Bank regulation and supervision: what works best?” – Vol.-13, No.-2, April, the results albeit tentative, raise a cautionary has regarding government policies that rely excessively on direct government supervision and regulation of bank activities.

[ Castaldo S., Nava F ( 2004 ) ] conducted the study on “The role of trust in the financial services industry: an empirical analysis” – International Journal Of Research In Marketing, Vol.-13 ( 2 ), the paper is about the antecedents of trust ( both on the individual financial consultant and on the bank ) and is applying a number of multi variant technologies in analysing the impact of supplier and buyer oriented attributes upon trust. It shows the relevance of individual oriented vis-à-vis organisational oriented trust.

[ Zillur Rehman ( 2005 ) ] conducted the study on “Service Quality: Gaps in the Indian banking industry” – ICFAI Journal Of Marketing Management, Vol.-IV, No.-1, Feb., this study deals with the measurement of service quality of banks in India. It investigates the discrepancy between customers’ expectations and perceptions towards the quality of services. The study was conducted using the SERVQUAL instrument. The results indicate that the sample population has perceptual problems with their banking service experiences.

[ Jitendra Kumar Das ( 2005 ) ] conducted the study on “Customerisation: Getting to the customer” –ICFAI Journal Of Marketing Management, Vol.-IV, No.-1, Feb., in this chapter, an approach has been proposed to customerize a company to better address customer’s needs and thus to stay ahead of competitors.

[Suresh Garimella (2005)] concluded the study on “Trends in marketing” ICFAI Journal Of Marketing Management, Vol.-IV, No.-2, May, the author here attempts to portray some of the trends that may drive the discipline of marketing in the era to come.

[ M. Arthun Gillis, Steve Cocheo ( 2005 ) ] conducted the study on “The technology evolution gets a ‘B’ “ – ABA Banking Journal, June, next to people costs, technology presents one of baking’s major investments. A survey probes technology attitudes at small and midsized banks today. Most banks have not used technology, to prevent or spot such leakage, and that is a shame.

[Booz Allen Hamilton (2005)] conducted the study on “Improve productivity to make the most of branch popularity” – The banker, Vol.-133, No.-949, March, study has created a framework for understanding the drivers of performance. As well as staff roles

and time-spend, it has identified four other drivers: network size and structure, sales process effectiveness, performance measurement and management and process efficiency.

[ Debby Hopkins ( 2005 )] conducted the study on “The customer is the priority” – The Banker, Vol.-155, No.-949, March, we want our customers banking online because it gives them the ability to look at their accounts every day. We are spending a lot of time focusing on risk management right now, with the challenge of customer data privacy and identify theft. Everything we think about starts from customer’s point of view.

[Manish Choudhary (2005)] conducted the study on “Banking spread V/s Market interest rates: Banks spread largely resilient to interest rate changes” – Rating Scan - a journal on credit quality, May, CRISIL study shows that this flexibility for banking sector arises from its unique, dominant position in the domestic financial sector, giving it the ability to drive down deposit rates, in a downward interest rate environment. In simple words, the banks are resilient on the lending rate front, a fact that has helped them weather the challenges in the domestic banking industry.

[ Ritesh Maheshwari ] conducted the study on “Banks rating news” – find out the performance rating of the following banks: Bank Of Baroda: The bank is among the top 5 banks in the banking industry in terms of the asset size and enjoys a comfortable capital position and strong earning profile. The BOB ranks among the top 5 banks in the Indian banking system with a share of about 5% of the deposits, advances and assets of all schedule commercial banks. HDFC: HDFC Bank is one of India’s leading private sector banks with total assets of Rs. 423 billion as at March 31, 2004. ICICI: ICICI Bank is India’s second largest scheduled commercial bank with total assets of Rs. 1252 billion and a network of 522 branches across the country. IDBI Bank Ltd.: CRISIL has assigned ‘AA+/stable’ rating to the existing tier II bonds issued by IDBI Bank in March, 2000. This as well as other ratings of IDBI Bank are identical with those of its parents. Indusind Bank Ltd.: IBL was one of the first new generation private sector banks in India. It has highest CRISIL ratings of ‘p1+’ on its short term debt obligations. State Bank of India: The rating continues to reflect SBI’s dominant position in the Indian banking sector in terms of its size, reach, market share, business diversity and leading position in the

government segment. The bank had a domestic network of 9039 branches and 54 overseas branches spread across 28 countries as at March 31, 2004.

[Rating Profile (2005)]: “ICRA Rating Profile, 2005” – Vol.-14, No.-3, May, the bank was nationalized in April 1980. Further two small banks, Punjab Co-operative Bank and Bari Doab were merged into it in 1996. In August 14, 2004 operations of GTB were merged with OBC. The bank came with a public issue in April, 2005 reducing the GOI holding from 66.5% to 53%. On the positive side, the merger is likely to further improve OBC’s reach and help it increase its consumer lending business.

[Dr. Atul Dhyani (2005)] conducted the study on “Consumerism: Global v/s Indian Perspectives” – Indian Journal of Marketing, Vol.-XXXV, No.-7, July, consumerism is an attempt to make manufacturers aware their interest and reality. He is very often cheated in number of ways such as adulteration, over pricing, short weights and measures, fraudulent advertisements, deceptive packaging, black marketing and poor sales services.

[ Laren, Juliano A And Espirioza, Francine S. ( 2005 ) ] conducted the study on “Satisfied Consumers: Analysing satisfaction as an antecedent of loyalty” – International Journal Of Research In Marketing, Vol.-8 ( 2 ), with reference to Vol.-22, No.-2, June, a field experiment was conducted to test the relationship between consumer satisfaction and loyalty. A sample of college students was used. Results indicated a positive relationship between the two variables. A considerable amount of the variance of ‘loyalty’ was explained by satisfaction.

[ George R.G. Clarke, Robert Cull, Mary M. Shirley ( 2005 ) ] conducted the study on “Bank privatisation in developing countries: A summary of lessons and findings” – Journal Of Banking And Finance, Vol.-29, No.-8-9, Aug-Sept., it concludes that although bank privatisation usually improves bank efficiency, gains are greater when the government fully relinquishes controls, when banks are privatized to strategic investors, when foreign banks are allowed to participate in the privatization process and when the government does not restrict competition.



[ Ekkehart Boehemer, Robert C. Nash, Jeffry M. Netter ( 2005 ) ] conducted the study on “Bank privatization in developing and developed countries: Cross- sectional evidence on the impact of economic and political factors” – Journal Of Banking And Finance, Vol.-29, No.-8-9, Aug.-Sept., we examine how political, institutional and economic factors are related to a country’s decision to privatize state owned banks. Using a Panel of 101 countries from 1982 to 2000, we find that political factors significantly affect the likelihood of bank privatization only in developing countries.

[ Steve Cocheo ( 2005 ) ] conducted the study on “17 ways to a better consulting experience” –ABA Banking Journal, January, before you select your firm, and before you sign anything, remember that the end is beginning. This may sound like double talk, but consultants say the best way to ensure that your bank obtains what it needs from a consulting agreement is to be clear at the start what it wants to obtain.

[ Versha Mehta, Alka Sharma ( 2005 ) ] conducted the study on “Services quality perceptions in financial services – A case study of banking services” – Journal Of Services Research, Vol.-4, No.-2, Oct.-March, recent survey on banks shows that HDFC Bank, which has been rated as the no. – 1 bank in India has quality growth as the main objective. The present study is an attempt in the direction, where quality perceptions of the four leading banks have been compared to reach at a logical conclusion.

[ Nimit Choudhary and Monica Prashash ( 2005 ) ] conducted the study on “Service quality: Revisiting the two factors theory” – Journal Of Services Research, Vol.-5, No.-1, April-September, paper is based on the findings of the ongoing Ajmer experiments. Ajmer experiments are quasi-experiments that inquire into the consumer evaluation of service quality. The paper suggests that a more detailed approach is required wherein each factor needs to be considered independently and not as an aggregate dimension.

[ Mushtaq A. Bhatt ( 2005 ) ] conducted the study on “Correlation of service quality in banks: An empirical investigation” – Journal Of Services Research, Vol.-5, No.-1, April To Sept., the results of the study lead us to the conclusion that service quality of foreign banks is a comparatively much better than Indian banks and there are service quality variation across demographic variables.

[ Goerge J. Avlonitis and Kostis A. Indounas ( 2005 ) ] conducted the study on "Pricing objectives and pricing methods in the services sector" – Journal Of Services Marketing, Vol.-19, No. 1-2, the findings of the study reveal that the objectives, which are pursued, are fundamentally qualitative rather than quantitative in their nature with a particular emphasis given on the company's customers. The pricing methods, which are adopted by the majority of the companies, refer to the traditional cost-plus method and the pricing accounts to the market's average prices.

[Cross-selling sequentially ordered products: An application to consumer banking services (2005)] Journal Of Marketing Research ( JMR ), Vol.-XLII, No.-2, May, this article presents a structural multi variant profit model to investigate how customer demand for multiple products evolves over time and its implications for the sequential acquisition patterns of naturally ordered products.

[Christian Homburg, Nicole Koschate and Wayne D. Hayer (2005)] conducted the study on "Do satisfied customers really pay more? A study of relationship between customer satisfaction and willingness to pay" – Journal Of Marketing, Vol.-69, No.-2, April, two experimental studies a lab experiment and a study involving a real usage experience over time reveal the existence of a strong, positive impact of customer satisfaction on willingness to pay, and they provide support for a non linear, functional structure based on disappointment theory ( i.e. an inverse S-shaped form ).

[Adel Vergenese (2005)] conducted the study on "Bank money lender linkage as an alternative to bank competition in rural credit markets" – Oxford Economic Papers, Vol.-57, No.-2, April, this paper proposes a new method in which banks and money lenders can link in rural credit markets. Banks and money lenders, two of the major lenders in the rural credit markets, differ in their information on borrowers and cost of funds.

[ Narjess Barakri, Jean-Claude Cosset, Klaus Fischer, Omrane Guedhami ( 2005 ) ] conducted the study on "Privatization and bank performance in developing countries" – Journal Of Banking And Finance, Vol.-29, No.-8-9, Aug.-Sept., we examine the post privatization performance of 81 banks from 22 developing countries. Our results suggest that in the post privatization period, profitability increases but depending on the type of

owner, efficiency, risk exposure and capitalisation may worsen or improve. Over the time, privatization yields significant improvement in economic efficiency and credit risk exposure.

[ Prof. T. Uma Maheshwara Rao, Ch. L. Hymavathi ( 2005 ) ] conducted the study on “Internet banking in Indian Scenario” – Indian Journal Of Marketing, Vol.-XXXV,

No.-4, April, they should also be prepared to handle system disruptions, system hackers, security lapses and virus attacks. This fact is further proved by RBI guidelines, which encouraged the implementation of internet banking in India.

[ Dr. A.K. Agarwal ( 2006 ) ] conducted the study on “Services Marketing – Stop, Observe, Go” – Indian Journal Of Marketing, Vol.- XXXV, No.-5, May, so you, your organisation, have decided to for services marketing. The field is lucrative, the entry is easy, the potential almost unlimited, the profitability is very high. And if you are really willing to service your customers or your client the competition is almost nonexistent.

[ Lisa Valentine ( 2006 ) ] conducted the study on “Sales by other name sometimes works better – bank marketing” – ABA Banking Journal, May, sales is about exceptional customer satisfaction. Our people are very good at service, but perhaps not as good at being proactive with their questions. But by asking the right questions, we will find a need that needs to be served. Another best practice in creating a sales culture is implementing systems to accurately track sales.

[ Lauren Bielski ( 2006 ) ] conducted the study on “Talk is cheap – Retail banking” – ABA Banking Journal, March, the banking industry tends to have trouble with customers service in four key areas defining desirable service levels for their brand and culture, measuring those service levels in a way that provides illuminating information consistently, holding all organisation members strictly accountable for results and committing the necessary resources to make sure that vision leads to follow-through.

[ TARP ( 2006 ) ] conducted the study on “Key service findings in e-care” – ABA Banking Journal, March, in a recent survey of consumers using online banking and other e-commerce sites, the following key findings relevant to banking service issues emerged

only 52% were completely satisfied, up to 38% of banking customers had to pick up the phone or visit branches concerning their issue, one quarter of all banking e-mailers had to pick up the phone after all to get it resolved. 30% reported that it took longer than two days to receive some form of resolution and only a quarter received a reply within twelve hours and on an up note: 8.8% received some sort of immediate response either offering an answer, more information or setting expectations for future reply.

[ Margaret Kane ( 2006 ) ] conducted the study on “Why most cross-selling efforts flop ( bank marketing ) and seven ways to turn disappointment into success” – ABA Banking Journal, Feb., here are some tactics that we impact these areas and further your success keep the message simple, develop clear matrices, tie cross-selling in to the compensation programs, implement consistent front line sales process, simplify product lines, package products and bring customers “onboard” within the first ninety days.

[Rich Spittler (2006)] conducted the study on “The survival skills” – ABA Banking Journal, Feb., it is how ever necessary to research customer needs at a detailed level, and identify patterns of demand that lined up with the institution’s capabilities.

[Rajani Sofat & Preeti Hiro, September (2007)] conducted a comparative study on “Creativity and Innovations in retail banking- A comparative analysis of financial product offered by ICICI & HDFC bank”-Indian Journal of Marketing, Issue no.-9, Page no.-24.Results suggests that now challenge for banking sector in the current scenario is to design and innovate the financial product which are convenient to use & continuously meet financial goals of the customers.

[Dr. K.S.Jaiswal & Nitu Singh, January (2007)] conducted a study on “Retail Banking: Indian Scenario”-Indian Journal of Marketing, Issue no.1, page-32.Results suggest that changing face of Indian consumers in term of no. of households & their income class, building an affluent middle class are factors of opportunity & retention of customers, indebt ness & information technology are challenges for retail banking in India.

[Prof. Rajeshri Nathwani, (2007)] conducted the study on “Customer preference & managerial effectiveness of nationalized & private sector banks”-Indian Journal of Marketing. Results suggest that customers of nationalized banks are either neutral or

satisfied with the specified parameters concerned with their operations while the customers of private banks more satisfied with their banks. Banking can be yet more enjoyable & effective based on total quality management, bench marking.

[Prof. A.S.Mohanrani & Dr. C.Mahavi, Feb (2007)] conducted an empirical study on, “Product related characteristics, Promotion and Marketing Mix are key tools in determining Purchase Behavior of Purchase Decision by Teenagers” –Indian Journal of Marketing, issue no.-2, page no.-3. Results suggest that teenagers are influenced by updated information of the product and hence they go for information search, collect information from different dealers on various aspects like price, technology etc. They are also influenced by peer compulsion of sales talk of the dealers. Teenager’s employees two strategies-Emotionally convincing & logically convincing to convincer their parents. Logical teenagers give importance to sales promotion factors like offers & schemes, while emotional teenagers gives importance to aesthetic appearance, color, brand value, popularity & social image on selecting the products.

[Dr. sumathy venkatesan & Dr. K. Prabhakar, Raj Kumar, March (2007)] conducted study on, “Retail Banking Scene in India-A Holistic Approach”-Management Trends, Journal of department of Business Management, Issue no.1, Vol.4,Page no.-58.Results suggest that the society is made up of individuals and the environment surrounding him. As development take place in the society, the needs of people grow faster than ever. The various structural changes taking place in the society could get a catalytic favor in case proper financial product of service is made available to all the individuals. In this changes scenario, retail segment is considered more relevant if one looks from the angles of control management of risks & max.profit.

[Ved Pal & N S Malik, August (2007)] conducted a study on, “A Multivariate Analysis of the Financial Characteristics of Commercial Banks in India.”-The ICAI Journal of Bank Management, issue no.-3, Vol.-4, Page no.29.The results of the study reveal that foreign banks came up with a dominating preference in India. Comparison to foreign & Private Banks, Public sector banks were high performers in terms of economizing their expenses as reflected in terms of expense ratio & efficiency ratio. Private sector banks

emerged with a better performance in utilization of resources as compared to public sector banks.

[Dr. R.L.Godara & Dr. S.L.Gupta, Jan-June (2007)] conducted the study about, “Awareness, Expectation and Acceptances levels of the Customers with respect to the Use and Effectiveness of the New Techniques in Banking in India”- Management Journal of Delhi Productivity Council, Vol.11, No.38. Result of the study reveals that the hectic lifestyle of the people where time is a scarce resource is the main factor which is compelling customers to use new techniques in banking. Thus in spite of being a relatively new introduction, it is quite surprising to find from the survey, the kind of popularity that new technology gadgets have achieved.

[Dr. R.K. Uppal, April-Sept (2007)] conducted study on “Retail Banking In India: An emerging Issues and Future Outlook”- Management Trends, Vol: 4, No.2. The study reveals that to remain competitive in the financial services landscape banks are required to expand their product lines, add new delivery channels, develop more effective marketing system & techniques & enhance service quality levels.

[Dr. H.C. Purohit & Avinash D. Parthardikar, March (2007)] conducted study on “Service Quality Measurement and Consumer Perception about the Services of Banking Institutions” - Indian Journal of Marketing, vol. 47, issue no.-3, page no.-12. This study reveals that the perception of the consumers on different nationalized banks may differ due to the behavior of the individual employees or officers otherwise all the services were rated as good by the respondents; except for loaning interest rate and mortgage facilities.

[Nikhil Chandra Shil & Bhagban Das, August (2008)] conducted study on “Customer Satisfaction with regard to Banking: An Application of QFD” –Management Research, Vol.7, No.8. The study reveals that Customers nowadays are very choosy about the way they spend their money. Quality is the first and foremost preference. Therefore, it is of utmost importance for every organization to understand, respect, and satisfy their customer’s needs and feelings continuously.

[Ashok Kumar M. & Rajesh R., September (2009)] conducted study on “Whether Today’s Customers are Satisfied? - A study with banks”- Indian Journal of Marketing, vol. 39, issue no.-9, page no.-56. This study reveals that both Public and Private sector banks lack one or the other aspects so that there is no significant difference between overall satisfactions of the banks.

[A, Kumaresan & I. Chitrakala &K. Gowtham, April (2010) conducted study on “ Credit Card Holders’ Expectations and Preferences Towards Selected Banks In Coimbatore City, Tamil Nadu”- Indian Journal of Marketing, vol. 40, issue no.-4, page no.-40. This study reveals that effective measures should be taken to make the consumers more aware about the pros and cons of the credit cards among the users.

[A. Ananth & Dr. A. Arulraj, February, 2011] conducted study on “Banking Services Quality in Nagapattinam District, Tamil nadu” Indian Journal of Marketing, vol. 41, issue no.-2, page no.-3. This study reveals that at every level of dealing with the customers, the bank management needs to educate employees for banking activities and processes.

### **Research Gap:**

The banking sectors open the door for many players with the forces of globalisation and technology revolution in 21<sup>st</sup> century. So, it has become compulsory for all category banks to make hard marketing efforts to tap the opportunity prevailing in the market and to survive in the time of cut throat competition through attract, retain and satisfy their customers. Above listed all review literature gives insight for related market and customer research with various findings. The gap has been found in some of the areas. Comparison of effective marketing efforts of public, private and cooperative banks through analysing customer awareness and related knowledge is still not came in focus of any researcher. With this no any research has been found to study the impact of demographics on customer satisfaction level and its comparison with public, private and cooperative banks in Gujarat.

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# Ch-4

# Research

# Methodology

## Ch-4 Research Methodology

<b>Sr. No.</b>	<b>Particulars</b>	<b>Page No.</b>
<b>4.1</b>	<b>Rational of the Study</b>	105
<b>4.2</b>	<b>Scope of the Study</b>	106
<b>4.3</b>	<b>Objectives of the Study</b>	107
<b>4.4</b>	<b>Hypothesis of the Study</b>	108
4.4a	Age & Customer satisfaction	108
4.4b	Gender & Customer satisfaction	108
4.4c	Marital Status & Customer satisfaction	108
4.4d	Educational Qualification & Customer satisfaction	108
4.4e	Income & Customer satisfaction	108
4.4f	Occupation & Customer satisfaction	109
4.4g	Marketing Effectiveness and Customer preference, knowledge & awareness	109
<b>4.5</b>	<b>Universe of the Study</b>	110
<b>4.6</b>	<b>Sampling Design</b>	110
4.6a	Source List	110
4.6b	Sample Size	110
4.6c	Sampling Method	110
<b>4.7</b>	<b>Data Collection</b>	110
4.7a	Types of Data	110
4.7b	Data Collection Tool	110
4.7c	Data Collection Method	110
<b>4.8</b>	<b>Data Analysis Technique and Presentation</b>	111
<b>4.9</b>	<b>Period of the Study</b>	111
<b>4.10</b>	<b>Limitations of The Study</b>	111

## 4.1 RATIONALE OF THE STUDY

At the beginning of the 20th century, Indian economy was passing through a relative period of stability. There was potential for many new banks as the economy was growing. Banks cannot cope up with this recent development by continue to do business with a “take it or leave it” mental attitude. If they do so, they might lose their business because lots of options against customers. So banks have to concentrate on marketing their product and services which requires moving closer to customer, getting to know his needs more thoroughly and making efforts to satisfy them. Along with it, there is necessity to have an exact understanding of what is all about “Bank marketing” for customers and employees both. After assortment of lots of ideas like-Bank Marketing is

- =selling of bank schemes
- =creating demand for our products
- =persuading the perspective customers
- =finding out customers needs
- =Reach at customer satisfaction level,

Concept of it is concluded that bank marketing is to match the features of existing bank products with needs and expectation of the customers, attract them to buy it, delight them through their services. Therefore there is a need to do research for finding difference in marketing efforts as well as customer satisfaction level for public, private and cooperative banks, which can be helpful to know the gap between efforts of attracting, acquiring, satisfying and retaining customers and help them to fill this gap through designing appropriate marketing strategy. This study attempts to fill this gap.

## 4.2 SCOPE OF THE STUDY

The modern world is undergoing a transformation from industrial society of 20<sup>th</sup> century to the information society of the 21<sup>st</sup> century. The forces of globalization and technology revolution have resulted integration across the world. So, Indian banks will need to reposition themselves to tap the opportunities in the financial markets because every country's banks try to leverage their strengths.

A rapidly growing middle class with the enormous appetite to borrow from bank for a better lifestyle, has given banks and financial services companies an opportunity like never before to finance the demand side of the market. The multinational banks and some of the new private sector banks in the country have seized the opportunities in rural banking very well. The public sector banks and old private sector banks who command over 80% market share in the banking industry must seize this opportunities in big way and respond aggressively to market demand if the growth in banking has to accelerated.

So, after awareness of all new challenges and opportunities, banks have to focus on no. of trends like—the reach and value that banks offered to customers, its technological convenience, the high cost of intermediation leading to change in progress, yet to gain momentum, consolidation through mergers and acquisitions. To overcome these challenges banks can adopted many marketing strategies like E-banking, product differentiation, reform banks as supermarket, use customer guidelines to form new strategies, use information technology in service sectors.

### **4.3 OBJECTIVES OF THE STUDY:**

- To compare effectiveness of marketing efforts of bank categories under study through analyze customer's knowledge and awareness about bank's products or Services, interest rates and charges for the services.
  
- To compare customer's selection criteria for choosing particular banks under study related to how they find the bank convenient and easy to process.
  
- To compare promotional tool effectiveness used by banks under study to promote their name, products or services.
  
- To compare advertising media effectiveness used by banks under study to attract and informed customers.
  
- To study the impact of demographic factors like age, gender, income, occupation and education qualification on customer satisfaction level of customers of the banks under study.



## **4.4 HYPOTHESIS OF THE STUDY**

### **4.4a Age & Customer Satisfaction**

**H01:** There is no impact of age on customer satisfaction

### **4.4b Gender & Customer Satisfaction**

**H02:** There is no gender impact on customer satisfaction

### **4.4c Marital status & customer satisfaction**

**H03:** There is no difference in customer satisfaction among married and unmarried customers

### **4.4d Educational qualification & Customer Satisfaction**

**H04:** There is equal customer satisfaction among all customers having different educational qualification

### **4.4e Income & Customer Satisfaction**

**H05:** There is no impact of Income on customer satisfaction

### **4.4f Occupation & Customer Satisfaction**

**H06:** There is no impact of occupation on customer satisfaction

### **4.4g Marketing Effectiveness and Customer preference, knowledge & awareness**

**H07:** There is no difference in the knowledge about banking product or services among the customers of banks under study

**H08:** There is no difference in the knowledge about innovative banking product or services among the customers of banks under study

**H09:** There is no difference in knowledge and awareness about cost of banking services among the customers of banks under study

**H010:** There is equal knowledge among the customers about banks' conveniences those leads the selection of particular bank

**H011:** All promotional tools are equally exposed to customers to provide information about banking products and services

**H012:** There is no difference in customer preference to selection criteria for bank selection

#### **4.5 UNIVERSE OF THE STUDY:**

This study is carried out in urban parts of Gujarat state. This includes cities like Ahmedabad, Baroda, Surat, and Rajkot. The Universe of the study consists of Urban Indian customers of banks residing in Gujarat state.

#### **4.6 SAMPLING DESIGN:**

The researcher has applied multistage sampling and convenient sampling technique which is carried out in various stages. In the study urban customers of public, private & Cooperative banks are the primary unit of the analysis.

**4.6a Sources List:** Major cities of Gujarat- Ahmedabad, Baroda, Surat, Rajkot

**4.6b Sample Size:** 600

<b>City</b>	<b>Customers of</b>		
	<b>Public Bank</b>	<b>Private Bank</b>	<b>Cooperative Bank</b>
<b>Ahmedabad</b>	50	50	50
<b>Baroda</b>	50	50	50
<b>Surat</b>	50	50	50
<b>Rajkot</b>	50	50	50

**4.6c Sampling Method:** Convenience Sampling Method

#### **4.7 DATA COLLECTION**

The data is collected from the customers of public, private and cooperative banks without any decided criteria for proportionate category selection by income, sex, occupation or any personal factors.

**4.7a Types of Data:** Primary Data

**4.7b Data Collection Tool:** Questionnaire

**4.7c Data Collection Method:** Survey Method

#### **4.8 DATA ANALYSIS TECHNIQUE AND PRESENTATION**

For the study, data collected were duly edited, classified and analyzed using ANOVA and T-test as statistical techniques. The data were presented through simple classification and graphical representation. The data were analyzed and hypotheses were tested at 5 percent level of significance.

#### **4.9 PERIOD OF THE STUDY**

All the focus area of the research were studied during the year 2007-2010

#### **4.10 LIMITATION OF THE STUDY**

The sample consists of 600 urban Indian customers from different cities of Gujarat State. The sample is selected conveniently and is single phase so as the responses from customers have been influenced by mood, time, situation, impression. As the primary data and survey method of research has its own limitations and based on the respondent the study is limited to only four cities of Gujarat state only and it cannot be applicable to India or at international level.

# **Ch-5**

# **Analysis**

# **and**

# **Interpretation**

# **of Data**

## Charts & Graphs

Sr. No.	Tables & Charts	Page No.
<b>5.1</b>	<b>Comparison of Marketing Effectiveness through Customer knowledge &amp; awareness</b>	<b>119</b>
	Table & Chart -1 Customers' knowledge about MIS	119
	Table & Chart -2 Customers' knowledge about Annuity Retirement Scheme	120
	Table & Chart -3 Customers' knowledge about Farmer's Deposit Scheme	121
	Table & Chart -4 Customers' knowledge about Insurance linked saving bank account	122
	Table & Chart -5 Customers' knowledge about Housing Deposit Scheme	123
	Table & Chart -6 Customers' knowledge about Automatic Extension Deposit	124
	Table & Chart -7 Customers' knowledge about Loan Schemes	125
	Table & Chart -8 Customers' knowledge about Currency Exchange Schemes	126
	Table & Chart -9 Customers' knowledge about Gold Schemes	127
	Table & Chart -10 Customers' knowledge about Safe Deposit Locker Service	128
	Table & Chart -11 Customers' knowledge about ATMs	129
	Table & Chart -12 Customers' knowledge about EFT	130
	Table & Chart -13 Customers' knowledge about EBP	131
	Table & Chart -14 Customers' knowledge about E-cheque	132
	Table & Chart -15 Customers' knowledge about Internet Banking	133
	Table & Chart -16 Customers' knowledge about Tele Banking	134
	Table & Chart -17 Customers' knowledge about Mobile Banking	135

	Table & Chart -18 Customers' knowledge about Debit Card	136
	Table & Chart -19 Customers' knowledge about Credit Card	137
	Table & Chart -20 Customers' knowledge about Demat Account	138
	Table & Chart -21 Customers' knowledge about Digicash	139
	Table & Chart -22 Customers' knowledge about Netcash	140
	Table & Chart -23 Customers' knowledge about m-cheque	141
	Table & Chart -24 Customers' knowledge about e-invest	142
	Table & Chart -25 Customers' knowledge about Credit Reserve Ratio	143
	Table & Chart -26 Customers' knowledge about Statutory Legal Ratio	144
	Table & Chart -27 Customers' knowledge about Interest rates	145
	Table & Chart -28 Customers' knowledge about Charges of Services	146
	Table & Chart -29 Customers' knowledge about Commissions	147
	Table & Chart -30 Customers' Awareness about Account Handling charges	148
	Table & Chart -31 Customers' Awareness about Debit/Credit/ATM Charges	149
	Table & Chart -32 Customers' Awareness about Cheque book Charges	150
	Table & Chart -33 Customers' Awareness about Pass book Charges	151
	Table & Chart -34 Customers' Awareness about Online service Charges	152
	Table & Chart -35 Customers' Awareness about Loan Charges	153
	Table & Chart -36 Customers' Awareness about Demat Charges	154
	Table & Chart -37 Customers' knowledge about	155

	bank's location for bank selection	
	Table & Chart -38 Customers' knowledge about Convenience in operation for bank selection	156
	Table & Chart -39 Customers' knowledge about comfortable bank layout for bank selection	157
	Table & Chart -40 Customers' knowledge about physical facility for bank selection	158
	Table & Chart -41 Customers' knowledge about Availability of ATMs for bank selection	159
	Table & Chart -42 Customers' knowledge about Availability of Tele/Online/Mobile Banking for bank selection	160
	Table & Chart -43 Customers' knowledge about Availability of number of branches in different area for bank selection	161
	Table & Chart -44 Customers' knowledge about Convenient banking hours for bank selection	162
	Table & Chart -45 Advertisement as a source of customers' knowledge about bank	163
	Table & Chart -46 Sales Person as a source of customers' knowledge about bank	164
	Table & Chart -47 Exhibition/Trade Shows as a source of customers' knowledge about bank	165
	Table & Chart -48 Sport Games/Awards as a source of customers' knowledge about bank	166
	Table & Chart -49 Friends as a source of customers' knowledge about bank services	167
	Table & Chart -50 News Papers as a customers' source of information about banking Products & Services	168
	Table & Chart -51 Advertisements as a customers' source of information about banking Products & Services	169
	Table & Chart -52 Weekly/Monthly Magazines as a customers' source of information about banking Products & Services	170
	Table & Chart -53 Internet advertises as a customers' source of information about banking Products & Services	171
	Table & Chart -54 Cinema as a customers' source of	172



	information about banking Products & Services	
	Table & Chart -55 Mobile as a customers' source of information about banking Products & Services	173
	Table & Chart -56 Hoardings as a customers' source of information about banking Products & Services	174
	Table & Chart -57 Pamphlets as a customers' source of information about banking Products & Services	175
	Table & Chart -58 Poster Display as a customers' source of information about banking Products & Services	176
	Table-59 Speedy Delivery as customers' selection criteria for bank	177
	Table & Chart -60 Reduced Paper Work as customers' selection criteria for bank	178
	Table & Chart -61 Standardized Procedure as customers' selection criteria for bank	179
	Table-62 Customization of Services as customers' selection criteria for bank	180
	Table & Chart -63 Simplicity as customers' selection criteria for bank	181
	Table & Chart -64 Customers' Awareness about bank's Logo	182
	Table & Chart -65 Customers' Awareness about bank's Financial Report	183
	Table & Chart -66 Customers' Awareness about bank's Punch lines/ Taglines	184
	Table & Chart -67 Customers' Awareness about bank's Pen/ writing Pads	185
	Table & Chart -68 Customers' Awareness about bank's Calendar	186
	Table & Chart -69 Customers' Awareness about bank's Pamphlets	187
<b>5.2</b>	<b>Hypothesis Test for Age &amp; Customer Satisfaction</b>	188
<b>5.3</b>	<b>Hypothesis Test for Gender &amp; Customer Satisfaction</b>	210
<b>5.4</b>	<b>Hypothesis Test for Marital Status &amp; Customer Satisfaction</b>	232
<b>5.5</b>	<b>Hypothesis Test for Educational Qualification &amp; Customer Satisfaction</b>	254

<b>5.6</b>	<b>Hypothesis Test for Income &amp; Customer Satisfaction</b>	276
<b>5.7</b>	<b>Hypothesis Test for Occupation &amp; Customer Satisfaction</b>	298
<b>5.8</b>	<b>Hypothesis Test for Marketing Effectiveness and Customer knowledge &amp; awareness</b>	320

## DATA COLLECTION

### Total

	<b>Requested</b>	<b>Received</b>	<b>Gap</b>
<b>All bank's of all cities</b>	600	560	40

### Ahmedabad City

	<b>Requested</b>	<b>Received</b>	<b>Gap</b>
<b>Public bank</b>	50	48	2
<b>Private bank</b>	50	50	0
<b>Cooperative Bank</b>	50	45	5
<b>Total</b>	150	143	7

### Surat City

	<b>Requested</b>	<b>Received</b>	<b>Gap</b>
<b>Public bank</b>	50	44	6
<b>Private bank</b>	50	47	3
<b>Cooperative Bank</b>	50	48	2
<b>Total</b>	150	139	11

### Baroda City

	<b>Requested</b>	<b>Received</b>	<b>Gap</b>
<b>Public bank</b>	50	50	0
<b>Private bank</b>	50	48	2
<b>Cooperative Bank</b>	50	45	5
<b>Total</b>	150	143	7

### Rajkot City

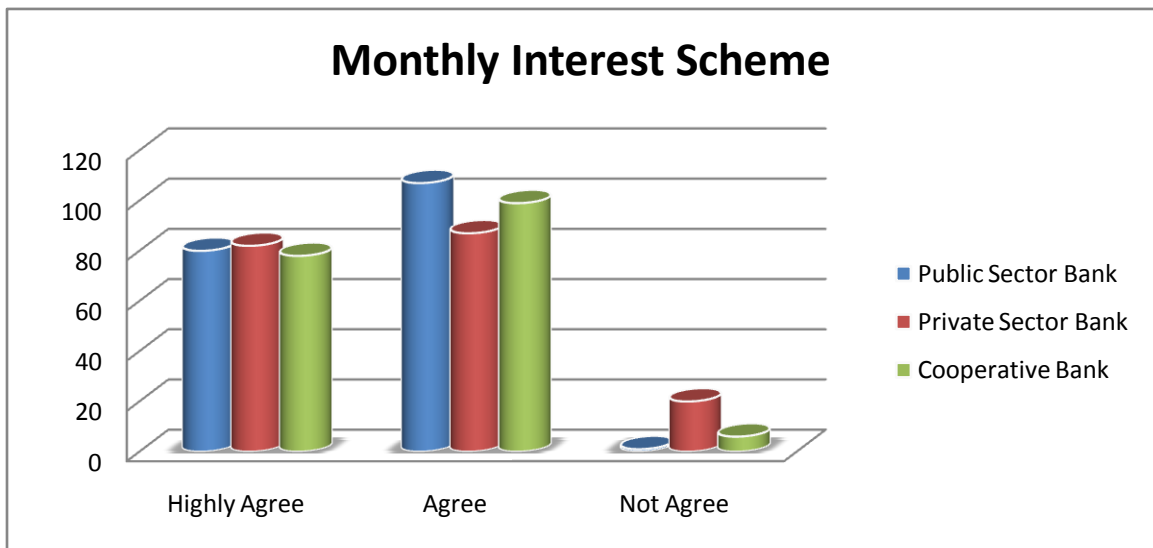
	<b>Requested</b>	<b>Received</b>	<b>Gap</b>
<b>Public bank</b>	50	45	5
<b>Private bank</b>	50	45	5
<b>Cooperative Bank</b>	50	45	5
<b>Total</b>	150	135	15

## GRAPHICAL REPRESENTATION

### 5.1 Comparison of Marketing Effectiveness and Customer knowledge & awareness

**Table-1 Customers' knowledge about MIS**

		Monthly Interest Scheme			Total
		Highly Agree	Agree	Not Agree	
<b>Bank Category</b>	<b>Public Sector Bank</b>	80	107	1	188
	<b>Private Sector Bank</b>	82	87	20	189
	<b>Cooperative Bank</b>	78	99	6	183
<b>Total</b>		240	293	27	560

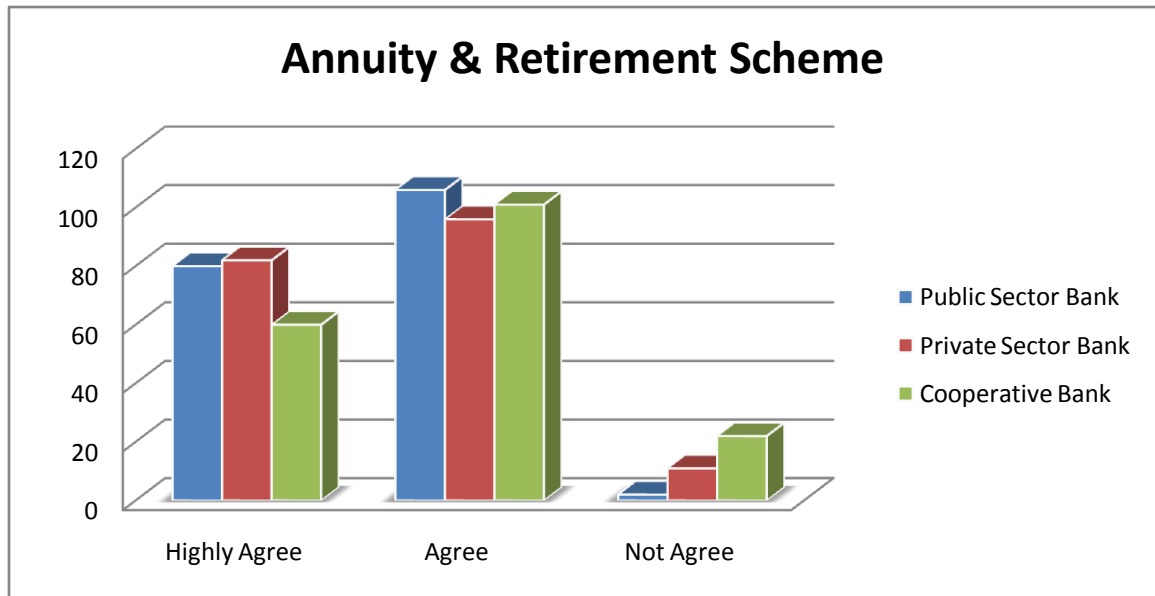


**Chart-1 Customers' knowledge about MIS**

Customers of **Public banks** having comparative more knowledge

**Table-2 Customers’ knowledge about Annuity Retirement Scheme**

		Annuity & Retirement Scheme			Total
		Highly Agree	Agree	Not Agree	
<b>Bank Category</b>	<b>Public Sector Bank</b>	80	106	2	188
	<b>Private Sector Bank</b>	82	96	11	189
	<b>Cooperative Bank</b>	60	101	22	183
<b>Total</b>		222	303	35	560

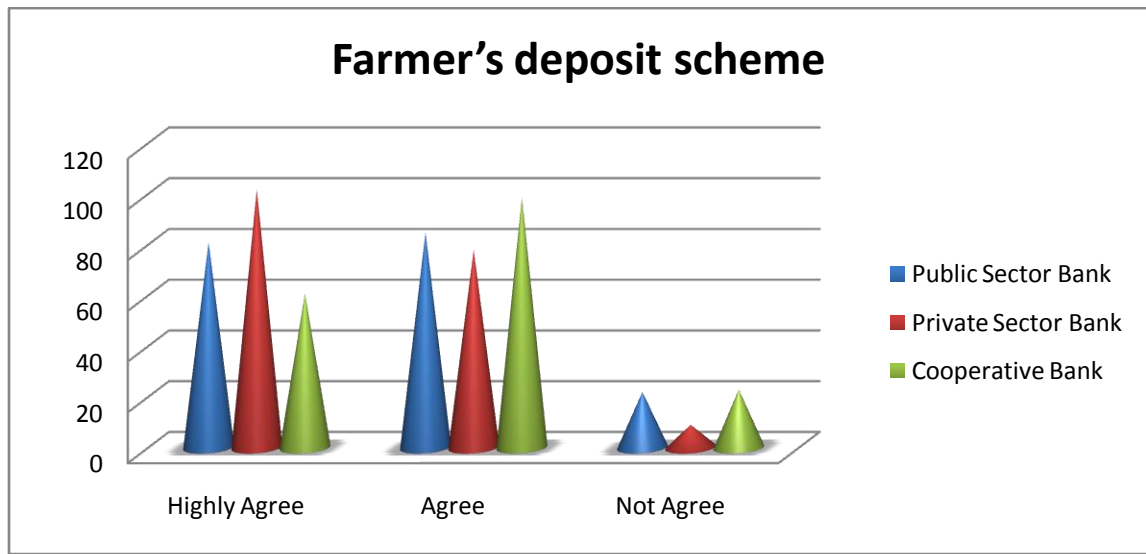


**Chart -2 Customers’ knowledge about Annuity Retirement Scheme**

Customers of **Public banks** having comparative more knowledge

**Table-3 Customers’ knowledge about Farmer’s Deposit Scheme**

		Farmer’s deposit scheme			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	81	85	22	188
	Private Sector Bank	102	78	9	189
	Cooperative Bank	61	99	23	183
Total		244	262	54	560

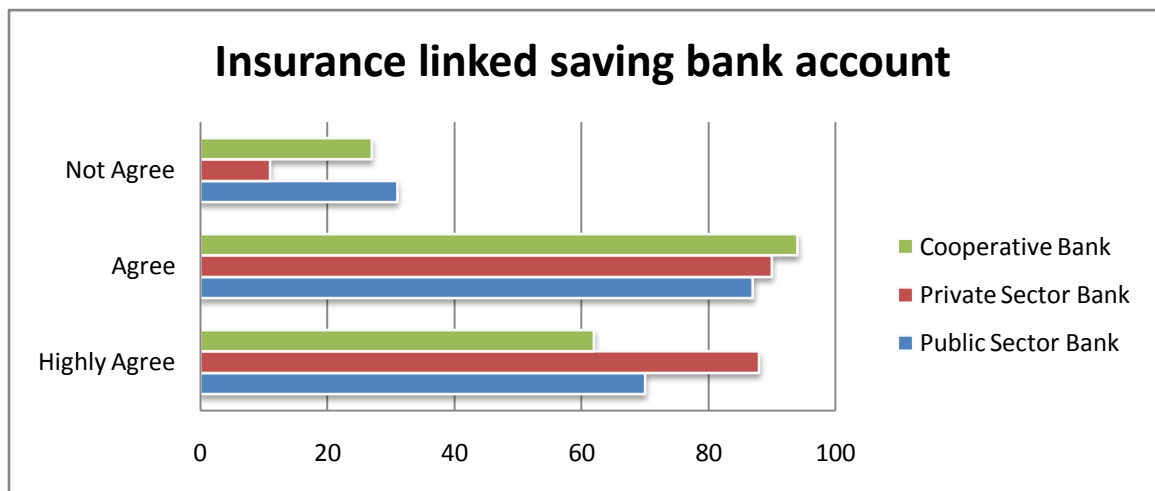


**Chart -3 Customers’ knowledge about Farmer’s Deposit Scheme**

Customers of **private banks** having comparative more knowledge

**Table-4 Customers’ knowledge about Insurance linked saving bank Account**

		Insurance linked saving bank account			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	70	87	31	188
	Private Sector Bank	88	90	11	189
	Cooperative Bank	62	94	27	183
Total		220	271	69	560

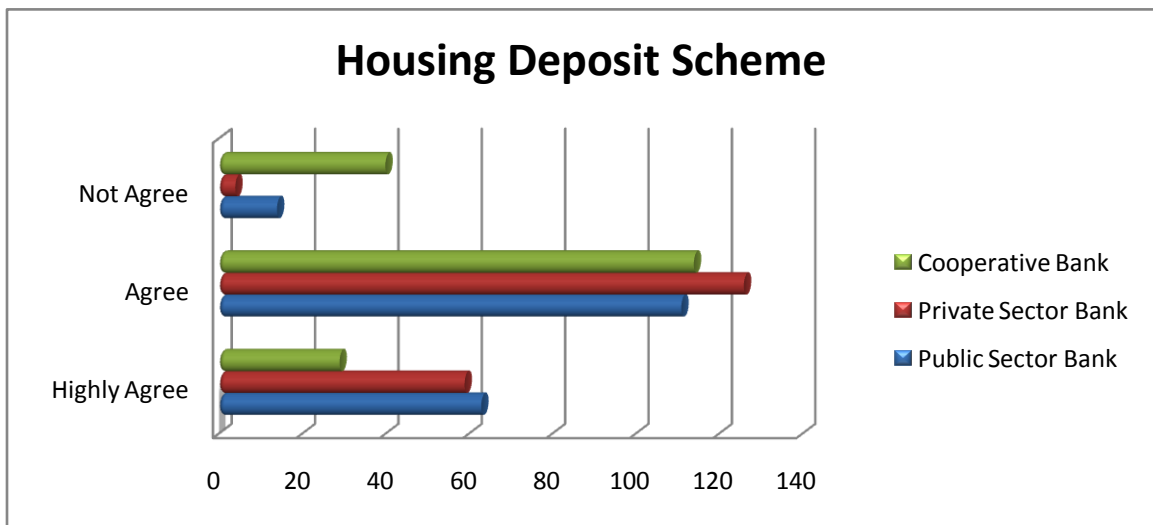


**Chart-4 Customers’ knowledge about Insurance linked saving bank account**

Customers of **private banks** having comparative more knowledge

**Table-5 Customers’ knowledge about Housing Deposit Scheme**

		Housing Deposit Scheme			Total
		Highly Agree	Agree	Not Agree	
<b>Bank Category</b>	<b>Public Sector Bank</b>	63	111	14	188
	<b>Private Sector Bank</b>	59	126	4	189
	<b>Cooperative Bank</b>	29	114	40	183
<b>Total</b>		151	351	58	560



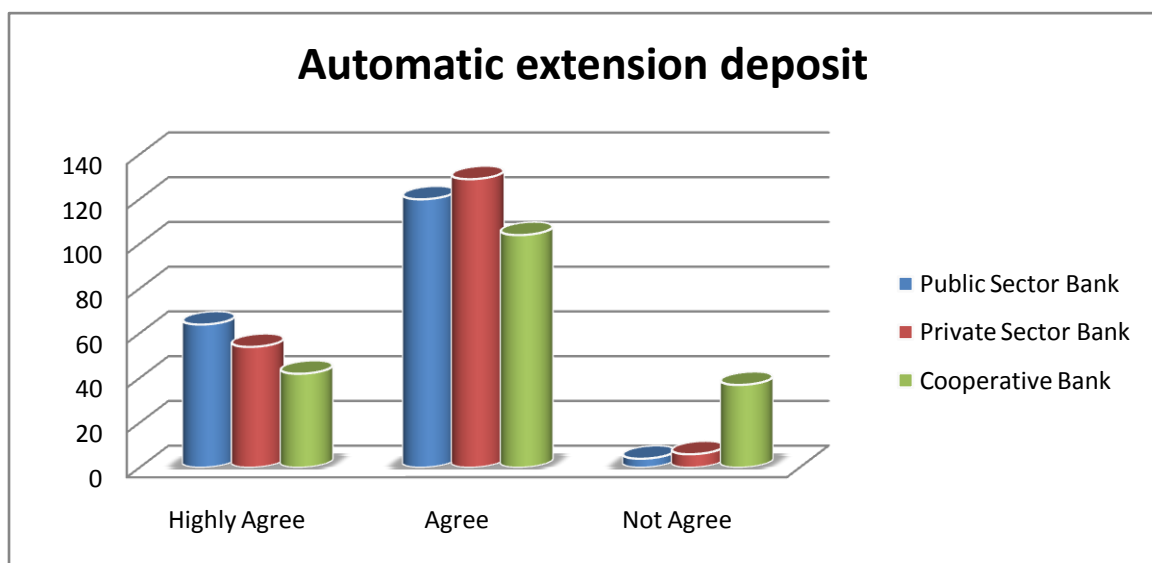
**Chart -5 Customers’ knowledge about Housing Deposit Scheme**

Customers of **private banks** having comparative more knowledge



**Table-6 Customers’ knowledge about Automatic Extension Deposit**

		Automatic extension deposit			Total
		Highly Agree	Agree	Not Agree	
<b>Bank Category</b>	<b>Public Sector Bank</b>	<b>64</b>	120	4	188
	<b>Private Sector Bank</b>	54	<b>129</b>	6	189
	<b>Cooperative Bank</b>	42	104	<b>37</b>	183
<b>Total</b>		160	353	47	560

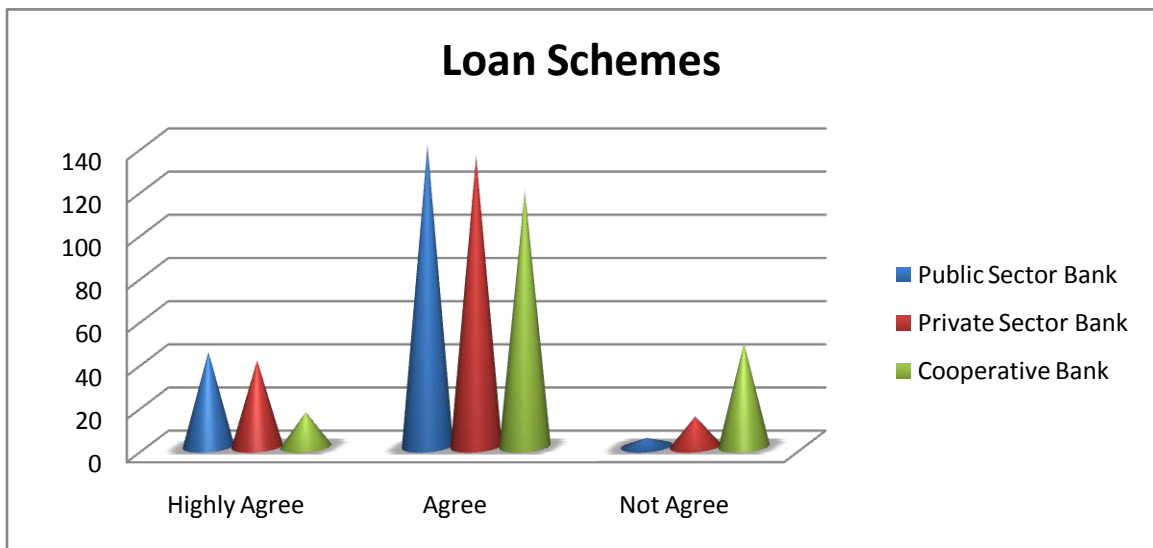


**Chart -6 Customers’ knowledge about Automatic Extension Deposit**

Customers of **private banks** having comparative more knowledge

**Table-7 Customers’ knowledge about Loan Schemes**

		Loan Schemes			Total
		Highly Agree	Agree	Not Agree	
<b>Bank Category</b>	<b>Public Sector Bank</b>	44	140	4	188
	<b>Private Sector Bank</b>	40	135	14	189
	<b>Cooperative Bank</b>	16	119	48	183
<b>Total</b>		100	394	66	560

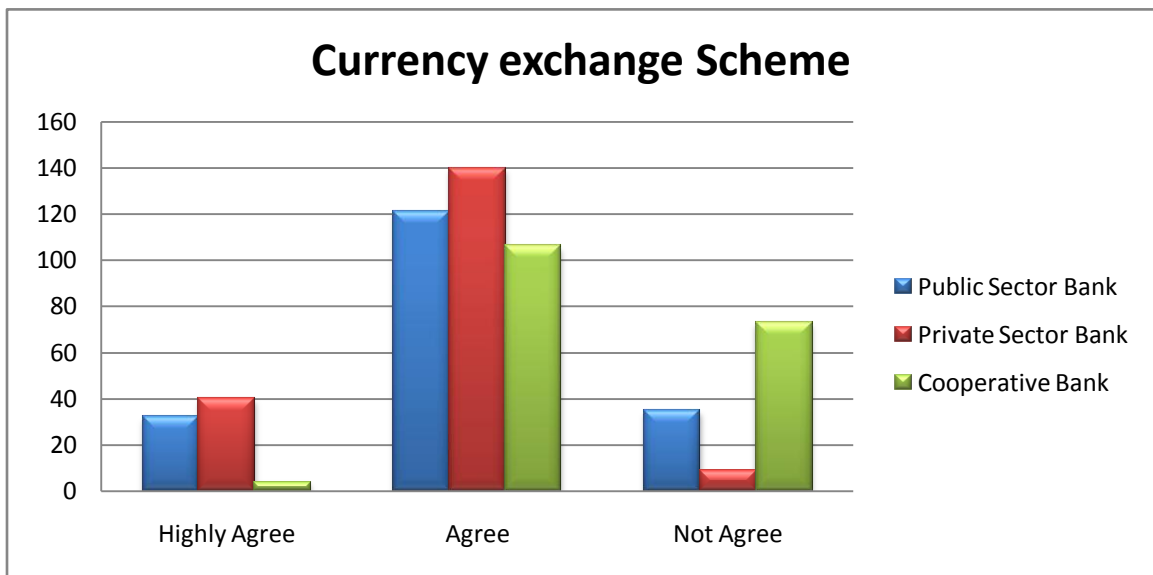


**Chart -7 Customers’ knowledge about Loan Schemes**

Customers of **Public banks** having comparative more knowledge

**Table-8 Customers’ knowledge about Currency Exchange Schemes**

		Currency exchange Scheme			Total
		Highly Agree	Agree	Not Agree	
<b>Bank Category</b>	<b>Public Sector Bank</b>	32	121	35	188
	<b>Private Sector Bank</b>	<b>40</b>	<b>140</b>	9	189
	<b>Cooperative Bank</b>	4	106	<b>73</b>	183
<b>Total</b>		76	367	117	560

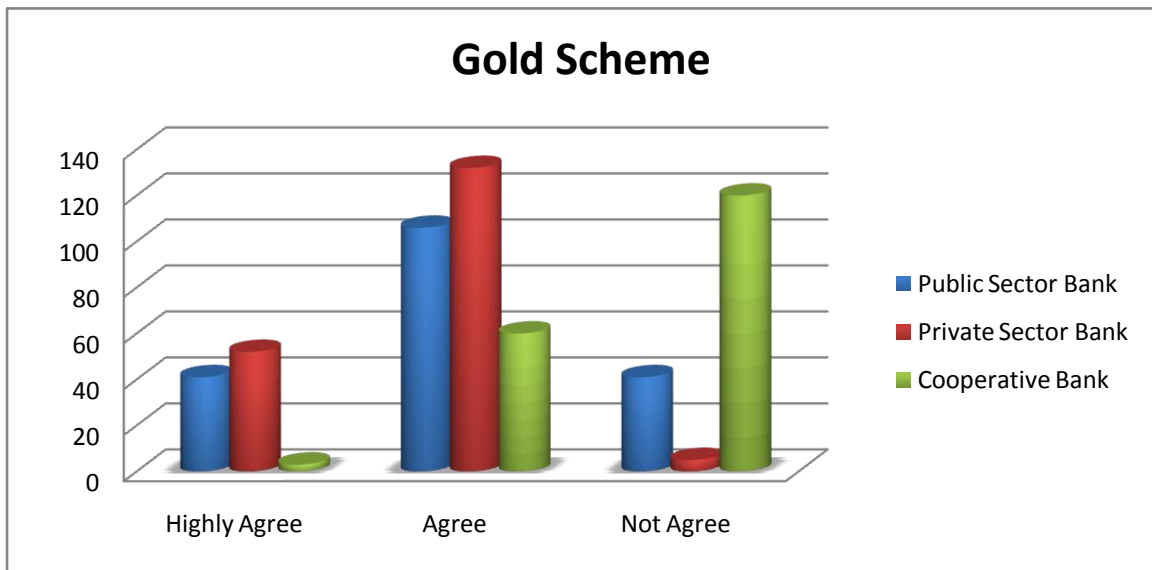


**Chart-8 Customers’ knowledge about Currency Exchange Schemes**

Customers of **private banks** having comparative more knowledge

**Table-9 Customers’ knowledge about Gold Schemes**

		Gold Scheme			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	41	106	41	188
	Private Sector Bank	52	132	5	189
	Cooperative Bank	3	60	120	183
Total		96	298	166	560

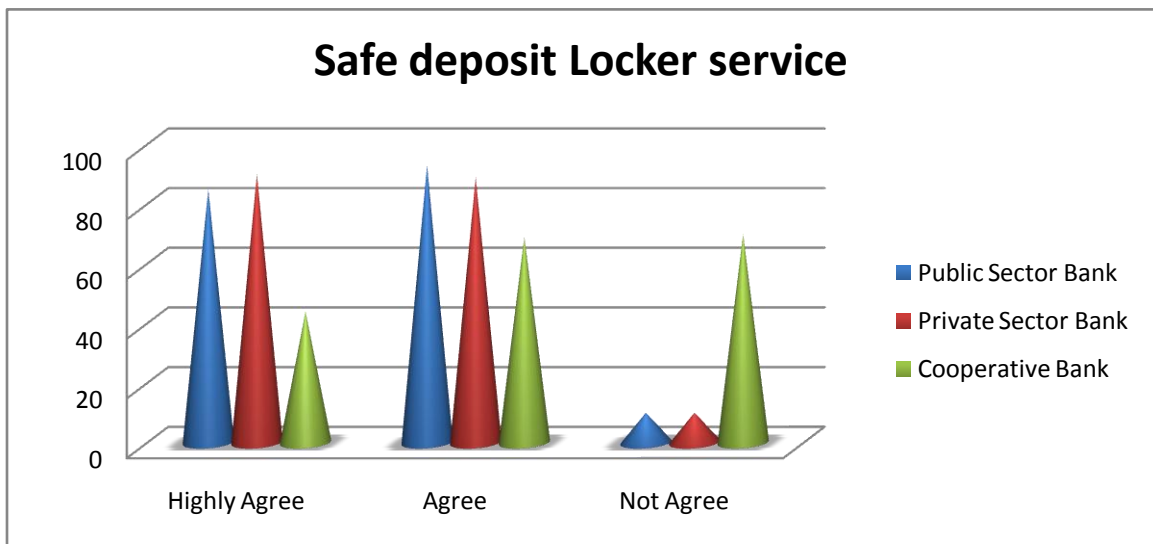


**Chart-9 Customers’ knowledge about Gold Schemes**

Customers of **private banks** having comparative more knowledge

**Table-10 Customers’ knowledge about Safe Deposit Locker Service**

		Safe deposit Locker service			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	85	93	10	188
	Private Sector Bank	90	89	10	189
	Cooperative Bank	44	69	70	183
<b>Total</b>		219	251	90	560

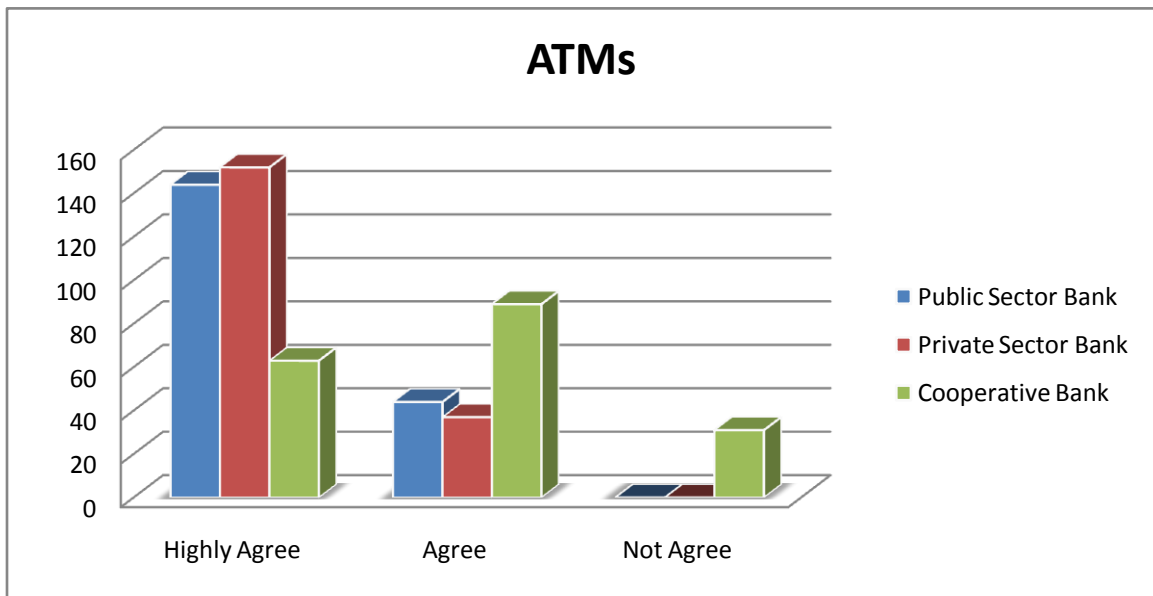


**Chart-10 Customers’ knowledge about Safe Deposit Locker Service**

Customers of **public & private banks** having comparative more knowledge

**Table-11 Customers’ knowledge about ATMs**

		ATMs			Total
		Highly Agree	Agree	Not Agree	
<b>Bank Category</b>	<b>Public Sector Bank</b>	144	44	0	188
	<b>Private Sector Bank</b>	152	37	0	189
	<b>Cooperative Bank</b>	63	89	31	183
<b>Total</b>		359	170	31	560

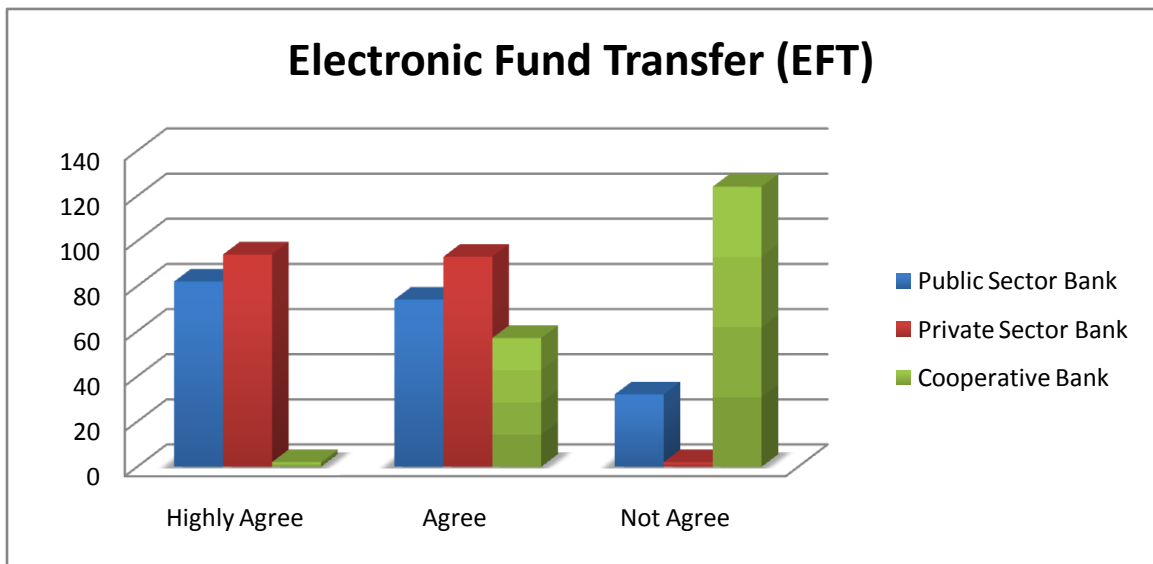


**Chart-11 Customers’ knowledge about ATMs**

Customers of **public & private banks** having comparative more knowledge

**Table-12 Customers’ knowledge about EFT**

		Electronic Fund Transfer (EFT)			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	82	74	32	188
	Private Sector Bank	94	93	2	189
	Cooperative Bank	2	57	124	183
Total		178	224	158	560

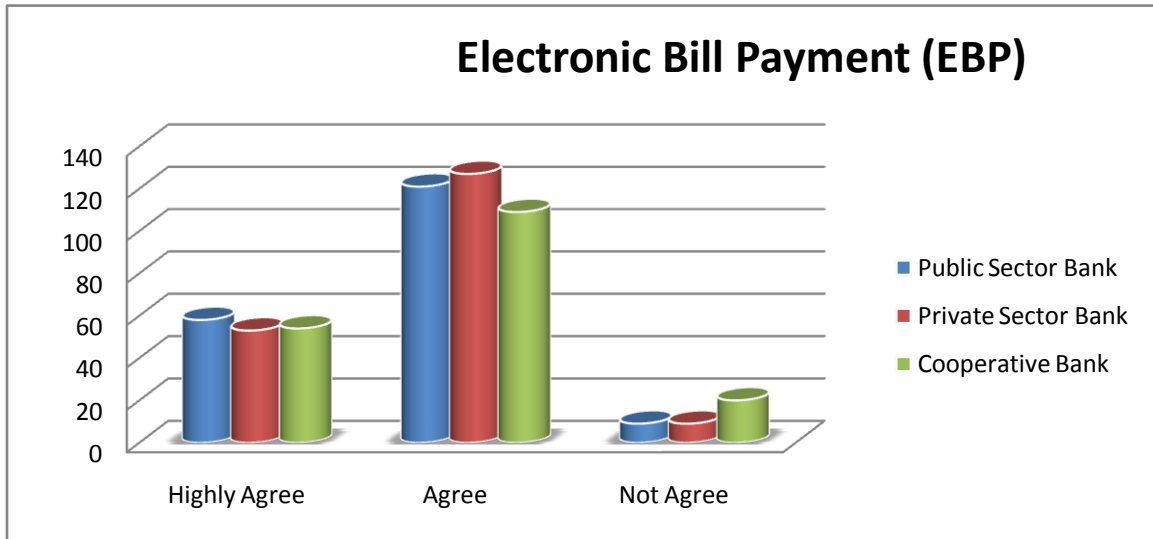


**Chart-12 Customers’ knowledge about EFT**

Customers of **private banks** having comparative more knowledge

**Table-13 Customers’ knowledge about EBP**

		Electronic Bill Payment (EBP)			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	58	121	9	188
	Private Sector Bank	53	127	9	189
	Cooperative Bank	54	109	20	183
Total		165	357	38	560



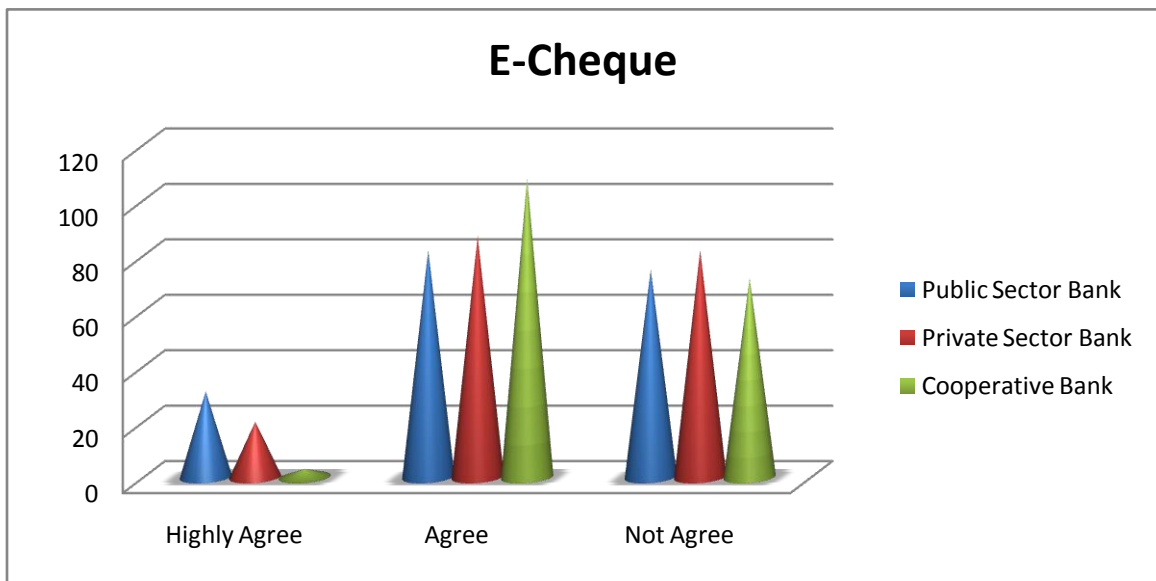
**Chart-13 Customers’ knowledge about EBP**

Customers of **public & private banks** having comparative more knowledge



**Table-14 Customers’ knowledge about E-cheque**

		E-Cheque			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	31	82	75	188
	Private Sector Bank	20	87	82	189
	Cooperative Bank	3	108	72	183
Total		54	277	229	560

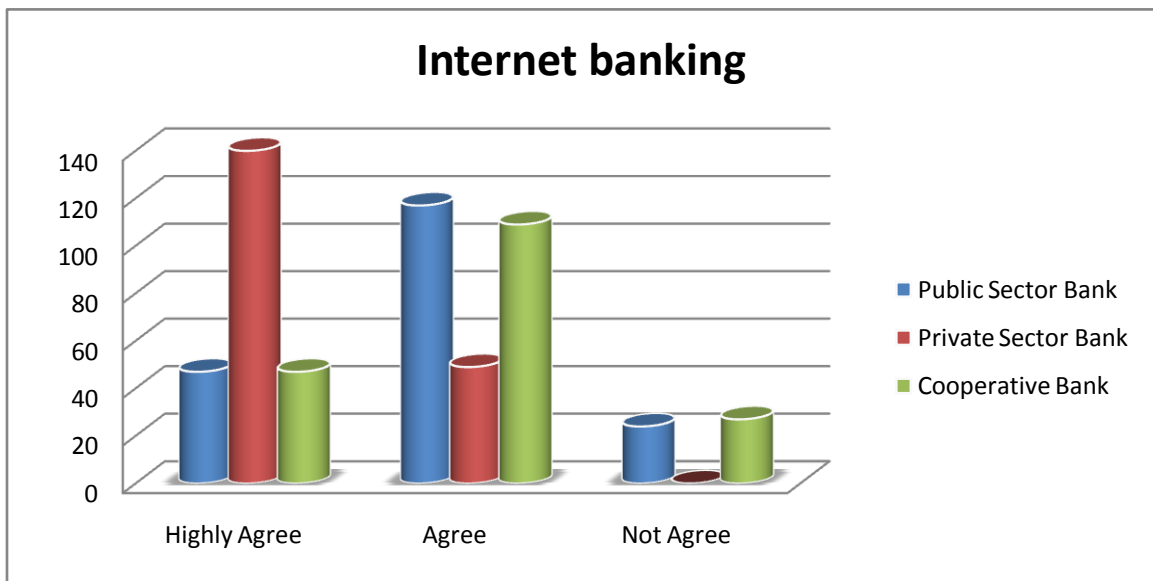


**Chart-14 Customers’ knowledge about EBP**

Customers of **private public & cooperative banks** having comparatively similar knowledge

**Table-15 Customers’ knowledge about Internet Banking**

		Internet banking			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	47	117	24	188
	Private Sector Bank	140	49	0	189
	Cooperative Bank	47	109	27	183
Total		234	275	51	560

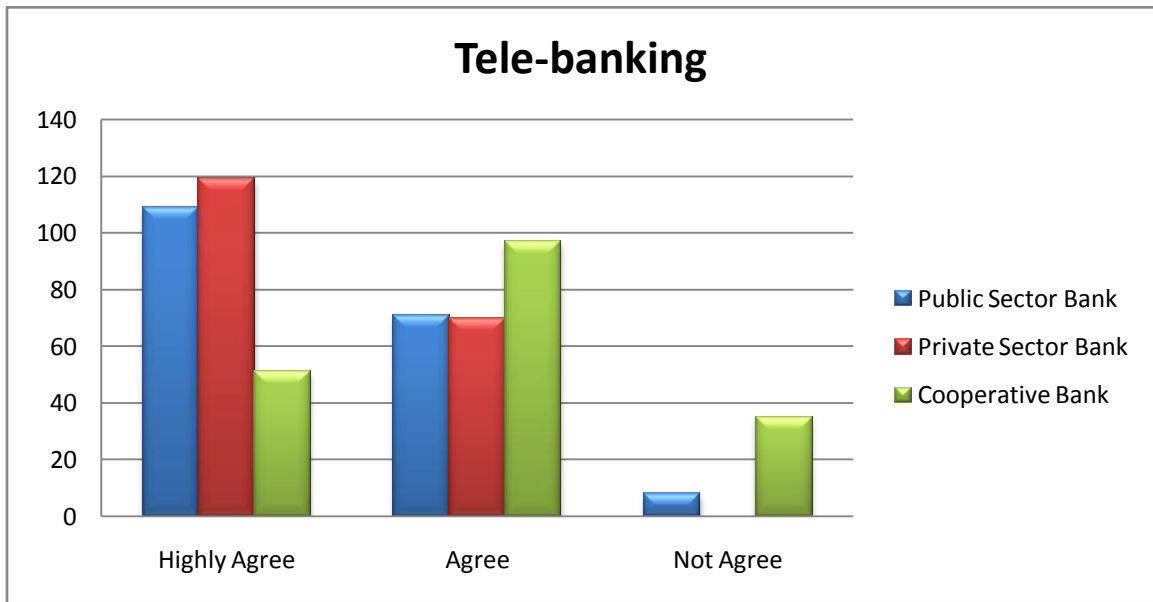


**Chart-15 Customers’ knowledge about Internet Banking**

Customers of **private banks** having comparative more knowledge

**Table-16 Customers’ knowledge about Tele Banking**

		Tele-banking			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	109	71	8	188
	Private Sector Bank	119	70	0	189
	Cooperative Bank	51	97	35	183
Total		279	238	43	560

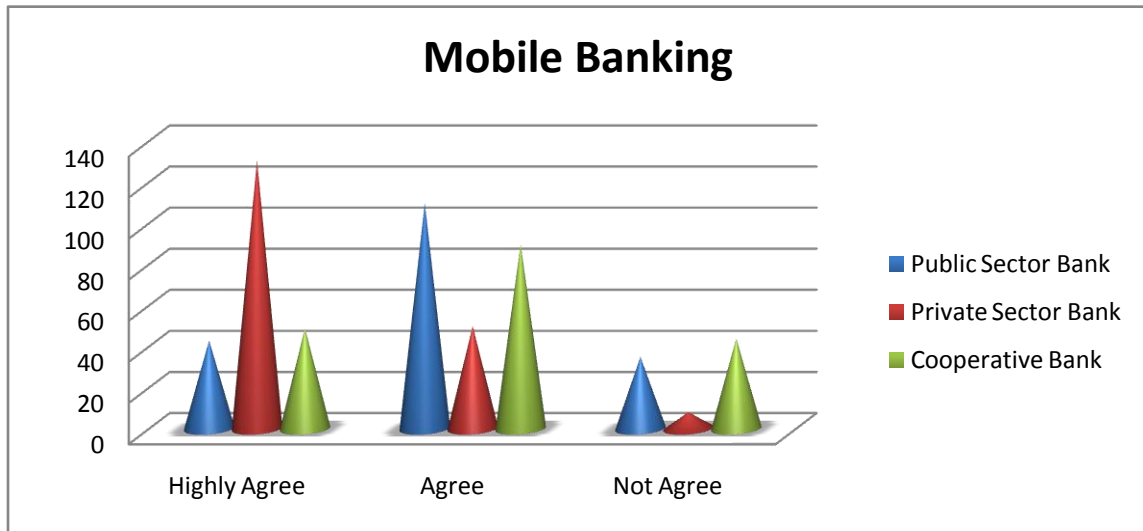


**Chart-16 Customers’ knowledge about Tele Banking**

Customers of **private banks** having comparative more knowledge

**Table-17 Customers’ knowledge about Mobile Banking**

		Mobile Banking			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	43	110	35	188
	Private Sector Bank	131	50	8	189
	Cooperative Bank	49	90	44	183
Total		223	250	87	560

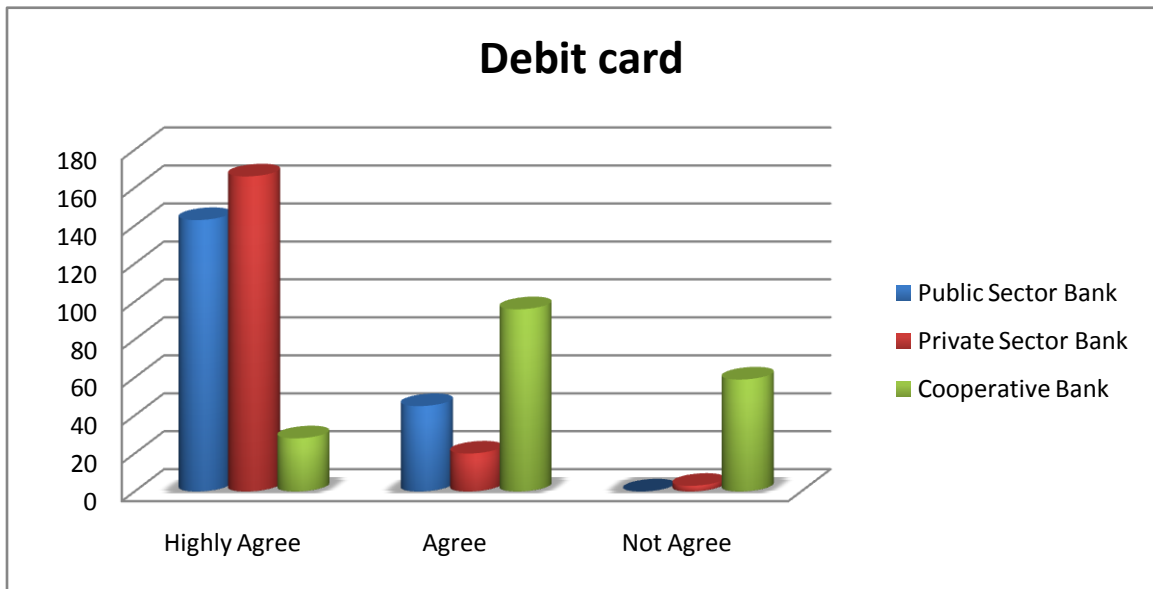


**Chart-17 Customers’ knowledge about Mobile Banking**

Customers of **private banks** having comparative more knowledge

**Table-18 Customers’ knowledge about Debit Card**

		Debit card			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	143	45	0	188
	Private Sector Bank	166	20	3	189
	Cooperative Bank	28	96	59	183
Total		337	161	62	560

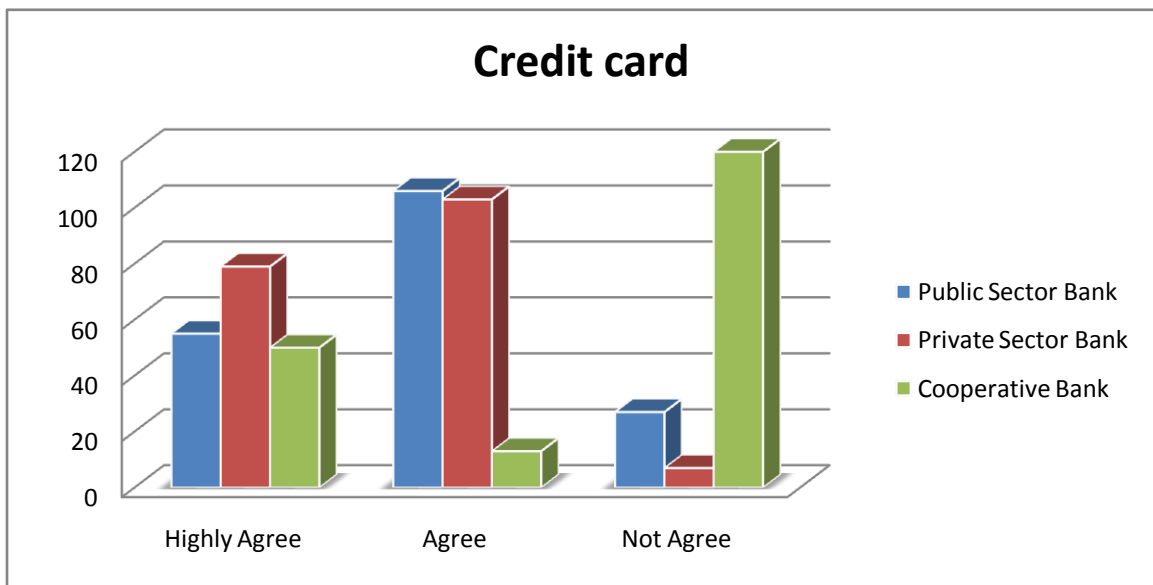


**Chart-18 Customers’ knowledge about Debit Card**

Customers of **public & private banks** having comparative more knowledge

**Table-19 Customers’ knowledge about Credit Card**

		Credit card			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	55	106	27	188
	Private Sector Bank	79	103	7	189
	Cooperative Bank	50	13	120	183
Total		184	222	154	560

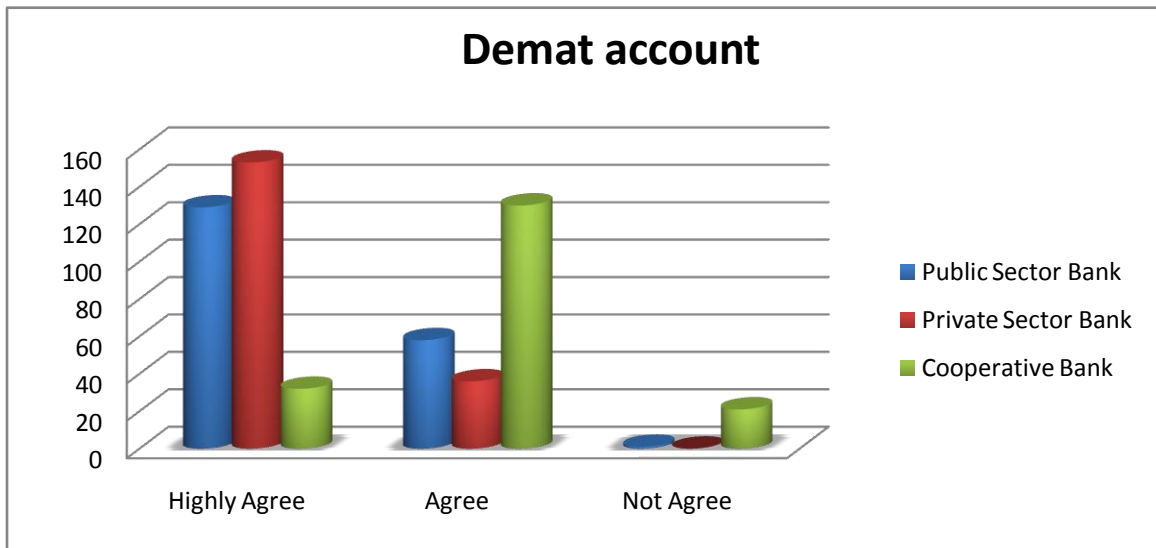


**Chart-19 Customers’ knowledge about Credit Card**

Customers of **cooperative banks** having comparative too much less knowledge

**Table-20 Customers’ knowledge about Demat Account**

		Demat account			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	129	58	1	188
	Private Sector Bank	153	36	0	189
	Cooperative Bank	32	130	21	183
Total		314	224	22	560

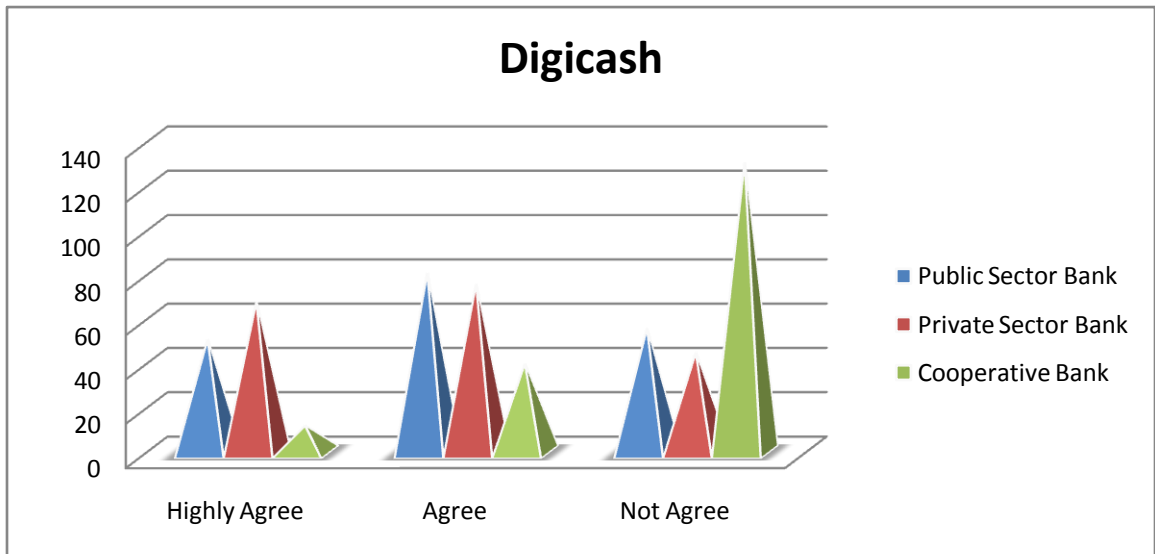


**Chart-20 Customers’ knowledge about Demat Account**

Customers of **public & private banks** having comparative more knowledge

**Table-21 Customers’ knowledge about Digicash**

		Digicash			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	51	81	56	188
	Private Sector Bank	68	76	45	189
	Cooperative Bank	12	40	131	183
Total		131	197	232	560



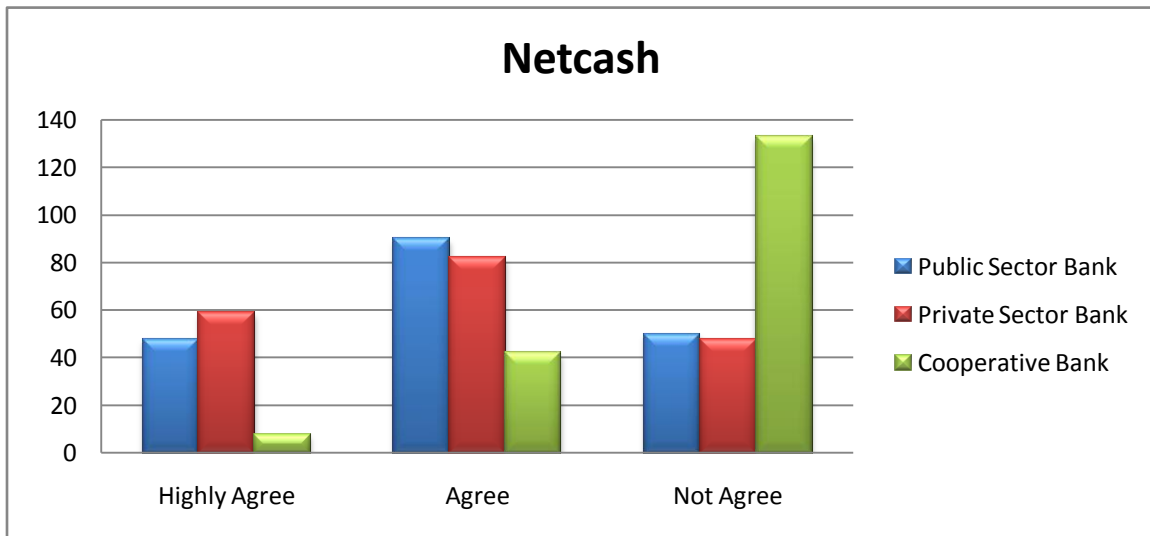
**Chart-21 Customers’ knowledge about Digicash**

Customers of **private banks** having comparative more knowledge



**Table-22 Customers’ knowledge about Netcash**

		Netcash			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	48	90	50	188
	Private Sector Bank	59	82	48	189
	Cooperative Bank	8	42	133	183
Total		115	214	231	560

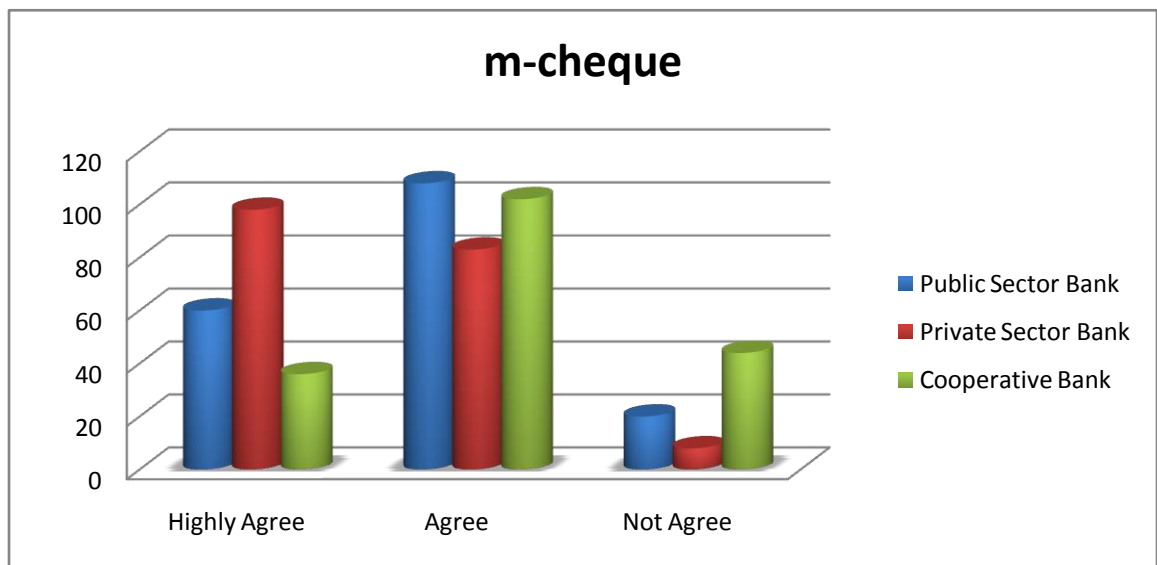


**Chart-22 Customers’ knowledge about Netcash**

Customers of **cooperative banks** having comparative too much less knowledge

**Table-23 Customers’ knowledge about m-cheque**

		m-cheque			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	60	108	20	188
	Private Sector Bank	98	83	8	189
	Cooperative Bank	36	102	44	183
Total		194	293	72	560

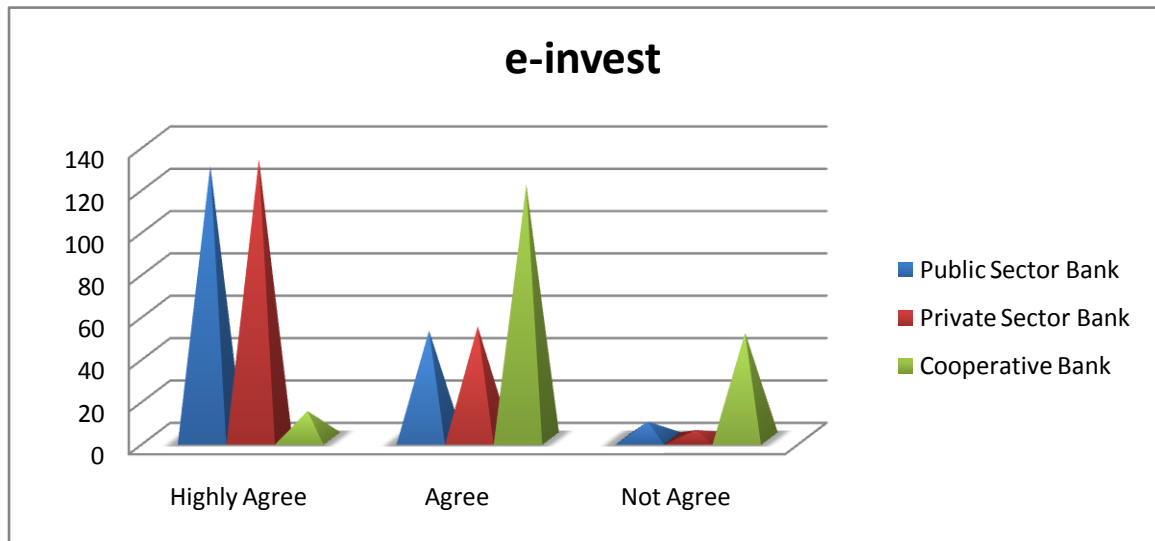


**Chart-23 Customers’ knowledge about m-cheque**

Customers of **private banks** having comparative more knowledge

**Table-24 Customers’ knowledge about e-invest**

		e-invest			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	129	51	8	188
	Private Sector Bank	132	53	4	189
	Cooperative Bank	13	120	50	183
Total		274	224	62	560

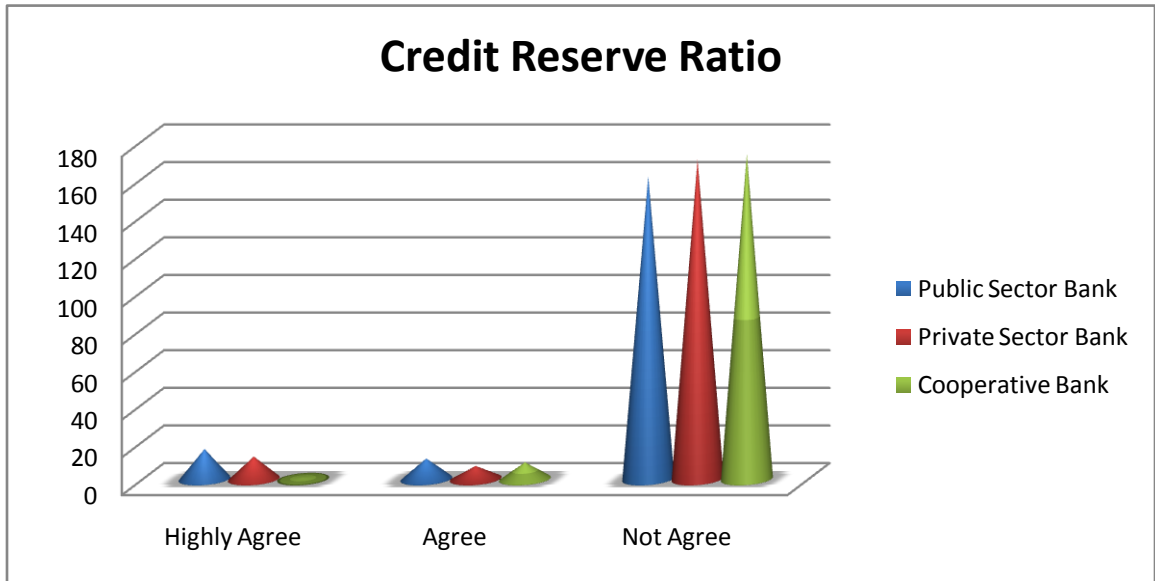


**Chart-24 Customers’ knowledge about e-invest**

Customers of **public & private banks** having comparative more knowledge

**Table-25 Customers’ knowledge about Credit Reserve Ratio**

		Credit Reserve Ratio			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	16	11	161	188
	Private Sector Bank	12	7	170	189
	Cooperative Bank	1	9	173	183
Total		29	27	504	560

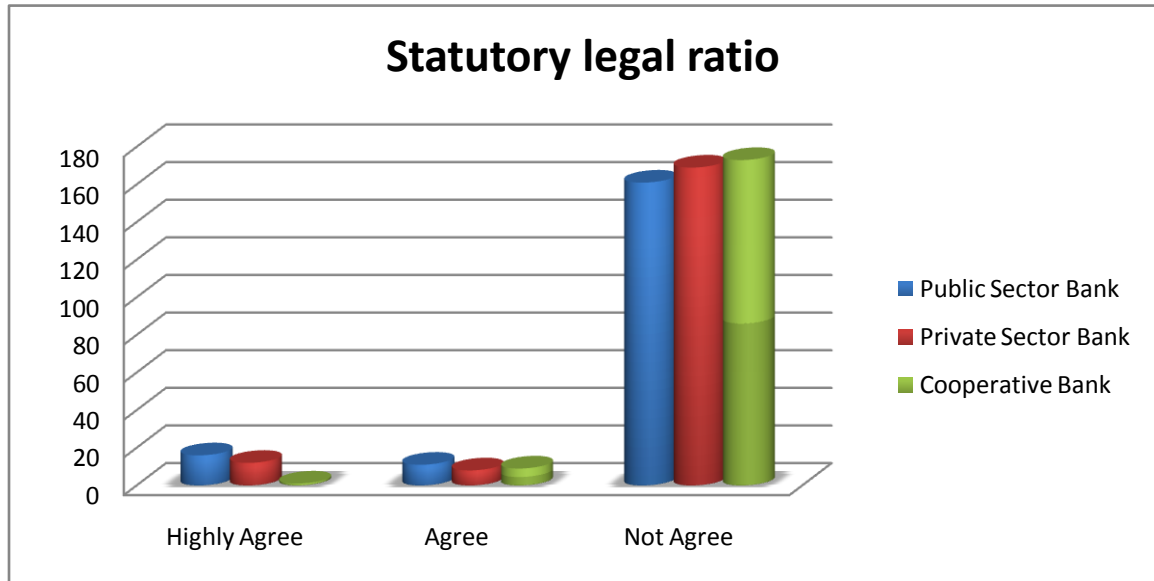


**Chart-25 Customers’ knowledge about Credit Reserve Ratio**

Customers of all selected category banks having comparatively less knowledge

**Table-26 Customers’ knowledge about Statutory Legal Ratio**

		Statutory legal ratio			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	16	11	161	188
	Private Sector Bank	12	8	169	189
	Cooperative Bank	1	9	173	183
Total		29	28	503	560

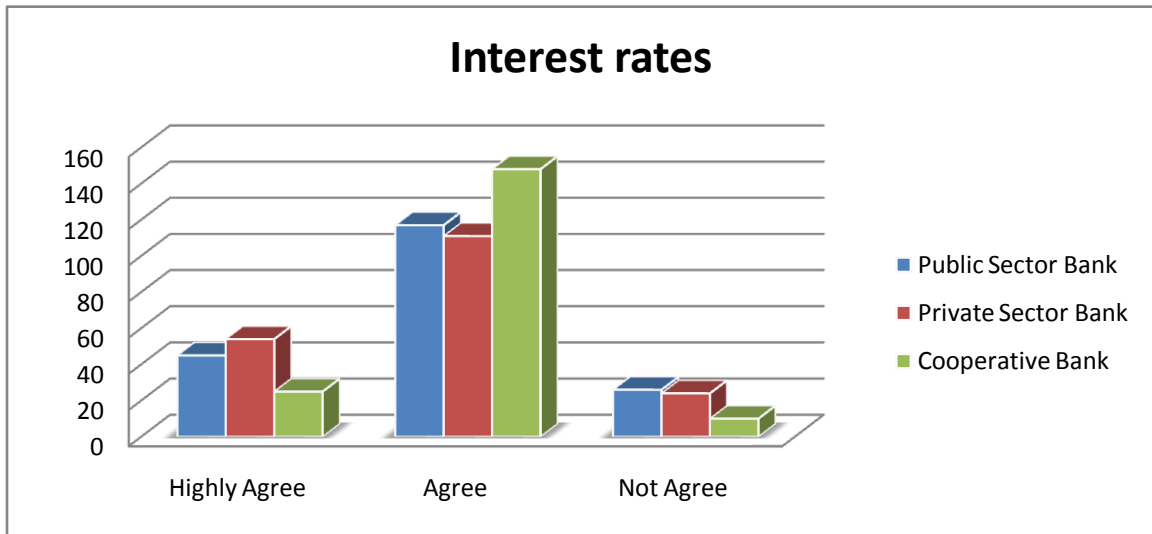


**Chart-26 Customers’ knowledge about Statutory Legal Ratio**

Customers of all selected category banks having comparatively less knowledge

**Table-27 Customers’ knowledge about Interest rates**

		Interest rates			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	45	117	26	188
	Private Sector Bank	54	111	24	189
	Cooperative Bank	25	148	10	183
Total		124	376	60	560

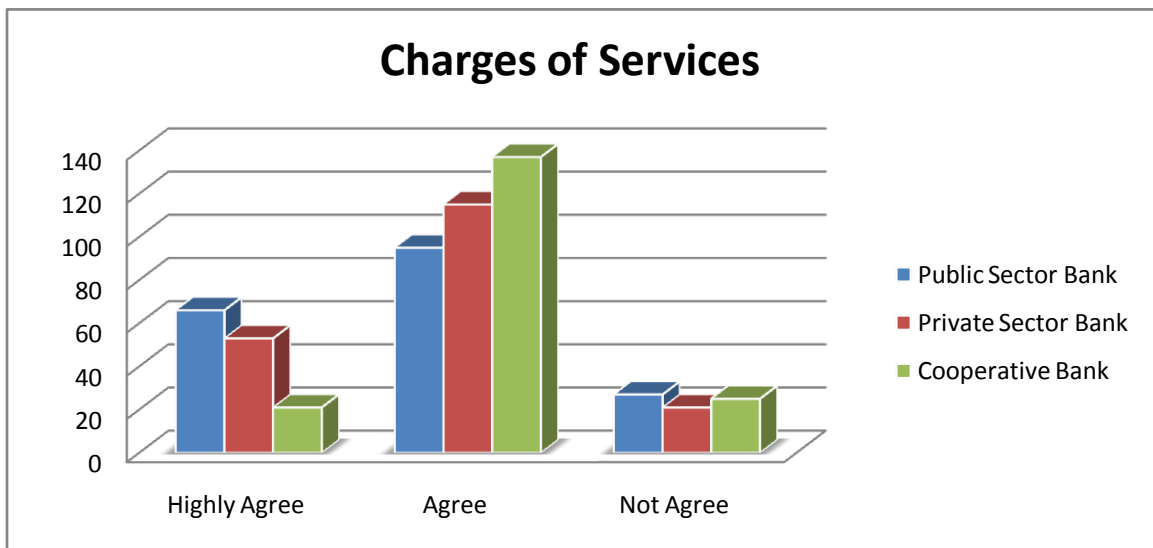


**Chart-27 Customers’ knowledge about Interest rates**

Customers of **public & private banks** having comparative more knowledge

**Table-28 Customers’ knowledge about Charges of Services**

		Charges of Services			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	66	95	27	188
	Private Sector Bank	53	115	21	189
	Cooperative Bank	21	137	25	183
Total		140	347	73	560

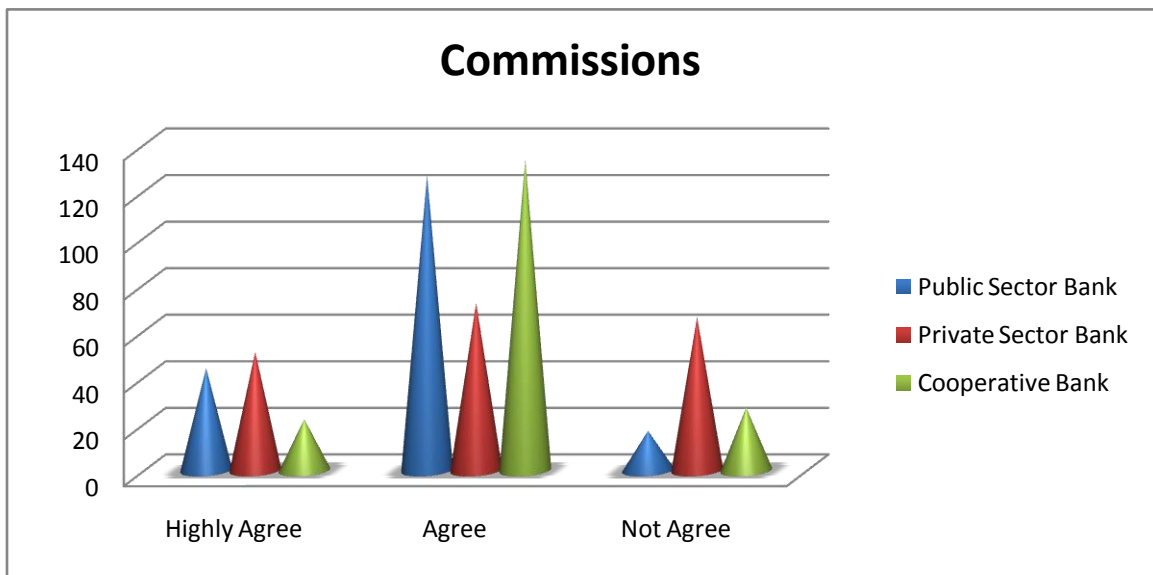


**Chart-28 Customers’ knowledge about Charges of Services**

Customers of all selected category banks having comparatively similar knowledge

**Table-29 Customers’ knowledge about Commissions**

		Commissions			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	44	127	17	188
	Private Sector Bank	51	72	66	189
	Cooperative Bank	22	134	27	183
Total		117	333	110	560



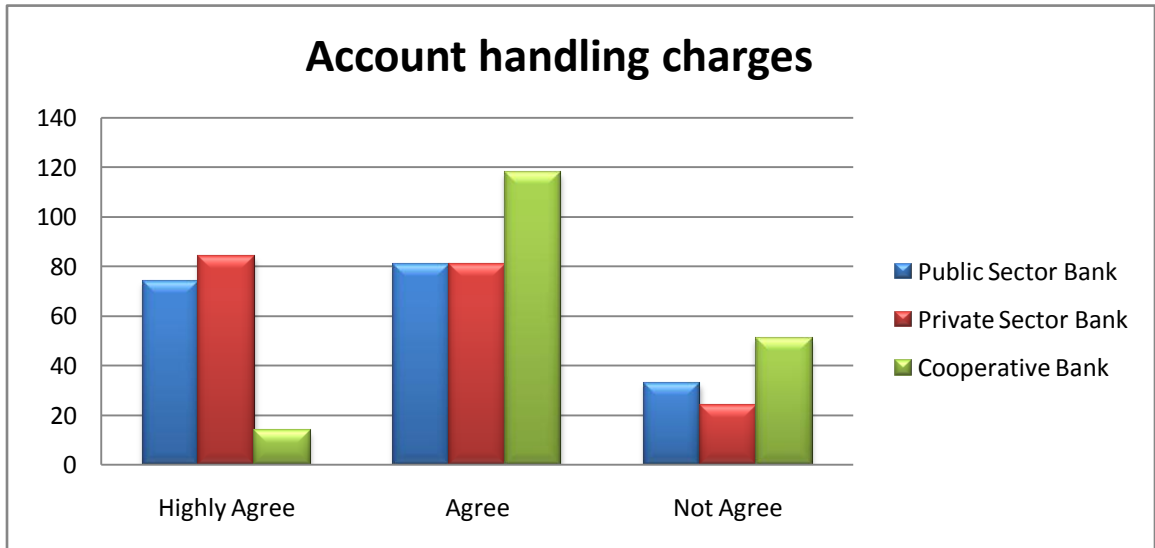
**Chart-29 Customers’ knowledge about Commissions**

Customers of **private banks** having comparative less knowledge



**Table-30 Customers’ Awareness about Account Handling charges**

		Account handling charges			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	74	81	33	188
	Private Sector Bank	84	81	24	189
	Cooperative Bank	14	118	51	183
<b>Total</b>		<b>172</b>	<b>280</b>	<b>108</b>	<b>560</b>

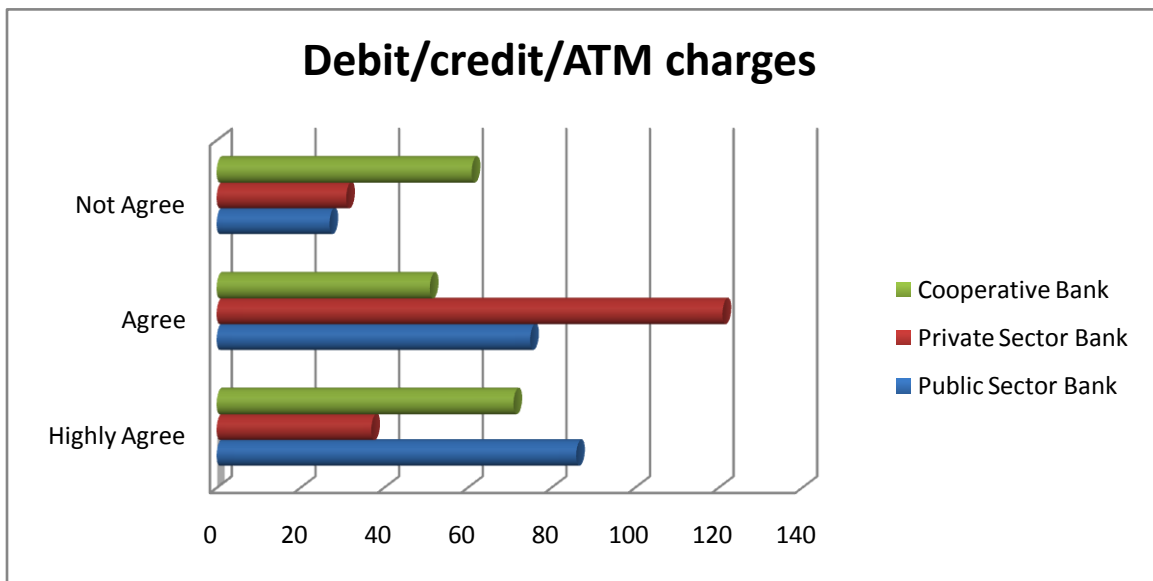


**Chart-30 Customers’ Awareness about Account Handling charges**

Customers of **public & private banks** are comparatively more aware

**Table-31 Customers’ Awareness about Debit/Credit/ATM Charges**

		Debit/credit/ATM charges			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	86	75	27	188
	Private Sector Bank	37	121	31	189
	Cooperative Bank	71	51	61	183
Total		194	247	119	560

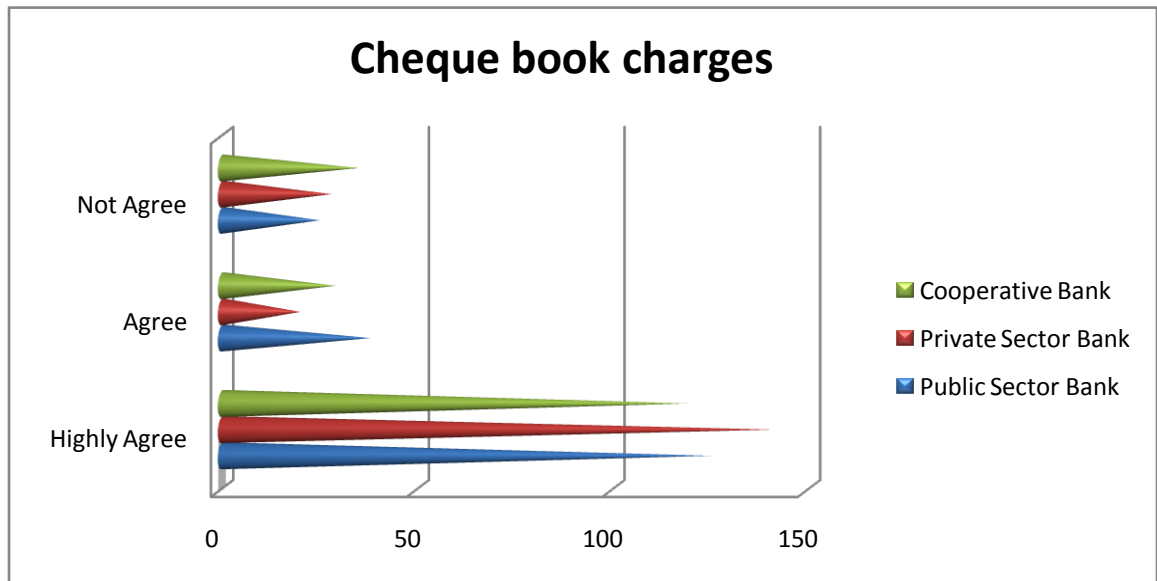


**Chart-31 Customers’ Awareness about Debit/Credit/ATM Charges**

Customers of **public & private & cooperative banks** are equally aware

**Table-32 Customers’ Awareness about Cheque book Charges**

		Cheque book charges			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	125	38	25	188
	Private Sector Bank	141	20	28	189
	Cooperative Bank	119	29	35	183
Total		385	87	88	560

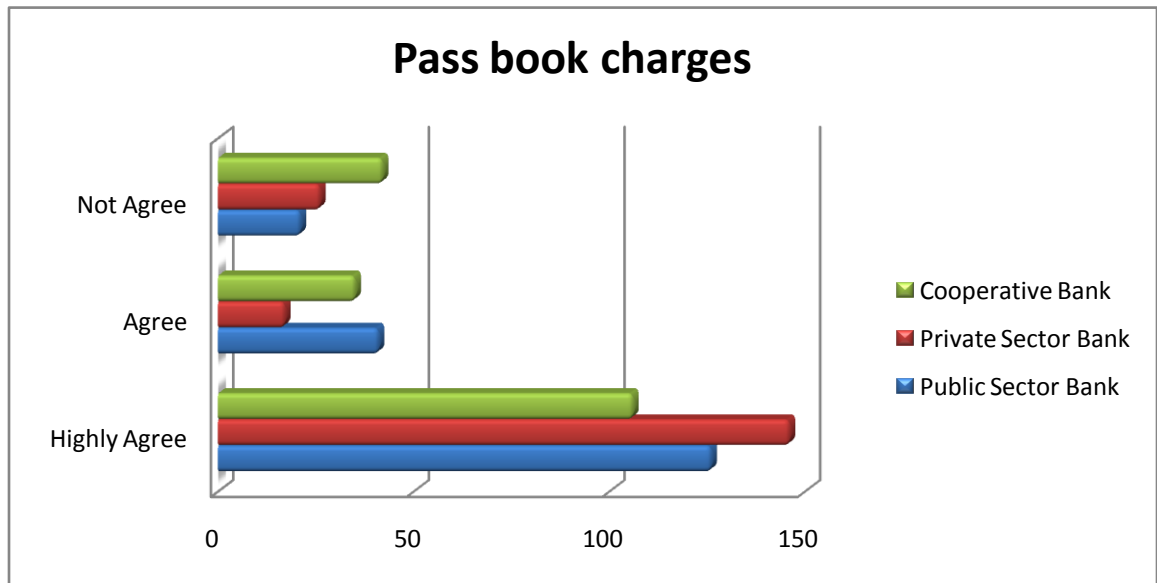


**Chart-32 Customers’ Awareness about Cheque book Charges**

Customers of **public & private banks** are comparatively more aware

**Table-33 Customers' Awareness about Pass book Charges**

		Pass book charges			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	126	41	21	188
	Private Sector Bank	146	17	26	189
	Cooperative Bank	106	35	42	183
Total		378	93	89	560

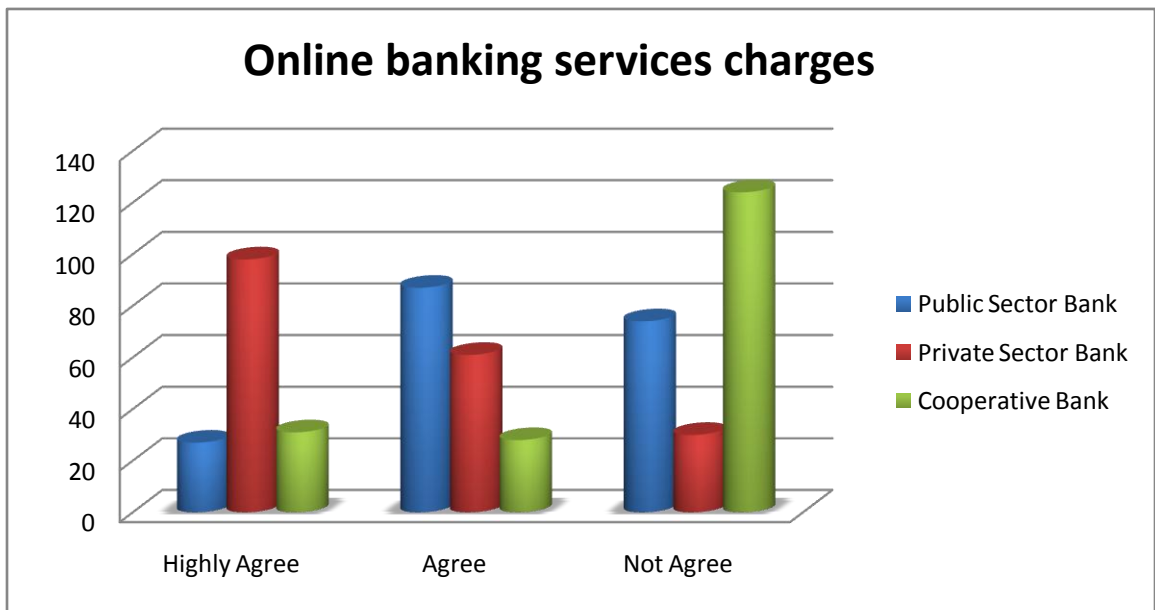


**Chart-33 Customers' Awareness about Pass book Charges**

Customers of cooperative banks are comparatively less aware

**Table-34 Customers' Awareness about Online banking service Charges**

		Online banking services charges			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	27	87	74	188
	Private Sector Bank	98	61	30	189
	Cooperative Bank	31	28	124	183
Total		156	176	228	560

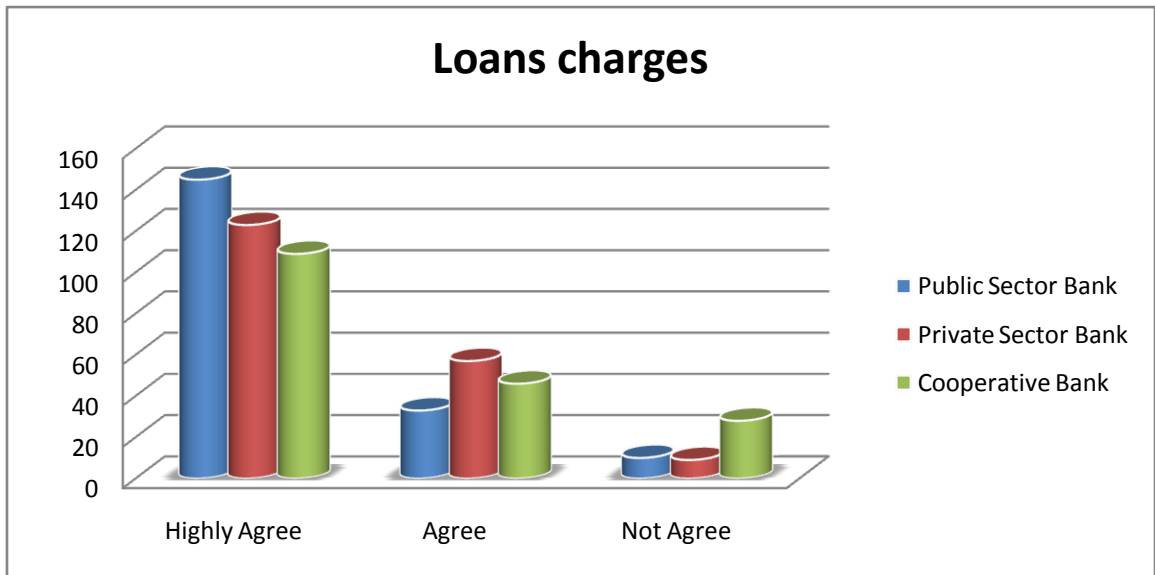


**Chart-34 Customers' Awareness about online banking service Charges**

Customers of cooperative banks are comparatively less aware

**Table-35 Customers’ Awareness about Loan Charges**

		Loans charges			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	145	33	10	188
	Private Sector Bank	123	57	9	189
	Cooperative Bank	109	46	28	183
Total		377	136	47	560

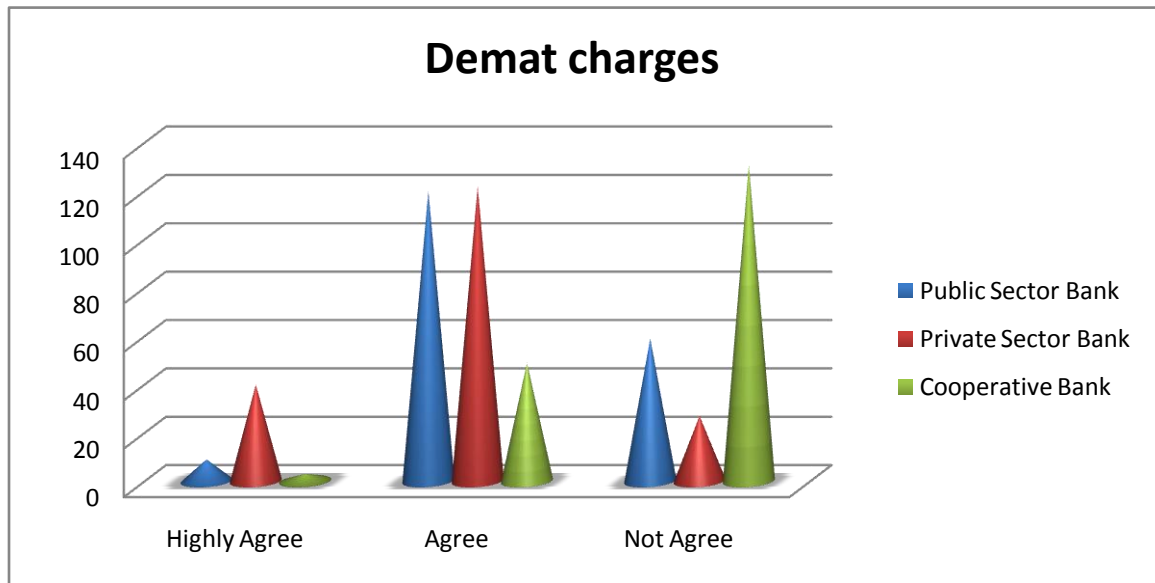


**Chart-35 Customers’ Awareness about Loan Charges**

Customers of cooperative banks are comparatively less aware

**Table-36 Customers' Awareness about Demat Charges**

		Demat charges			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	9	120	59	188
	Private Sector Bank	40	122	27	189
	Cooperative Bank	3	49	131	183
Total		52	291	217	560

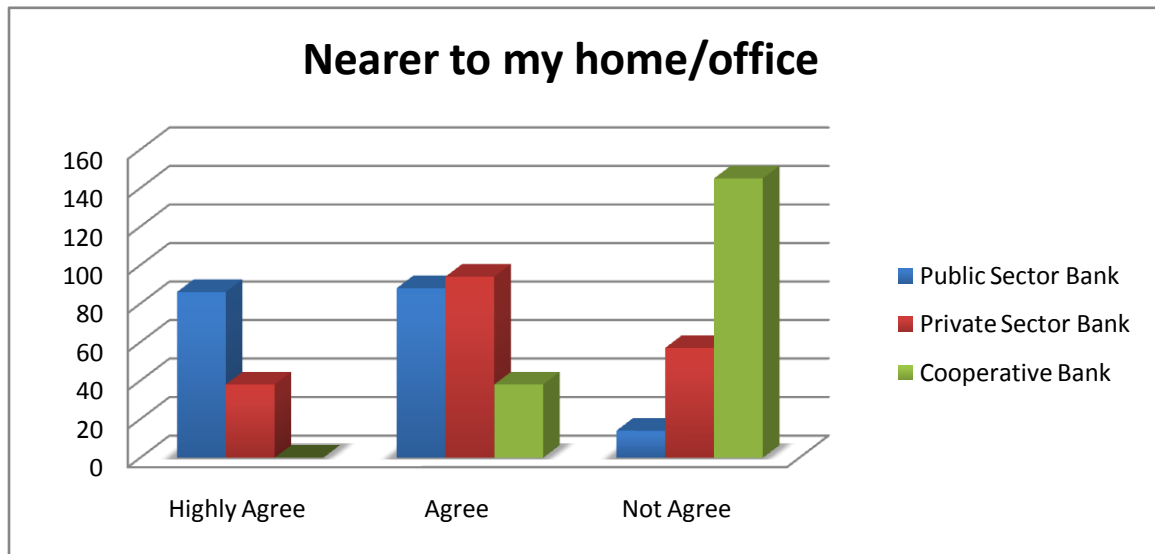


**Chart-36 Customers' Awareness about Demat Charges**

Customers of cooperative banks are comparatively less aware

**Table-37 Customers’ knowledge about bank’s location for bank selection**

		Nearer to my home/office			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	86	88	14	188
	Private Sector Bank	38	94	57	189
	Cooperative Bank	0	38	145	183
Total		124	220	216	560



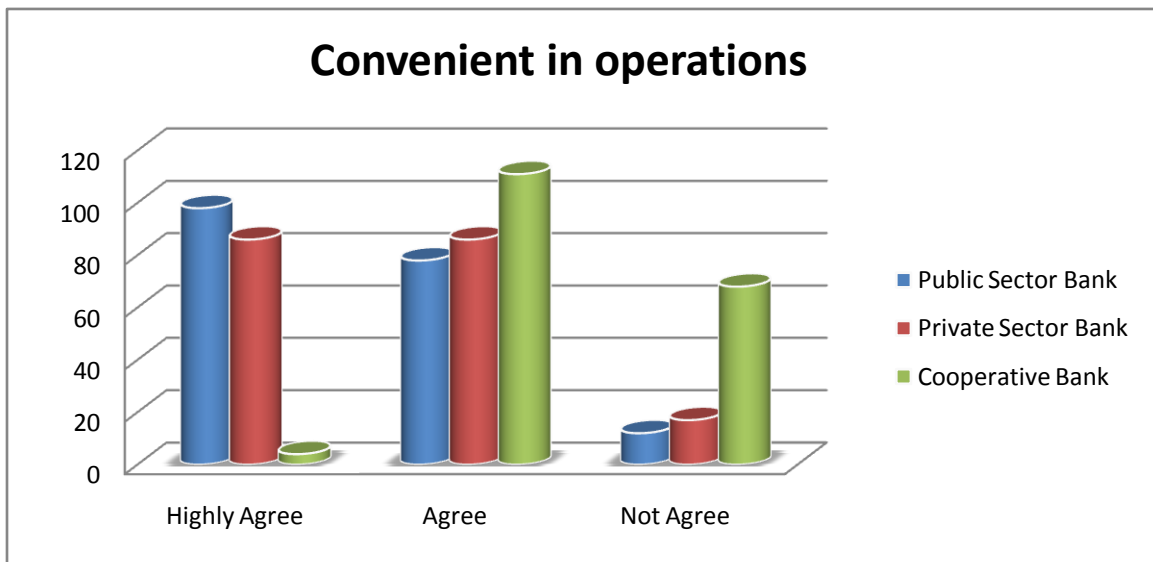
**Chart-37 Customers’ knowledge about bank’s location for bank selection**

Customers of cooperative banks are comparatively less knowledge



**Table-38 Customers’ knowledge about Convenience in operation for bank selection**

		Convenient in operations			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	98	78	12	188
	Private Sector Bank	86	86	17	189
	Cooperative Bank	4	111	68	183
Total		188	275	97	560

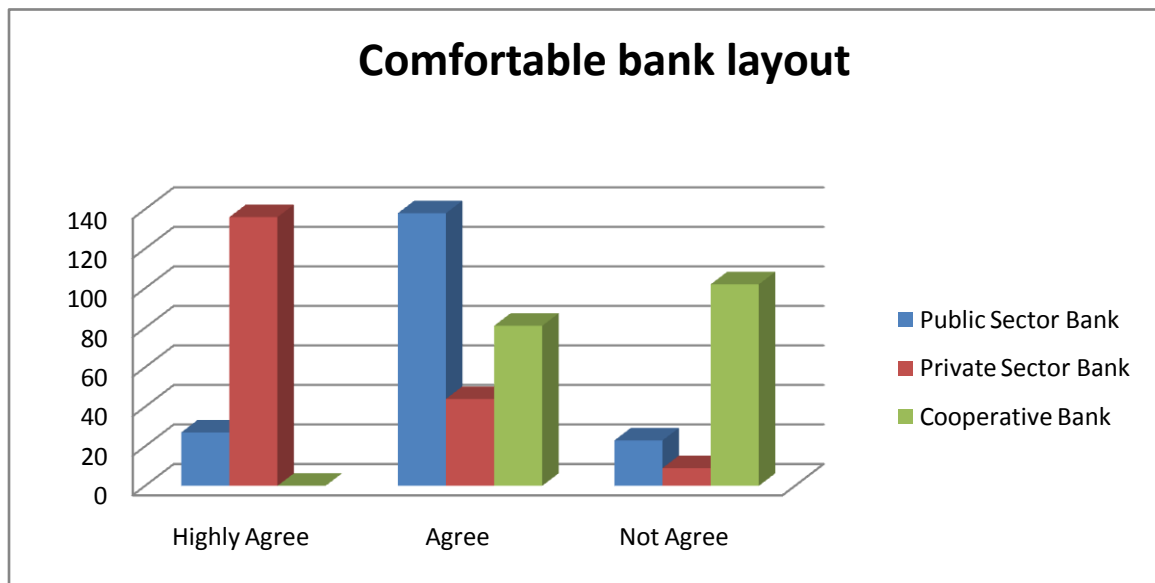


**Chart-38 Customers’ knowledge about Convenience in operation for bank selection**

Most of the Customers of cooperative banks have not selected their bank because of Less knowledge about Convenience in operation

**Table-39 Customers’ knowledge about comfortable bank layout for bank selection**

		Comfortable bank layout			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	27	138	23	188
	Private Sector Bank	136	44	9	189
	Cooperative Bank	0	81	102	183
Total		163	263	134	560

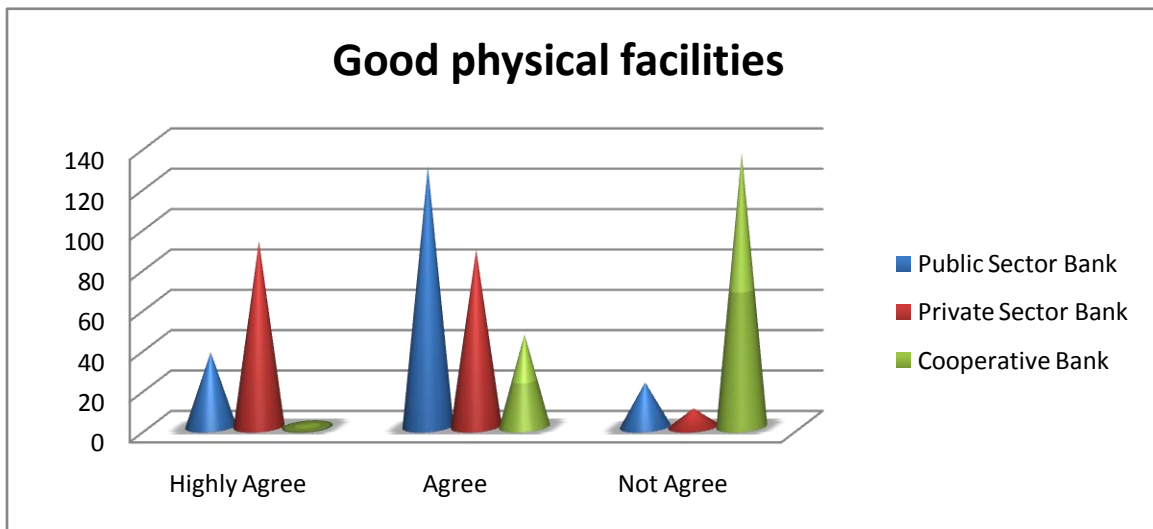


**Chart-39 Customers’ knowledge about comfortable bank layout for bank selection**

Most of the Customers of cooperative banks have not selected their bank because of Less knowledge about Comfortable bank layout

**Table-40 Customers’ knowledge about physical facility for bank selection**

		Good physical facilities			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	37	129	22	188
	Private Sector Bank	92	88	9	189
	Cooperative Bank	1	46	136	183
Total		130	263	167	560

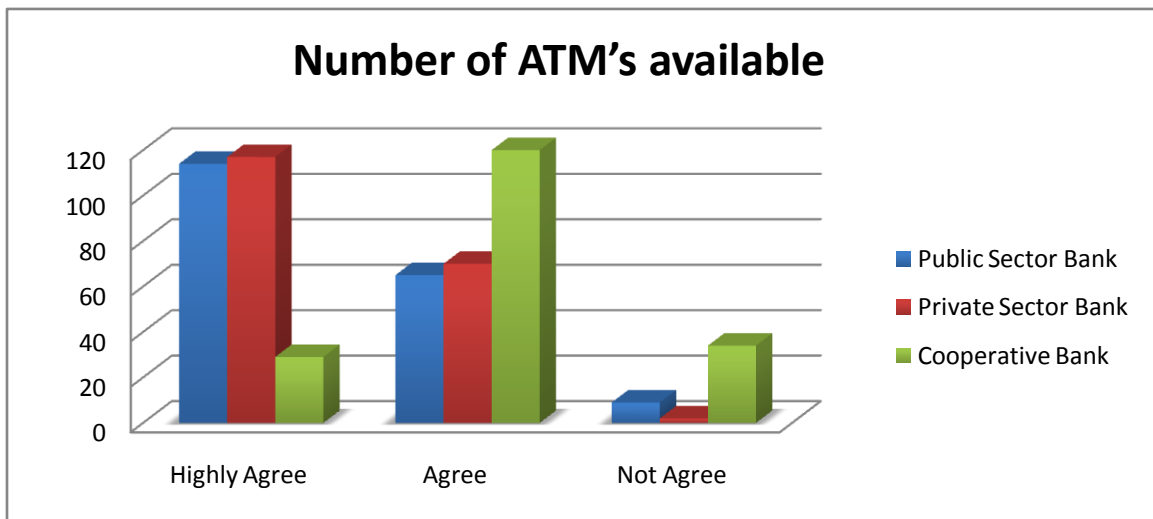


**Chart-40 Customers’ knowledge about physical facility for bank selection**

Most of the Customers of cooperative banks have not selected their bank because of Less knowledge about good physical facility

**Table-41 Customers’ knowledge about Availability of ATMs for bank selection**

		Number of ATM’s available			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	114	65	9	188
	Private Sector Bank	117	70	2	189
	Cooperative Bank	29	120	34	183
Total		260	255	45	560

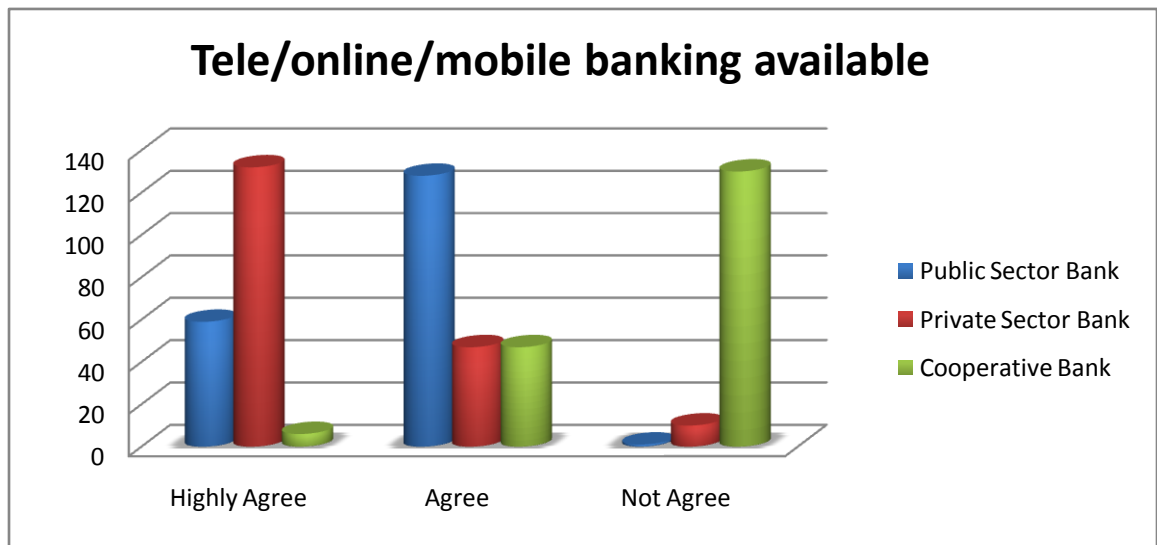


**Chart-41 Customers’ knowledge about Availability of ATMs for bank selection**

Most of the Customers of public & private banks have selected their bank because of more knowledge about availability of ATMs

**Table-42 Customers’ knowledge about Availability of Tele/Online/Mobile Banking for bank selection**

		Tele/online/mobile banking available			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	59	128	1	188
	Private Sector Bank	132	47	10	189
	Cooperative Bank	6	47	130	183
Total		197	222	141	560

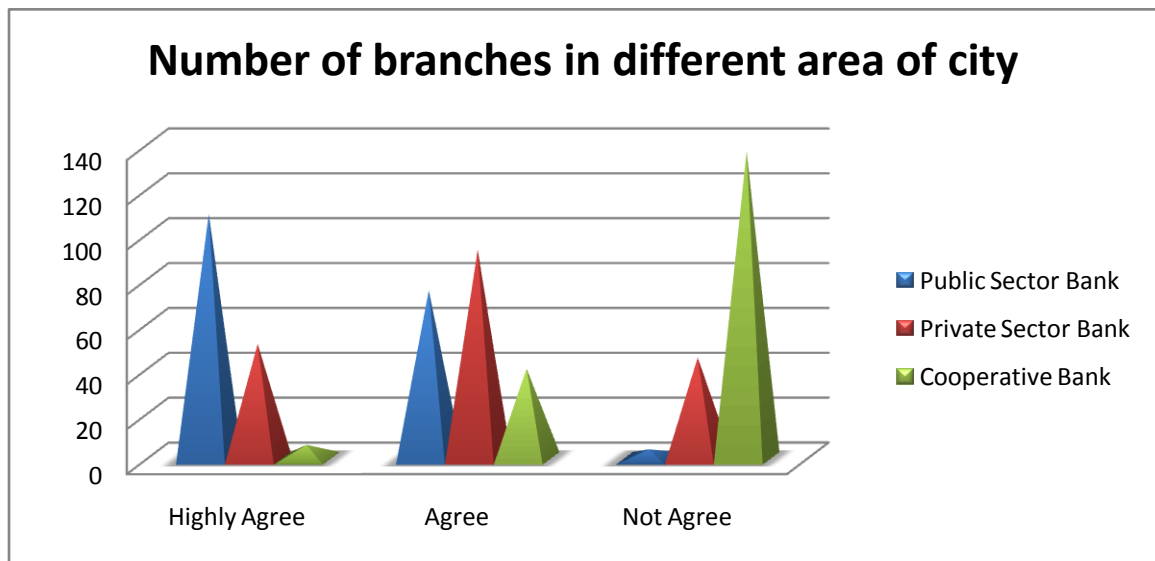


**Chart-42 Customers’ knowledge about Availability of Tele/Online/Mobile Banking for bank selection**

Most of the Customers of cooperative banks have not selected their bank because of Less knowledge about tele/online/mobile banking services

**Table-43 Customers’ knowledge about Availability of number of branches in different area for bank selection**

		Number of branches in different area of city			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	109	75	4	188
	Private Sector Bank	51	93	45	189
	Cooperative Bank	6	40	137	183
Total		166	208	186	560

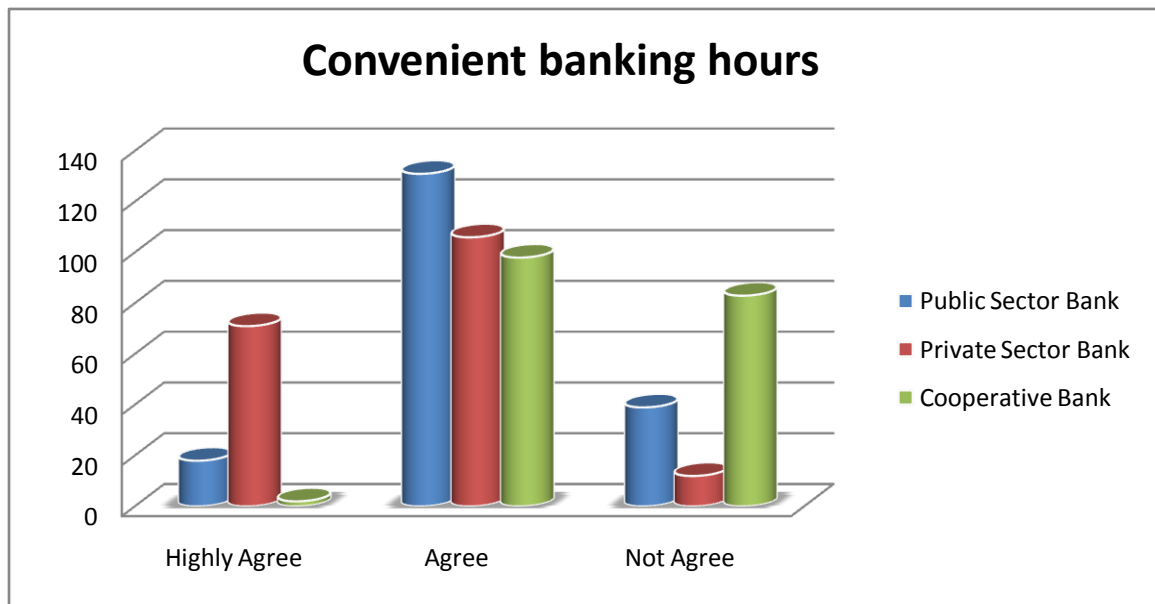


**Chart-43 Customers’ knowledge about Availability of number of branches in different area for bank selection**

Most of the Customers of public banks have selected their bank because of Good knowledge about availability of number of branches in city.

**Table-44 Customers’ knowledge about Convenient banking hours for bank selection**

		Convenient banking hours			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	18	131	39	188
	Private Sector Bank	71	106	12	189
	Cooperative Bank	2	98	83	183
Total		91	335	134	560

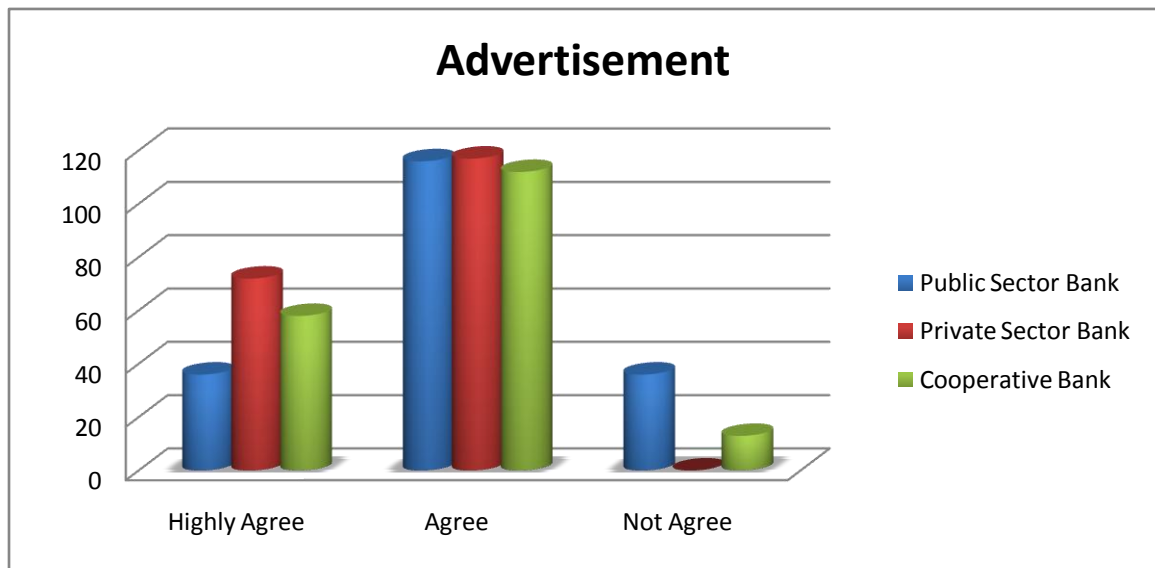


**Chart-44 Customers’ knowledge about Convenient banking hours for bank selection**

Most of the Customers of private banks have selected their bank because of good knowledge about convenient banking hours

**Table-45 Advertisement as a source of customers’ knowledge about bank**

		Advertisement			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	36	116	36	188
	Private Sector Bank	72	117	0	189
	Cooperative Bank	58	112	13	183
Total		166	345	49	560



**Chart-45 Advertisement as a source of customers’ knowledge about bank**

Comparatively more Customers of public & private banks got knowledge about their banks through Advertisements



**Table-46 Sales Person as a source of customers’ knowledge about bank**

		Sales Person			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	1	51	136	188
	Private Sector Bank	12	137	40	189
	Cooperative Bank	1	10	172	183
<b>Total</b>		14	198	348	560

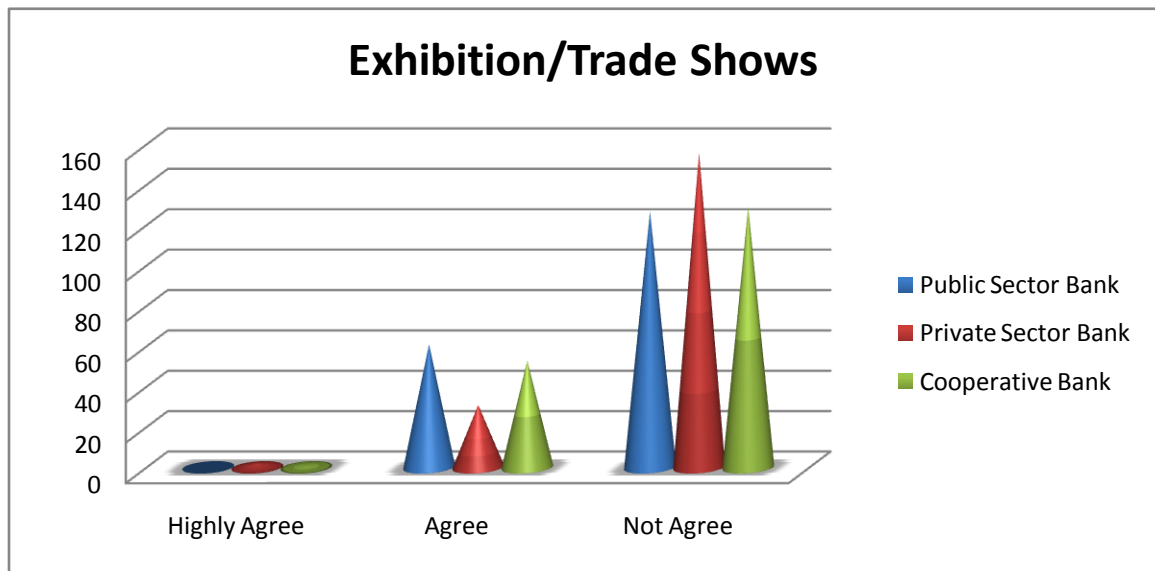


**Chart-46 Sales Person as a source of customers’ knowledge about bank**

Comparatively few Customers of public & cooperative banks got knowledge about their banks through sales person

**Table-47 Exhibition/Trade Shows as a source of customers’ knowledge about bank**

		Exhibition/Trade Shows			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	0	61	127	188
	Private Sector Bank	2	31	156	189
	Cooperative Bank	1	53	129	183
Total		3	145	412	560

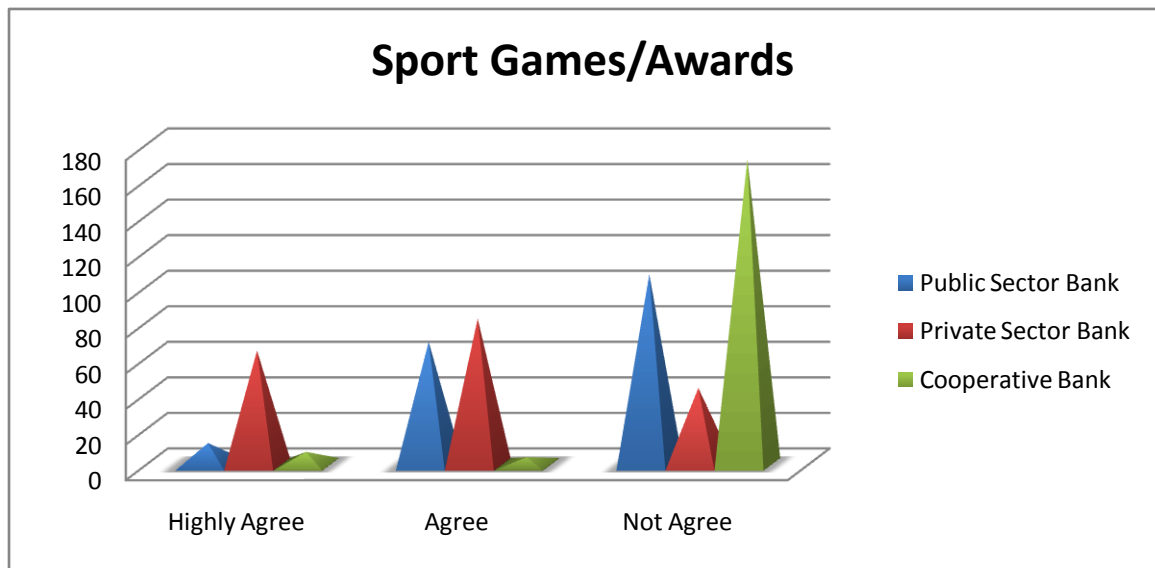


**Chart-47 Exhibition/Trade Shows as a source of customers’ knowledge about bank**

Comparatively few Customers of public, private & cooperative banks got knowledge about their banks through exhibition/ trade shows

**Table-48 Sport Games/Awards as a source of customers' knowledge about bank**

		Sport Games/Awards			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	12	69	107	188
	Private Sector Bank	64	82	43	189
	Cooperative Bank	7	4	172	183
Total		83	155	322	560

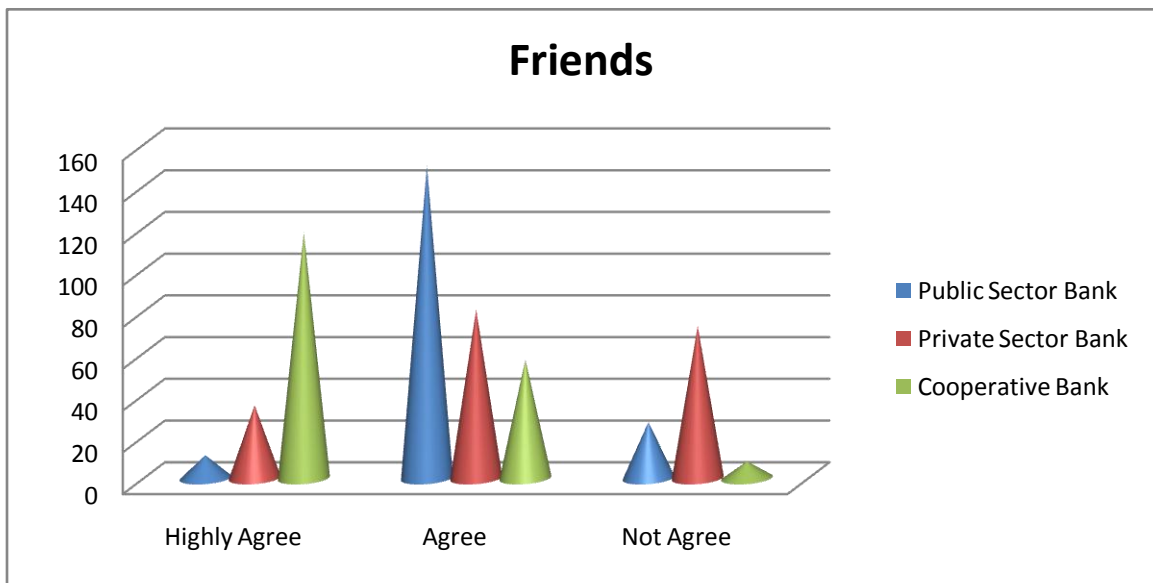


**Chart-48 Sport Games/Awards as a source of customers' knowledge about bank**

Comparatively few Customers of public & cooperative banks got knowledge about their banks through sports & awards

**Table-49 Friends as a source of customers’ knowledge about bank**

		Friends			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	11	150	27	188
	Private Sector Bank	35	81	73	189
	Cooperative Bank	118	57	8	183
Total		164	288	108	560

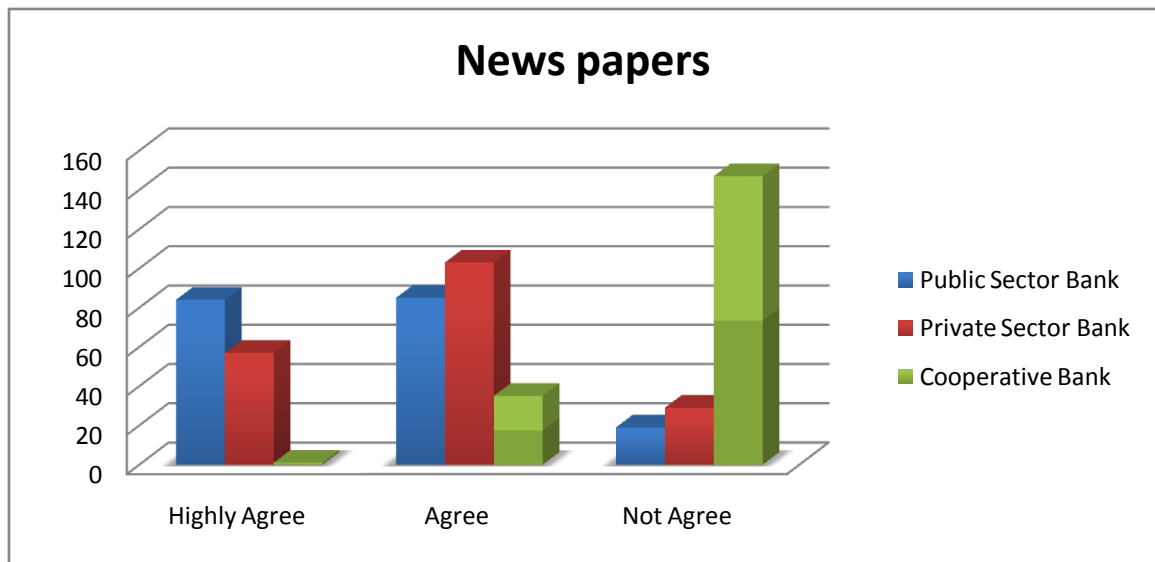


**Chart-49 Friends as a source of customers’ knowledge about bank**

Comparatively more Customers of cooperative banks got knowledge about their banks through friends

**Table-50 News Papers as a customers’ source of information about banking Products & Services**

		News papers			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	84	85	19	188
	Private Sector Bank	57	103	29	189
	Cooperative Bank	1	35	147	183
Total		142	223	195	560

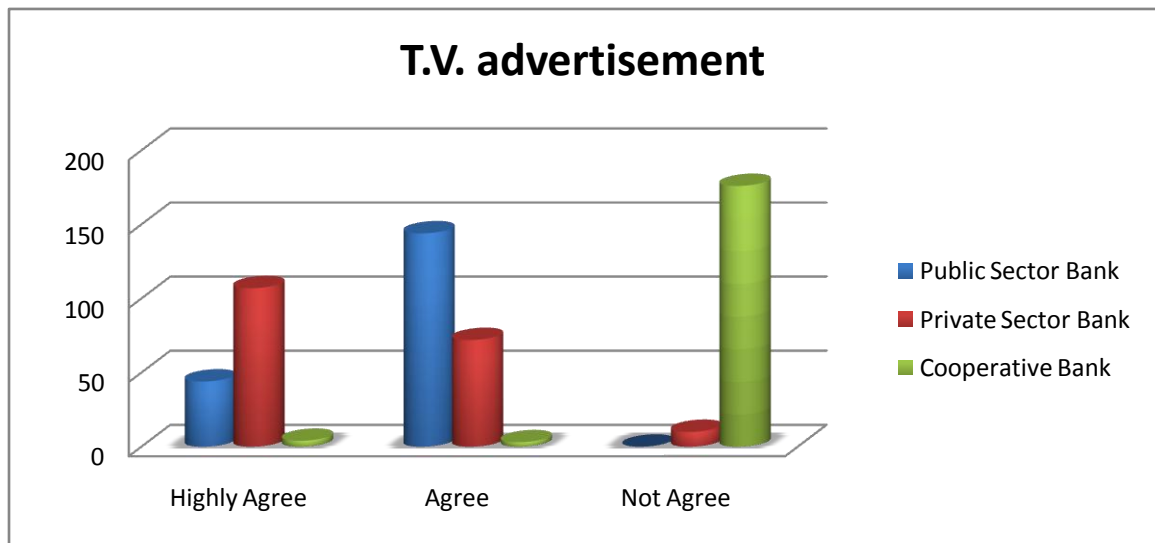


**Chart-50 News Papers as a customers’ source of information about banking Products & Services**

Comparatively more Customers of cooperative banks do not get knowledge about their product and services through news papers

**Table-51 T.V. Advertisement as a customers’ source of information about banking Products & Services**

		T.V. advertisement			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	44	144	0	188
	Private Sector Bank	107	72	10	189
	Cooperative Bank	4	3	176	183
Total		155	219	186	560

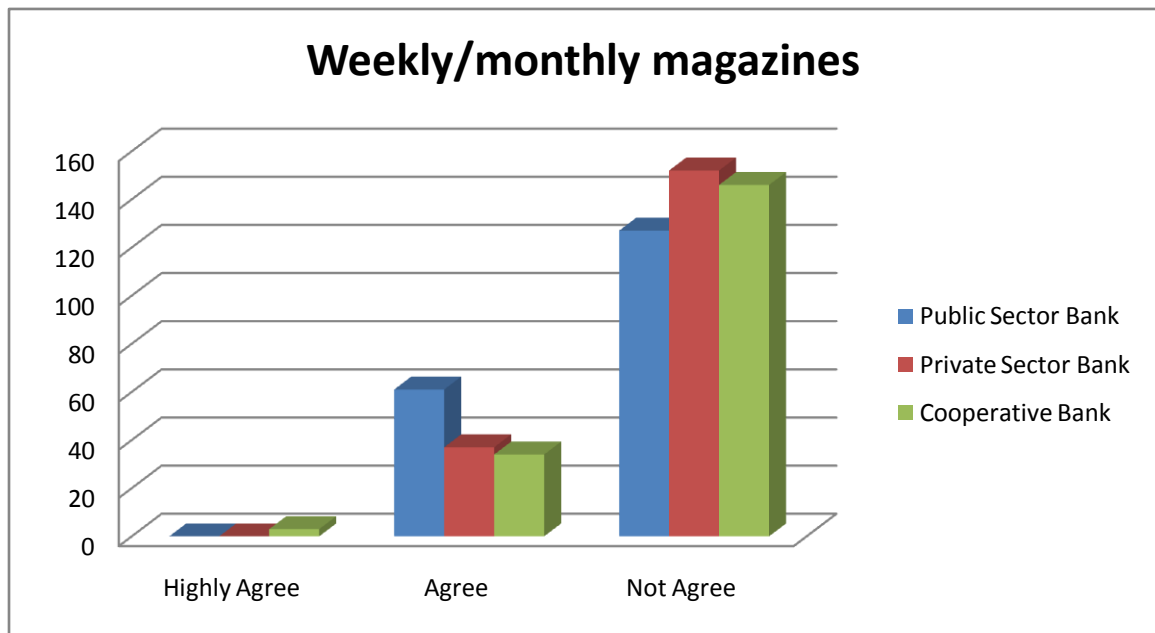


**Chart-51 T.V. Advertisement as a customers’ source of information about banking Products & Services**

Comparatively more Customers of private banks got knowledge about their product and services through T.V. advertisement

**Table-52 Weekly/ Monthly magazines as a customers’ source of information about banking Products & Services**

		Weekly/monthly magazines			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	0	61	127	188
	Private Sector Bank	0	37	152	189
	Cooperative Bank	3	34	146	183
Total		3	132	425	560

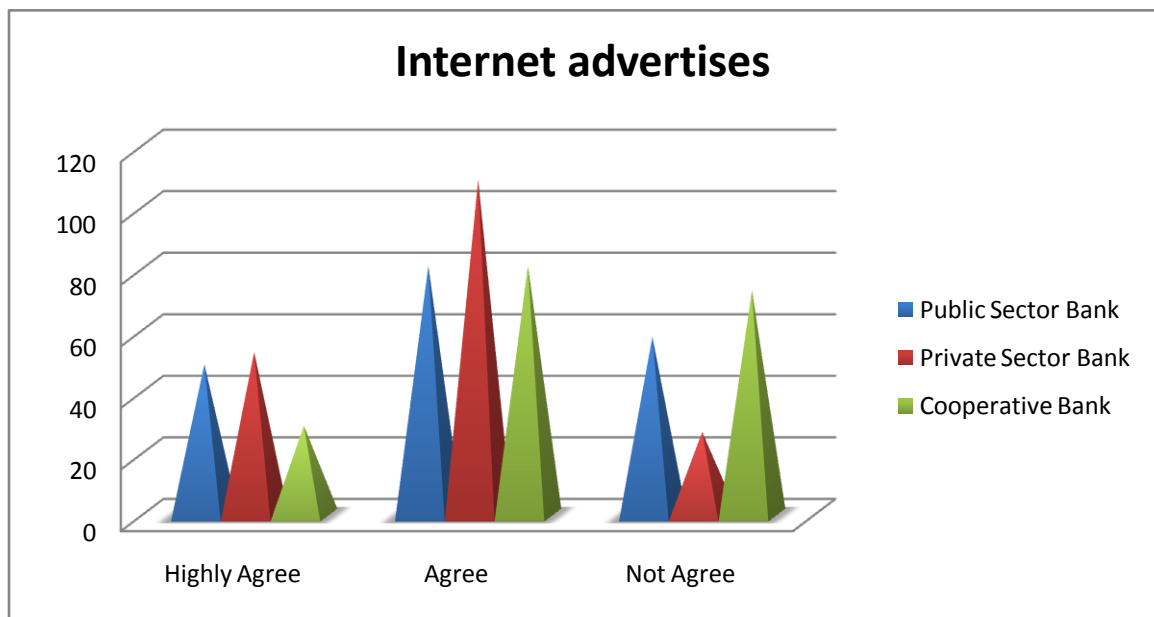


**Chart-52 Weekly/ Monthly magazines as a customers’ source of information about banking Products & Services**

Comparatively few Customers of cooperative banks got knowledge about their banks through sports & awards

**Table-53 Internet Advertises as a customers’ source of information about banking Products & Services**

		Internet advertises			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	49	81	58	188
	Private Sector Bank	53	109	27	189
	Cooperative Bank	29	81	73	183
Total		131	271	158	560



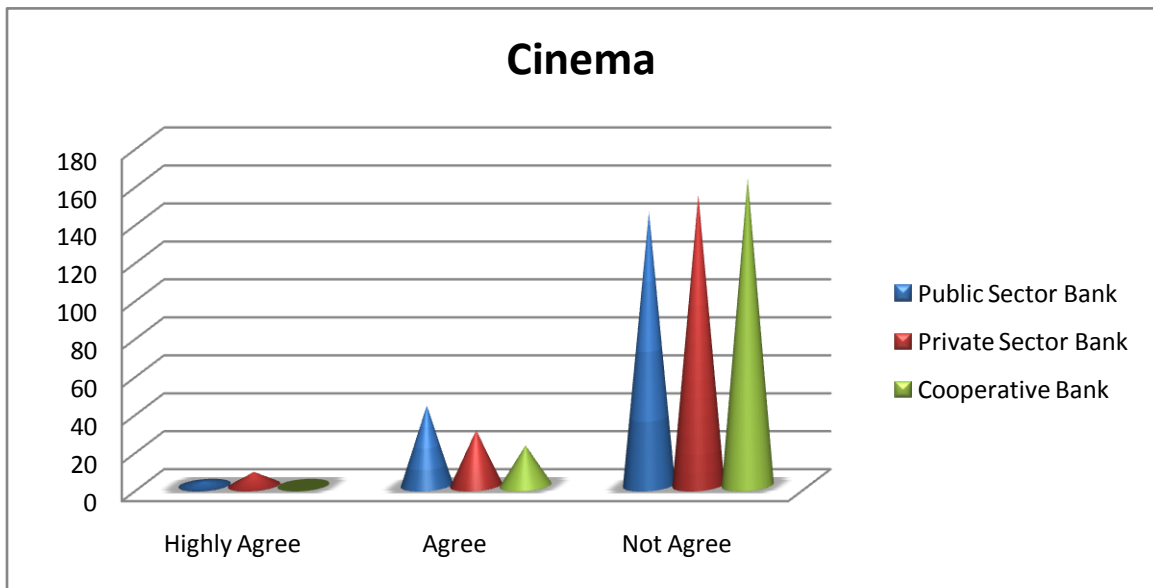
**Chart-53 Internet Advertises as a customers’ source of information about banking Products & Services**

Comparatively more Customers of private & public banks got knowledge about their product and services through Internet advertisements



**Table-54 Cinema as a customers’ source of information about banking Products & Services**

		Cinema			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	2	42	144	188
	Private Sector Bank	7	29	153	189
	Cooperative Bank	0	21	162	183
Total		9	92	459	560

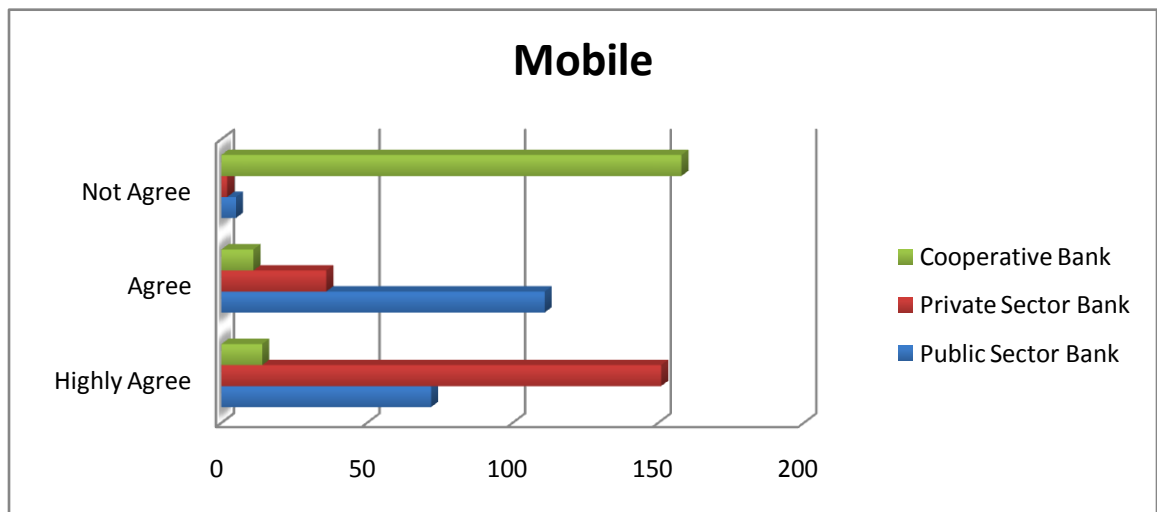


**Chart-54 Cinema as a customers’ source of information about banking Products & Services**

Most of the customers of all selected category banks do not get the product & service knowledge through cinema

**Table-55 Mobile as a customers’ source of information about banking Products & Services**

		Mobile			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	72	111	5	188
	Private Sector Bank	151	36	2	189
	Cooperative Bank	14	11	158	183
Total		237	158	165	560

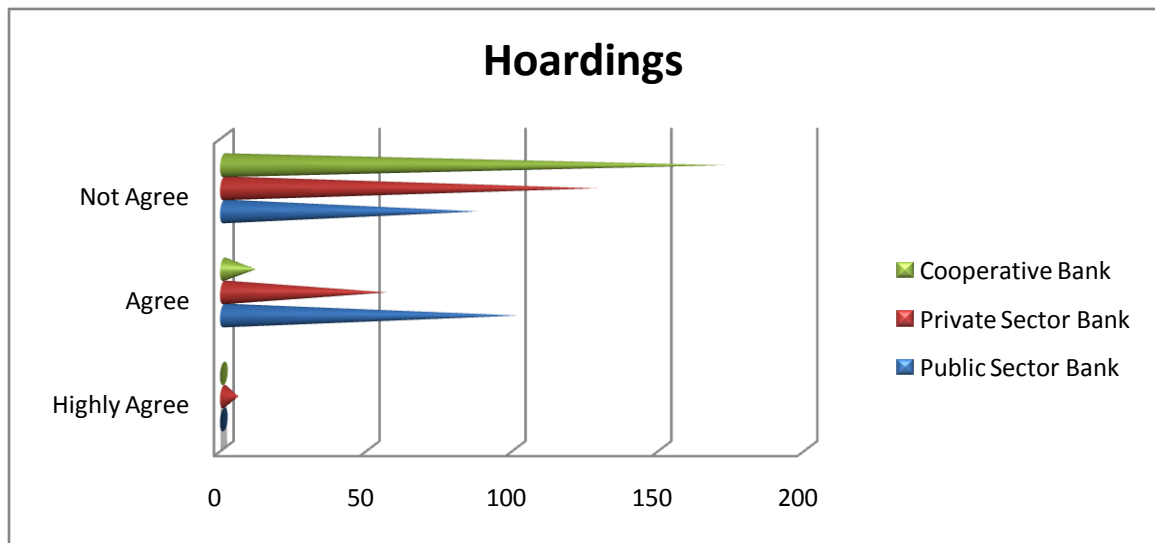


**Chart-55 Mobile as a customers’ source of information about banking Products & Services**

Comparatively few Customers of cooperative banks got knowledge about their banks through mobile

**Table-56 Hoardings as a customers’ source of information about banking Products & Services**

		Hoardings			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	0	101	87	188
	Private Sector Bank	5	56	128	189
	Cooperative Bank	0	11	172	183
Total		5	168	387	560

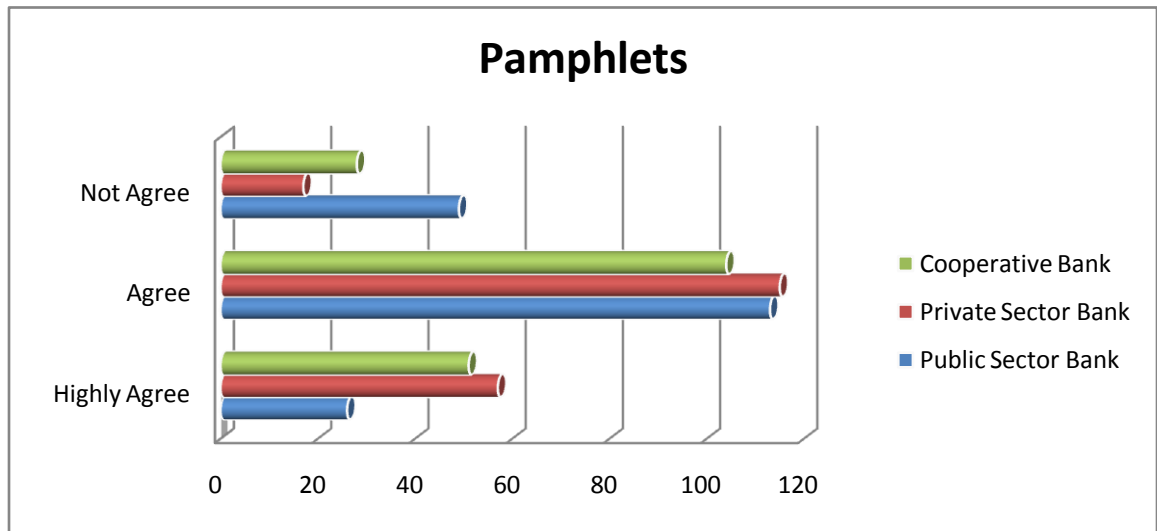


**Chart-56 Hoardings as a customers’ source of information about banking Products & Services**

Few Customers only of private and public banks got knowledge about their banks through Hoardings

**Table-57 Pamphlets as a customers’ source of information about banking Products & Services**

		Pamphlets			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	26	113	49	188
	Private Sector Bank	57	115	17	189
	Cooperative Bank	51	104	28	183
Total		134	332	94	560

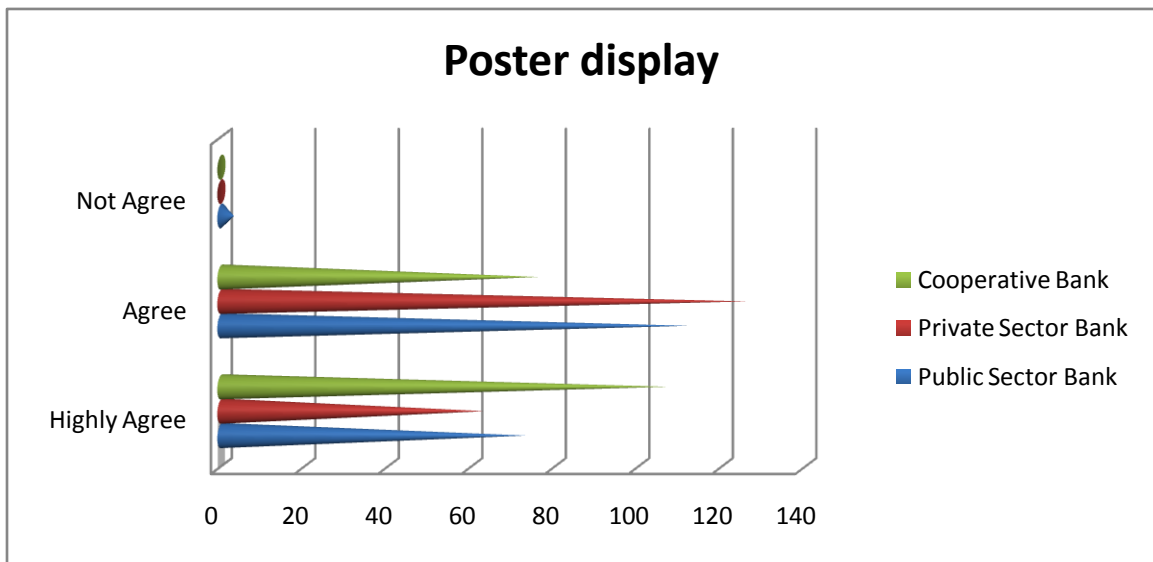


**Chart -57 Pamphlets as a customers’ source of information about banking Products & Services**

Comparatively customers of private and cooperative banks are more aware about their bank’s pamphlets

**Table-58 Poster Display as a customers’ source of information about banking Products & Services**

		Poster display			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	73	112	3	188
	Private Sector Bank	63	126	0	189
	Cooperative Bank	107	76	0	183
Total		243	314	3	560

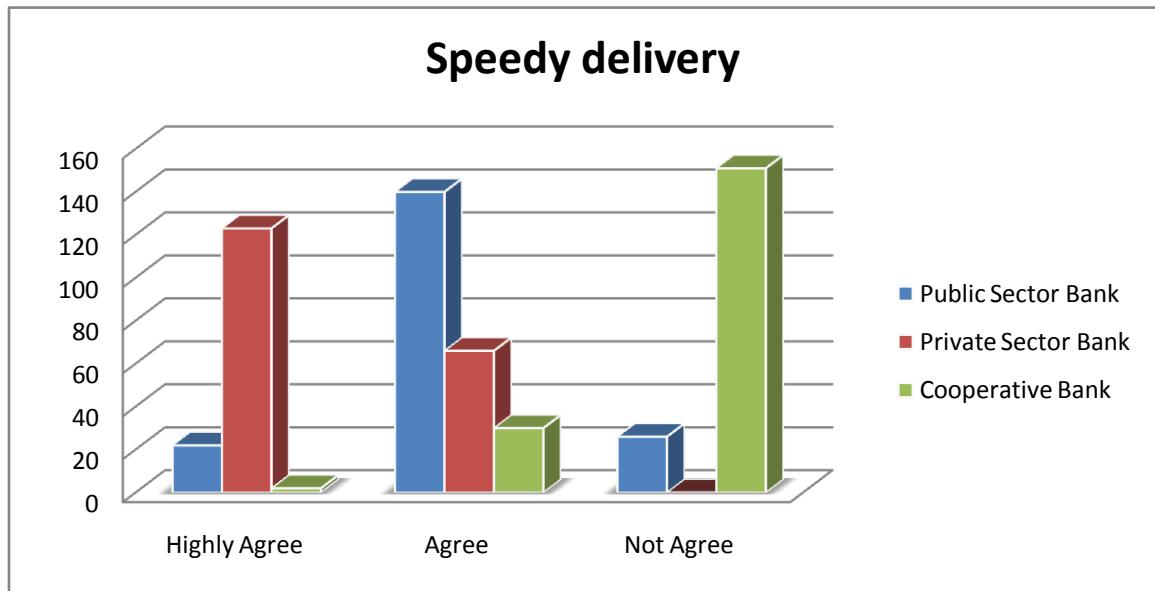


**Chart-58 Poster Display as a customers’ source of information about banking Products & Services**

Comparatively customers of all selected category banks are aware about their bank’s poster display

**Table-59 Speedy Delivery as customers’ selection criteria for bank**

		Speedy delivery			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	22	140	26	188
	Private Sector Bank	123	66	0	189
	Cooperative Bank	2	30	151	183
Total		147	236	177	560

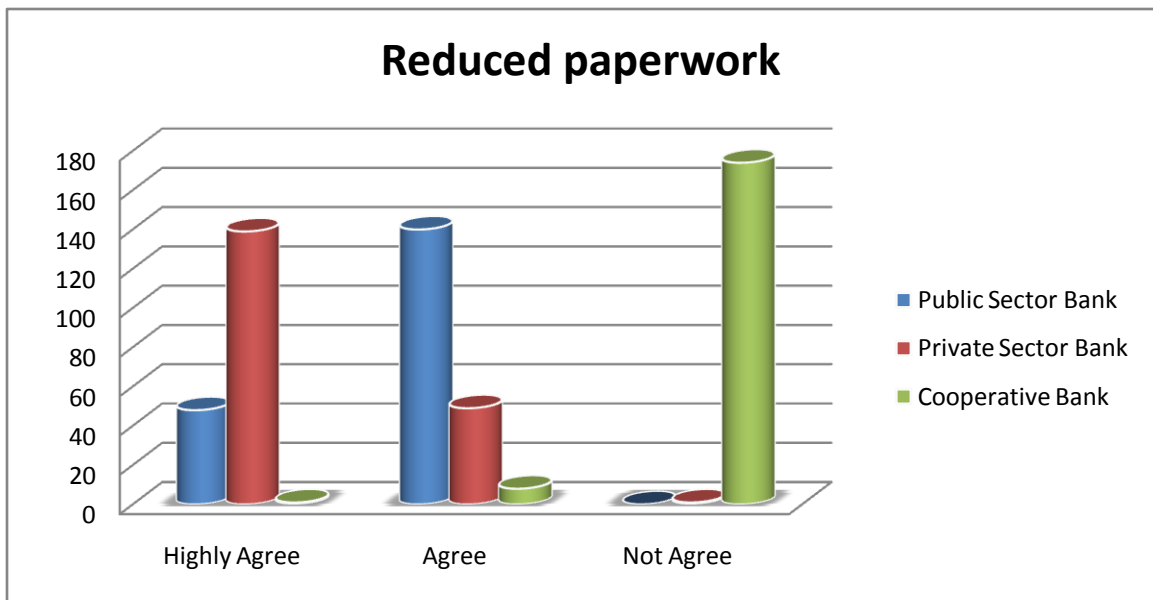


**Chart-59 Speedy Delivery as customers’ selection criteria for bank**

Comparatively most of the customers of private banks have selected their bank because of speedy delivery

**Table-60 Reduced Paper Work as customers’ selection criteria for bank**

		Reduced paperwork			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	48	140	0	188
	Private Sector Bank	139	49	1	189
	Cooperative Bank	1	8	174	183
Total		188	197	175	560

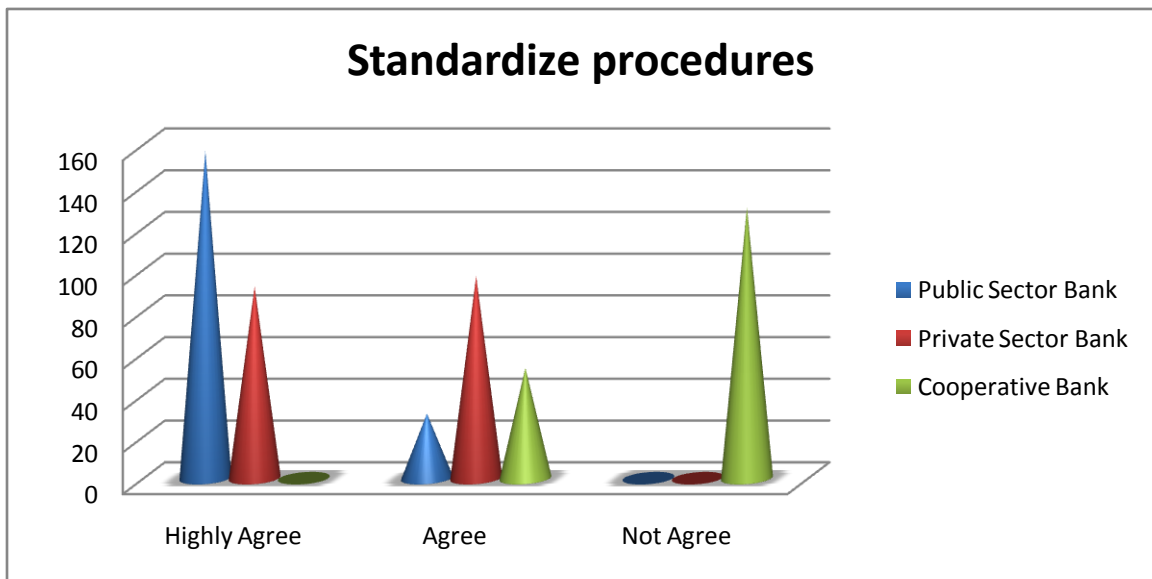


**Chart-60 Reduced Paper Work as customers’ selection criteria for bank**

Comparatively most of the customers of public & private banks have selected their bank because of reduced paper work

**Table-61 Standardized Procedure as customers’ selection criteria for bank**

		Standardize procedures			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	157	31	0	188
	Private Sector Bank	92	97	0	189
	Cooperative Bank	0	53	130	183
Total		249	181	130	560



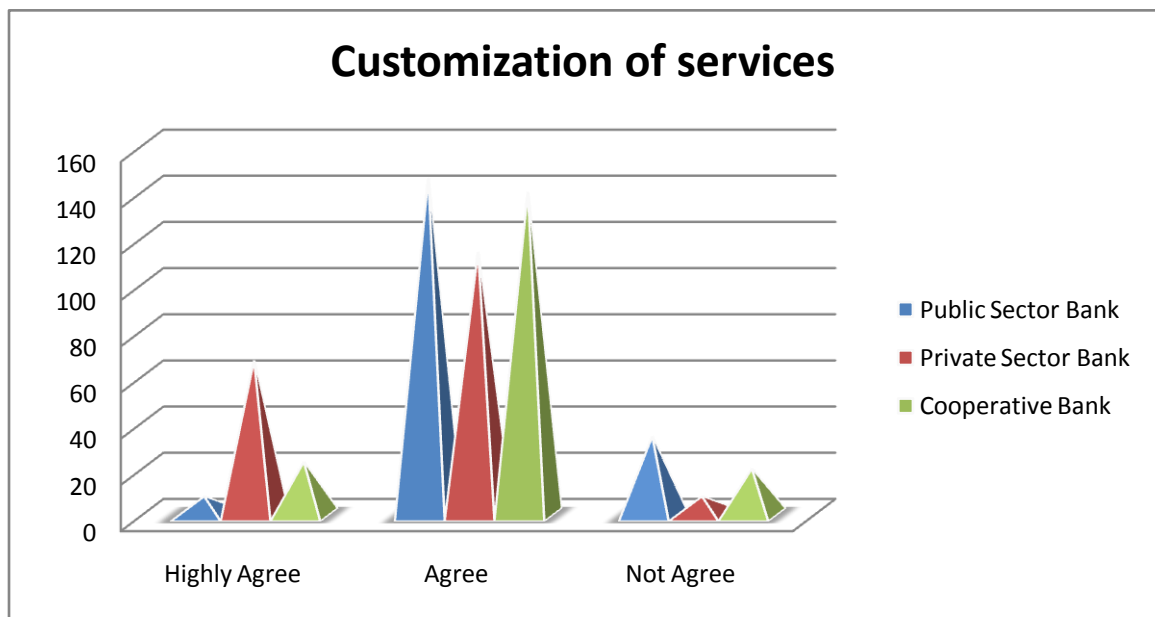
**Chart-61 Standardized Procedure as customers’ selection criteria for bank**

Comparatively most of the customers of public banks have selected their bank because of standardized procedure



**Table-62 Customization of Services as customers' selection criteria for bank**

		Customization of services			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	8	146	34	188
	Private Sector Bank	67	114	8	189
	Cooperative Bank	23	140	20	183
Total		98	400	62	560

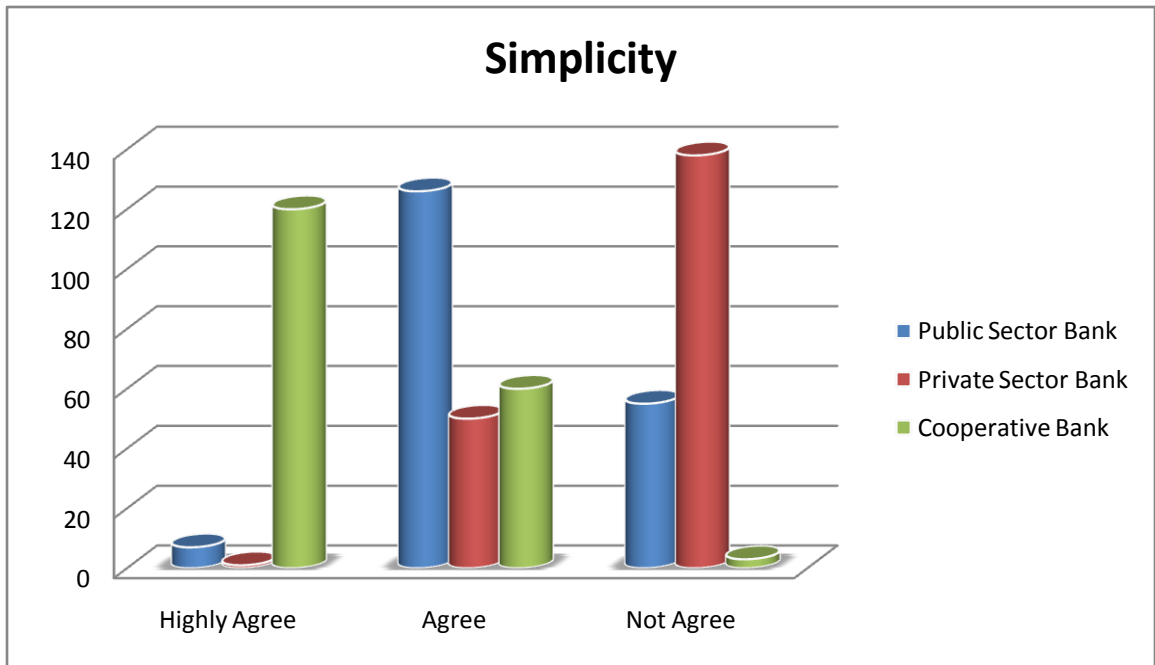


**Table-62 Customization of Services as customers' selection criteria for bank**

Comparatively most of the customers of all category banks are in neutral state for considering customization of services as reason to select the bank

**Table-63 Simplicity as customers' selection criteria for bank**

		Simplicity			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	7	126	55	188
	Private Sector Bank	1	50	138	189
	Cooperative Bank	120	60	3	183
Total		128	236	196	560

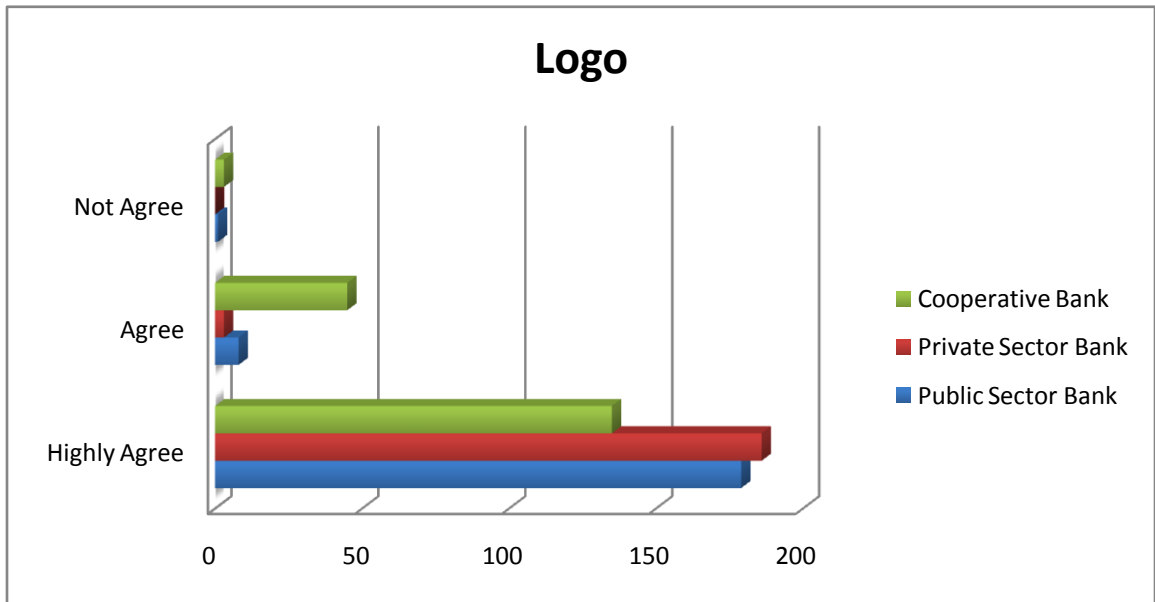


**Chart-63 Simplicity as customers' selection criteria for bank**

Comparatively customers of cooperative banks have selected bank because of simplicity

**Table-64 Customers’ Awareness about bank’s Logo**

		Logo			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	179	8	1	188
	Private Sector Bank	186	3	0	189
	Cooperative Bank	135	45	3	183
Total		500	56	4	560

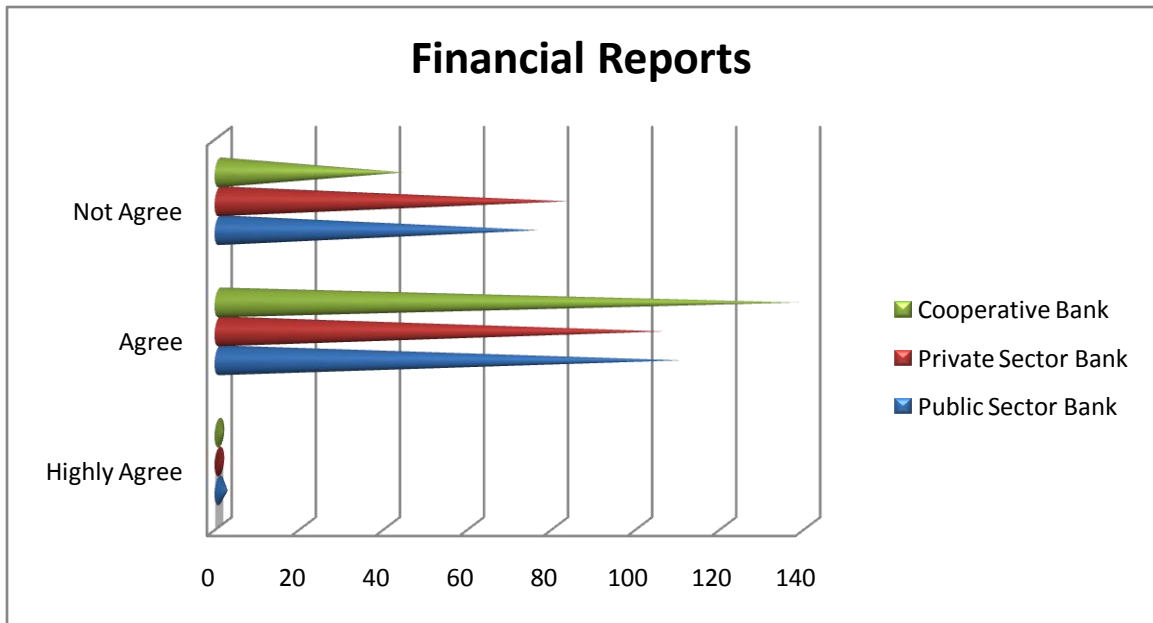


**Chart-64 Customers’ Awareness about bank’s Logo**

Customers of all the banks are aware about their bank logo

**Table-65 Customers’ Awareness about bank’s Financial Report**

		Financial Reports			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	2	110	76	188
	Private Sector Bank	0	106	83	189
	Cooperative Bank	1	138	44	183
Total		3	354	203	560

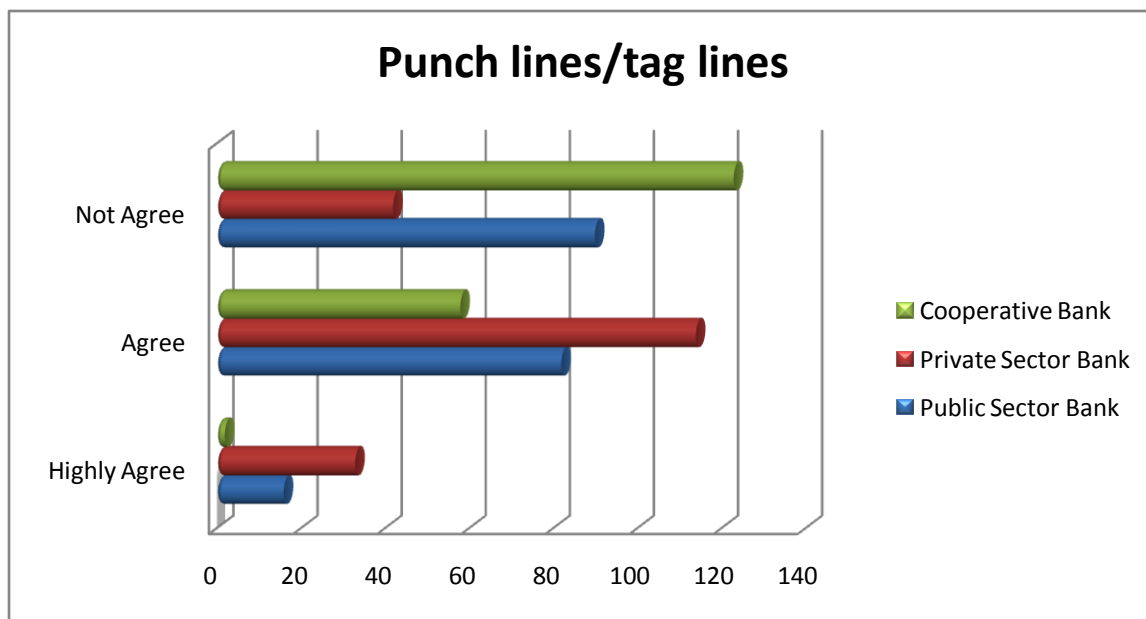


**Chart-65 Customers’ Awareness about bank’s Financial Report**

Customers of all selected category banks are somewhat aware about financial report

**Table-66 Customers’ Awareness about bank’s Punch lines/ Taglines**

		Punch lines/tag lines			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	16	82	90	188
	Private Sector Bank	33	114	42	189
	Cooperative Bank	2	58	123	183
Total		51	254	255	560

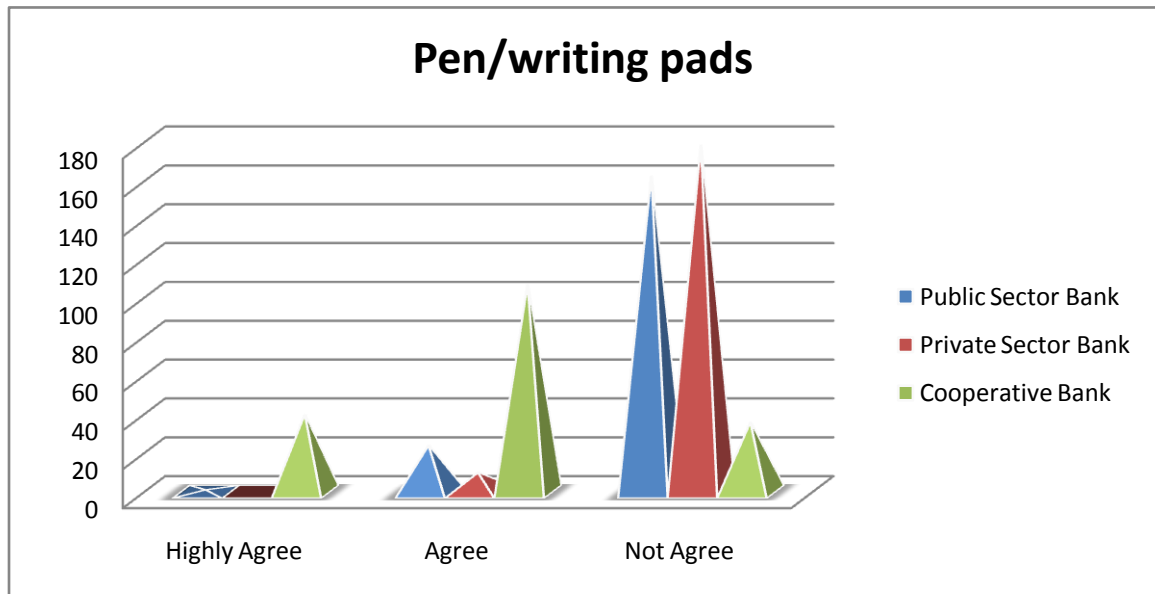


**Chart-66 Customers’ Awareness about bank’s Punch lines/ Taglines**

Customers of public and private banks are more aware about their bank’s punch line/ taglines

**Table-67 Customers’ Awareness about bank’s Pen/ writing Pads**

		Pen/writing pads			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	1	24	163	188
	Private Sector Bank	0	10	179	189
	Cooperative Bank	40	107	36	183
Total		41	141	378	560

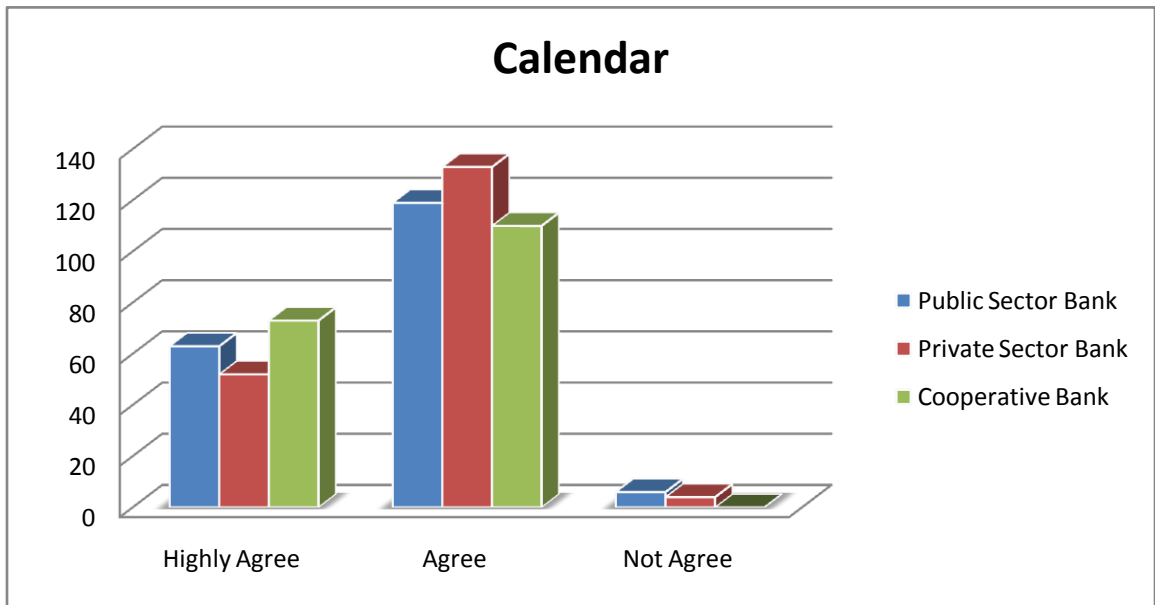


**Chart-67 Customers’ Awareness about bank’s Pen/ writing Pads**

Customers of cooperative banks are comparatively more aware about their bank’s pen/writing pads

**Table-68 Customers’ Awareness about bank’s Calendar**

		Calendar			Total
		Highly Agree	Agree	Not Agree	
Bank Category	Public Sector Bank	63	119	6	188
	Private Sector Bank	52	133	4	189
	Cooperative Bank	73	110	0	183
Total		188	362	10	560

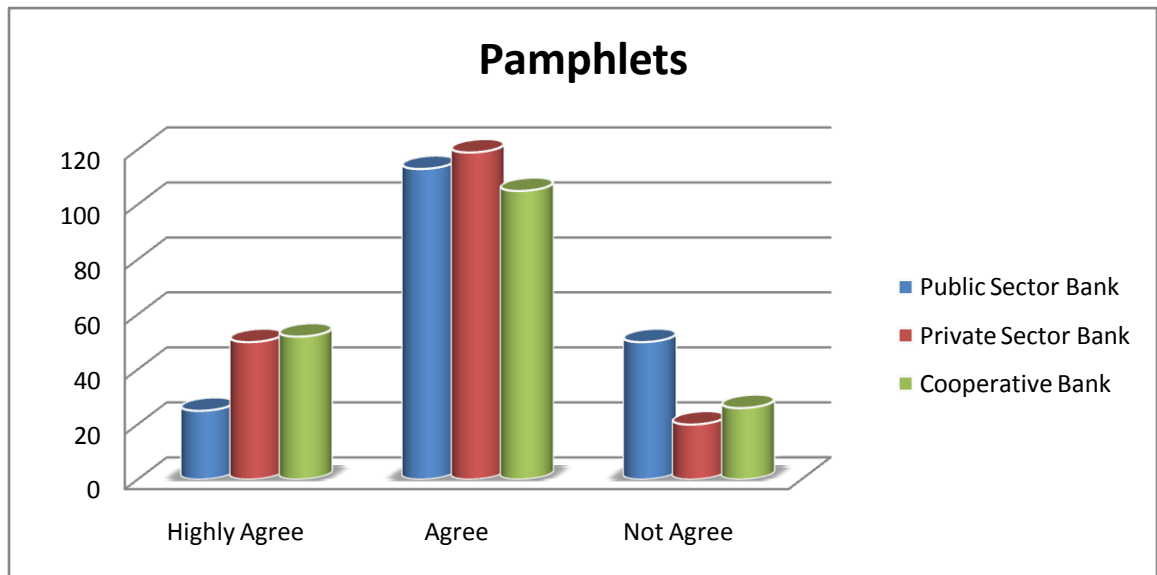


**Chart-68 Customers’ Awareness about bank’s Calendar**

Customers of all selected category bank’s are aware about their bank’s calendar

**Table-69 Customers’ Awareness about bank’s Pamphlets**

		<b>Pamphlets</b>			
		Highly Agree	Agree	Not Agree	Total
Bank Category	Public Sector Bank	25	113	50	188
	Private Sector Bank	50	119	20	189
	Cooperative Bank	52	105	26	183
Total		127	337	96	560



**Chart-69 Customers’ Awareness about bank’s Pamphlets**

Comparatively customers of all selected category banks are somewhat aware about their bank’s pamphlets



## HYPOTHESIS TESTING

### 5.2 Age & customer satisfaction

#### H01: There is no impact of age on customer satisfaction

**H0a1:** There is equal customer satisfaction in all age group of customers of different banks about skill and competency of employees of their banks

		Sum of Squares	df	Mean Square	F	Sig.	
<b>Employees of your bank are skilled &amp; competent.</b>	Between Groups	12.706	4	3.176	3.612	0.006	<b>Rejected</b>
	Within Groups	488.087	555	0.879			
	Total	500.793	559				

#### Age & Customer Satisfaction about skill & Competency if Bank employees

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.006** level of significance. So, H0a1 is **rejected** so it can be understood that customers of different age groups having different opinions about skill and competency of employees, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is an impact of age on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0b1:** There is equal customer satisfaction in all age group of customers of different banks about convenient timing of their banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The bank has convenient timing.</b>	Between Groups	6.785	4	1.696	3.526	0.007	<b>Rejected</b>
	Within Groups	266.958	555	0.481			
	Total	273.743	559				

**Age & Customer Satisfaction about Convenient banking time**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.007** level of significance. So, H0b1 is **rejected** so it can be said that customers of different age groups having different opinions about convenient timing of their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is an impact of age on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0c1:** There is equal customer satisfaction in all age group of customers of different banks about behavior of the employees of their banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The behavior of the employees instills confidence in you</b>	Between Groups	6.813	4	1.703	3.143	0.014	<b>Rejected</b>
	Within Groups	300.785	555	0.542			
	Total	307.598	559				

**Age & Customer Satisfaction about behavior of the employees**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.014** level of significance. So, H0c1 is **rejected** so it can be said that customers of different age groups having different opinions about behavior of the employees of their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is an impact of age on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0d1:** There is equal customer satisfaction in all age group of customers of different banks about sufficient number of employees of their banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>Each branch has sufficient number of employees.</b>	Between Groups	4.254	4	1.063	1.086	0.362	<b>Accepted</b>
	Within Groups	543.245	555	0.979			
	Total	547.498	559				

**Age & Customer Satisfaction about sufficient branch employees**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.362** level of significance. So, H0d1 is **accepted**, so it can be said that customers of different age groups having equal opinions about sufficient employee presence in their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is no any impact of age on customer satisfaction level of different banks so age wise they are **satisfied equally** in related aspects.

**H0e1:** There is equal customer opinion of all age groups for bank's clarity about objectives directed to satisfy their customers

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The bank has clear objectives to satisfy customers</b>	Between Groups	43.289	4	10.822	10.078	0	<b>Rejected</b>
	Within Groups	595.997	555	1.074			
	Total	639.286	559				

**Age & Customer Satisfaction about clear objectives**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0e1 is **rejected**, so it can be said that customers in different age groups of different banks having different opinion for their banks about clarity of objectives directed towards customer satisfaction. So it can be concluded that there is an impact of age on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0f1:** There is equal customer opinion of all age groups for bank’s brand image

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The brand (image of the bank) is appealing to you.</b>	Between Groups	33.62	4	8.405	6.783	0	<b>Rejected</b>
	Within Groups	687.664	555	1.239			
	Total	721.284	559				

**Age & Customer Satisfaction about bank’s brand image**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0f1 is **rejected**, so it can be said that customers in different age groups of different banks having different opinion for their bank’s brand image. So it can be concluded that there is an impact of age on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0g1:** There is equal customer opinion of all age groups about satisfactory mission and vision statement of their banks

		Sum of Squares	df	Mean Square	F	Sig.	
<b>Mission and vision statements of the bank rightly define its commitment towards customers.</b>	Between Groups	4.801	4	1.2	2.615	0.034	<b>Rejected</b>
	Within Groups	254.742	555	0.459			
	Total	259.543	559				

**Age & Customer Satisfaction about committed vision & mission statement of the bank**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.034** level of significance. So, H0g1 is **rejected**, so it can be said that customers in different age groups of different banks having different opinion about satisfactory mission and vision statement of their banks. So it can be concluded that there is an impact of age on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0h1:** There is equal customer opinion of all age groups for convenient ATM's location

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The location of the ATM's are convenient to you</b>	Between Groups	7.526	4	1.882	6.428	0	<b>Rejected</b>
	Within Groups	162.445	555	0.293			
	Total	169.971	559				

**Age & Customer Satisfaction about Convenient ATMs' Location**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0h1 is **rejected**, so it can be said that customers in different age groups of different banks having different opinion for convenient ATM's location. So it can be concluded that there is an impact of age on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.



**H0i1:** There is equal customer opinion of all age groups about availability of branches of their bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The number of the branches of the bank is enough.</b>	Between Groups	44.465	4	11.116	6.699	0	<b>Rejected</b>
	Within Groups	920.956	555	1.659			
	Total	965.421	559				

**Age & Customer Satisfaction about available bank branches**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0i1 is **rejected**, so it can be said that customers in different age groups of different banks having different opinion about availability of branches of their bank. So it can be concluded that there is an impact of age on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0j1:** There is equal customer opinion of all age groups for convenient location of their bank branches

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The location of the branches of the bank are convenient</b>	Between Groups	40.589	4	10.147	6.473	0	<b>Rejected</b>
	Within Groups	870.009	555	1.568			
	Total	910.598	559				

**Table-78 Age & Customer Satisfaction about location of the bank branches**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0j1 is **rejected**, so it can be said that customers in different age groups of different banks having different opinion for convenient location of their bank branches. So it can be concluded that there is an impact of age on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0k1:** There is equal customer opinion of all age groups about availability of ATMs of their bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The bank provides ATM's at several prominent locations</b>	Between Groups	9.121	4	2.28	6.081	0	<b>Rejected</b>
	Within Groups	208.129	555	0.375			
	Total	217.25	559				

**Age & Customer Satisfaction about location of the ATMs**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0k1 is **rejected**, so it can be said that customers in different age groups of different banks having different opinion about availability of ATMs of their bank. So it can be concluded that there is an impact of age on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H011:** There is equal customer opinion of all age groups about the general ambience and comfort level of the bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The general ambience and comfort level of the bank is satisfactory</b>	Between Groups	23.156	4	5.789	4.095	0.003	<b>Rejected</b>
	Within Groups	784.657	555	1.414			
	Total	807.812	559				

**Age & Customer Satisfaction about bank's general ambience & comfort level**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.003** level of significance. So, H011 is **rejected**, so it can be said that customers in different age groups of different banks having different opinion about the general ambience and comfort level of the bank. So it can be concluded that there is an impact of age on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0m1:** There is no difference in the customer satisfaction age wise for the products & services offered by the selected banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The products and services offered by the bank are satisfactory.</b>	Between Groups	3.255	4	0.814	2.412	0.048	<b>Rejected</b>
	Within Groups	187.229	555	0.337			
	Total	190.484	559				

**Age & Customer Satisfaction about bank's Products and Services**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.048** level of significance. So, H0m1 is **rejected**, so it can be said that customers' satisfaction level in different age groups of different banks about products and services offered by banks is not same. Thus it can be concluded that there is an impact of age on customer satisfaction level of different banks and they are **not satisfied equally** in related aspects.

**H0n1:** There is equal customer satisfaction with the hope to continue with banks in all the age groups of different banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>You wish to continue with the bank as you are satisfied with it.</b>	Between Groups	17.321	4	4.33	5.222	0	<b>Rejected</b>
	Within Groups	460.279	555	0.829			
	Total	477.6	559				

**Age & Customer Satisfaction up to continuation with the same bank**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0n1 is **rejected**, so it can be said that customers' satisfaction with the hope to continue with banks in all the age groups of different banks is not same. Thus it can be concluded that there is an impact of age on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0o1:** There is equal customer opinion of all age groups about the waiting period for their problem resolution through their bank.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>It takes a long time to resolve your problems.</b>	Between Groups	51.406	4	12.851	10.175	0	<b>Rejected</b>
	Within Groups	700.987	555	1.263			
	Total	752.393	559				

**Age & Customer Satisfaction about time taken to resolve the problems**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0o1 is **rejected**, so it can be said that customers opinion of all age groups about the waiting period for their problem resolution through their bank. Thus it can be concluded that there is an impact of age on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0p1:** There is equal customer opinion of all age groups about difficulty felt by them in transaction at bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>You usually have to stand in a long queue in the bank for any transaction.</b>	Between Groups	6.035	4	1.509	0.72	0.578	<b>Accepted</b>
	Within Groups	1162.52	555	2.095			
	Total	1168.55 5	559				

**Age & Customer Satisfaction about time taken for any transaction at branch**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.578** level of significance. So, H0p1 is **accepted**, so it can be said that customers' opinion of all age groups about difficulty felt by them in transaction at bank is equal. Thus it can be concluded that there is no any impact of age on customer satisfaction level and they are **satisfied equally** in related aspects.



**H0q1:** There is equal customer opinion of all age groups about the behavior of bank's employees

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>As a Customer, when you have a problem, you get proper response from the concerned employee.</b>	Between Groups	22.265	4	5.566	4.634	0.001	<b>Rejected</b>
	Within Groups	666.706	555	1.201			
	Total	688.971	559				

**Age & Customer Satisfaction about proper response from concerned employee**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.001** level of significance. So, H0q1 is **rejected**, so it can be said that customers opinion of all age groups about the behavior of bank's employees is not same. Thus it can be concluded that there is an impact of age on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0r1:** There is equal customer opinion of all age groups about the competitive interest rates offered on various deposits by banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The interest rate offered by the bank on various deposits is competitive enough.</b>	Between Groups	30.71	4	7.677	4.997	0.001	<b>Rejected</b>
	Within Groups	852.712	555	1.536			
	Total	883.421	559				

**Age & Customer Satisfaction about competitive interest rates on various deposit**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.001** level of significance. So, H0r1 is **rejected**, so it can be said that customers' opinion of all age groups about the competitive interest rates offered on various deposits by banks is not same. Thus it can be concluded that there is an impact of age on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0s1:** There is equal customer satisfaction of all age groups about the rates of interest charged on loans

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The rates of interest charged on the loans are satisfactory.</b>	Between Groups	5.018	4	1.254	1.935	0.103	<b>Accepted</b>
	Within Groups	359.766	555	0.648			
	Total	364.784	559				

**Age & Customer Satisfaction about interest rates charged on loans**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.103** level of significance. So, H0s1 is **accepted**, so it can be said that customer satisfaction of all age groups about the rates of interest charged on loans is same. Thus it can be concluded that there is no impact of age on customer satisfaction level and they are **satisfied equally** in related aspects.

**H0t1:** There is equal opinion among all age groups of customers about the charges and penalties impose by banks on them.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The bank has a number of categories to charge its customers or to impose penalties.</b>	Between Groups	15.541	4	3.885	3.692	0.006	<b>Rejected</b>
	Within Groups	584.001	555	1.052			
	Total	599.543	559				

**Age & Customer Satisfaction about charges & penalties imposed by banks**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.006** level of significance. So, H0t1 is **rejected**, so it can be said that opinions among all age groups of customers about the charges and penalties impose by banks on them are not same.. Thus it can be concluded that there is an impact of age on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0u1:** There is no difference in opinion by all age groups of customers about the reasonability of charges taken by banks compare to others

		Sum of Squares	df	Mean Square	F	Sig.	
<b>The charges that the bank collects from you are reasonable when compared with other banks</b>	Between Groups	13.294	4	3.323	3.168	0.014	<b>Rejected</b>
	Within Groups	582.242	555	1.049			
	Total	595.536	559				

**Age & Customer Satisfaction about comparatively reasonable charges**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.014** level of significance. So, H0u1 is **rejected**, so it can be said that opinions by all age groups of customers about the reasonability of charges taken by banks compare to others are not same. Thus it can be concluded that there is an impact of age on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0v1:** Customers of all the age groups are equally satisfied with their banks for availability of parking space.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
Parking space available is sufficient .	Between Groups	17.354	4	4.339	0.798	0.527	<b>Accepted</b>
	Within Groups	3015.896	555	5.434			
	Total	3033.25	559				

**Age & Customer Satisfaction about available parking space**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.527** level of significance. So, H0v1 is **accepted**, so it can be said that customers of all the age groups are equally satisfied with their banks for availability of parking space. Thus it can be concluded that there is an impact of age on customer satisfaction level and they are **satisfied equally** in related aspects.

### 5.3 Gender & Customer Satisfaction

#### H02: There is no gender impact on customer satisfaction

**H0a2:** There is equal customer satisfaction in male and female customers of different banks about skill and competency of employees of their banks

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig.(2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
Employees of your bank are skilled & competent.	Equal variances assumed	0.04	0.842	-1.165	558	0.244	-0.10434	0.08955	
	Equal variances not assumed			-1.204	295.24	0.23	-0.10434	0.08666	<b>Accepted</b>

#### Gender & Customer Satisfaction about skill & Competency if Bank

**Interpretation:** "Employees of your bank are skilled and competent" is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.842) depicts that both Male and Female responses have equal variance. Also, at 5% level of significance, T test significance value is 0.244. ( $0.244 > 0.05$ ). So, it can be concluded that there is no significance difference between Male and Female responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0b2:** There is equal customer satisfaction in male and female customers of different banks about convenient timing of their banks

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The bank has Convenient timing.	Equal variances assumed	2.605	0.107	2.679	558	0.008	0.17644	0.06586	
	Equal variances not assumed			2.738	288.602	0.007	0.17644	0.06444	<b>Rejected</b>

**Gender & Customer Satisfaction about Convenient banking time**

**Interpretation:** Leven's statistics for the Response of "The bank has convenient timing" shows that sig. value is 0.107 which is very close to 0.10. So it can be concluded that male and female responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.007 (  $0.007 < 0.05$ ). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.



**H0c2:** There is equal customer satisfaction in male and female group of customers of different banks about behavior of the employees of their banks

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The behavior of the employees instills confidence in you.	Equal variances assumed	1.727	0.189	-1.902	558	0.058	-0.13323	0.07004	
	Equal variances not assumed			-1.796	248.073	0.074	-0.13323	0.07416	<b>Accepted</b>

**Gender & Customer Satisfaction about behavior of the employees**

**Interpretation:** "The behavior of the employees instills confidence in you." is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.189) depicts that both Male and Female responses have equal variance. Also, at 5% level of significance, T test significance value is 0.058. ( $0.058 > 0.05$ ). So, it can be concluded that there is no significance difference between Male and Female responses toward this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0d2:** There is equal customer satisfaction in male and female group of customers of different banks about sufficient number of employees of their banks

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
Each branch has sufficient number of employees.	Equal variances assumed	2.717	0.1	2.714	558	0.007	0.2528	0.09313	
	Equal variances not assumed			2.609	256.005	0.01	0.2528	0.0969	<b>Rejected</b>

**Gender & Customer Satisfaction about sufficient branch employees**

**Interpretation:** Leven's statistics for the Response of " Each branch has sufficient number of employees." shows that sig. value is 0.1 .so. It can be concluded that male and female responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.01 (  $0.01 < 0.05$ ). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0e2:** There is equal customer opinion of male and female groups for bank's clarity about objectives directed to satisfy their customers

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The bank has clear objectives to satisfy customers.	Equal variances assumed	56.783	0	3.531	558	0	0.35378	0.10018	
	Equal variances not assumed			4.149	398.312	0	0.35378	0.08526	<b>Rejected</b>

**Gender & Customer Satisfaction about clear objectives**

**Interpretation:** Leven's statistics for the Response of "The bank has clear objectives to satisfy customers." shows that sig. value is 0.000 which is very close to 0.10. So it can be concluded that male and female responses variance is not equal and value for th T Test in the row of the equal variance not assumes is referred and it is 0.000 (  $0.000 < 0.05$ ). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0f2:** There is equal customer opinion of male and female groups for bank's brand image

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The brand (image of the bank) is appealing to you.	Equal variances assumed	47.328	0	4.095	558	0	0.43417	0.10602	
	Equal variances not assumed			4.677	371.344	0	0.43417	0.09283	<b>Rejected</b>

**Gender & Customer Satisfaction about bank's brand image**

**Interpretation:** Leven's statistics for the Response of "The brand (image of the bank) is appealing to you." shows that sig. value is 0.000 which is very close to 0.10. So, it can be concluded that male and female responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.000 (  $0.000 < 0.05$ ). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0g2:** There is equal customer opinion of male and female groups about satisfactory mission and vision statement of their banks

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
Mission and vision statements of the bank rightly define its commitment towards customers.	Equal variances assumed	0.773	0.38	0.333	558	0.739	0.0215	0.06454	
	Equal variances not assumed			0.346	298.563	0.73	0.0215	0.06213	<b>Accepted</b>

**Gender & Customer Satisfaction about committed vision & mission statement of the bank**

**Interpretation:** "Mission and vision statements of the bank rightly define its commitment towards customers" is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.38) depicts that both Male and Female responses have equal variance. Also, at 5% level of significance, T test significance value is 0.739 ( $0.739 > 0.05$ ). So, it can be concluded that there is no significance difference between Male and Female responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0h2:** There is equal customer opinion of male and female groups for convenient ATM's location

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The location of the ATM's are convenient to you	Equal variances assumed	3.13	0.077	1.737	558	0.083	0.09046	0.05209	
	Equal variances not assumed			1.79	293.674	0.075	0.09046	0.05054	<b>Accepted</b>

**Gender & Customer Satisfaction about Convenient ATMs' Location**

**Interpretation:**" The location of the ATM's are convenient to you" is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.077) depicts that both Male and Female responses have equal variance. Also, at 5% level of significance, T test significance value is 0.083. ( $0.083 > 0.05$ ). So, it can be concluded that there is no significance difference between Male and Female responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0i2:** There is equal customer opinion of male and female groups about availability of branches of their bank

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2- tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The number of the branches of the bank is enough.	Equal variances assumed	21.735	0	4.018	558	0	0.49306	0.12272	
	Equal variances not assumed			4.346	326.474	0	0.49306	0.11346	<b>Rejected</b>

**Gender & Customer Satisfaction about available bank branches**

**Interpretation:** Leven's statistics for the Response of “The number of the branches of the bank is enough.” shows that sig. value is 0.000 which is very close to 0.10. So it can be concluded that male and female responses variance is not equal and value for th T Test in the row of the equal variance not assumes is referred and it is 0.000 ( 0.000 < 0.05). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0j2:** There is equal customer opinion of male and female groups for convenient location of their bank branches

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The location of the branches of the bank are convenient	Equal variances assumed	29.056	0	4.069	558	0	0.48477	0.11914	
	Equal variances not assumed			4.463	337.152	0	0.48477	0.10863	<b>Rejected</b>

**Gender & Customer Satisfaction about location of the bank branches**

**Interpretation:** Leven's statistics for the Response of " The location of the branches of the bank are convenient " shows that sig. value is 0.000 which is very close to 0.10. so. It can be concluded that male and female responses variance is not equal and value for th T Test in the row of the equal variance not assumes is referred and it is 0.000(  $0.000 < 0.05$ ). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.



**H0k2:** There is equal customer opinion of male and female groups about availability of ATMs of their bank

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The bank provides ATM's at several prominent locations	Equal variances assumed	0.148	0.701	2.017	558	0.044	0.11867	0.05884	
	Equal variances not assumed			2.026	278.615	0.044	0.11867	0.05857	<b>Rejected</b>

**Gender & Customer Satisfaction about location of the ATMs**

**Interpretation:** Leven's statistics for the Response of “The bank provides ATM’s at several prominent locations “shows that sig. value is 0.701 which is very close to 0.10. so. It can be concluded that male and female responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.044 (  $0.044 < 0.05$ ). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H012:** There is equal customer opinion of male and female groups about the general ambience and comfort level of the bank

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The products and services offered by the bank are satisfactory.	Equal variances assumed	1.103	0.294	-1.082	558	0.28	-0.05979	0.05524	
	Equal variances not assumed			-1.035	253.652	0.302	-0.05979	0.05776	<b>Accepted</b>

**Gender & Customer Satisfaction about bank’s general ambience & comfort level**

**Interpretation:** "The products and services offered by the bank are satisfactory." is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.294) depicts that both Male and Female responses have equal variance. Also, at 5% level of significance, T test significance value is 0.28 ( $0.28 > 0.05$ ). So, it can be concluded that there is no significance difference between Male and Female responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0m2:** There is no difference in the customer satisfaction gender wise for the products & services offered by the selected banks

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2- tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
You wish to continue with the bank as you are satisfied with it.	Equal variances assumed	1.847	0.175	1.003	558	0.316	0.08777	0.08748	
	Equal variances not assumed			0.952	250.039	0.342	0.08777	0.09222	<b>Accepted</b>

**Gender & Customer Satisfaction about bank's Products and Services**

**Interpretation:** "You wish to continue with the bank as you are satisfied with it." is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.175) depicts that both Male and Female responses have equal variance. Also, at 5% level of significance, T test significance value is 0.316. ( $0.316 > 0.05$ ). So, it can be concluded that there is no significance difference between Male and Female responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0n2:** There is equal customer satisfaction in male and female groups with the hope to continue with banks.

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2- tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The general ambience and comfort level of the bank is satisfactory	Equal variances assumed	10.094	0.002	3.286	558	0.001	0.37058	0.11278	
	Equal variances not assumed			3.456	306.783	0.001	0.37058	0.10722	<b>Rejected</b>

**Gender & Customer Satisfaction up to continuation with the same bank**

**Interpretation:** Leven's statistics for the Response of “The general ambience and comfort level of the bank is satisfactory ” shows that sig. value is 0.002 which is very close to 0.10. So it can be concluded that male and female responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.001 ( 0.001 < 0.05). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0o2:** There is equal customer opinion of male and female groups about the waiting period for their problem resolution through their bank.

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
It takes a long time to resolve your problems.	Equal variances assumed	4.52	0.034	0.999	558	0.318	0.10972	0.1098	
	Equal variances not assumed			0.936	244.769	0.35	0.10972	0.11716	<b>Accepted</b>

**Gender & Customer Satisfaction about time taken to resolve the problems**

**Interpretation:** "It takes a long time to resolve your problems." is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.034) depicts that both Male and Female responses have equal variance. Also, at 5% level of significance, T test significance value is 0.318. ( $0.318 > 0.05$ ). So, it can be concluded that there is no significance difference between Male and Female responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0p2:** There is equal customer opinion of male and female groups about difficulty felt by them in transaction at bank

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
You usually have to stand in a long queue in the bank for any transaction.	Equal variances assumed	5.411	0.02	-2.527	558	0.012	-0.34416	0.13618	
	Equal variances not assumed			-2.418	253.906	0.016	-0.34416	0.14233	<b>Rejected</b>

**Gender & Customer Satisfaction about time taken for any transaction at branch**

**Interpretation:** Leven's statistics for the Response of "You usually have to stand in a long queue in the bank for any transaction." shows that sig. value is 0.02 which is very close to 0.10. So it can be concluded that male and female responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.016 (  $0.016 < 0.05$ ). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0q2:** There is equal customer opinion of male and female groups about the behavior of bank's employees

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
As a Customer, when you have a problem, you get proper response from the concerned employee.	Equal variances assumed	11.272	0.001	3.937	558	0	0.40842	0.10373	
	Equal variances not assumed			4.078	296.677	0	0.40842	0.10016	<b>Rejected</b>

**Gender & Customer Satisfaction about proper response from concerned employee**

**Interpretation:** Leven's statistics for the Response of " As a Customer, when you have a problem, you get proper response from the concerned employee." shows that sig. value is 0.001 which is very close to 0.10. So it can be concluded that male and female responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.000 ( 0.000 < 0.05). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0r2:** There is equal customer opinion of male and female customers about the competitive interest rates offered on various deposits by banks

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The interest rate offered by the bank on various deposits it competitive enough.	Equal variances assumed	74.882	0	4.641	558	0	0.54232	0.11685	
	Equal variances not assumed			5.21	356.134	0	0.54232	0.1041	<b>Rejected</b>

**Gender & Customer Satisfaction about competitive interest rates on various deposit**

**Interpretation:** Leven's statistics for the Response of "The interest rate offered by the bank on various deposits it competitive enough." shows that sig. value is 0.000 which is very close to 0.10. So, it can be concluded that male and female responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.000 (  $0.000 < 0.05$ ). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.



**H0s2:** There is equal customer satisfaction in male and female groups about the rates of interest charged on loans

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The rates of interest charged on the loans are satisfactory.	Equal variances assumed	6.489	0.011	-0.934	558	0.351	-0.07143	0.07646	
	Equal variances not assumed			-0.885	249.47 1	0.377	-0.07143	0.0807	<b>Accepted</b>

**Gender & Customer Satisfaction about interest rates charged on loans**

**Interpretation:** "The rates of interest charged on the loans are satisfactory." is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.011) depicts that both Male and Female responses have equal variance. Also, at 5% level of significance, T test significance value is 0.351. ( $0.351 > 0.05$ ). So, it can be concluded that there is no significance difference between Male and Female responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0t2:** There is equal opinion among male and female customers about the charges and penalties impose by banks on them.

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The bank has a number of categories to charge its customers or to impose penalties.	Equal variances assumed	22.269	0	-1.152	558	0.25	-0.11285	0.09798	
	Equal variances not assumed			-1.054	235.24	0.293	-0.11285	0.10705	<b>Accepted</b>

**Gender & Customer Satisfaction about charges & penalties imposed by banks**

**Interpretation:**" The bank has a number of categories to charge its customers or to impose penalties." is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.000) depicts that both Male and Female responses have equal variance. Also, at 5% level of significance, T test significance value is 0.25. ( $0.25 > 0.05$ ). So, it can be concluded that there is no significance difference between Male and Female responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0u2:** There is no difference in opinion by male and female customers about the reasonability of charges taken by banks compare to others

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The charges that the bank collects from you are reasonable when compared with other banks	Equal variances assumed	23.588	0	-1.307	558	0.192	-0.12763	0.09762	
	Equal variances not assumed			-1.194	234.27	0.234	-0.12763	0.10692	<b>Accepted</b>

**Gender & Customer Satisfaction about comparatively reasonable charges**

**Interpretation:**" The charges that the bank collects from you are reasonable when compared with other banks “is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.000) depicts that both Male and Female responses have equal variance. Also, at 5% level of significance, T test significance value is 0.192. ( $0.192 > 0.05$ ). So, it can be concluded that there is no significance difference between Male and Female responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0v2:** Male and female Customers are equally satisfied with their banks for availability of parking space.

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
Parking space available is sufficient.	Equal variances assumed	0.638	0.425	2.376	558	0.018	0.52172	0.21954	
	Equal variances not assumed			3.461	552.345	0.001	0.52172	0.15073	<b>Rejected</b>

**Gender & Customer Satisfaction about available parking space**

**Interpretation:** Leven's statistics for the Response of “Parking space available is sufficient “shows that sig. value is 0.425 which is very close to 0.10. So it can be concluded that male and female responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.001 (  $0.001 < 0.05$ ). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

## 5.4 Marital Status & Customer Satisfaction

### H03: There is no difference in customer satisfaction among married and unmarried customers

**H0a3:** There is equal customer satisfaction in married and unmarried customers of different banks about skill and competency of employees of their banks

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Hypothesis
Employees of your bank are skilled & competent.	Equal variances assumed	2.849	0.092	1.361	558	0.174	0.18431	0.1354	
	Equal variances not assumed			1.662	73.013	0.101	0.18431	0.11087	<b>Accepted</b>

### Marital Status & Customer Satisfaction about skill & Competency if Bank

**Interpretation:** "Employees of your bank are skilled and competent" is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.092) depicts that both married and unmarried customer's responses have equal variance. Also, at 5% level of significance, T test significance value is 0.174. ( $0.174 > 0.05$ ). So, it can be concluded that there is no significance difference between married and unmarried customer's responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0b3:** There is equal customer satisfaction in married and unmarried customers of different banks about convenient timing of their banks

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The bank has convenient timing.	Equal variances assumed	0.739	0.39	1.96	558	0.05	0.19587	0.09993	
	Equal variances not assumed			1.865	63.42	0.067	0.19587	0.105	Accepted

**Marital Status & Customer Satisfaction about Convenient banking time**

**Interpretation:**" The bank has convenient timing “is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.39) depicts that both married and unmarried customer’s responses have equal variance. Also, at 5% level of significance, T test significance value is 0. 05. (0.05 = 0.05). So, it can be concluded that there is no significance difference between married and unmarried customer’s responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0c3:** There is equal customer satisfaction in married and unmarried group of customers of different banks about behavior of the employees of their banks

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The behavior of the employees instills confidence in you.	Equal variances assumed	2.164	0.142	1.411	558	0.159	0.14969	0.1061	
	Equal variances not assumed			1.539	67.825	0.129	0.14969	0.09729	<b>Accepted</b>

**Marital Status & Customer Satisfaction about behavior of the employees**

**Interpretation:** "The behavior of the employees instills confidence in you." is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics ( 0.142) depicts that both married and unmarried customer's responses have equal variance. Also, at 5% level of significance, T test significance value is 0.159. (0.159 > 0.05). So, it can be concluded that there is no significance difference between married and unmarried customer's responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0d3:** There is equal customer satisfaction in married and unmarried group of customers of different banks about sufficient number of employees of their banks

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2- tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
Each branch has sufficient number of employees.	Equal variances assumed	3.545	0.06	4.472	558	0	0.62312	0.13933	
	Equal variances not assumed			3.842	61.008	0	0.62312	0.16219	<b>Rejected</b>

**Marital Status & Customer Satisfaction about sufficient branch employees**

**Interpretation:** Leven's statistics for the Response of "Each branch has sufficient number of employees." shows that sig. value is 0.06 .so. It can be concluded that married and unmarried responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.00 (  $0.00 < 0.05$ ). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.



**H0e3:** There is equal customer opinion of married and unmarried groups for bank's clarity about objectives directed to satisfy their customers

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2- tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The bank has clear objectives to satisfy customers.	Equal variances assumed	16.769	0	4.222	558	0	0.6368	0.15084	
	Equal variances not assumed			5.032	71.753	0	0.6368	0.12655	<b>Rejected</b>

**Marital Status & Customer Satisfaction about clear objectives**

**Interpretation:** Leven's statistics for the Response of "The bank has clear objectives to satisfy customers." shows that sig. value is 0.000 which is very close to 0.10. So it can be concluded that married and unmarried responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.000 (  $0.000 < 0.05$ ). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0f3:** There is equal customer opinion of married and unmarried groups for bank's brand image

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The brand (image of the bank) is appealing to you.	Equal variances assumed	9.106	0.003	2.20 5	558	0.028	0.35741	0.16206	
	Equal variances not assumed			2.81 6	75.584	0.006	0.35741	0.12694	<b>Rejected</b>

**Marital Status & Customer Satisfaction about bank's brand image**

**Interpretation:** Leven's statistics for the Response of " The brand (image of the bank) is appealing to you." shows that sig. value is 0.003 which is very close to 0.10. so. It can be concluded that married and unmarried responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.006( 0.006< 0.05). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0g3:** There is equal customer opinion of married and unmarried groups about satisfactory mission and vision statement of their banks

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
Mission and vision statements of the bank rightly define its commitment towards customers.	Equal variances assumed	4.043	0.045	3.449	558	0.001	0.33319	0.09661	
	Equal variances not assumed			4.557	77.841	0	0.33319	0.07311	<b>Rejected</b>

**Marital Status & Customer Satisfaction about committed vision & mission statement of the bank**

**Interpretation:** Leven's statistics for the Response of " Mission and vision statements of the bank rightly define its commitment towards customers." shows that sig. value is 0.045 which is very close to 0.10. so. It can be concluded that married and unmarried responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.000( 0.000< 0.05). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0h3:** There is equal customer opinion of married and unmarried groups for convenient ATM's location

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The location of the ATM's are convenient to you	Equal variances assumed	12.857	0	2.448	558	0.015	0.19236	0.07859	
	Equal variances not assumed			2.775	69.422	0.007	0.19236	0.06931	<b>Rejected</b>

**Marital Status & Customer Satisfaction about Convenient ATMs' Location**

**Interpretation:** Leven's statistics for the Response of "The locations of the ATM's are convenient to you" shows that sig. value is 0.000 which is very close to 0.10. so. It can be concluded that married and unmarried responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.007( 0.007< 0.05). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0i3:** There is equal customer opinion of married and unmarried groups about availability of branches of their bank

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The number of the branches of the bank is enough.	Equal variances assumed	25.153	0	1.995	558	0.047	0.37432	0.18764	
	Equal variances not assumed			2.669	78.703	0.009	0.37432	0.14027	<b>Rejected</b>

**Marital Status & Customer Satisfaction about available bank branches**

**Interpretation:** Leven's statistics for the Response of " The number of the branches of the bank is enough." shows that sig. value is 0.000 which is very close to 0.10. so. It can be concluded that married and unmarried responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.009( 0.009 < 0.05). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0j3:** There is equal customer opinion of married and unmarried groups for convenient location of their bank branches

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The location of the branches of the bank are convenient	Equal variances assumed	38.647	0	2.4	558	0.017	0.43661	0.18194	
	Equal variances not assumed			3.503	86.025	0.001	0.43661	0.12464	<b>Rejected</b>

**Marital Status & Customer Satisfaction about location of the bank branches**

**Interpretation:** Leven's statistics for the Response of “The location of the branches of the bank is convenient “shows that sig. value is 0.000 which is very close to 0.10. so. It can be concluded that married and unmarried responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.001( 0.001 < 0.05). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0k3:** There is equal customer opinion of married and unmarried groups about availability of ATMs of their bank

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The bank provides ATM's at several prominent locations	Equal variances assumed	0.975	0.324	1.091	558	0.276	0.09735	0.08923	
	Equal variances not assumed			1.029	63.196	0.307	0.09735	0.09456	<b>Accepted</b>

**Marital Status & Customer Satisfaction about location of the ATMs**

**Interpretation:** The bank provides ATM's at several prominent locations "is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.324) depicts that both married and unmarried customer's responses have equal variance. Also, at 5% level of significance, T test significance value is 0.05. (0.276 > 0.05). So, it can be concluded that there is no significance difference between married and unmarried customer's responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H013:** There is equal customer opinion of married and unmarried groups about the general ambience and comfort level of the bank

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The products and services offered by the bank are satisfactory.	Equal variances assumed	0.293	0.588	0.088	558	0.93	0.00739	0.08364	
	Equal variances not assumed			0.085	63.588	0.933	0.00739	0.08735	<b>Accepted</b>

**Marital Status & Customer Satisfaction about bank's general ambience & comfort level**

**Interpretation:** "The products and services offered by the bank are satisfactory." is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.588) depicts that both married and unmarried responses have equal variance. Also, at 5% level of significance, T test significance value is 0.93 ( $0.93 > 0.05$ ). So, it can be concluded that there is no significance difference between Male and Female responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.



**H0m3:** There is no difference in the customer satisfaction marital status wise for the products & services offered by the selected banks

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2- tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
You wish to continue with the bank as you are satisfied with it.	Equal variances assumed	0.081	0.776	1.053	558	0.293	0.13936	0.13231	
	Equal variances not assumed			1.01	63.627	0.316	0.13936	0.13798	<b>Accepted</b>

**Marital Status & Customer Satisfaction about bank's Products and Services**

**Interpretation:** "You wish to continue with the bank as you are satisfied with it" is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.776) depicts that both married and unmarried responses have equal variance. Also, at 5% level of significance, T test significance value is 0.293. ( $0.293 > 0.05$ ). So, it can be concluded that there is no significance difference between Male and Female responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0n3:** There is equal customer satisfaction in married and unmarried groups with the hope to continue with banks .

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The general ambience and comfort level of the bank is satisfactory	Equal variances assumed	8.62	0.003	5.321	558	0	0.89409	0.16804	
	Equal variances not assumed			6.046	69.513	0	0.89409	0.14789	<b>Rejected</b>

**Marital Status & Customer Satisfaction up to continuation with the same bank**

**Interpretation:** Leven's statistics for the Response of " The general ambience and comfort level of the bank is satisfactory " shows that sig. value is 0.003 which is very close to 0.10. so. It can be concluded that married and unmarried responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.000 (  $0.000 < 0.05$ ). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H003:** There is equal customer opinion of married and unmarried groups about the waiting period for their problem resolution through their bank.

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2- tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
It takes a long time to resolve your problems.	Equal variances assumed	0.65	0.42	-1.904	558	0.057	-0.31547	0.1657	
	Equal variances not assumed			-1.852	64.031	0.069	-0.31547	0.1703	<b>Accepted</b>

**Marital Status & Customer Satisfaction about time taken to resolve the problems**

**Interpretation:** "It takes a long time to resolve your problems" is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.42) depicts that both married and unmarried responses have equal variance. Also, at 5% level of significance, T test significance value is 0.057. ( $0.057 > 0.05$ ). So, it can be concluded that there is no significance difference between Male and Female responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied

**H0p3:** There is equal customer opinion of married and unmarried groups about difficulty felt by them in transaction at bank

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
You usually have to stand in a long queue in the bank for any transaction.	Equal variances assumed	0.093	0.76	-2.792	558	0.005	-0.57451	0.20574	
	Equal variances not assumed			-2.855	65.536	0.006	-0.57451	0.20123	<b>Rejected</b>

**Marital Status & Customer Satisfaction about time taken for any transaction at branch**

**Interpretation:** Leven's statistics for the Response of "You usually have to stand in a long queue in the bank for any transaction." shows that sig. value is 0.76 which is very close to 0.10. so. It can be concluded that married and unmarried responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.006 (  $0.006 < 0.05$ ). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0q3:** There is equal customer opinion of married and unmarried groups about the behavior of bank's employees

		F	Sig. . t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	Hypothesis	
As a Customer, when you have a problem, you get proper response from the concerned employee.	Equal variances assumed	21.923	0	2.708	558	0.007	0.42805	0.15804	
	Equal variances not assumed			3.562	77.514	0.001	0.42805	0.12017	Rejected

**Marital Status & Customer Satisfaction about proper response from concerned employee**

**Interpretation:** Leven's statistics for the Response of " As a Customer, when you have a problem, you get proper response from the concerned employee." shows that sig. value is 0.000 which is very close to 0.10. so. It can be concluded that married and unmarried responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.001 ( 0.001 < 0.05). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0r3:** There is equal customer opinion of married and unmarried customers about the competitive interest rates offered on various deposits by banks

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2- tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The interest rate offered by the bank on various deposits it competitive enough.	Equal variances assumed	7.599	0.006	4.558	558	0	0.80618	0.17687	
	Equal variances not assumed			5.08	68.69	0	0.80618	0.15871	<b>Rejected</b>

**Marital Status & Customer Satisfaction about competitive interest rates on various deposit**

**Interpretation:** Leven's statistics for the Response of " The interest rate offered by the bank on various deposits it competitive enough." shows that sig. value is 0.006 which is very close to 0.10. so. It can be concluded that married and unmarried responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.000 ( 0.000 < 0.05). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0s3:** There is equal customer satisfaction in married and unmarried groups about the rates of interest charged on loans

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The rates of interest charged on the loans are satisfactory.	Equal variances assumed	18.199	0	-3.388	558	0.001	-0.38816	0.11458	
	Equal variances not assumed			-2.682	59.477	0.009	-0.38816	0.14474	<b>Rejected</b>

**Marital Status & Customer Satisfaction about interest rates charged on loans**

**Interpretation:** Leven's statistics for the Response of " The rates of interest charged on the loans are satisfactory.." shows that sig. value is 0.000 which is very close to 0.10. so. It can be concluded that married and unmarried responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.009 ( 0.009 < 0.05). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

**H0t3:** There is equal opinion among married and unmarried customers about the charges and penalties impose by banks on them.

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2- tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The bank has a number of categories to charge its customers or to impose penalties.	Equal variances assumed	0.882	0.348	1.976	558	0.049	0.2922	0.14788	
	Equal variances not assumed			1.812	62.47	0.075	0.2922	0.16127	<b>Accepted</b>

**Marital Status & Customer Satisfaction about charges & penalties imposed by banks**

**Interpretation:** "The bank has a number of categories to charge its customers or to impose penalties" is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.348) depicts that both married and unmarried responses have equal variance. Also, at 5% level of significance, T test significance value is 0.049. (0.049 = 0.05). So, it can be concluded that there is no significance difference between Male and Female responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.



**H0u3:** There is no difference in opinion by married and unmarried customers about the reasonability of charges taken by banks compare to others

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
The charges that the bank collects from you are reasonable when compared with other banks	Equal variances assumed	0.993	0.319	1.902	558	0.058	0.28034	0.14742	
	Equal variances not assumed			1.739	62.402	0.087	0.28034	0.16123	<b>Accepted</b>

**Marital Status & Customer Satisfaction about comparatively reasonable charges**

**Interpretation:**" The charges that the bank collects from you are reasonable when compared with other banks “is one of the statements measuring the customer satisfaction. Here the value of Levene's statistics (0.319) depicts that both married and unmarried responses have equal variance. Also, at 5% level of significance, T test significance value is 0.058. (0.058 > 0.05). So, it can be concluded that there is no significance difference between Male and Female responses towards this statement. Henceforth, Null hypothesis is accepted at 5% level of significance. Thus they are equally satisfied.

**H0v3:** married and unmarried Customers are equally satisfied with their banks for availability of parking space.

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Std. Error Difference</b>	<b>Hypothesis</b>
Parking space available is sufficient.	Equal variances assumed	0.364	0.546	1.461	558	0.145	0.48675	0.33314	
	Equal variances not assumed			2.921	149.034	0.004	0.48675	0.16664	<b>Rejected</b>

**Marital Status & Customer Satisfaction about available parking space**

**Interpretation:** Leven's statistics for the Response of “Parking space available is sufficient “shows that sig. value is 0.546 which is very close to 0.10. So, it can be concluded that married and unmarried responses variance is not equal and value for the T Test in the row of the equal variance not assumes is referred and it is 0.004 (  $0.004 < 0.05$ ). Therefore, Null hypothesis is rejected and concluded that responses on this statement differ according to Gender of the bank customer. Thus they are not equally satisfied.

## 5.5 Education Qualification & Customer satisfaction

**H04: There is equal customer satisfaction among all customers having different educational qualification**

**H0a4:** There is equal satisfaction among all customers of different banks, who have different educational qualification about skill and competency of employees of their banks

		Sum of Squares	df	Mean Square	F	Sig.	
<b>Employees of your bank are skilled &amp; competent.</b>	Between Groups	4.874	5	0.975	1.089	0.365	<b>Accepted</b>
	Within Groups	495.919	554	0.895			
	Total	500.793	559				

### Educational Qualification & Customer Satisfaction about skill & Competency if Bank

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.362** level of significance. So, H0a4 is **accepted**, so it can be said that customers of different banks with different educational qualification having equal opinions about sufficient employee presence in their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is no any impact of education on customer satisfaction level of different banks so they are **satisfied equally** in related aspects.

**H0b4:** There is equal satisfaction about convenient timing of their banks among all customers of different banks, who have different educational qualification

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The bank has convenient timing.</b>	Between Groups	14.81	5	2.962	6.337	0	<b>Rejected</b>
	Within Groups	258.933	554	0.467			
	Total	273.743	559				

**Educational Qualification & Customer Satisfaction about Convenient banking time**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.007** level of significance. So, H0b4 is **rejected** so it can be said that customers of different banks with different educational qualification having different opinions about convenient timing of their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is an impact of education on customer satisfaction level of different banks so they are **not satisfied equally** in related aspects.

**H0c4:** There is equal customer satisfaction about behavior of the employees of their banks among all customers of different banks, who have different educational qualification

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The behavior of the employees instills confidence in you.</b>	Between Groups	29.25	5	5.85	11.643	0	<b>Rejected</b>
	Within Groups	278.348	554	0.502			
	Total	307.598	559				

**Educational Qualification & Customer Satisfaction about behavior of the employees**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.014** level of significance. So, H0c4 is **rejected** so it can be said that customers of different banks with different educational qualification having different opinions about behavior of the employees of their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is an impact of education on customer satisfaction level of different banks so they are **not satisfied equally** in related aspects.

**H0d4:** There is equal customer satisfaction about sufficient number of employees of their banks among all customers of different banks, those have different educational qualification

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>Each branch has sufficient number of employees.</b>	Between Groups	11.5	5	2.3	2.377	0.038	<b>Rejected</b>
	Within Groups	535.999	554	0.968			
	Total	547.498	559				

**Educational Qualification & Customer Satisfaction about sufficient branch employees**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.014** level of significance. So, H0d4 is **rejected** so it can be said that customers of different banks with different educational qualification having different opinions about behavior of the employees of their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is an impact of education on customer satisfaction level of different banks. So, they are **not satisfied equally** in related aspects.

**H0e4:** There is equal customer opinion of all differently qualified groups of customers for bank's clarity about objectives directed to satisfy their customers

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The bank has clear objectives to satisfy customers.</b>	Between Groups	38.48	5	7.696	7.096	0	<b>Rejected</b>
	Within Groups	600.806	554	1.084			
	Total	639.286	559				

**Educational Qualification & Customer Satisfaction about clear objectives**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0e4 is **rejected**, so it can be said that customers of different banks with different educational qualification having different opinion for their banks about clarity of objectives directed towards customer satisfaction. So it can be concluded that there is an impact of education on customer satisfaction level of different banks so, they are **not satisfied equally** in related aspects.

**H0f4:** There is equal opinion of all differently qualified groups of customers for bank's brand image

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The brand (image of the bank) is appealing to you.</b>	Between Groups	45.183	5	9.037	7.405	0	<b>Rejected</b>
	Within Groups	676.101	554	1.22			
	Total	721.284	559				

**Educational Qualification & Customer Satisfaction about bank's brand image**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0f4 is **rejected**, so it can be said that customers of different banks with different educational qualification having different opinion for their bank's brand image. So it can be concluded that there is an impact of education on customer satisfaction level of different banks so, they are **not satisfied equally** in related aspects.



**H0g4:** There is equal opinion of all differently qualified groups of customers about satisfactory mission and vision statement of their banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>Mission and vision statements of the bank rightly defines its commitment towards customers.</b>	Between Groups	4.857	5	0.971	2.113	0.062	<b>Accepted</b>
	Within Groups	254.686	554	0.46			
	Total	259.543	559				

**Educational Qualification & Customer Satisfaction about committed vision & mission statement of the bank**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.362** level of significance. So, H0g4 is **accepted**, so it can be said that customers of different banks with different educational qualification having equal opinions about sufficient employee presence in their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is no any impact of education on customer satisfaction level of different banks so they are **satisfied equally** in related aspects.

**H0h4:** There is equal opinion of all differently qualified groups of customers for convenient ATM's location

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The location of the ATM's are convenient to you</b>	Between Groups	7.409	5	1.482	5.05	0	<b>Rejected</b>
	Within Groups	162.563	554	0.293			
	Total	169.971	559				

**Educational Qualification & Customer Satisfaction about Convenient ATMs' Location**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0h4 is **rejected**, so it can be said that customers of different banks with different educational qualification having different opinion for convenient ATM's location. So it can be concluded that there is an impact of education on customer satisfaction level of different banks so they are **not satisfied equally** in related aspects.

**H0i4:** There is equal opinion of all differently qualified groups of customers about availability of branches of their bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The number of the branches of the bank is enough.</b>	Between Groups	50.406	5	10.081	6.104	0	<b>Rejected</b>
	Within Groups	915.015	554	1.652			
	Total	965.421	559				

**Educational Qualification & Customer Satisfaction about available bank branches**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0i4 is **rejected**, so it can be said that customers of different banks with different educational qualification having different opinion about availability of branches of their bank. So it can be concluded that there is an impact of education on customer satisfaction level of different banks so they are **not satisfied equally** in related aspects.

**H0j4:** There is equal opinion of all differently qualified groups of customers about convenient location of their bank branches

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig .</b>	
<b>The location of the branches of the bank are convenient</b>	Between Groups	56.459	5	11.292	7.324	0	<b>Rejected</b>
	Within Groups	854.139	554	1.542			
	Total	910.598	559				

**Educational Qualification & Customer Satisfaction about location of the bank branches**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0j4 is **rejected**, so it can be said that customers of different banks with different educational qualification having different opinion for convenient location of their bank branches. So it can be concluded that there is an impact of education on customer satisfaction level of different banks so, they are **not satisfied equally** in related aspects.

**H0k4:** There is equal opinion of all differently qualified groups of customers about availability of ATMs of their bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The bank provides ATM's at several prominent locations</b>	Between Groups	7.742	5	1.548	4.094	0.001	<b>Rejected</b>
	Within Groups	209.508	554	0.378			
	Total	217.25	559				

**Educational Qualification & Customer Satisfaction about location of the ATMs**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0k4 is **rejected**, so it can be said that customers of different banks with different educational qualification having different opinion about availability of ATMs of their bank. So it can be concluded that there is an impact of education on customer satisfaction level of different banks so they are **not satisfied equally** in related aspects.

**H014:** There is equal opinion of all differently qualified groups of customers about satisfactory product and services offered by the banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The products and services offered by the bank are satisfactory.</b>	Between Groups	4.678	5	0.936	2.789	0.017	<b>Rejected</b>
	Within Groups	185.806	554	0.335			
	Total	190.484	559				

**Educational Qualification & Customer Satisfaction about bank's general ambience & comfort level**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.003** level of significance. So, H014 is **rejected**, so it can be said that customers of different banks with different educational qualification having different opinion about satisfactory product and services offered by the banks So it can be concluded that there is an impact of age on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0m4:** There is no difference in the customer satisfaction educational qualification wise for the satisfaction directed towards continuity with the bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>You wish to continue with the bank as you are satisfied with it.</b>	Between Groups	15.093	5	3.019	3.616	0.003	<b>Rejected</b>
	Within Groups	462.507	554	0.835			
	Total	477.6	559				

**Educational Qualification & Customer Satisfaction about bank's Products and Services**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.048** level of significance. So, H0m4 is **rejected**, so it can be said that satisfaction level of customers of different banks with different educational qualification about the satisfaction directed towards continuity with the bank is not same. Thus it can be concluded that there is an impact of education on customer satisfaction level of different banks and they are **not satisfied equally** in related aspects.

**H0n4:** There is equal customer satisfaction about general ambience and comfort level of the bank among all the customers of different banks with different educational qualification

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The general ambience and comfort level of the bank is satisfactory</b>	Between Groups	89.685	5	17.937	13.838	0	<b>Rejected</b>
	Within Groups	718.127	554	1.296			
	Total	807.812	559				

**Educational Qualification & Customer Satisfaction up to continuation with the same bank**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0n4 is **rejected**, so it can be said that customers' satisfaction about general ambience and comfort level of the bank with different educational qualification of different banks is not same. Thus it can be concluded that there is an impact of education on customer satisfaction level and they are **not satisfied equally** in related aspects.



**H0o4:** There is equal opinion of all differently qualified groups of customers about the waiting period for their problem resolution through their bank.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>It takes a long time to resolve your problems.</b>	Between Groups	33.763	5	6.753	5.206	0	<b>Rejected</b>
	Within Groups	718.63	554	1.297			
	Total	752.393	559				

**Educational Qualification & Customer Satisfaction about time taken to resolve the problems**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0o4 is **rejected**, so it can be said that customers of different banks with different educational qualification having different opinions about the waiting period for their problem resolution through their bank. Thus it can be concluded that there is an impact of education on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0p4:** There is equal opinion of all differently qualified groups of customers about difficulty felt by them in transaction at bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig .</b>	
<b>You usually have to stand in a long queue in the bank for any transaction.</b>	Between Groups	111.134	5	22.227	11.645	0	<b>Rejected</b>
	Within Groups	1057.422	554	1.909			
	Total	1168.555	559				

**Educational Qualification & Customer Satisfaction about time taken for any transaction at branch**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0p4 is **rejected**, so it can be said that customers of different banks with different educational qualification having different opinions about the waiting period for their problem resolution through their bank. Thus it can be concluded that there is an impact of education on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0q4:** There is equal opinion of all differently qualified groups of customers about the behavior of bank's employees

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>As a Customer, when you have a problem, you get proper response from the concerned employee.</b>	Between Groups	15.145	5	3.029	2.49	0.03	<b>Rejected</b>
	Within Groups	673.826	554	1.216			
	Total	688.971	559				

**Educational Qualification & Customer Satisfaction about proper response from concerned employee**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.001** level of significance. So, H0q4 is **rejected**, so it can be said that customers of different banks with different educational qualification having different opinions about the behavior of bank's employees .Thus it can be concluded that there is an impact of education on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0r4:** There is equal opinion of all differently qualified groups of customers about the competitive interest rates offered on various deposits by banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The interest rate offered by the bank on various deposits it competitive enough.</b>	Between Groups	75.868	5	15.174	10.409	0	<b>Rejected</b>
	Within Groups	807.553	554	1.458			
	Total	883.421	559				

**Educational Qualification & Customer Satisfaction about competitive interest rates on various deposit**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.001** level of significance. So, H0r4 is **rejected**, so it can be said that customers of different banks with different educational qualification having different opinions about the competitive interest rates offered on various deposits by banks is not same. Thus it can be concluded that there is an impact of education on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0s4:** There is equal opinion of all differently qualified groups of customers about the rates of interest charged on loans

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The rates of interest charged on the loans are satisfactory</b>	Between Groups	5.526	5	1.105	1.704	0.132	<b>Accepted</b>
	Within Groups	359.258	554	0.648			
	Total	364.784	559				

**Educational Qualification & Customer Satisfaction about interest rates charged on loans**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.103** level of significance. So, H0s4 is **accepted**, so it can be said that customer satisfaction of customers of different banks with different educational qualification about the rates of interest charged on loans is same. Thus it can be concluded that there is no impact of education on customer satisfaction level and they are **satisfied equally** in related aspects.

**H0t4:** There is equal opinion of all differently qualified groups of customers about the charges and penalties impose by banks on them.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The bank has a number of categories to charge its customers or to impose penalties.</b>	Between Groups	37.728	5	7.546	7.441	0	<b>Rejected</b>
	Within Groups	561.815	554	1.014			
	Total	599.543	559				

**Educational Qualification & Customer Satisfaction about charges & penalties imposed by banks**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.006** level of significance. So, H0t4 is **rejected**, so it can be said that customers of different banks with different educational qualification having different opinions about the charges and penalties impose by banks on them are not same.. Thus it can be concluded that there is an impact of education on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0u4:** There is no difference in opinion by all differently qualified groups of customers about the reasonability of charges taken by banks compare to others

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The charges that the bank collects from you are reasonable when compared with other banks</b>	Between Groups	35.32	5	7.064	6.986	0	<b>Rejected</b>
	Within Groups	560.215	554	1.011			
	Total	595.536	559				

**Educational Qualification & Customer Satisfaction about comparatively reasonable charges**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.014** level of significance. So, H0u4 is **rejected**, it can be said that customers of different banks with different educational qualification having different opinions about the reasonability of charges taken by banks compare to others are not same. Thus it can be concluded that there is an impact of education on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0v4:** Differently qualified groups of customers are equally satisfied with their banks for availability of parking space.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>Parking space available is sufficient.</b>	Between Groups	13.953	5	2.791	0.512	0.767	<b>Accepted</b>
	Within Groups	3019.29 7	554	5.45			
	Total	3033.25	559				

**Educational Qualification & Customer Satisfaction about available parking space**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.527** level of significance. So, H0v4 is **accepted**, so it can be said that customers of all the age groups are equally satisfied with their banks for availability of parking space. Thus it can be concluded that there is an impact of age on customer satisfaction level and they are **satisfied equally** in related aspects.



## 5.6 Income & Customer Satisfaction

**H05: There is no impact of Income on customer satisfaction**

**H0a5:** There is equal customer satisfaction in customers of all income group of different banks about skill and competency of employees of their banks

		Sum of Squares	df	Mean Square	F	Sig.	
<b>Employees of your bank are skilled &amp; competent.</b>	Between Groups	12.733	4	3.183	3.62	0.006	<b>Rejected</b>
	Within Groups	488.06	555	0.879			
	Total	500.793	559				

### Income & Customer Satisfaction about skill & Competency if Bank

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.006** level of significance. So, H0a5 is **rejected** so it can be understood that customers of different income groups having different opinions about skill and competency of employees, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is an impact of income on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0b5:** There is equal customer satisfaction in customers of all income group of different banks about convenient timing of their banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The bank has convenient timing.</b>	Between Groups	6.722	4	1.68	3.493	0.008	<b>Rejected</b>
	Within Groups	267.021	555	0.481			
	Total	273.743	559				

**Income & Customer Satisfaction about Convenient banking time**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.008** level of significance. So, H0 is **rejected** so it can be said that customers of different income groups having different opinions about convenient timing of their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is an impact of income on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0c5:** There is equal customer satisfaction in customers of all income group of different banks about behavior of the employees of their banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The behavior of the employees instills confidence in you.</b>	Between Groups	9.778	4	2.444	4.555	0.001	<b>Rejected</b>
	Within Groups	297.821	555	0.537			
	Total	307.598	559				

**Income & Customer Satisfaction about behavior of the employees**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.001** level of significance. So, H0c5 is **rejected** so it can be said that customers of different income groups having different opinions about behavior of the employees of their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is an impact of income on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0d5:** There is equal customer satisfaction in customers of all income group of different banks about sufficient number of employees of their banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>Each branch has sufficient number of employees.</b>	Between Groups	13.407	4	3.352	3.483	0.008	<b>Rejected</b>
	Within Groups	534.091	555	0.962			
	Total	547.498	559				

**Income & Customer Satisfaction about sufficient branch employees**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.008** level of significance. So, H0d5 is **rejected** so it can be said that customers of different income groups having different opinions about sufficient number of employees of their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is an impact of income on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0e5:** There is equal customer opinion of all income groups for bank's clarity about objectives directed to satisfy their customers

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The bank has clear objectives to satisfy customers.</b>	Between Groups	59.573	4	14.893	14.258	0	<b>Rejected</b>
	Within Groups	579.713	555	1.045			
	Total	639.286	559				

**Income & Customer Satisfaction about clear objectives**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0e5 is **rejected**, so it can be said that customers in different income groups of different banks having different opinion for their banks about clarity of objectives directed towards customer satisfaction. So it can be concluded that there is an impact of income on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0f5:** There is equal customer opinion of all income groups for bank's brand image

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The brand (image of the bank) is appealing to you.</b>	Between Groups	35.29	4	8.823	7.138	0	<b>Rejected</b>
	Within Groups	685.994	555	1.236			
	Total	721.284	559				

**Income & Customer Satisfaction about bank's brand image**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0f5 is **rejected**, so it can be said that customers in different income groups of different banks having different opinion for their bank's brand image. So it can be concluded that there is an impact of income on customer satisfaction level of different banks so income wise they are **not satisfied equally** in related aspects.

**H0g5:** There are equal opinions of customers in all income groups of different banks about satisfactory mission and vision statement of their banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>Mission and vision statements of the bank rightly defines its commitment towards customers.</b>	Between Groups	0.334	4	0.084	0.179	0.949	<b>Accepted</b>
	Within Groups	259.209	555	0.467			
	Total	259.543	559				

**Income & Customer Satisfaction about committed vision & mission statement of the bank**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.949** level of significance. So, H0g5 is **accepted**, so it can be said that customers of all the age groups are equally satisfied with their banks satisfactory mission and vision statement of their banks. Thus it can be concluded that there is an impact of age on customer satisfaction level and they are **satisfied equally** in related aspects.

**H0h5:** There are equal customer opinions of customers in all income groups of different banks for convenient ATM's location

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The location of the ATM's are convenient to you</b>	Between Groups	8.27	4	2.068	7.096	0	<b>Rejected</b>
	Within Groups	161.701	555	0.291			
	Total	169.971	559				

**Income & Customer Satisfaction about Convenient ATMs' Location**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0h5 is **rejected**, so it can be said that customers in different income groups of different banks having different opinion for convenient ATM's location. So it can be concluded that there is an impact of income on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.



**H0i5:** There is equal customer opinion of customers in all income groups of different banks about availability of branches of their bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The number of the branches of the bank is enough.</b>	Between Groups	53.417	4	13.354	8.127	0	<b>Rejected</b>
	Within Groups	912.005	555	1.643			
	Total	965.421	559				

**Income & Customer Satisfaction about available bank branches**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0i5 is **rejected**, so it can be said that customers in different income groups of different banks having different opinion about availability of branches of their bank. So it can be concluded that there is an impact of age on customer satisfaction level of different banks so income wise they are **not satisfied equally** in related aspects

**H0j5:** There are equal opinions of customers in all income groups of different banks for convenient location of their bank branches

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The location of the branches of the bank are convenient</b>	Between Groups	47.02	4	11.755	7.555	0	<b>Rejected</b>
	Within Groups	863.579	555	1.556			
	Total	910.598	559				

**Income & Customer Satisfaction about location of the bank branches**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0j5 is **rejected**, so it can be said that customers in different income groups of different banks having different opinion for convenient location of their bank branches. So it can be concluded that there is an impact of income on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0k5:** There is equal customer opinion in all income groups of different banks about availability of ATMs of their bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The bank provides ATM's at several prominent locations</b>	Between Groups	9.07	4	2.268	6.045	0	<b>Rejected</b>
	Within Groups	208.18	555	0.375			
	Total	217.25	559				

**Income & Customer Satisfaction about location of the ATMs**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0k5 is **rejected**, so it can be said that customers in different income groups of different banks having different opinion about availability of ATMs of their bank. So it can be concluded that there is an impact of income on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H015:** There is no difference in the customer satisfaction income group wise for the products & services offered by the selected banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The products and services offered by the bank are satisfactory.</b>	Between Groups	0.742	4	0.186	0.543	0.704	<b>Accepted</b>
	Within Groups	189.742	555	0.342			
	Total	190.484	559				

**Income & Customer Satisfaction about bank's general ambience & comfort level**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.704** level of significance. So, H0 is **accepted**, so it can be said that customers of all the age groups are equally satisfied with the products & services offered by the selected banks. Thus it can be concluded that there is an impact of age on customer satisfaction level and they are **satisfied equally** in related aspects.

**H0m5:** There is equal customer satisfaction with the hope to continue with banks in all the income groups of different banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>You wish to continue with the bank as you are satisfied with it.</b>	Between Groups	12.808	4	3.202	3.823	0.004	<b>Rejected</b>
	Within Groups	464.792	555	0.837			
	Total	477.6	559				

**Income & Customer Satisfaction about bank's Products and Services**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.004** level of significance. So, H0m5 is **rejected**, so it can be said that customers satisfaction with the hope to continue with banks in all the income groups of different banks is not same.. Thus it can be concluded that there is an impact of income on customer satisfaction level of different banks and they are **not satisfied equally** in related aspects.

**H0n5:** There is equal customer opinion of all income groups about the general ambience and comfort level of the bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The general ambience and comfort level of the bank is satisfactory</b>	Between Groups	45.784	4	11.446	8.336	.000	<b>Rejected</b>
	Within Groups	762.028	555	1.373			
	Total	807.812	559				

**Income & Customer Satisfaction up to continuation with the same bank**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0n5 is **rejected**, so it can be said that customers in different income groups of different banks having different opinion about the general ambience and comfort level of the bank. Thus it can be concluded that there is an impact of income on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0o5:** There is equal customer opinion of all income groups about the waiting period for their problem resolution through their bank.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>It takes a long time to resolve your problems.</b>	Between Groups	47.344	4	11.836	9.317	0	<b>Rejected</b>
	Within Groups	705.049	555	1.27			
	Total	752.393	559				

**Income & Customer Satisfaction about time taken to resolve the problems**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0o5 is **rejected**, so it can be said that customers' opinion of all income groups about the waiting period for their problem resolution through their bank. Thus it can be concluded that there is an impact of income on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0p5:** There is equal customer opinion of all income groups about difficulty felt by them in transaction at bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>You usually have to stand in a long queue in the bank for any transaction.</b>	Between Groups	13.312	4	3.328	1.599	0.173	<b>Accepted</b>
	Within Groups	1155.243	555	2.082			
	Total	1168.555	559				

**Income & Customer Satisfaction about time taken for any transaction at branch**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.173** level of significance. So, H0p5 is **accepted**, so it can be said that customers' opinion of all income groups about difficulty felt by them in transaction at bank is equal. Thus it can be concluded that there is no any impact of income on customer satisfaction level and they are **satisfied equally** in related aspects.



**H0q5:** There is equal customer opinion of all income groups about the behavior of bank's employees

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>As a Customer, when you have a problem, you get proper response from the concerned employee.</b>	Between Groups	21.788	4	5.447	4.531	0.001	<b>Rejected</b>
	Within Groups	667.184	555	1.202			
	Total	688.971	559				

**Income & Customer Satisfaction about proper response from concerned employee**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.001** level of significance. So, H0q5 is **rejected**, so it can be said that customers' opinion of all income groups about the behavior of bank's employees is not same. Thus it can be concluded that there is an impact of income on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0r5:** There is equal customer opinion of all income groups about the competitive interest rates offered on various deposits by banks

		Sum of Squares	df	Mean Square	F	Sig.	
<b>The interest rate offered by the bank on various deposits it competitive enough.</b>	Between Groups	54.902	4	13.725	9.194	0	<b>Rejected</b>
	Within Groups	828.52	555	1.493			
	Total	883.421	559				

**Income & Customer Satisfaction about competitive interest rates on various deposit**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0r5 is **rejected**, so it can be said that customers' opinion of all income groups about the competitive interest rates offered on various deposits by banks is not same. Thus it can be concluded that there is an impact of income on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0s5:** There is equal customer satisfaction of all income groups about the rates of interest charged on loans

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The rates of interest charged on the loans are satisfactory.</b>	Between Groups	4.416	4	1.104	1.7	0.148	<b>Accepted</b>
	Within Groups	360.368	555	0.649			
	Total	364.784	559				

**Income & Customer Satisfaction about interest rates charged on loans**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.148** level of significance. So, H0s5 is **accepted**, so it can be said that customer satisfaction of all income groups about the rates of interest charged on loans is same. Thus it can be concluded that there is no impact of income on customer satisfaction level and they are **satisfied equally** in related aspects.

**H0t5:** There is equal opinion among all income groups of customers about the charges and penalties impose by banks on them.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The bank has a number of categories to charge its customers or to impose penalties.</b>	Between Groups	7.915	4	1.979	1.856	0.117	<b>Accepted</b>
	Within Groups	591.628	555	1.066			
	Total	599.543	559				

**Income & Customer Satisfaction about charges & penalties imposed by banks**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.117** level of significance. So, H0t5 is **accepted**, so it can be said that customer satisfaction of all income groups about the charges and penalties impose by banks on them. Thus it can be concluded that there is no impact of income on customer satisfaction level and they are **satisfied equally** in related aspects.

**H0u5:** There is no difference in opinion by all income groups of customers about the reasonability of charges taken by banks compare to others

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The charges that the bank collects from you are reasonable when compared with other banks</b>	Between Groups	7.139	4	1.785	1.683	0.152	<b>Accepted</b>
	Within Groups	588.397	555	1.06			
	Total	595.536	559				

**Income & Customer Satisfaction about comparatively reasonable charges**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.152** level of significance. So, H0 is **accepted**, so it can be said that customer satisfaction of all income groups about the reasonability of charges taken by banks compare to others. Thus it can be concluded that there is no impact of income on customer satisfaction level and they are **satisfied equally** in related aspects.

**H0v5:** Customers of all the income groups are equally satisfied with their banks for availability of parking space.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>Parking space available is sufficient.</b>	Between Groups	21.852	4	5.463	1.007	0.403	<b>Accepted</b>
	Within Groups	3011.398	555	5.426			
	Total	3033.25	559				

**Income & Customer Satisfaction about available parking space**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.403** level of significance. So, H0v5 is **accepted**, so it can be said that customers of all the income groups are equally satisfied with their banks for availability of parking space. Thus it can be concluded that there is an impact of income on customer satisfaction level and they are **satisfied equally** in related aspects.

## 5.7 Occupation & Customer Satisfaction

**H06: There is no impact of occupation on customer satisfaction**

**H0a6:** There is equal satisfaction among all customers, who have different occupation about skill and competency of employees of their banks of different banks

		Sum of Squares	df	Mean Square	F	Sig.	
<b>Employees of your bank are skilled &amp; competent.</b>	Between Groups	12.628	5	2.526	2.866	0.014	<b>Rejected</b>
	Within Groups	488.165	554	0.881			
	Total	500.793	559				

### Occupation & Customer Satisfaction about skill & Competency if Bank

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.014** level of significance. So, H0a6 is **rejected** so it can be said that customers of different banks with different occupation having different opinions about skill and competency of employees of their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is an impact of occupation on customer satisfaction level of different banks so they are **not satisfied equally** in related aspects.

**H0b6:** There is equal satisfaction about convenient timing of their banks among all customers of different banks, who have different occupation

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The bank has convenient timing.</b>	Between Groups	23.058	5	4.612	10.191	0	<b>Rejected</b>
	Within Groups	250.685	554	0.453			
	Total	273.743	559				

**Occupation & Customer Satisfaction about Convenient banking time**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0b6 is **rejected** so it can be said that customers of different banks with different occupation having different opinions about convenient timing of their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is an impact of occupation on customer satisfaction level of different banks so they are **not satisfied equally** in related aspects.



**H0c6:** There is equal customer satisfaction about behavior of the employees of their banks among all customers of different banks, who have different occupation

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The behavior of the employees instills confidence in you.</b>	Between Groups	12.893	5	2.579	4.847	0	<b>Rejected</b>
	Within Groups	294.705	554	0.532			
	Total	307.598	559				

**Occupation & Customer Satisfaction about behavior of the employees**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0c6 is **rejected** so it can be said that customers of different banks with different occupation having different opinions about behavior of the employees of their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is an impact of occupation on customer satisfaction level of different banks so they are **not satisfied equally** in related aspects.

**H0d6:** There is equal customer satisfaction about sufficient number of employees of their banks among all customers of different banks, who have different occupation

		Sum of Squares	df	Mean Square	F	Sig.	
<b>Each branch has sufficient number of employees.</b>	Between Groups	33.338	5	6.668	7.184	0	<b>Rejected</b>
	Within Groups	514.161	554	0.928			
	Total	547.498	559				

**Occupation & Customer Satisfaction about sufficient branch employees**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0d6 is **rejected** so it can be said that customers of different banks with different occupation having different opinions about behavior of the employees of their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is an impact of occupation on customer satisfaction level of different banks. So, they are **not satisfied equally** in related aspects.

**H0e6:** There is equal customer opinion of all differently occupied groups of customers for bank's clarity about objectives directed to satisfy their customers

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The bank has clear objectives to satisfy customers.</b>	Between Groups	88.474	5	17.695	17.797	0	<b>Rejected</b>
	Within Groups	550.811	554	0.994			
	Total	639.286	559				

**Occupation & Customer Satisfaction about clear objectives**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0e6 is **rejected**, so it can be said that customers of different banks with different occupation having different opinion for their banks about clarity of objectives directed towards customer satisfaction. So it can be concluded that there is an impact of occupation on customer satisfaction level of different banks so, they are **not satisfied equally** in related aspects.

**H0f6:** There is equal opinion of all differently occupied groups of customers for bank's brand image

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The brand (image of the bank) is appealing to you.</b>	Between Groups	116.276	5	23.255	21.295	0	<b>Rejected</b>
	Within Groups	605.008	554	1.092			
	Total	721.284	559				

**Occupation & Customer Satisfaction about bank's brand image**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0e6 is **rejected**, so it can be said that customers of different banks with different occupation having different opinion for their bank's brand image. So it can be concluded that there is an impact of occupation on customer satisfaction level of different banks so, they are **not satisfied equally** in related aspects.

**H0g6:** There is equal opinion of all differently occupied groups of customers about satisfactory mission and vision statement of their banks

		Sum of Squares	df	Mean Square	F	Sig.	
Mission and vision statements of the bank rightly defines its commitment towards customers.	Between Groups	3.541	5	0.708	1.532	0.178	<b>Accepted</b>
	Within Groups	256.002	554	0.462			
	Total	259.543	559				

**Occupation & Customer Satisfaction about committed vision & mission statement of the bank**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.178** level of significance. So, H0g6 is **accepted**, so it can be said that customers of different banks with different occupation having equal opinions about satisfactory mission and vision statement of their banks, which is one of the factor impacts on customer satisfaction level. So it can be concluded that there is no any impact of occupation on customer satisfaction level of different banks so they are **satisfied equally** in related aspects.

**H0h6:** There is equal opinion of all differently occupied groups of customers for convenient ATM's location

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The location of the ATM's are convenient to you</b>	Between Groups	16.145	5	3.229	11.629	0	<b>Rejected</b>
	Within Groups	153.827	554	0.278			
	Total	169.971	559				

**Occupation & Customer Satisfaction about Convenient ATMs' Location**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0h6 is **rejected**, so it can be said that customers of different banks with different occupation having different opinion for convenient ATM's location. So it can be concluded that there is an impact of occupation on customer satisfaction level of different banks so they are **not satisfied equally** in related aspects.

**H0i6:** There is equal opinion of all differently occupied groups of customers about availability of branches of their bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The number of the branches of the bank is enough.</b>	Between Groups	145.553	5	29.111	19.671	0	<b>Rejected</b>
	Within Groups	819.869	554	1.48			
	Total	965.421	559				

**Occupation & Customer Satisfaction about available bank branches**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0i6 is **rejected**, so it can be said that customers of different banks with different occupation having different opinion about availability of branches of their bank. So it can be concluded that there is an impact of occupation on customer satisfaction level of different banks so they are **not satisfied equally** in related aspects.

**H0j6:** There is equal opinion of all differently occupied groups of customers about convenient location of their bank branches

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The location of the branches of the bank are convenient</b>	Between Groups	144.45	5	28.89	20.89	0	<b>Rejected</b>
	Within Groups	766.148	554	1.383			
	Total	910.598	559				

**Occupation & Customer Satisfaction about location of the bank branches**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0j6 is **rejected**, so it can be said that customers of different banks with different occupation having different opinion for convenient location of their bank branches. So it can be concluded that there is an impact of occupation on customer satisfaction level of different banks so, they are **not satisfied equally** in related aspects.



**H0k6:** There is equal opinion of all differently occupied groups of customers about availability of ATMs of their bank

		Sum of Squares	df	Mean Square	F	Sig.	
<b>The bank provides ATM's at several prominent locations</b>	Between Groups	12.824	5	2.565	6.951	0	<b>Rejected</b>
	Within Groups	204.426	554	0.369			
	Total	217.25	559				

**Occupation & Customer Satisfaction about location of the ATMs**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0k6 is **rejected**, so it can be said that customers of different banks with different occupation having different opinion about availability of ATMs of their bank. So it can be concluded that there is an impact of occupation on customer satisfaction level of different banks so they are **not satisfied equally** in related aspects.

**H016:** There is no difference in the customer satisfaction, occupation wise for the products & services offered by the selected banks

		Sum of Squares	df	Mean Square	F	Sig.	
<b>The products and services offered by the bank are satisfactory.</b>	Between Groups	4.051	5	0.81	2.407	0.036	<b>Rejected</b>
	Within Groups	186.433	554	0.337			
	Total	190.484	559				

**Occupation & Customer Satisfaction about bank's general ambience & comfort level**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.036** level of significance. So, H016 is **rejected**, so it can be said that customers of different banks with different occupation having different opinion about products & services offered by the selected banks. So it can be concluded that there is an impact of occupation on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0m6:** There is no difference in the customer satisfaction occupation wise for the satisfaction directed towards continuity with the bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>You wish to continue with the bank as you are satisfied with it.</b>	Between Groups	28.993	5	5.799	7.161	0	<b>Rejected</b>
	Within Groups	448.607	554	0.81			
	Total	477.6	559				

**Occupation & Customer Satisfaction about bank's Products and Services**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0m6 is **rejected**, so it can be said that satisfaction level of customers of different banks with different occupation about the satisfaction directed towards continuity with the bank is not same. Thus it can be concluded that there is an impact of occupation on customer satisfaction level of different banks and they are **not satisfied equally** in related aspects.

**H0n6:** There is equal opinion of all differently occupied groups of customers about the general ambience and comfort level of the bank

		Sum of Squares	df	Mean Square	F	Sig.	
The general ambience and comfort level of the bank is satisfactory	Between Groups	110.342	5	22.068	17.529	0	<b>Rejected</b>
	Within Groups	697.47	554	1.259			
	Total	807.813	559				

**Occupation & Customer Satisfaction up to continuation with the same bank**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0n6 is **rejected**, so it can be said that customers of different banks with different occupation having different opinion about the general ambience and comfort level of the bank. So it can be concluded that there is an impact of occupation on customer satisfaction level of different banks so age wise they are **not satisfied equally** in related aspects.

**H0o6:** There is equal opinion of all differently occupied groups of customers about the waiting period for their problem resolution through their bank.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>It takes a long time to resolve your problems.</b>	Between Groups	30.104	5	6.021	4.618	0	<b>Rejected</b>
	Within Groups	722.289	554	1.304			
	Total	752.393	559				

**Occupation & Customer Satisfaction about time taken to resolve the problems**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0o6 is **rejected**, so it can be said that customers of different banks with different occupation having different opinions about the waiting period for their problem resolution through their bank. Thus it can be concluded that there is an impact of occupation on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0p6:** There is equal opinion of all differently occupied groups of customers about difficulty felt by them in transaction at bank

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>You usually have to stand in a long queue in the bank for any transaction.</b>	Between Groups	71.491	5	14.298	7.22	0	<b>Rejected</b>
	Within Groups	1097.064	554	1.98			
	Total	1168.555	559				

**Occupation & Customer Satisfaction about time taken for any transaction at branch**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0p6 is **rejected**, so it can be said that customers of different banks with different occupation having different opinions about the waiting period for their problem resolution through their bank. Thus it can be concluded that there is an impact of occupation on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0q6:** There is equal opinion of all differently occupied groups of customers about the behavior of bank's employees

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>As a Customer, when you have a problem, you get proper response from the concerned employee.</b>	Between Groups	68.579	5	13.716	12.248	0	<b>Rejected</b>
	Within Groups	620.392	554	1.12			
	Total	688.971	559				

**Occupation & Customer Satisfaction about proper response from concerned employee**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0q6 is **rejected**, so it can be said that customers of different banks with different occupation having different opinions about the behavior of bank's employees .Thus it can be concluded that there is an impact of occupation on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0r6:** There is equal opinion of all differently occupied groups of customers about the competitive interest rates offered on various deposits by banks

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The interest rate offered by the bank on various deposits it competitive enough.</b>	Between Groups	148.851	5	29.77	22.452	0	<b>Rejected</b>
	Within Groups	734.57	554	1.326			
	Total	883.421	559				

**Occupation & Customer Satisfaction about competitive interest rates on various deposit**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.000** level of significance. So, H0r6 is **rejected**, so it can be said that customers of different banks with different occupation having different opinions about the competitive interest rates offered on various deposits by banks is not same. Thus it can be concluded that there is an impact of occupation on customer satisfaction level and they are **not satisfied equally** in related aspects.



**H0s6:** There is equal opinion of all differently occupied groups of customers about the rates of interest charged on loans

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The rates of interest charged on the loans are satisfactory.</b>	Between Groups	9.029	5	1.806	2.812	0.016	<b>Rejected</b>
	Within Groups	355.755	554	0.642			
	Total	364.784	559				

**Occupation & Customer Satisfaction about interest rates charged on loans**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.016** level of significance. So, H0s6 is **rejected**, so it can be said that customers of different banks with different occupation having different opinions about the rates of interest charged on loans by banks are not same.. Thus it can be concluded that there is an impact of occupation on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0t6:** There is equal opinion of all differently occupied groups of customers about the charges and penalties impose by banks on them.

		Sum of Squares	df	Mean Square	F	Sig.	
<b>The bank has a number of categories to charge its customers or to impose penalties.</b>	Between Groups	20.548	5	4.11	3.932	0.002	<b>Rejected</b>
	Within Groups	578.995	554	1.045			
	Total	599.543	559				

**Occupation & Customer Satisfaction about charges & penalties imposed by banks**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.002** level of significance. So, H0t6 is **rejected**, so it can be said that customers of different banks with different occupation having different opinions about the charges and penalties impose by banks on them are not same. Thus it can be concluded that there is an impact of occupation on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0u6:** There is no difference in opinion by all differently occupied groups of customers about the reasonability of charges taken by banks compare to others

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>The charges that the bank collects from you are reasonable when compared with other banks</b>	Between Groups	22.896	5	4.579	4.43	0.001	<b>Rejected</b>
	Within Groups	572.639	554	1.034			
	Total	595.536	559				

**Occupation & Customer Satisfaction about comparatively reasonable charges**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.001** level of significance. So, H0u6 is **rejected**, it can be said that customers of different banks with different occupation having different opinions about the reasonability of charges taken by banks compare to others are not same. Thus it can be concluded that there is an impact of occupation on customer satisfaction level and they are **not satisfied equally** in related aspects.

**H0v6:** Differently occupied groups of customers are equally satisfied with their banks for availability of parking space.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
<b>Parking space available is sufficient.</b>	Between Groups	78.856	5	15.771	2.957	0.012	<b>Rejected</b>
	Within Groups	2954.394	554	5.333			
	Total	3033.25	559				

**Occupation & Customer Satisfaction about available parking space**

**Interpretation:** It is clear from the ANOVA table that F test is significant at **0.012** level of significance. So, H0v6 is **accepted**, so it can be said that customers of all the occupation groups are equally satisfied with their banks for availability of parking space. Thus it can be concluded that there is an impact of occupation on customer satisfaction level and they are **satisfied equally** in related aspects.

## 5.8 Marketing Efforts' Effectiveness

**H07: There is no difference in the knowledge about banking product or services among the customers of banks under study**

**H0a7: There is no difference in the knowledge about MIS among the customers of banks under study**

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Monthly Interest Scheme</b>	Between Groups	0.847	2	0.424	1.274	0.28	<b>Accepted</b>
	Within Groups	185.137	557	0.332			
	Total	185.984	559				

### Customers' knowledge about MIS

**Interpretation:** It is evident from the ANOVA table that F test is significance at 0.28 level of significance. Thus, null hypothesis is accepted and it can be concluded that there is no any difference in the knowledge about MIS among the customers of banks under study.

**H0b7:** There is no difference in the knowledge about Annuity & Retirement Scheme among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Annuity &amp; Retirement Scheme</b>	Between Groups	4.48	2	2.24	6.564	0.002	<b>Rejected</b>
	Within Groups	190.076	557	0.341			
	Total	194.555	559				

**Customers' knowledge about Annuity Retirement Scheme**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.002 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Annuity & Retirement Scheme among the customers of banks under study are not equal.

**H0c7:** There is no difference in the knowledge about Farmer’s deposit scheme among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Farmer’s deposit scheme</b>	Between Groups	7.704	2	3.852	9.501	0	<b>Rejected</b>
	Within Groups	225.831	557	0.405			
	Total	233.536	559				

**Customers’ knowledge about Farmer’s Deposit Scheme**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Farmer’s deposit scheme among the customers of banks under study are not equal.

**H0d7:** There is no difference in the knowledge about Insurance linked saving bank account among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Insurance linked saving bank account</b>	Between Groups	5.439	2	2.719	6.237	0.002	<b>Rejected</b>
	Within Groups	242.845	557	0.436			
	Total	248.284	559				

**Customers' knowledge about Insurance linked saving bank account**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.002 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Insurance linked saving bank account among the customers of banks under study are not equal.



**H0e7:** There is no difference in the knowledge about Housing Deposit Scheme among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Housing Deposit Scheme</b>	Between Groups	13.993	2	6.997	21.703	0	<b>Rejected</b>
	Within Groups	179.562	557	0.322			
	Total	193.555	559				

**Customers' knowledge about Housing Deposit Scheme**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Housing Deposit Scheme among the customers of banks under study are not equal.

**H0f7:** There is no difference in the knowledge about Automatic extension deposit among the customers of banks under study

		Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
<b>Automatic extension deposit</b>	Between Groups	8.674	2	4.337	13.763	0	Rejected
	Within Groups	175.524	557	0.315			
	Total	184.198	559				

**Customers' knowledge about Automatic Extention Deposit**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Automatic extension deposit among the customers of banks under study are not equal.

**H0g7:** There is no difference in the knowledge about Loan Schemes among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Loan Schemes</b>	Between Groups	15.619	2	7.809	29.328	0	<b>Rejected</b>
	Within Groups	148.317	557	0.266			
	Total	163.936	559				

**Customers' knowledge about Loan Schemes**

**Interpretation:** It is clear from the ANOVA table that F test is significant at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Loan Schemes among the customers of banks under study are not equal.

**H0h7:** There is no difference in the knowledge about Currency exchange Scheme among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Currency exchange Scheme</b>	Between Groups	28.147	2	14.074	48.433	0	<b>Rejected</b>
	Within Groups	161.851	557	0.291			
	Total	189.998	559				

**Customers' knowledge about Currency Exchange Schemes**

**Interpretation:** It is clear from the ANOVA table that F test is significant at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Currency exchange Scheme among the customers of banks under study are not equal.

**H0i7:** There is no difference in the knowledge about Gold Scheme among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Gold Scheme</b>	Between Groups	77.741	2	38.871	123.36	0	<b>Rejected</b>
	Within Groups	175.509	557	0.315			
	Total	253.25	559				

**Customers' knowledge about Gold Schemes**

**Interpretation:** It is clear from the ANOVA table that F test is significant at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Gold Scheme among the customers of banks under study are not equal.

**H0j7:** There is no difference in the knowledge about Safe deposit Locker service among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Safe deposit Locker service</b>	Between Groups	37.761	2	18.88	43.542	0	<b>Rejected</b>
	Within Groups	241.523	557	0.434			
	Total	279.284	559				

**Customers' knowledge about Safe Deposit Locker Service**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Safe deposit Locker service among the customers of banks under study are not equal.

**H08: There is no difference in the knowledge about innovative banking product or services among the customers of banks under study**

**H0a8:** There is no difference in the knowledge about ATMs among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>ATMs</b>	Between Groups	46.023	2	23.011	84.4	0	<b>Rejected</b>
	Within Groups	151.863	557	0.273			
	Total	197.886	559				

**Customers' knowledge about ATMs**

**Interpretation:** It is clear from the ANOVA table that F test is significant at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about ATMs among the customers of banks under study are not equal.

**H0b8:** There is no difference in the knowledge about Electronic Fund Transfer (EFT) among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Electronic Fund Transfer (EFT)</b>	Between Groups	138.7	2	69.35	196.49	0	<b>Rejected</b>
	Within Groups	196.586	557	0.353			
	Total	335.286	559				

**Customers' knowledge about EFT**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Electronic Fund Transfer (EFT) among the customers of banks under study are not equal.



**H0c8:** There is no difference in the knowledge about Electronic Bill Payment (EBP) among the customers of banks under study

		Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
<b>Electronic Bill Payment (EBP)</b>	Between Groups	0.53	2	0.265	0.85	0.428	<b>Accepted</b>
	Within Groups	173.668	557	0.312			
	Total	174.198	559				

**Customers' knowledge about EBP**

**Interpretation:** It is evident from the ANOVA table that F test is significance at 0.428 level of significance. Thus, null hypothesis is accepted and it can be concluded that there is no any difference in the knowledge about Electronic Bill Payment (EBP) among the customers of banks under study.

**H0d8:** There is no difference in the knowledge about E-Cheque among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>E-Cheque</b>	Between Groups	1.965	2	0.983	2.418	0.09	<b>Accepted</b>
	Within Groups	226.347	557	0.406			
	Total	228.313	559				

**Customers' knowledge about EBP**

**Interpretation:** It is evident from the ANOVA table that F test is significance at 0.09 level of significance. Thus, null hypothesis is accepted and it can be concluded that there is no any difference in the knowledge about E-Cheque among the customers of banks under study

**H0e8:** There is no difference in the knowledge about Internet banking among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Internet banking</b>	Between Groups	48.902	2	24.451	77.251	0	<b>Rejected</b>
	Within Groups	176.297	557	0.317			
	Total	225.198	559				

**Customers' knowledge about Internet Banking**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Internet banking among the customers of banks under study are not equal.

**H0f8:** There is no difference in the knowledge about Tele-banking among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Tele-banking</b>	Between Groups	31.128	2	15.564	45.29	0	<b>Rejected</b>
	Within Groups	191.415	557	0.344			
	Total	222.543	559				

**Customers' knowledge about Tele Banking**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Tele-banking among the customers of banks under study are not equal.

**H0g8:** There is no difference in the knowledge about Mobile Banking among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Mobile Banking</b>	Between Groups	47.496	2	23.748	57.643	0	Rejected
	Within Groups	229.475	557	0.412			
	Total	276.971	559				

**Customers' knowledge about Mobile Banking**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Mobile Banking among the customers of banks under study are not equal.

**H0h8:** There is no difference in the knowledge about Debit card among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Debit card</b>	Between Groups	119.555	2	59.777	230.58	0	<b>Rejected</b>
	Within Groups	144.401	557	0.259			
	Total	263.955	559				

**Customers' knowledge about Debit Card**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Debit card among the customers of banks under study are not equal.

**H0i8:** There is no difference in the knowledge about Credit card among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Credit card</b>	Between Groups	56.768	2	28.384	56.539	0	<b>Rejected</b>
	Within Groups	279.625	557	0.502			
	Total	336.393	559				

**Customers' knowledge about Credit Card**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Credit card among the customers of banks under study are not equal.

**H0j8:** There is no difference in the knowledge about Demat account among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Demat account</b>	Between Groups	59.41	2	29.705	133.08	0	<b>Rejected</b>
	Within Groups	124.333	557	0.223			
	Total	183.743	559				

**Customers' knowledge about Demat Account**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Demat account among the customers of banks under study are not equal.



**H0k8:** There is no difference in the knowledge about Digicash among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Digicash</b>	Between Groups	62.098	2	31.049	61.179	0	<b>Rejected</b>
	Within Groups	282.686	557	0.508			
	Total	344.784	559				

**Customers' knowledge about Digicash**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Digicash among the customers of banks under study are not equal.

**H018:** There is no difference in the knowledge about Netcash among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Netcash</b>	Between Groups	62.015	2	31.008	66.439	0	<b>Rejected</b>
	Within Groups	259.956	557	0.467			
	Total	321.971	559				

**Customers' knowledge about Netcash**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Netcash among the customers of banks under study are not equal.

**H0m8:** There is no difference in the knowledge about m-cheque among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>m-cheque</b>	Between Groups	43.404	2	21.702	11.533	0	<b>Rejected</b>
	Within Groups	1048.151	557	1.882			
	Total	1091.555	559				

**Customers' knowledge about m-cheque**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about m-cheque among the customers of banks under study are not equal.

**H0n8:** There is no difference in the knowledge about e-invest among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>e-invest</b>	Between Groups	91.789	2	45.895	155.92	0	<b>Rejected</b>
	Within Groups	163.954	557	0.294			
	Total	255.743	559				

**Customers' knowledge about e-invest**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about e-invest among the customers of banks under study are not equal.

**H09: There is no difference in knowledge and awareness about cost of banking services among the customers of banks under study**

**H0a9:** There is no difference in the knowledge about Credit Reserve Ratio among the customers of banks under study

		Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
<b>Credit Reserve Ratio</b>	Between Groups	2.679	2	1.34	5.856	0.003	<b>Rejected</b>
	Within Groups	127.419	557	0.229			
	Total	130.098	559				

**Customers' knowledge about Credit Reserve Ratio**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.003 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Credit Reserve Ratio among the customers of banks under study are not equal.

**H0b9:** There is no difference in the knowledge about statutory legal ratio among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Statutory legal ratio</b>	Between Groups	2.707	2	1.354	5.886	0.003	<b>Rejected</b>
	Within Groups	128.086	557	0.23			
	Total	130.793	559				

**Customers' knowledge about Statutory Legal Ratio**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.003 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about statutory legal ratio among the customers of banks under study are not equal.

**H0c9:** There is no difference in the knowledge about Interest rates among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Interest rates</b>	Between Groups	0.597	2	0.299	0.945	0.389	<b>Accepted</b>
	Within Groups	176.088	557	0.316			
	Total	176.686	559				

**Customers' knowledge about Interest rates**

**Interpretation:** It is evident from the ANOVA table that F test is significance at 0.389 level of significance. Thus, null hypothesis is accepted and it can be concluded that there is no any difference in the knowledge about Interest rates among the customers of banks under study.

**H0d9:** There is no difference in the knowledge about Charges of Services among the customers of banks under study

		Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
<b>Charges of Services</b>	Between Groups	5.58	2	2.79	7.793	0	Rejected
	Within Groups	199.404	557	0.358			
	Total	204.984	559				

**Customers' knowledge about Charges of Services**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Charges of Services among the customers of banks under study are not equal.



**H0e9:** There is no difference in the knowledge about Commissions among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Commissions</b>	Between Groups	5.117	2	2.559	6.426	0.002	<b>Rejected</b>
	Within Groups	221.795	557	0.398			
	Total	226.913	559				

**Customers' knowledge about Commissions**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.002 level of significance. So, null hypothesis is rejected and it can be concluded that knowledge about Commissions among the customers of banks under study are not equal.

**H0f9:** There is no difference in the awareness about Account handling charges among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Account handling charges</b>	Between Groups	28.156	2	14.078	32.067	0	<b>Rejected</b>
	Within Groups	244.53	557	0.439			
	Total	272.686	559				

**Customers' Awareness about Account Handling charges**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a difference in the awareness about Account handling charges among the customers of banks under study.

**H0g9:** There is no difference in the awareness about Debit/credit/ATM charges among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Debit/credit /ATM charges</b>	Between Groups	9.208	2	4.604	8.73	0	<b>Rejected</b>
	Within Groups	293.747	557	0.527			
	Total	302.955	559				

**Customers' Awareness about Debit/Credit/ATM Charges**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a difference in the awareness about Debit/credit/ATM charges among the customers of banks under study.

**H0h9:** There is no difference in the awareness about Cheque book charges among the customers of banks under study

		Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
<b>Cheque book charges</b>	Between Groups	1.794	2	0.897	1.592	0.204	<b>Accepted</b>
	Within Groups	313.69	55	0.563			
	Total	315.484	57				

**Customers' Awareness about Cheque book Charges**

**Interpretation:** It is evident from the ANOVA table that F test is significance at 0.204 level of significance. Thus, null hypothesis is accepted and it can be concluded that there is no any difference in the awareness about Cheque book charges among the customers of banks under study.

**H0i9:** There is no difference in the awareness about Pass book charges among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Pass book charges</b>	Between Groups	8.072	2	4.036	7.257	0.001	<b>Rejected</b>
	Within Groups	309.783	557	0.556			
	Total	317.855	559				

**Customers' Awareness about Pass book Charges**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.001 level of significance. So, null hypothesis is rejected and it can be concluded that there is a difference in the awareness about Pass book charges among the customers of banks under study .

**H0j9:** There is no difference in the awareness about Online banking services charges among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Online banking services charges</b>	Between Groups	74.221	2	37.11	68.782	0	<b>Rejected</b>
	Within Groups	300.522	557	0.54			
		374.743	559				

**Customers' Awareness about Pass book Charges**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a difference in the awareness about Online banking services charges among the customers of banks under study .

**H0k9:** There is no difference in the awareness about Loans charges among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Loans charges</b>	Between Groups	7.092	2	3.546	8.879	0	<b>Rejected</b>
	Within Groups	222.444	55	0.399			
	Total	229.536	57				

**Customers' Awareness about Loan Charges**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a difference in the awareness about Loans charges among the customers of banks under study.

**H019:** There is no difference in the awareness about Demat charges among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Demat charges</b>	Between Groups	55.106	2	27.553	92.856	0	<b>Rejected</b>
	Within Groups	165.278	557	0.297			
	Total	220.384	559				

**Customers' Awareness about Demat Charges**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a difference in the awareness about Demat charges among the customers of banks under study.



**H010: There is equal knowledge among the customers about banks' conveniences those leads the selection of particular bank**

**H0a10:** There is no difference in the knowledge about the distance between homes to their bank among the customers of banks under study that leads the selection of the same bank.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Nearer to my home/office</b>	Between Groups	129.261	2	64.63	184.02	0	<b>Rejected</b>
	Within Groups	195.625	557	0.351			
	Total	324.886	559				

**Customers' knowledge about bank's location for bank selection**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the knowledge about the distance between homes to their bank among the customers of banks under study that leads the selection of the same bank.

**H0b10:** There is no difference in the knowledge about the convenience in operation with their bank among the customers of banks under study that leads the selection of the same bank.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Convenient in operations</b>	Between Groups	72.126	2	36.063	101.41	0	<b>Rejected</b>
	Within Groups	198.087	557	0.356			
	Total	270.213	559				

**Customers' knowledge about Convenience in operation for bank selection**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that There is a significant difference in the knowledge about convenience in operation with their bank among the customers of banks under study that leads the selection of the same bank.

**H0c10:** There is no difference in the knowledge about the Comfortable bank layout among the customers of banks under study that leads the selection of the same bank.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Comfortable bank layout</b>	Between Groups	140.774	2	70.387	253.39	0	<b>Rejected</b>
	Within Groups	154.724	557	0.278			
	Total	295.498	559				

**Customers' knowledge about comfortable bank layout for bank selection**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the knowledge about Comfortable bank layout among the customers of banks under study that leads the selection of the same bank.

**H0d10:** There is no difference in the knowledge about the Good physical facilities of their bank among the customers of banks under study that leads the selection of the same bank.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Good physical facilities</b>	Between Groups	134.792	2	67.396	234.97	0	<b>Rejected</b>
	Within Groups	159.763	557	0.287			
	Total	294.555	559				

**Customers' knowledge about physical facility for bank selection**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the knowledge about Good physical facilities of their bank among the customers of banks under study that leads the selection of the same bank.

**H0e10:** There is no difference in the knowledge about the Number of ATM's available of their bank among the customers of banks under study that leads the selection of the same bank.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Number of ATM's available</b>	Between Groups	46.209	2	23.105	73.019	0	Rejected
	Within Groups	176.246	557	0.316			
	Total	222.455	559				

**Customers' knowledge about Availability of ATMs for bank selection**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the knowledge about Number of ATM's available of their bank among the customers of banks under study that leads the selection of the same bank.

**H0f10:** There is no difference in the knowledge about the Tele/online/mobile banking available in their bank among the customers of banks under study that leads the selection of the same bank.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Tele/online/mobile banking available</b>	Between Groups	175.067	2	87.533	309.89	0	<b>Rejected</b>
	Within Groups	157.333	557	0.282			
	Total	332.4	559				

**Customers' knowledge about Availability of Tele/Online/Mobile Banking for bank selection**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the knowledge about Tele/online/mobile banking available in their bank among the customers of banks under study that leads the selection of the same bank.

**H0g10:** There is no difference in the knowledge about the Number of branches in different area of city among the customers of banks under study that leads the selection of the same bank.

		Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
Number of branches in different area of city	Between Groups	151.896	2	75.948	212.16	0	Rejected
	Within Groups	199.39	557	0.358			
	Total	351.286	559				

**Customers' knowledge about Availability of number of branches in different area for bank selection**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the knowledge about Number of branches in different area of city among the customers of banks under study that leads the selection of the same bank.

**H0h10:** There is no difference in the knowledge about the convenient banking hours of their bank among the customers of banks under study that leads the selection of the same bank.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Convenient banking hours</b>	Between Groups	53.314	2	26.657	88.18	0	<b>Rejected</b>
	Within Groups	168.384	557	0.302			
	Total	221.698	559				

**Customers' knowledge about Convenient banking hours for bank selection**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the knowledge about Convenient banking hours of their bank among the customers of banks under study that leads the selection of the same bank.



**H011: All promotional tools are equally exposed to customers to provide information about banking products and services**

**H0a11:** There is no difference in the customers who get the information about product & services through Advertisement of their banks under study.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Advertisement</b>	Between Groups	14.05	2	7.025	22.168	0	<b>Rejected</b>
	Within Groups	176.506	557	0.317			
	Total	190.555	559				

**Advertisement as a source of customers' knowledge about bank**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the customers who get the information about product & services through Advertisement of their banks under study.

**H0b11:** There is no difference in the customers who get the information about product & services through Sales Person of their banks under study.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Sales Person</b>	Between Groups	61.669	2	30.835	169.84	0	<b>Rejected</b>
	Within Groups	101.123	557	0.182			
	Total	162.793	559				

**Sales Person as a source of customers' knowledge about bank**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that There is a significant difference in the customers who get the information about product & services through Sales Person of their banks under study.

**H0c11:** There is no difference in the customers who get the information about product & services through Exhibition/Trade Shows of their banks under study.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Exhibition/Trade Shows</b>	Between Groups	2.088	2	1.044	5.092	0.006	<b>Rejected</b>
	Within Groups	114.196	557	0.205			
	Total	116.284	559				

**Exhibition/Trade Shows as a source of customers' knowledge about bank**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.006 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the customers who get the information about product & services through Exhibition/Trade Shows of their banks under study.

**H0d11:** There is no difference in the customers who get the information about product & services through Sport Games/Awards of their banks under study.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Sport Games/Awards</b>	Between Groups	97.107	2	48.554	131.35	0	<b>Rejected</b>
	Within Groups	205.891	557	0.37			
	Total	302.998	559				

**Sport Games/Awards as a source of customers' knowledge about bank**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the customers who get the information about product & services through Sport Games/Awards of their banks under study.

**H0e11:** There is no difference in the customers who get the information about product & services through Friends of their banks under study.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Friends</b>	Between Groups	69.522	2	34.761	98.345	0	Rejected
	Within Groups	196.878	557	0.353			
	Total	266.4	559				

**Friends as a source of customers' knowledge about bank**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that There is a significant difference in the customers who get the information about product & services through Friends of their banks under study.

**H0f11:** There is no difference in the customers who get the information about product & services through news papers of their banks under study.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>News papers</b>	Between Groups	138.086	2	69.043	198.34	0	Rejected
	Within Groups	193.898	557	0.348			
	Total	331.984	559				

**News Papers as a customers' source of information about banking Products & Services**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the customers who get the information about product & services through news papers of their banks under study.

**H0g11:** There is no difference in the customers who get the information about product & services through T.V. advertisement of their banks under study.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>T.V. advertisement</b>	Between Groups	220.026	2	110.013	513.82	0	<b>Rejected</b>
	Within Groups	119.258	557	0.214			
	Total	339.284	559				

**T.V. Advertisement as a customers' source of information about banking Products & Services**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that There is a significant difference in the customers who get the information about product & services through T.V. advertisement of their banks under study.

**H0h11:** There is no difference in the customers who get the information about product & services through Weekly/monthly magazines of their banks under study.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Weekly/ monthly magazines</b>	Between Groups	1.772	2	0.886	4.56	0.011	Rejected
	Within Groups	108.221	557	0.194			
	Total	109.993	559				

**Weekly/ Monthly magazines as a customers' source of information about banking Products & Services**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.011 level of significance. So, null hypothesis is rejected and it can be concluded that There is a significant difference in the customers who get the information about product & services through Weekly/monthly magazines of their banks under study.



**H0i11:** There is no difference in the customers who get the information about product & services through Internet advertise of their banks under study.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Internet advertises</b>	Between Groups	13.285	2	6.643	13.483	0	<b>Rejected</b>
	Within Groups	274.413	557	0.493			
	Total	287.698	559				

**Internet Advertises as a customers' source of information about banking Products & Services**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the customers who get the information about product & services through Internet advertises of their banks under study.

**H0j11:** There is no difference in the customers who get the information about product & services through Cinema of their banks under study.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Cinema</b>	Between Groups	1.841	2	0.921	4.904	0.008	<b>Rejected</b>
	Within Groups	104.552	557	0.188			
	Total	106.393	559				

**Cinema as a customers' source of information about banking Products & Services**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.008 level of significance. So, null hypothesis is rejected and it can be concluded that There is a significant difference in the customers who get the information about product & services through Cinema of their banks under study.

**H0k11:** There is no difference in the customers who get the information about product & services through Mobile of their banks under study.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Mobile</b>	Between Groups	245.398	2	122.699	463.83	0	<b>Rejected</b>
	Within Groups	147.345	557	0.265			
	Total	392.743	559				

**Mobile as a customers' source of information about banking Products & Services**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the customers who get the information about product & services through Mobile of their banks under study.

**H011:** There is no difference in the customers who get the information about product & services through Hoardings of their banks under study.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Hoarding</b>	Between Groups	21.391	2	10.695	54.143	0	<b>Rejected</b>
	Within Groups	110.031	557	0.198			
	Total	131.421	559				

**Hoardings as a customers' source of information about banking Products & Services**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the customers who get the information about product & services through Hoardings of their banks under study.

**H0m11:** There is no difference in the customers who get the information about product & services through Pamphlets of their banks under study.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Pamphlets</b>	Between Groups	11.313	2	5.657	14.734	0	<b>Rejected</b>
	Within Groups	213.83	557	0.384			
	Total	225.143	559				

**Pamphlets as a customers' source of information about banking Products & Services**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the customers who get the information about product & services through Pamphlets of their banks under study.

**H0n11:** There is no difference in the customers who get the information about product & services through Poster display of their banks under study.

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Poster display</b>	Between Groups	6.77	2	3.385	13.825	0	<b>Rejected</b>
	Within Groups	136.373	557	0.245			
	Total	143.143	559				

**Poster Display as a customers' source of information about banking Products & Services**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that There is a significant difference in the customers who get the information about product & services through Poster display of their banks under study.

**H0o11:** There is no difference in the awareness about Logo among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Logo</b>	Between Groups	7.478	2	3.739	36.407	0	<b>Rejected</b>
	Within Groups	57.207	557	0.103			
	Total	64.686	559				

**Customers' Awareness about bank's Logo**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a difference in the awareness about Logo among the customers of banks under study.

**H0p11:** There is no difference in the awareness about Financial Reports among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Financial Reports</b>	Between Groups	4.253	2	2.126	9.088	0	<b>Rejected</b>
	Within Groups	130.319	557	0.234			
	Total	134.571	559				

**Customers' Awareness about bank's Financial Report**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a difference in the awareness about Financial Reports among the customers of banks under study.



**H0q11:** There is no difference in the awareness about Punch lines/tag lines among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Punch lines/tag lines</b>	Between Groups	35.247	2	17.624	49.972	0	<b>Rejected</b>
	Within Groups	196.438	557	0.353			
	Total	231.686	559				

**Customers' Awareness about bank's Punch lines/ Taglines**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a difference in the awareness about Punch lines/tag lines among the customers of banks under study.

**H0r11:** There is no difference in the awareness about Pen/writing pads among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Pen/writing pads</b>	Between Groups	106.41	2	53.205	269.93	0	<b>Rejected</b>
	Within Groups	109.788	557	0.197			
	Total	216.198	559				

**Customers' Awareness about bank's Pen/ writing Pads**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a difference in the awareness about Pen/writing pads among the customers of banks under study.

**H0s11:** There is no difference in the awareness about Calendar among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Calendar</b>	Between Groups	2.014	2	1.007	4.024	0.018	<b>Rejected</b>
	Within Groups	139.407	557	0.25			
	Total	141.421	559				

**Customers' Awareness about bank's Calendar**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.018 level of significance. So, null hypothesis is rejected and it can be concluded that there is a difference in the awareness about Calendar among the customers of banks under study.

**H0t11:** There is no difference in the awareness about Pamphlets among the customers of banks under study

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Pamphlets</b>	Between Groups	10.064	2	5.032	13.27	0	<b>Rejected</b>
	Within Groups	211.22	557	0.379			
	Total	221.284	559				

**Customers' Awareness about bank's Pamphlets**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a difference in the awareness about Pamphlets among the customers of banks under study.

**H012: There is no difference in customer preference to selection criteria for bank selection**

**H0a12:** There is no difference in the customers of banks under study who have selected their banks because of their speedy delivery

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Speedy delivery</b>	Between Groups	199.843	2	99.921	454.15	0	<b>Rejected</b>
	Within Groups	122.55	557	0.22			
	Total	322.393	559				

**Speedy Delivery as customers' selection criteria for bank**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the customers of banks under study who have selected their banks because of their speedy delivery.

**H0b12:** There is no difference in the customers of banks under study who have selected their banks because of their reduced paperwork

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Reduced paperwork</b>	Between Groups	276.262	2	138.131	890.12	0	<b>Rejected</b>
	Within Groups	86.436	557	0.155			
	Total	362.698	559				

**Reduced Paper Work as customers' selection criteria for bank**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the customers of banks under study who have selected their banks because of their reduced paperwork.

**H0c12:** There is no difference in the customers of banks under study who have selected their banks because of their Standardize procedures

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Standardize procedures</b>	Between Groups	242.957	2	121.478	610.93	0	<b>Rejected</b>
	Within Groups	110.756	557	0.199			
	Total	353.712	559				

**Standardized Procedure as customers' selection criteria for bank**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the customers of banks under study who have selected their banks because of their Standardize procedures.

**H0d12:** There is no difference in the customers of banks under study who have selected their banks because of their Customization of services

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig .</b>	<b>Hypothesis</b>
<b>Customization of services</b>	Between Groups	19.749	2	9.874	39.873	0	<b>Rejected</b>
	Within Groups	137.937	557	0.248			
	Total	157.686	559				

**Customization of Services as customers' selection criteria for bank**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the customers of banks under study who have selected their banks because of their Customization of services.



**H0e12:** There is no difference in the customers of banks under study who have selected their banks because of their Simplicity

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Hypothesis</b>
<b>Simplicity</b>	Between Groups	178.108	2	89.054	360.4	0	<b>Rejected</b>
	Within Groups	137.635	557	0.247			
	Total	315.743	559				

**Simplicity as customers' selection criteria for bank**

**Interpretation:** It is clear from the ANOVA table that F test is significance at 0.000 level of significance. So, null hypothesis is rejected and it can be concluded that there is a significant difference in the customers of banks under study who have selected their banks because of their Simplicity.

**Final Interpretation:**

All null hypotheses H01 to H012 is rejected. So, it can be concluded that there is an impact of all demographic factors like, age, income, gender, occupation and educational qualification on customer satisfaction. Also it can be said that there is a difference in customer satisfaction of customers of same banks and other category banks. As it is found that there is difference in customer knowledge and awareness about cost , conveniences, communication and core services of banks it can be concluded that There is difference in effectiveness of marketing efforts of different bank categories

# CH-6

## Findings, Recommendations, Conclusion

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## CONTENT

<b>Sr. No.</b>	<b>Particulars</b>	<b>Page No.</b>
1	Findings	391
2	Recommendation	395
3	Managerial Implication	397
3	Conclusion	399
4	Bibliography	400
5	Appendix	406

## FINDINGS

- ✦ Customers of Public sector banks having good knowledge about product and services like Annuity & retirement schemes, currency exchange schemes, safe deposit locker services, credit card, digi cash, net cash and m-cheque in comparison with customers of private and co-operative banks. As private sector banks are doing well to make their customer aware through personal explanation about their products and services at banks and also providing Tele banking services but customers are still not using all. Cooperative banks still need to improve upon.
- ✦ Customers of private sector banks having good knowledge about product and services like farmer's deposit schemes , housing deposit schemes, Automatic extension deposit, currency exchange schemes, gold schemes, ATMs, EFT, Internet banking, tele banking, mobile banking, debit card, demat Account, e-invest in comparison with customers of public and cooperative banks. Because private banks keep attracting and educating people about their advanced products and services comparatively more than other category banks.
- ✦ In comparison with other bank categories customers of cooperative banks having poor knowledge about gold schemes, locker services, EFT, digicash, credit card and netcash. The reason behind it is customers of cooperative banks are not getting proper information because of less promotional tools used by them compare to other banks.
- ✦ It is found from the collected data that private banks are doing best to communicate about their innovative products and services to the customers. In comparison Public banks have adopted best marketing practices to educate and inform customers about all traditional products and services while cooperative banks are lacking in these efforts.

- ✚ Customers of all the bank categories don't have much more knowledge about CRR & SLR ratio which indicates customers are unaware about the impact of these ratios on interest rates levied on them for various loans and received by them on various deposits. Because banks are not sharing any public message related to impact of RBI regulation on banks.
- ✚ All the bank's customers are equally aware about interest rates and loan charges that indicate each bank categories are competitive enough to inform their competitive interest rates and loan charges to attract & retain the customers. Because of that for these products they are putting transparent and frequent promotional efforts.
- ✚ In comparison with the public banks, customers of private & cooperative banks are more aware about all the charges like account handling, debit-credit & ATM cards, cheque book-pass book , internet banking services, demat account handling which indicates cooperative banks are more transparent in sharing their lower charges rates and through this they compete and attract the people.
- ✚ Accordingly private banks are also doing well to communicate their different charges through modern banking technology like ATMs statements, mobile, internet & tele banking.
- ✚ Customers of private banks selected their bank because most of them find comfort with it about bank's layout, physical facilities, availability of services like ATMs-tele-mobile-online banking ant convenient banking hours. Customers of private banks are more interested in availability of advanced services.
- ✚ In comparison with private bank, public bank's customers selected their bank because they find number of branches in different area, banking hours and comfortable banking layouts. So they are more concentrated for service reach and hours.

- ✚ All the bank categories use exhibition/trade shows, cinemas, sports games, award ceremonies, weekly/monthly magazines, hoardings in very less proportion compare to other promotional tools.
- ✚ Most of the customers of cooperative banks get more informed about their banks & its products through friends. So, putting efforts behind framing positive word of mouth would be better option for this type of banks. T.V. Advertisement, news papers, poster display, pamphlets, mobile and internet are the most used media/tool by the customers to get aware about banks and their services.
- ✚ In comparison with the other banks most of the customers of cooperative banks don't find convenience in speedy & standardize services with reduced paper work. But they find good customized services & simplicity in their services as well as operations. Most of the customers of different bank categories are aware about physical evidences like logos, financial report, calendars used by their banks.
- ✚ Public & cooperative bank's customers are less aware about their bank's punch/tag line in comparison with private bank categories. It indicates that public and cooperative banks are not good at communicating their unique brand with shared mission, vision, objectives and differentiate their services.
- ✚ Customers of all the age groups are not equally satisfied for most of the related aspects of banks. Compare to past time we find different life cycles of a person because of technological and cultural impact. There is a vast difference in demands, acceptance level and learning in different age group.
- ✚ Male and Female customers having different expectations through banks, so they are differently satisfied. The reason found for that is female's dual concentration about her family and job. They become more learned, independent in taking decisions and willing to maintain their own finance in their time crisis.

- ✚ Customers with different occupation are differently satisfied in almost all the aspects related to banks. This difference in satisfaction because of the different demands, understanding, competition level and exploration of advanced technology of the persons with different occupation. Businessmen always demand better interest and easy transaction for their funds. Agriculturists always in need for funds for farming, seeds, instruments.
- ✚ Customers with different educational qualifications are not equally satisfied with almost all the aspects related to banks because education makes the person more rational. Education influence on person's reasoning, understanding, accepting and demanding behavior because of difference in technology usage and so information exploration and powerful communication.
- ✚ There is an impact of income on customer satisfaction, because income is the major factor influence on the attitude and preference of customers. They have different attitude and importance towards various services provided by banks. If the poor get more interest on their money may get happy but reach might demand convenience in every transaction with banks.
- ✚ Married and Unmarried customer groups are differently satisfied because they fall in different FLC stage and as we know customer behavior is different in each FLC stages. Their interest towards different products and services of banks are different. Loan for furniture might be the expectation of married but not of unmarried.

## RECOMMENDATIONS

- All the public, private, and cooperative banks need to improve upon their reliability & Assurance dimensions of service quality. For that it would be better for all the banks to be very transparent in their operations, speedy & clear in their process & communication respectively & assured about unique and advantageous products and services. Ex. Automatic currency converting FD (customer get interest over FD in the currency what they want, wherever they are).
- In comparison between public & private banks “responsiveness” is the prime discriminator. It indicates public sector banks equally offers all the modern banking services but only needs to generate more users through providing effective responses of customer’s dilemma through direct communication at the point of sales, which helps to better inform and educate the customers. Banks can appoint candidates for direct communication for the place where they find big crowd, Ex. Universities)
- In comparison between public & cooperative banks “tangibility” is the prime discriminator. It indicates cooperative banks are not doing well in offering that much innovative products & services in comparison with public and private banks. So, to compete with other category banks, cooperative banks need to produce market and provide innovative product & services through targeting the particular segment.
- In comparison with private banks, public & cooperative banks have to focus on their layout, physical facilities, banking hours, speed in operations, reduced paper work.
- Today most of the youngsters are earned persons, so they prefer best banking services. So, all the bank categories could inform and attract such potentials by adopting highly explored media internet, cinema, mobile, sports, and digital hoardings as promotional tools. Pop-up ad for recalling Banks in mobile.



- Most of the category banks are likely to have same product & services & tiring to put customers at ease. So, to differentiate its identity from others each bank has to make hard efforts to rebuild their brand perception among their customers. For that they could do brand enhancement programs (sponsoring business awards), advertising attached with movies (best & safe place to save- with Apna Sapana Money Money), select best matched brand ambassadors.
- According to finding, that male & female having some difference in expectations, banks can keep a separate time slot for transactions (between 1 to 3 or 6 to 8) for female and if possible employ female staff for better conversation & response.
- As various qualified persons are not equally comfortable with skill & competency of the employees as well as mission, vision, and objectives, banks need to employ candidates of different levels (in skill, language, talent, culture, age, gender) to better understood, attract and retain their customers.
- As per the finding, customers with different income & occupation having different expectations as they differently satisfied, banks can provide customized products & services to them.
- Private sector banks need to do hard efforts to retain their customers according to the findings. These banks can cut some service charges & be more responsible & responsive for their services.

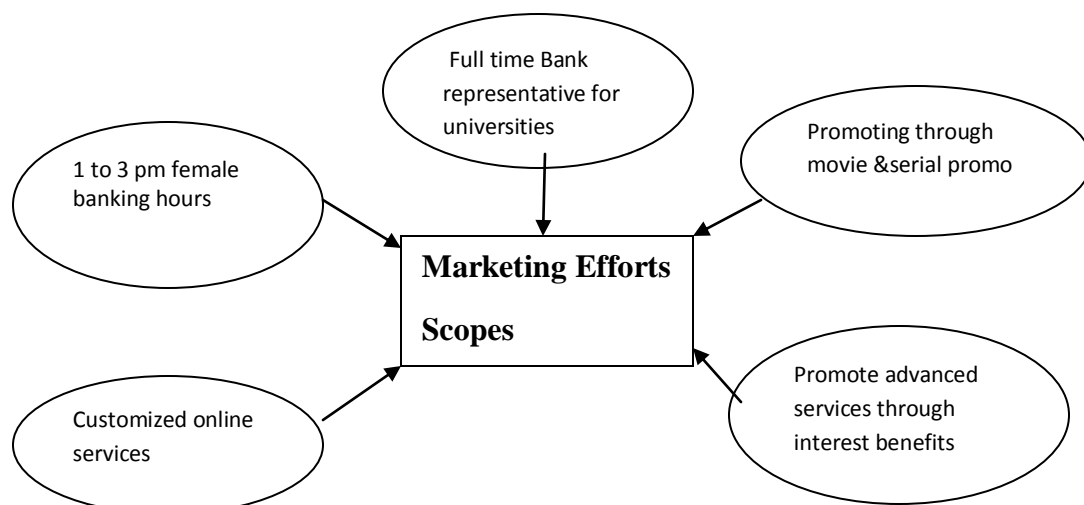
## MANAGERIAL IMPLICATIONS:

Changes in customer expectations with the changing literacy rate and education level in developing state Gujarat, development and maintenance of mutually long term relationship with strategically significant customers become more important. So, banks can implement effective CRM (Customer Relationship Management) Strategy, comprises four steps:

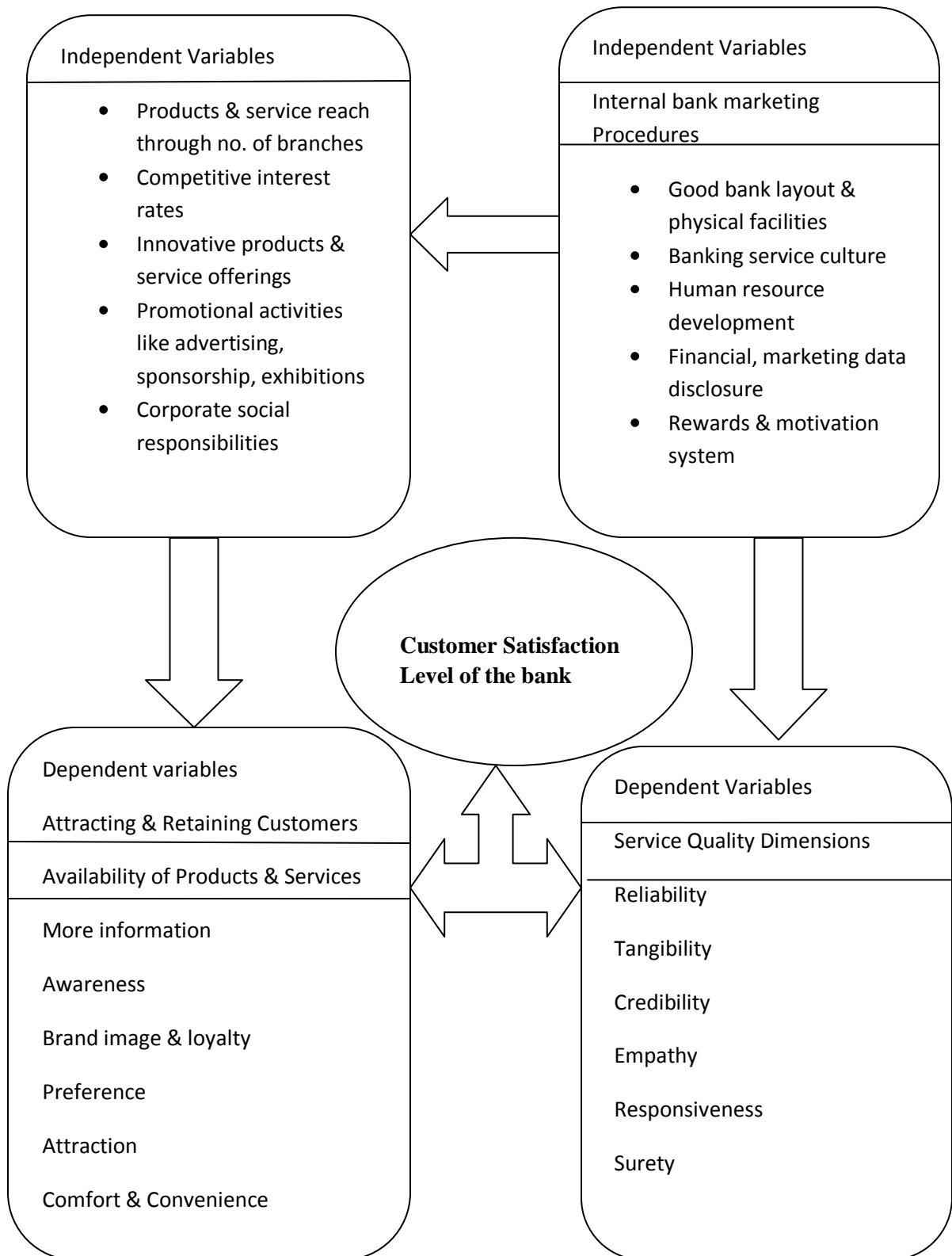
- 1.) The identification of customers
- 2.) The differentiation of services
- 3.) Interaction with customers
- 4.) Customization of products, services and communication

Ex. Identify the customers who are interested in using online banking, interact with them personally, and ask to use online banking for all purpose. Ex. One customer working in private company don't using online banking because her expectations somewhat more. She wants to submit school fees, any functions' fees, tuition fees for their child without going and wasting her time. So, under CRM strategy bank can customize their services by selecting homogeneous group, providing customized services, continuously communicating to them.

All Bank categories must focus their efforts to give full customer satisfaction and for that **CSTBM** (Customer Satisfaction through Bank Marketing) Model given below prepared by researcher can be proved as best guide.



## CSTBM (Customer Satisfaction through Bank Marketing) Model



## **CONCLUSION**

It can be concluded from the research findings that with the skilled and competent employees public and private banks are good at marketing efforts to make customer aware and delight about innovative products and hi-tech services in comparison with co-operative banks. Public and Private Banks have large customer group because of number of branches and comfortable banking hours. Co-operative banks are not able to attract and serve that much customer group because of inconveniency in speed and service standards. Each aspects leading customer satisfaction influenced by one or other demographic factors and resulted in to varied customer satisfaction for all category banks. So, it would be advisable to public, private and cooperative banks to reconnect with their customers & satisfy them through adopting all the marketing practices whether it might be focused to cost, convenience, and communication or core services. According to recommended CSTBM model and CRM all the category banks can have better performance directed towards customer loyalty, customer retention, customer delight.

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# APPENDIX

## Questionnaire

### Personal Profile

Name: \_\_\_\_\_

Address (city only): \_\_\_\_\_

- Gender: Male Female
- Age: Below 18 18 to 25  
           25 to 35 35 to 45  
           Above 45
- Marital Status: Married Unmarried
- Educational Qualification: Below SSC SSC  
   HSC Graduate  
   Post Graduate others
- Occupation: Govt. Service Private Service  
                           Agriculturist House wife  
                           Own Business Professional  
                           Others
- Monthly Income: Below 5000 5000 to 15000  
                           15000 to 30000 30000 to 45000  
                           Above 45000

**Direction:** Tick only one option [ HA= Highly Agree, A= Agree, NA= Not Agree]

### Product Knowledge:

**Q.1 I have the knowledge about the products/services offered by my bank like.....**

Sr. No.	Products/services	HA	A	NA
1.	Monthly Interest Scheme			
2.	Annuity & Retirement Scheme			
3.	Farmer’s deposit scheme			
4.	Insurance linked saving bank account			
5.	Housing Deposit Scheme			
6.	Automatic extension deposit			
7.	Loan Schemes			
8.	Currency exchange Scheme			
9.	Gold Scheme			
10	Safe deposit Locker service			

**Q.2 I have the knowledge about the innovative products/services offered by my bank like.....**

Sr. No.	Products/services	HA	A	NA
1.	ATMs			
2.	Electronic Fund Transfer (EFT)			
3.	Electronic Bill Payment (EBP)			
4.	E-Cheque			
5.	Internet banking			
6.	Tele-banking			
7.	Mobile Banking			
8.	Debit card			
9.	Credit card			
10.	Demat account			
11.	Digicash			
12.	Netcash			
13.	m-cheque			
14.	e-invest			

**Price Knowledge:**

**Q.3 I have knowledge about Prices (interest rates, charges) of banking services like.....**

Sr. No.	Rates	HA	A	NA
1.	Credit Reserve Ratio			
2.	Statutory legal ratio			
3.	Interest rates			
4.	Charges of Services			
5.	Commissions			

**Q.4 I am aware about charges taken by my bank like.....**

Sr. No.	Products/services Charges	HA	A	NA
1.	Account handling charges			
2.	Debit/credit/ATM charges			
3.	Cheque book charges			
4.	Pass book charges			
5.	Online banking services charges			
6.	Loans charges			
7.	Demat charges			

**About Convenience:**

**Q.5 I have selected my bank because I have knowledge about the bank like.....**

<b>Sr. No.</b>		<b>HA</b>	<b>A</b>	<b>NA</b>
1.	Nearer to my home/office			
2.	Convenient in operations			
3.	Comfortable bank layout			
4.	Good physical facilities			
5.	Number of ATM's available			
6.	Tele/online/mobile banking available			
7.	Number of branches in different area of city			
8.	Convenient banking hours			

**About Communication:**

**Q.6 I came to know about my bank through.....**

<b>Sr. No.</b>	<b>Promotion Tools</b>	<b>HA</b>	<b>A</b>	<b>NA</b>
1.	Advertisement			
2.	Sales Person			
3.	Exhibition/Trade Shows			
4.	Sport Games/Awards			
5.	Friends			

**Q.7 I get the information about banking product/services through.....**

<b>Sr. No.</b>	<b>Advertising Tools</b>	<b>HA</b>	<b>A</b>	<b>NA</b>
1.	News papers			
2.	T.V. advertisement			
3.	Weekly/monthly magazines			
4.	Internet advertises			
5.	Cinema			
6.	Mobile			
7.	Hoardings			
8.	Pamphlets			
9.	Poster display			

**Process awareness:**

**Q.8 I have selected my bank because of.....**

Sr. No.		HA	A	NA
1.	Speedy delivery			
2.	Reduced paperwork			
3.	Standardize procedures			
4.	Customization of services			
5.	Simplicity			

**About Physical Evidences:**

**Q.9 I am aware about bank's.....**

Sr. No.	Physical Evidences	HA	A	NA
1.	Logo			
2.	Financial Reports			
3.	Punch lines/tag lines			
4.	Pen/writing pads			
5.	Calendar			
6.	Pamphlets			

**Customer Satisfaction**

Sr. No.	Statement	Strongly Disagree 5	Disagree 4	Neither Disagree Nor Agree 3	Agree 2	Strongly Disagree 1
1.	Employees of your bank are skilled & competent.					
2.	The bank has convenient timing.					
3.	The behavior of the employees instills confidence in you.					
4.	Each branch has sufficient number of employees.					
5.	The bank has clear objectives to satisfy customers.					
6.	The brand (image of the bank) is appealing to you.					
7.	Mission and vision statements of the bank rightly define its commitment towards customers.					
8.	The location of the ATM's are convenient to you					

9.	The number of the branches of the bank is enough.					
10.	The location of the branches of the bank are convenient					
11.	The bank provides ATM's at several prominent locations					
12.	The products and services offered by the bank are satisfactory.					
13.	You wish to continue with the bank as you are satisfied with it.					
14.	The general ambience and comfort level of the bank is satisfactory					
15.	It takes a long time to resolve your problems.					
16.	You usually have to stand in a long queue in the bank for any transaction.					
17.	As a Customer, when you have a problem, you get proper response from the concerned employee.					
18.	The interest rate offered by the bank on various deposits is competitive enough.					
19.	The rates of interest charged on the loans are satisfactory.					
20.	The bank has a number of categories to charge its customers or to impose penalties.					
21.	The charges that the bank collects from you are reasonable when compared with other banks					
22.	Parking space available is sufficient.					