

CUSTOMER SATISFACTION ABOUT UTILISING BANKING SERVICES - A STUDY WITH PARTICULAR REFERENCE TO SELECTED BANKS AT NELLORE DT. A.P

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INTRODUCTION AND DESIGN OF THE STUDY

A country is called as an economically developed country only based on its financial soundness. The capital (financial) resources of the economy should be widely used and utilized for further capital formation in order to have quick growth in the economy. For effective capital formation utilization and investment, savings are essential in the economy. Financial intermediaries have been playing a significant role in mobilizing savings from the public for investment. The financial super-structure comprises various types of financial institutions.

Liberalization, Privatization and Globalization has brought unprecedented changes in the economic, trade and industrial scenarios. India is moving fast from a protected economy to an open market economy and becoming integrated with the world economy. LPG environment has exposed various organizations including the service sectors to the challenges of competition. Banking services are also including this service sector to take the challenges of competition, service quality, cost and competitive advantage. But some of the banks are unable to adjust with the changes may have face the consequences of their survival in the present trends. Moreover with the raising of customer expectations banking services have acquired more significance.

The Indian banking industry is a major technology up gradation drive after having successfully absorbed international standards in its operating norms. The country's financial markets now are characterized by financial liberalization, disintermediation, internationalism and technology advancement. When the companies invest in new technology for customers, its success should be evaluated not only according to how efficiently it lowers the cost of operations, but also whether customers see it as delivering real benefits. In the past, banking companies used technology but continued to do business basically on traditional lines. Now their focus is on finding new ways to do business. Some nationalized banks that invested heavily in e-banking earlier and now shifted their priorities towards Mobile and Internet banking. Many private banks initially took Internet banking and Mobile banking in the belief that the profitability of online banking would be huge. It has become increasingly clear that quality and productivity in banking services can contribute substantially towards endowing organization with sustained competitive advantage.

In fact, the Internet has taken only five years to achieve a critical mass of 692 million users; it took 38 years to achieve this figure, television 13 years and cable TV 10 years. There is a growing understanding among the banks that to survive in the future, they not only need to be organized around information and knowledge but also be customer-centric, market-driven, highly networked for global opportunities and flexible in their ability to deliver superior value to customers.

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REVIEW OF LITERATURE

A brief of literature would be of immense to help to the researcher in gaining insight into the selected problem. The researcher would gain knowledge of the problem by reviewing certain previous studies. A reference of these earlier studies will be relevant in the context of shaping the present study.

Biswa N. Bhattacharya and B.K. Ghose (1995) in their article on "Marketing of Banking services in the 90's- problems and perspectives" focused on the areas of problems and perspectives of marketing of banking services. They highlighted the major challenges Indian banks have to face and the role of banks in relation to customers. They concluded that banking in the nineties require new market oriented banking with a disciplined, dedicated, professional and committed manpower specialized bank branches and strong marketing organization.

Olsen (1992) in his study on "The service quality in financial services" conducted the field survey, and highlighted in the report with the three dimensions of service quality which are design quality (existence of available tangible and intangible Infrastructure for providing the service); the production quality (the readiness and quality of the staff) and process quality (the ability of the staff to provide the service in a better fashion).

Indian Banker's Association (1997) in their study on "A Nationwide Survey on the 27 public sector bank's customer service". The western region of our economy showed excellent results with 26 banks given "A" rating (above 75% quality & satisfaction) service followed by Southern and Northern regions (which includes our field of study Delhi) with 22 and 21 banks in the "A" and "B" category respectively. In terms of quality standards and customer satisfaction the central region was lagging far behind with only 1 bank in the "A" group and majority in "B" category (60-75% satisfaction). ("A" rating denotes above 75% customer satisfaction "B" and "C" Rating refers to 60-75% and below 60% satisfaction respectively).

The National Institute of Bank Management in their study on "Banking Services in India" survey on the

90,000 households and 10,000 institutions on behalf of IBA provided two eye-opening lacunae in Indian banking. They highlighted three important points. Firstly, many customers (respondents) expressed dissatisfaction over the delays in collection of cheques and other Instruments. Secondly, the banking sector has not effectively adopted any promotional strategy of the various schemes and products offered by the banks authorities.

F. Desmond McCarthy and William Bader (2003) in their study on "Creating partnerships for Capacity Building Developing Countries: The experience of the World Bank" they have discussed a variety of experiences in a number of transitions and developing countries to build institutional capacity for economies education and a flexible approach met with some success. The approach uses partnerships that combine the often different needs of number of private donors with the World Bank on the supply side. Much of the success was due to adopting each effort to the individual country situation. The authors also provide a brief summary of five academic institutions and four research networks in Europe, Africa, Asia, and Latin America. This paper- a product of partnerships, Capacity Building, and Outreach, Development Economics - is part of a larger effort in the Bank to build capacity for economic education.

Stewart Legg. Stated in his article, "Getting the delivery right" he observed that in 1990's the greatest focus on banking services would be quality of service. He also highlighted that the strongest customer trend is convenience which means greater use of automated services.

Muniraj. R. in his article, "the tactics required to address the evolving difficulties and changing environment. Additionally, he advocated for client segmentation based on psychographic characteristics.

Dr. R. Sakthi Prasad, Dr. V. P. Amuthanayaki (2020) in their study on, 'A Study On Customer Satisfaction Towards Canara Bank On Basis Of Demographic Factors In Coimbatore City'. They noted that the history of the Indian banking sector is vast and encompasses both traditional banking

practices from the British era to the reform era, bank nationalization and privatization, and the current trend of growing numbers of international banks operating in India. They also emphasized the lengthy drive that India's banking sector has undergone. In line with the times, India's banking sector has likewise reached new heights. The way banks operate has undergone a transformation thanks to the usage of technology. However, the core elements of banking—trust and the public's faith in the organization—remain unchanged.

STATEMENT OF THE PROBLEM

Due to the fast growing of technology in the global market and emergence of Asia, as new infrastructure was developed with a “wind of change”. The information technology has revolutionized the business environment and has changed economics, organizational social structure and business structure.

Services are provided to the clients in a number of ways. To remain competitive, the banking industry is adopting new technologies. The rapidly advancing technologies are beyond the ability of the customers to handle. Significant changes occurred in the growth of the Indian banking sector, particularly following the nationalization of commercial banks. The public sector commercial banks were supposed to provide the heads of welfare and development, but they didn't.

This led to the development of bias and customer dissatisfaction with the public sector commercial banks' services. International and recently established private banks employed all contemporary management instruments and methodologies to establish a suitable degree of distinction in their offerings and obtain prompt consumer response and approval. Over time, it developed into a battlefield for business clients, and banks were quick to use high-pressure sales tactics and cutting-edge marketing instruments to gain the upper hand over public sector banks, which had up to that point grown apathetic and narrow-minded about their own existence and offerings.

Problems related to customer services and customer satisfaction has been given high priority by even the

higher level of policy planners and this is one of the most favorable topics of discussions. With the increasing level of customer expectations, it is essential that to be more specific, the public sector commercial banks develop innovative strategies and promote technology driven, user-friendly services to increase the market share and image building. This makes a strong advocacy in favour of bank marketing since its application in a right fashion would answer to a number of unsolved questions.

On the basis of above situations the following objectives were made.

Objectives of the study

The following are the main objectives of the present study.

1. To find out the various services offered by the selected banking sector.
2. To study the customer awareness about various services of selected banks.
3. To identify customers level of satisfaction about selected banking sector.
4. To ascertain the factors affecting the satisfaction level of customers in the selected study area.
5. To evaluate the problems faced by customers of selected banking sectors in the study area.

METHODOLOGY

The Research Design is the basic framework or blue print for conducting the research; it provides the guidelines for the Research process. The Research Design specifies the method for data collection and analyzes the results. The research design will be descriptive in nature for the primary data collection. Primary data is of first hand in nature and it does not exit anywhere. It has to be collected riches as far as the problem chosen. Field survey method was employed to collect the primary data from the selected sample respondents. For this purpose direct face-to-face interview method is employed to collect the data from the respondents. The data thus collected from the primary sources of information were arranged systematically and sequentially to form simple tables. Secondary data is that type of

data, which already write, and has gone through some statistical analysis. Secondary data can be collected from various data bases, Internet downloads, Business articles, Business periodicals etc. Apart from this data, the leading journals and magazines relating to banking industry were also referred for this study.

Questionnaire was the main tool used to collect the data from the sample respondents. For this purpose, a well structured questionnaire was prepared to collect data from the sample respondents in the study area. The key aspect of the present research study was identified through the Interviews (pilot study) with the private banks customers and employees. The questionnaire is circulated among the research experts and it was re-drafted in the light of their comments. After the construction of the questionnaire it was pre-tested with more than 10 respondents and finally necessary modifications were made in the questionnaire according to the present study. The Nellore town is divided into some of the areas, and the researcher can able to collect the information from the respondents according to the convenience of the researcher. In this study area total numbers of respondents are about 10000 from the private banking sectors namely Indusind, ICICI Bank, HDFC Bank, DBS and Axis Bank. From the total populations, 500 respondents were selected on the basis of stratified random sampling technique at 5 percent each.

Frame work of analysis is made to identify the main factors influencing the new private banking services in this study. For this purpose “level of satisfaction” was chosen as dependent variable. The independent variables chosen for the study are age, sex, marital status, educational qualification, occupation, income, facilitating services and the level of awareness of the respondents on private banking sector’s services. For the analysis of primary data the following statistical techniques were used; namely, Mean Standard deviation, Range, Percentage, and Chi-square test.

RESULTS AND DISCUSSIONS

In this chapter an attempt is made to identify the main factors influencing the Private Banking services

in the study area. For this purpose “level of satisfaction in utilizing the private bank services” was used as the dependent variable.

AGE AND LEVEL OF SATISFACTION

Age is an important factor in decision making. An attempt was made to find out the relationship between age and level of satisfaction of the respondents. For this purpose of this study, age has categorized under four heads viz., below 25years, 26-30years, 31-35years, above 36. The distribution of sample respondents according to age and level of satisfaction is shown in the following table.

**Table -1
Age and Level of Satisfaction**

Sl. No	Age	Number of Respondents	%
1.	< 25	102	20.4
2.	26-30	218	43.6
3.	31-35	126	25.2
4.	>36	54	10.8
	Total	500	100.0

The respondents of 51(20.4%) of the respondents below 25years, 109 (43.60%) belongs to 25-30years, 63(25.20%) belongs to 30-35years, 27(10.80%) are above 35 years aged respondents. It could be observed that from table-1 that level of satisfaction higher in utilizing private bank services among the respondents of aged between 26-30 with an percentage of 43.60.

AGE AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

With a view of find the degree of association between the age of the respondents and the level of satisfaction in utilizing the banking services, a two-way table was prepared and is shown in the following table -2

Table -2**Age and Level of Satisfaction (Two-Way Table)**

Sl. No	Age	Level of Satisfaction			Total
		Low	Medium	High	
1.	< 25	24 (17.15)	50 (19.38)	28 (27.46)	140
2.	26-30	46 (32.86)	120 (46.51)	52 (50.98)	178
3.	31-35	54 (38.57)	62 (24.03)	10 (9.80)	106
4.	>36	16 (11.42)	26 (10.08)	12 (11.76)	76
	Total	140	258	102	500

It is found from the table-2 that the percentage of high level of satisfaction in utilizing the banking services was the highest (50.98%) among the respondents between the age group of 26-30 and the lowest (9.80%) among the age group of 31-35. The percentage of utilization of medium level of satisfaction of the respondents was the highest (46.51%) among the age group between 26-30 and the lowest (10.08%) among the age group of above 36. On the other hand, the percentage of low level of satisfaction in utilizing the banking service was the highest (32.86%) among the respondents between the age group 26-30 and the lowest (11.42) among the group of above 36 aged respondents. And thus it is concluded from the analysis that old aged respondents having maximum level of satisfaction in utilizing the banking services.

AGE AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

In order to find the relationship between the age of the respondent and the level of satisfaction in utilizing the banking services, a chi-square test was used and the result of the test is shown in the below table.

It is noted from the blow table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis 'age of the respondents and level of satisfaction utilizing the banking services are

associated' holds' good. It is found from the analysis that there is a close relationship between age and level of satisfaction in utilizing the banking services.

Table -3**Age and Level of Satisfaction (Chi-Square Test)**

Factors	Calculated χ^2 value	D.F	Remarks
Age	14.379	6	Significant at 5% level

SEX AND LEVEL OF SATISFACTION

Sex is an important factor affecting level of satisfaction. An attempt was made to find -out the relationship between sex and level of satisfaction. For this purpose, of the study, the sex was studied under two categories viz. male and female. The distribution of sample respondents according to sex and level of satisfaction in utilizing the banking services is shown in the table-4

Table -4
Sex and Level of Satisfaction

Sl. No	Sex	Number of Respondents	%
1.	Male	240	48
2.	Female	260	52
	Total	500	100.0

It is identified from table-4 that the maximum level of satisfaction in utilization of the banking services among the male respondents with a percentage of 48.0 % (240) and whereas female respondents with a percentage of 52.0 % (260). This table reveals that the maximum satisfaction utilizing the banking services was among the female respondents in the study area.

SEX AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

With a view of find the degree of association between the sex of the respondents and the level of

satisfaction in utilizing the banking services, a two-way table was prepared and is shown in the following table -5

Table -5

Sex and Level of Satisfaction (Two-Way Table)

Sl. No	Sex	Level of Satisfaction			Total
		Low	Medium	High	
1.	Male	48 (34.29)	134 (51.94)	58 (56.86)	240
2.	Female	92 (65.71)	124 (48.06)	44 (43.14)	260
	Total	140	258	102	250

The percentage of level of satisfaction in utilizing the banking services was the highest (56.86%) among the male respondents and the lowest (43.14%) among the female respondents. The percentage of medium level of satisfaction in utilizing the banking services was the highest (51.94%) among the male respondents and the lowest (48.06%) among the female respondents. On the other hand, the percentage of low level of satisfaction in utilizing the banking services was the highest (65.71%) among the female respondents and the lowest (34.29%) among the male respondents.

SEX AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

In order to find the relationship between the sex of the respondent and the level of satisfaction in utilizing the banking services, a chi-square test was used and the result of the test is shown in the below table.

Table -6

Sex and Level of Satisfaction (Chi-Square Test)

Factors	Calculated χ^2 value	D.F	Remarks
Sex	7.681	2	Significant at 5% level

It is noted from the above table-6 that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis 'sex of the respondents and level of satisfaction in utilizing the banking services are associated' holds' good. It is found from the analysis that there is a close relationship between age and level of satisfaction in utilizing the banking services.

EDUCATION AND LEVEL OF SATISFACTION

Education is an important factor in decision making. For this purpose of this study education has been studied under four heads viz., 1. Illiterate 2. School level 3. Collegiate 4. Professional. The distribution of sample respondents according to educational qualification and level of satisfaction perceived by them in selecting private Bank is shown in the following table.

Table-7

Education and Level of Satisfaction

Sl. No	Education	Number of Respondents	%
1.	Illiterate	74	14.8
2.	School level	126	25.2
3.	Collegiate	190	38.0
4.	Professional	110	22.0
	Total	500	100.0

The sample consists of 37 respondents having illiterate, 63 respondents having the school level education, 95 respondents having the collegiate level education, and 55 of them were professionally qualified respondents. It is observed from the table No.7 the maximum level of utilizing the banking services was among the collegiate level respondents with a percentage of (38%). It is followed by the school level respondents with a percentage of (25.2%) and the illiterate level of respondents with a percentage of (14.8%). On the other hand the respondents' level of satisfaction with a percentage of (22%) belongs to professional degree. This table reveals that the maximum level of satisfaction in utilizing the private bank services

was among the collegiate level educated respondents in the present study.

EDUCATION AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

With a view of find the degree of association between the education of the respondents and the level of satisfaction in utilizing the banking services, a two-way table was prepared and is shown in the following table-8

Table -8

EDUCATION AND LEVEL OF SATISFACTION (Two-Way Table)

Sl. No	Education	Level of Satisfaction			Total
		Low	Medium	High	
1.	Illiterate	12 (8.57)	38 (14.73)	24 (23.53)	74
2.	School level	30 (21.43)	66 (25.58)	30 (29.41)	126
3.	Collegiate	70 (50.0)	96 (37.21)	24 (23.53)	190
4.	Professional	28 (20.0)	58 (22.48)	24 (23.53)	110
	Total	140	258	102	500

It is found from the table.8 that the percentage of high level of satisfaction in utilizing the banking services was the highest (29.41) among the school level educated respondents and the lowest (23.53) among the illiterate, collegiate and professional respondents. The percentage of medium level of satisfaction was the highest of (37.21) among the collegiate level respondents and the lowest (14.73) among the illiterate level of educational respondents. On the other hand, the percentage among low level of satisfaction was the highest (50.0) among the collegiate level respondents and lowest (8.57) among the illiterate level of respondents.

EDUCATION AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

In order to find the relationship between the education of the respondent and the level of satisfaction in utilizing the banking services, a chi-

square test was used and the result of the test is shown in the below table -9

Table-9

Education and Level of Satisfaction (Chi-Square Test)

Factors	Calculated χ^2 value	D.F	Remarks
Education	10.902	2	Significant at 10% level

It is noted from the above table -9 that the calculated chi-square value is greater than the table value and the result is significant at 10% level. Hence, the hypothesis, 'education of the respondents and level of satisfaction utilizing the banking services are associated' holds good. It is found from the analysis that there is a close relationship between education and level of satisfaction in utilizing the banking services.

AWARENESS AND LEVEL OF SATISFACTION

Awareness is an important factor in decision making. When awareness is high, decision-making is more wise. For this purpose of this study, the level of satisfaction has been studied under three heads, namely, low, medium and high awareness. The distribution of sample respondents according to awareness and level of satisfaction in utilizing the bank services is shown in the following table.13

Table-13

Awareness and Level of Satisfaction

Sl. No	Awareness	Number of Respondents	%
1.	>2 (low)	228	45.6
2.	3-4 (medium)	210	42.0
3.	> 5 (high)	62	12.4
	Total	500	100.0

The sample consists of 114(45.6%) respondents having low awareness, 105(42.0%) respondents having moderate awareness and 31(12.4%) respondents having high awareness. Thus it is concluded from the analysis that the respondents having low level of awareness have utilized the banking services at the maximum level.

AWARENESS AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

With a view of find the degree of association between the awareness of the respondents and the level of satisfaction in utilizing the banking services, a two-way table was prepared and is shown in the following table-14

Table -14

Awareness and Level of Satisfaction (Two-Way Table)

Sl. No	Awareness	Level of Satisfaction			Total
		Low	Medium	High	
1.	> 2	78 (55.71)	98 (37.98)	52 (50.98)	228
2.	3-4	36 (25.72)	138 (53.49)	36 (35.29)	210
3.	> 5	26 (18.57)	22 (8.53)	14 (13.73)	62
	Total	140	258	102	500

From, the Table.14 that the percentage of high level of satisfaction in utilization of the bank was highest (50.98) among the respondents having low level of awareness and the lowest (13.73) among the respondents having the high level of awareness. The percentage of medium level of satisfaction in utilizing the services was the highest (53.49) among the respondents having medium level of awareness and the lowest (8.53) among the respondents having low level of awareness. On the other hand, the percentage of low level of satisfaction in utilizing the banking services was the highest (55.71) among the respondents having low awareness and the lowest (18.57) among the respondents having the high level of awareness.

AWARENESS AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

In order to find the relationship between the awareness of the respondent and the level of satisfaction in utilizing the banking services, a chi-square test was used and the result of the test is shown in the below table.15

Table-15

Awareness and Level of Satisfaction (Chi-Square Test)

Factors	Calculated χ^2 value	D.F	Remarks
Awareness	16.338	4	Significant at 1% level

It is noted from the above table.15 that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the hypothesis 'awareness of the respondents and level of satisfaction utilizing the banking services are associated' hold good. It is found from the analysis that there is a close relationship between awareness and level of satisfaction in utilizing the banking services.

FACILITATING SERVICES AND LEVEL OF SATISFACTION

Facilitating services is an important factor in decision making. When facilitating services is high, decision-making is more wise. For this purpose of this study the level of satisfaction has been studied under seven heads, namely, Intl. debit card, ATM services, Credit cards, Lockers, Internet banking and Computer Transactions. The distribution of sample respondents according to facilitating services and level of satisfaction in utilizing the bank services is shown in the following table.

Table-16
Facilitating Services and Level of Satisfaction

Sl. No	Facilitating Services	Number of Respondents	%
1.	Intl. debit card	78	15.6
2.	ATM services	240	48.0
3.	Credit card	42	8.4
4.	Lockers	40	8.0
5.	Internet banking	46	9.2
6.	Comp. transactions	54	10.8
	Total	500	100.0

The sample consists of 39(15.6%) respondents having Intl. debit card facilitating services availability, 120(48.0%) respondents have the availing of the ATM services, 21(8.4%) respondents are having the availing of the Credit cards, 20(8.0%) respondents having the availing of the Lockers services, 23(9.2%) respondents may able to get the Internet banking services and 27(10.8%) respondents have the availability of the Computerized transactions. Thus it is concluded from the analysis that the respondents having the ATM services have utilized the banking services at the maximum level.

FACILITATING SERVICES AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

With a view of find the degree of association between the facilitating services and the level of satisfaction in utilizing the banking services, a two-way table was prepared and is shown in the following table

From, the Table.17 that the percentage of high level of satisfaction in utilization of the bank facilitating services was highest (62.75) among the respondents having high level of ATM services and the lowest (0.0) among the respondents availing the locker services. The percentage of medium level of satisfaction in utilizing the services was the highest (37.98) among the respondents having ATM facilitating services and the lowest (9.30) among the respondents having

computerized transactions services availability. On the other hand, the percentage of low level of satisfaction in utilizing the bank services was the highest (55.71) among the respondents availing ATM facilitating services and the lowest (5.72) among the respondents availing credit card facilitating services.

Table -17
Facilitating Services and Level of Satisfaction
(Two-Way Table)

Sl. No	Sources	Level of Satisfaction			Total
		Low	Medium	High	
1.	Intl. debit card	12 (8.57)	52 (20.16)	14 (13.73)	78
2.	ATM services	78 (55.71)	98 (37.98)	64 (62.75)	240
3.	Credit card	8 (5.72)	26 (10.08)	8 (7.84)	42
4.	Lockers	10 (7.14)	30 (11.63)	0 (0.0)	40
5.	Internet banking	10 (7.14)	28 (10.85)	8 (7.84)	46
6.	Computerized transactions	22 (15.72)	24 (9.30)	8 (7.84)	54
	Total	140	258	102	500

FACILITATING SERVICES AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

In order to find the relationship between the facilitating services availed by the respondents and the level of satisfaction in utilizing the banking services, a chi-square test was used and the result of the test is shown in the below table.

Table-18
Facilitating Services and Level of Satisfaction
(Chi-Square Test)

Factors	Calculated χ^2 value	D.F	Remarks
sources	7.681	2	Significant at 5% level

It is noted from the above table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis 'facilitating services of the respondents and level of satisfaction utilizing the banking services are associated' holds good. It is found from the analysis that there is a close relationship between age and level of satisfaction in utilizing the banking services.

SERVICES AVAILED BY YOU AND LEVEL OF SATISFACTION

Service availed is an important factor affecting the level of satisfaction and also in decision making. For this purpose of this study services availed has been categories into eight heads viz., collection of cheques, transfer of funds, safety lockers, travelers cheques, DD, over draft, housing loan, vehicle loans. The distribution of sample respondents according to services availed and level of satisfaction perceived by them in selecting private Bank is shown in the following table.

Table-19

Services Availed and Level of Satisfaction

Sl. No	Services Availed	Number of Respondents	%
1.	Collection of cheques	140	28
2.	Transfer of funds	132	26.4
3.	Safety lockers	76	15.2
4.	Travelers cheques	32	6.4
5.	DD	78	15.6
6.	Over draft	2	0.4
7.	Housing loan	10	2.0
8.	Consumer loan	2	0.4
9.	Vehicle loan	28	5.6
	Total	500	100.0

The sample consist of 70(28%) respondents are availing services availed of collection of cheques, 66(26.4%) respondents are availing of the transfer of funds services, 38(15.2%) respondents availing safety lockers services, 16(6.40%) respondents availing services of travelers cheques, 39(15.6.0%)

respondents are availing DD, 1(0.4%) respondents availing over draft facility, 5(2.0%) respondents are availing housing loan services, 1(0.4%) respondents have the service availed of consumer loans and 14(5.6%) respondents are availing vehicle loans facilities. Thus, it is concluded from the analysis that the level of satisfaction in utilizing the private bank was that the maximum among the collection of cheques by the respondents.

SERVICES AVAILED BY YOU AND LEVEL OF SATISFACTION (TWO -WAY TABLE)

With a view of find the degree of association between the services availed by the respondents and the level of satisfaction in utilizing the banking services, a two-way table was prepared and is shown in the following table-20

Table -20

Services Availed and Level of Satisfaction (Two-Way Table)

Sl. No	Services Availed	Level of Satisfaction			Total
		Low	Medium	High	
1.	Collection of cheques	38 (27.14)	60 (23.26)	42 (41.18)	140
2.	Transfer of funds	30 (21.42)	82 (31.78)	20 (19.61)	132
3.	Safety lockers	16 (11.43)	46 (12.40)	14 (13.73)	76
4.	Travelers cheques	14 (10.00)	18 (6.98)	0 (0.0)	32
5.	DD	32 (22.86)	32 (12.40)	14 (13.72)	78
6	Over draft	0 (0.0)	0 (0.0)	2 (1.96)	2
7	Housing loan	2 (1.43)	8 (3.10)	0 (0.0)	10
8	Consumer loan	2 (1.43)	0 (0.0)	0 (0.0)	2
9.	Vehicle loan	6 (4.29)	12 (4.65)	10 (9.80)	28
	Total	70	129	51	500

From, the Table.20 that the percentage of high level of satisfaction in utilization of the bank was highest (41.18%) among the respondents belongs to collection of cheques and the lowest was (1.96%) among the respondents availing the overdraft service. The medium level of satisfaction among the sources provided by the respondents with highest level of satisfaction was (31.78%) among transfer of funds and the lowest among the respondents was (0.0%) among the availing of consumer loan and overdraft. On the other hand, the percentage of low level of satisfaction in utilization of the bank was the highest (27.14%) among the respondents in collection of cheques and in the lowest was (0.0%) among the respondents availing the overdraft.

SERVICES AVAILED BY YOU AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

In order to find the relationship between the services availed by the respondent and the level of satisfaction in utilizing the private banking services, a chi-square test was used and the result of the test is shown in the below table.

Table-21

Services Availed and Level of Satisfaction (Chi-Square Test)

Factors	Calculated χ^2 value	D.F	Remarks
Services Availed	26.989	16	Significant at 5% level

It is noted from the above table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis 'services availed by the respondents and level of satisfaction utilizing the banking services are associated' holds good. It is found from the analysis that there is a close relationship between age and level of satisfaction in utilizing the banking services.

PERFORMANCE ABOUT BANKING SERVICES IN PRIVATE BANKS

An attempt was made to identify the performance about the services provided by the banking sector

by the selected sample respondents in utilizing the private banking services. For this purpose the respondents were asked to rank their performance based on their services. The study used the main problems such as "Time taken to withdraw the amount", "Time taken to issue D.D. / M.T", "Entries maintained in the passbook", "Procedure for depositing Money", "Access to the required forms", "Collection of cheques & forms", "Bank charges on services", "Attitude of the officials/ staff", "Officer's ,Manager's behaviors at the time of getting loans", "Assistance from staff / officials in case of ignorance", "Rate of interest on loans", "Time taken for sanctioning loans", "Rate of interest on deposits", "Safety lockers provisions", "Overdraft facility", "Steps taken by the bank for recovery of loans". Ranking method was used for analysis. The following table.22 shows the details picture of the ranking.

Table -22

Sl. No.	Performance About Banking Services	Total scores	Mean scores	Rank
1	Time taken to withdraw the amount	1011	4.044	III
2	Time taken to issue D.D. / M.T.	969	3.876	V
3	Entries maintained in the passbook	1058	4.232	II
4	Procedure for depositing Money	986	3.944	IV
5	Access to the required forms	877	3.508	XI
6	Collection of cheques & forms	969	3.876	VI
7	Bank charges on services	847	3.368	XIV
8	Attitude of the officials/ staff	837	3.348	XV
9	Officer's. Manager's behaviours at the time of getting loans	1197	4.788	I
10	Assistance from staff / officials in case of ignorance	877	3.508	XII
11	Rate of interest on loans	817	3.268	XVI
12	Time taken for sanctioning loans	861	3.444	XIII
13	Rate of interest on deposits	964	3.856	VIII
14	Safety lockers provisions	967	3.868	VII
15	Overdraft facility	901	3.604	IX
16	Steps taken by the bank for recovery of loans	878	3.512	X

It could be observed from the above table. 22 that "Officer's. Manager's behaviors at the time of getting loans" was ranked the first satisfaction by the customers in utilizing the bank which presents a ranking score of 1197 points. It is followed by "Entries in the passbook" with a ranking score of 1058 points. "Time taken to withdraw the amount" was placed the third ranking score of 1011 points. "Procedure for depositing money" was placed the fourth ranking score of 986 points. "Time taken to issue DD" was placed the fifth ranking score of 969 points. "Collection of cheques" was placed the sixth ranking score of 969 points. "Safety lockers provision" was placed the seventh ranking score of 967 points. "Rate of interest on deposits" was placed the eighth ranking score of 964 points. "Over draft facility" was placed the ninth ranking score of 901 points. "Recovery of loans" was placed the tenth ranking score of 878 points. "Access to required forms" was placed the eleventh ranking score of 877 points. "Assistance form staff by ignorance" was placed the twelfth ranking score of 877 points. "Sanction of loans" was placed the thirteenth ranking score of 861 points. "Bank charges on services" was placed the fourteenth ranking score of 847 points. "Attitude of officials" was placed the fifteenth ranking score of 837 points. "Rate of interest on loans" was placed the sixteenth ranking score of 817 points.

PROBLEMS FACED BY THE CUSTOMERS IN SELECTED BANKING SECTORS:

An attempt was made to identify the major problems faced by the selected sample respondents in utilizing the private banking services. For this purpose, the respondents were asked to rank their problems based on their experience. The study was used the main problems such as, "too much dependence on superiors in clarifying doubts especially in advance section". "Undue favoritism to some clients, indifferent attitude at the time of withdrawing the fixed deposits, lack of guidance about banks queries/doubts, 'redtapism in advance section' and 'Beaurcratic harassment'". Ranking method was used for analysis. The following table shows the detail picture of the ranking.

It could be observed from table -23 that 'lack of guidance about banks schemes and services' was ranked as the first problem by the customers in

utilizing the private banks. It is followed by 'undue favoritism to some clients' was the second problem faced by the customers. "Too much dependence on superior in clarifying doubts especially in the advance section' was placed in third rank. 'Poor in handling queries/doubts' was placed in fourth rank. "Indifferent attitude at the time of withdrawing the fixed deposits" was placed in fifth rank. "Beaurcratic harassment' was placed in sixth rank by the customers and 'Redtapism in advance section' was ranked in the seventh place.

FINDINGS OF THE STUDY

1. It is found from the analysis that, old aged respondents were having maximum level of satisfaction in utilizing the new private bank services followed by young and middle-aged category of respondents.
2. There is a close relationship between sex of the respondents and the level of satisfaction at 5% level of significance.
3. It is highlighted from the analysis that maximum level of satisfaction perceived in utilizing the private bank among the selected sample respondents were by the collegiate level respondents.
4. "The Chi-square result also showed 1% level of significance, which proves that there is a close relationship between the awareness of the respondents and their level of satisfaction in utilizing the private banking services in the study area.
5. From the analysis it is identified that the level of satisfaction in utilizing the private banking services was the maximum among the respondents of low income group. The result of the chi-square test shows that there is a close relationship between Income and level of satisfaction 5% level of significance.

6. There is a close relationship between awareness and level of satisfaction at 1% significant level.
7. It is disheartening to witness the major problems faced by the selected sample respondents. The study showed that "Lack of guidance about bank schemes and services", "Undue favoritism to some clients", "Too much depends on superior in clarifying doubts especially in advance section"

SUGGESTIONS

The following are the major suggestions

1. The selected banking sectors may initiate appropriate steps to canvass the younger generations and middle level category of respondents to utilize the banking services at the maximum level.
2. The utilization of the banking services by male and female is comparatively low hence necessary measures should be taken immediately to cover the both gender.
3. Most of the users of private banks were employees of private sector organization hence, it is suggested that a wide coverage should be given to business group, government employees, and mostly the agriculturists.
4. It is noted that the low and middle income group category of the society are using the selected bank services. Probably due to the fear of high exposure, hence, it is suggested to wipe out the inferior feeling and fear among the middle income category of respondents.
5. It is noted that high and medium families are utilizing the services at the expected level hence the selected banking sectors like Indusind, ICICI bank, HDFC bank, Axis Bank, DBS bank, should canvass properly with regard to the low and high categories of families.

6. The study highlighted that 50.4% of the respondents are not having full awareness and here level of awareness was low, hence, selected banking sectors should create awareness through attractive advertisement in an effective media like TV and Newspapers.

CONCLUSION

Liberalization, Privatization and Globalization pave ways to launch the private banks which are directly controlled by RBI. To conclude that the extent of awareness and the level of satisfaction utilizing the private banking services in the present study show that the respondents have medium level of awareness. Proper awareness should be created through attractive advertisement in the audio visual media. Finally, the present study showed that issues like 'undue favoritism to some client', 'lack of guidance about bank schemes and services' and 'too much depends on superior in clarifying doubts especially in advance section' should be addressed properly.

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