



A Study of customers awareness and satisfaction level in private sector banks in Jammu

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Abstract

The banking industry is to be seen as an authentic financial service industry that is responsible for an economy's development. Customer satisfaction is essential for retaining existing customers along with attracting new customers to expand the organization. Hence a study of customer's awareness and satisfaction level in private sector banks in Jammu has been taken up. The data was collected from 120 Customers using questionnaire. Simple percentage analysis has been used in the present study. The result showed that there was a significant relationship between the variable of customer satisfaction and banking services of the Private Sector Banks and the customers have highly satisfaction of bank Service. It was found from the study that the customer were more aware of private sector banks especially J&K Bank and were highly satisfied towards services which are provided by the private sector banks.

Keywords: Private sector banks, awareness, services, satisfaction

Introduction

Banks are an important aspect of the economy since they offer essential services to customers as well as businesses. Banks are seen as revenue sources for the country's financial system, assisting in the acceleration of income and savings from one hand to the other. Customers benefit from a wide range of financial services and opportunities. All banks safeguard money and assets while also offering loans, credits, and payment services like checking accounts, money orders, and bank drafts. Banks provide investment and insurance services. A bank's function is to collect and lend public deposits for the growth of agriculture, industry, trade, and commerce. The bank offers depositors reduced interest rates while receiving greater interest rates on loans and advances. Commercial banks in India are divided into three categories: public sector banks, private sector banks, and foreign banks. Private sector banks play a vital part in the growth of the Indian economy. Since liberalization, the banking industry witnessed considerable changes. The economic changes have completely transformed the banking sector. Following to the Narashiman committee's suggestion, the RBI approved the establishment of new private-sector banks. Public sector banks dominated India's banking industry. However, as times have changed, new generation banks have emerged in the banking business, utilizing technology and professional management to achieve a competitive advantage. Private sector banks excelled in terms of branch expansion, revenue generation, and innovative services.

Customer service is one of the most crucial aspects of the banking industry. No bank will succeed without delighting its consumers. The bank cannot progress without the customer. Customers are the primary raw materials for all banks. People currently use services in almost every part of their lives, from education to entertainment, finance to fast food, transport to telephone, advertising to amusement parks, market research to maintenance services, retailing to recreation, and so on. All banks aim to improve their operations, effectiveness, and performance for the delight of their clients. It could be in terms of accessibility, such as opening additional branches and customer service centers

for proper customer relationship management, a better atmosphere, and friendlier personnel to attract and retain customers, internet banking and ATM facilities for convenience, and so on. Thus, the future of banking depends heavily on banks' capacity to create close relationships with their customers. In order to create intimate relationships with customers, the banking industry must focus on technological developments that provide convenience. Customers can now use ATMs, internet and mobile banking, and credit cards. These have lifted banking beyond temporal and spatial boundaries. This study attempted to provide an overview of customer's awareness and satisfaction level in private sector banks in Jammu.

Review of literature

Gowri (2020) ^[2] studied services and customer satisfaction in private banking sector with special reference to icici bank in Coimbatore. The study attempt to identify customer opinion about the nature of services marketed by ICICI private sector bank and to find out their satisfaction on such services the survey analysis and interpretation reveals that among 200 respondents, majority of the respondents are satisfied with the service provided by this bank.

Kauri and Data (2012) in his study entitled "Impact of Service Quality on Satisfaction in the Indian Banking Sector" The study attempts to understand the relationship between service quality and customer satisfaction in the public and private sectors. Data was collected from 150 clients. The study examines three areas of service quality: people, procedure through technology, and physical evidence. The findings showed that service quality has a substantial impact on customer satisfaction.

Ragavan and Mageh (2013) ^[5] studied Service Quality Perspectives and Customer Satisfaction in New Private Sector banks. This study proposes and develops a service quality instrument while also investigating the relationship between perceived service quality aspects and total customer satisfaction. According to the findings, the most important service quality practice for customer satisfaction is responsiveness, which is seen as a dominant service quality.

Reddy and Reddy (2015) [6] measured the quality of services offered by Public and private sector banks operating in Telangana region. Various traditional, IT enabled banking services used by customers and customer satisfaction were studied. The study showed that the customers of nationalized banks were not satisfied with the employee behavior and infrastructure, while respondents of private sector banks were not satisfied with high charges, accessibility and communication. The study also showed that only few respondents were using IT enabled services other than ATM due to lack of awareness and security.

Objectives of the research

1. To know the Customers awareness towards private sector banks.
2. To measure the satisfaction level of customers from private sector banks.

Methodology

The Private Sector Banks operate in Jammu District have been chosen for the study. In the present study 5 private sector commercial banks viz., J&K Bank, ICICI Bank, HDFC Bank, AXIS Bank and YES Bank have been chosen. A sample of 120 customers has been selected using convenient sampling method. Data have been collected from the customers by using well-structured questionnaire. The questionnaire contains the items pertinent to the demographic variables of the customers and Customers awareness and satisfaction level in Private Sector Banks in Jammu. Simple percentage analysis has been used in the present study.

Data analysis and interpretation

Demographic profile of customers

The demographic profiles of customers including gender, marital status, educational qualifications, occupational status, monthly income and type of account have been evaluated for customer awareness and satisfaction level towards private sector banks.

Table 1: Demographic Profile of Customers

Personal Factors	Total no. of customers = 120		
	Items	N	%
Gender	Male	66	55
	Female	54	45
Marital Status	Single	45	37.5
	Married	75	62.5
Educational Qualifications	School Level	21	17.5
	Under Graduate	30	25
	Post Graduate	36	30
	Professional	18	15
	Others Specify	15	12.5
Occupational Status	Employed	42	35
	Agriculturist	15	12.5
	Home Maker	9	7.5
	Business	54	45
Monthly Income	Below 10000	12	10
	10000 to 25000	42	35
	25000 to50000	48	40
	Above 50000	18	15
Type of account	Savings	96	80
	Current	20	17.5
	Fixed Deposit	3	2.5
	Demat	0	0

The above table shows that majority (55%) of the customers are male and are married (62.5%) having the educational Qualification to Post Graduate (30%). They are Business man (45%) with the Monthly family income between 25000 to50000 (40 %) own Saving Account (80%).

Customers awareness towards private sector banks

The table-2 indicates that out of the total customers taken for the study 120 (100%) of the customers are aware of J&K Bank, followed by ICICI Bank (85%), HDFC Bank (82.5%), AXIS Bank(75%), and (57.5%), YES Bank.

Table 2: Customers awareness towards private sector banks

Banks/Aware- ness	Aware		Not Aware	
	N	%	N	%
J&K Bank	120	100	-	-
ICICI Bank	102	85	18	15
HDFC Bank	99	82.5	21	17.5
AXIS Bank	90	75	30	25
YES Bank	69	57.5	51	42.5

Level of satisfaction towards various services offered by public sector bank

The table-3 shows that customers are highly satisfied with the ATM service (93%) provided by the private sector

banks, followed Helping attitude of staff (72.5%), loan (70 %), Debit Card (65 %), and Branch Facility (65 %). Most of the respondents are highly satisfied with the ATM service (93%) offered by the private sector banks.

Table 3: Level of satisfaction towards various services offered by Public Sector Bank

Services/Level of satisfaction		High Satisfaction	Moderate Satisfaction	Low Satisfaction	unsatisfactory	Total/%
Branch Facility	N	78	27	15	0	120
	%	65	22.5	12.5		100%
Helping attitude of stuff	N	87	24	9	0	120
	%	72.5	20	7.5	0	100%
Internet Banking	N	48	24	33	15	120
	%	40	20	27.5	12.5	100%
ATM Facility	N	93	18	9	0	120
	%	77.5	15	7.5	0	100%
Debit Card	N	78	24	18	0	120
	%	65	20	15	0	100%
Credit Card	N	54	18	24	24	120
	%	45	15	20	20	100%
loan	N	84	12	18	6	120
	%	70	10	15	5	100%
Process charges	N	63	27	18	12	120
	%	52.5	22.5	15	10	100%

Conclusion

The objective of present study was customer's awareness and satisfaction level in private sector banks in Jammu. The analysis of results showed that customers were more aware about J&K Bank and were highly satisfied with the service like ATM Facility, Helping attitude of stuff, loan and Branch Facility from private sector banks.

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