

A
PROJECT REPORT
ON

**“FACTORS AFFECTING CONSUMER SATISFACTION IN
PRIVATE BANKS (AXIS & HDFC) NEAR RAVINAGAR AND
BHARAT NAGAR FOR THE YEAR 2021-2022”**

Submitted to
G.S. College of Commerce & Economics
Nagpur

In partial fulfilment for the award of the degree of
Bachelor of Business Administration

Submitted by
ISHAN BHASIN

Under the Guidance of
Dr. AFSAR SHEIKH

G.S. College of Commerce & Economics, Nagpur
Academic Year 2021-2022



G.S. College of Commerce & Economics, Nagpur
Academic Year 2021-2022



CERTIFICATE

This is to certify that “**ISHAN BHASIN**“ has submitted the project report titled “**FACTORS AFFECTING CONSUMER SATISFACTION IN PRIVATE BANKS (AXIS & HDFC) NEAR RAVINAGAR AND BHARAT NAGAR FOR THE YEAR 2021-22**” towards partial fulfilment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

Dr. Afsar Sheikh
(Project Guide)

Dr. Afsar Sheikh
(Coordinator)

Place: Nagpur

Date

G.S. College of Commerce & Economics, Nagpur
Academic Year 2021-2022



DECLARATION

I here-by declare that the project with title “FACTORS AFFECTING CONSUMER SATISFACTION IN PRIVATE BANKS (AXIS & HDFC) NEAR RAVINAGAR AND BHARAT NAGAR FOR THE YEAR 2021-2022 has been completed by me in partial fulfilment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

(ISHAN BHASIN)

Place: Nagpur

Date:

G.S. College of Commerce & Economics, Nagpur
Academic Year 2021-2022



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N.Y.Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide **Dr. Afsar Sheikh** for his/her guideline throughout the project. I tender my sincere regards to Co-ordinator, **Dr. Afsar sheikh** for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

(ISHAN BHASIN)

Place: Nagpur

Date:

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INTRODUCTION



INTRODUCTION:

Banks constitute the backbone of the financial infrastructure of an economy. Banks are financial institutions that accept deposits from the public and create credit and provide credit to the needy sectors in the economy to facilitate payments, capital formation and hence economic growth. Modern banks provide a pervasive payments-mechanism nationally as well as internationally essential for functioning of a market economy. Additionally, they perform a bouquet of equally important functions such as providing funds to economic entities against their working capital and capital investment needs, providing trade related funding and foreign exchange management to promote foreign trade, providing various financial services to facilitate various economic activities. Banks also offer numerous products and services relating to risk

management, wealth management and stock market investment etc. The Reserve Bank of India (RBI) uses the banking mechanism to carry out its monetary policy activities in the economic management of the country. Needless to mention, that the health and vigour of the banking sector has important implications on the health of the economy.

OVERVIEW OF BANKING INDUSTRY IN INDIA:

Banking in India has come a long way from traditional money lending to a highly organised, complex and technology-driven global activity, thanks to the wave of globalization and unshackling of the economy at the turn of the century.

The growth and development of banking in India can be partitioned into three phases namely:

1. The Pre-Independence Phase (before 1947)
2. The Post –Independence (Nationalization) Phase (1947 – 1991)
3. The Post – Liberalization Phase (1991 onwards)

Pre-Independence Stage: Formal banking industry in India developed during the British era. The British East India company established three banks, Bank of Bengal in 1809, Bank of Bombay in 1840 and the Bank of Madras in 1843 which were later amalgamated and called ‘The Imperial Bank of India’. In 1955 SBI in took over The Imperial Bank of India.

In 1865 Allahabad Bank was established as a joint stock bank. It has survived till date and is now considered as the oldest surviving bank. Subsequently, Punjab National Bank Ltd. was setup in 1894. Between 1906 and 1913 a number of banks were established namely- The Canara bank, Central Bank, Bank of India, Bank of Baroda, Indian Bank, Bank of Mysore. The Reserve Bank of India (RBI) is the central bank of India, was established on April 1, 1935 in accordance with the provisions of the 'Reserve Bank of India Act 1934. Though originally privately owned it was nationalised in 1949.

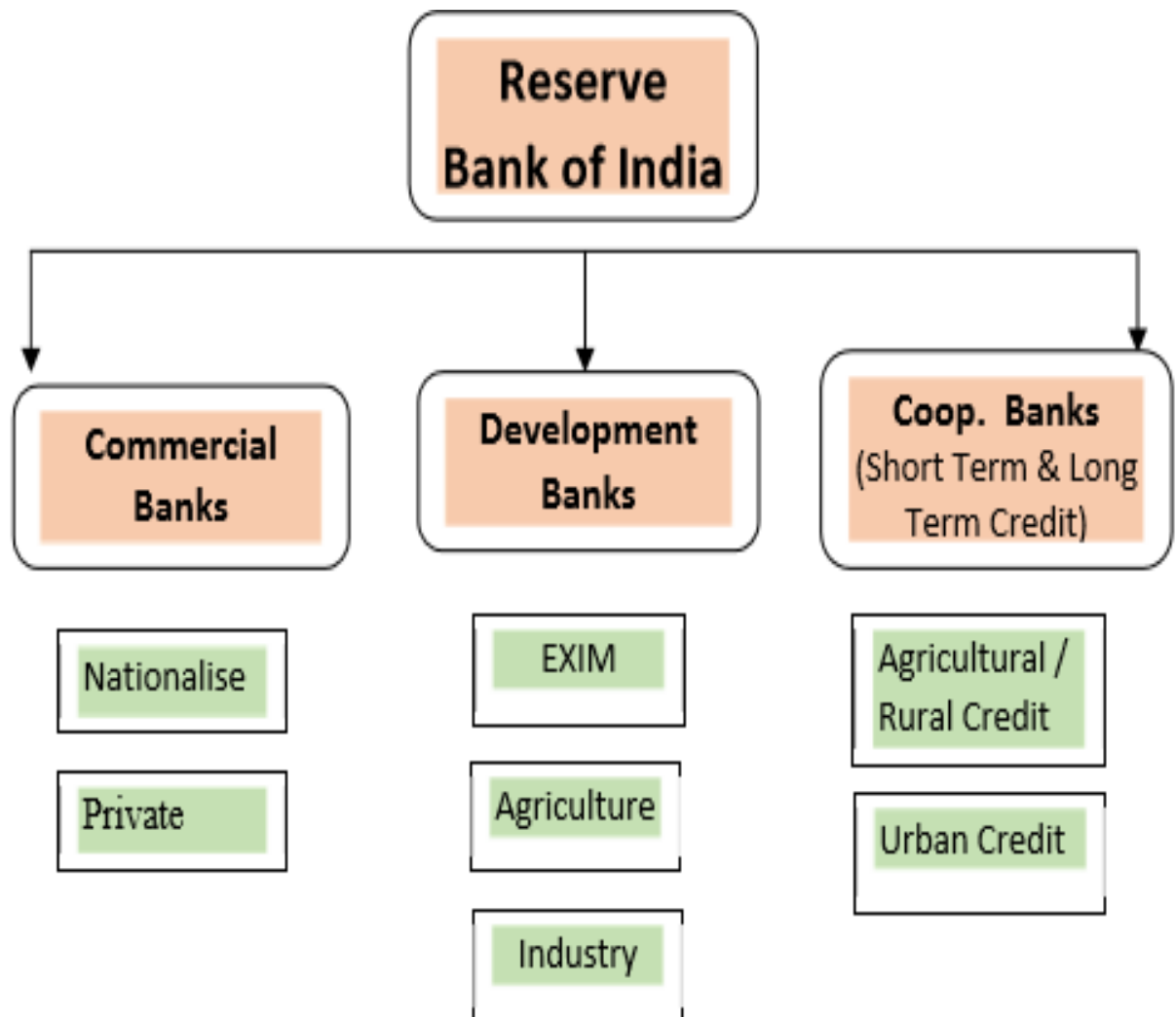
To streamline and regulate the banks, Government of India promulgated 'The Banking Regulation Act', 1949, which, together with the Reserve Bank of India Act 1934, regulate the banking operations in the country.

Phase II, Nationalisation of banks: Government of India undertook major reforms in banking industry after independence to protect the poor from the exploitation by the banks. In 1955, it nationalised the Imperial Bank of India naming it The State Bank of India (SBI) to offer extensive banking facilities on a large scale, especially in rural and semi-urban areas. Further, from the order passed by the Prime Minister Indira Gandhi 14 more banks were nationalised in 1969s.

As a result, banking operations improved and banks gained the confidence of the public. Bank lending to priority sectors such as agriculture and small industries etc. got a boost due to improved lending under policy directions. Banking started

contributing to the economic growth of the country. The Structure of banking industry during this phase is shown in the figure below.

Exhibit 1: Structure of Banking Industry Post Nationalization.



Phase 3: Liberalisation of Banking Sector

The third phase of development of Indian Banking was shaped by the forces of economic reforms which aimed at opening up of the economy allowing larger freedom to market forces and offering an increasing role to private sector in the economy. Liberalization in Indian Banking sector began during 1992 following the Narsimha Committee Report in, December 1991. Which served as the basis for the initial banking sector reforms? The reforms covered the areas of interest rate deregulation, directed credit rules, statutory pre-emption and entry deregulation for both private and foreign banks. Thus, a new set of private banks appeared on the Indian banking landscape by the turn of the century.

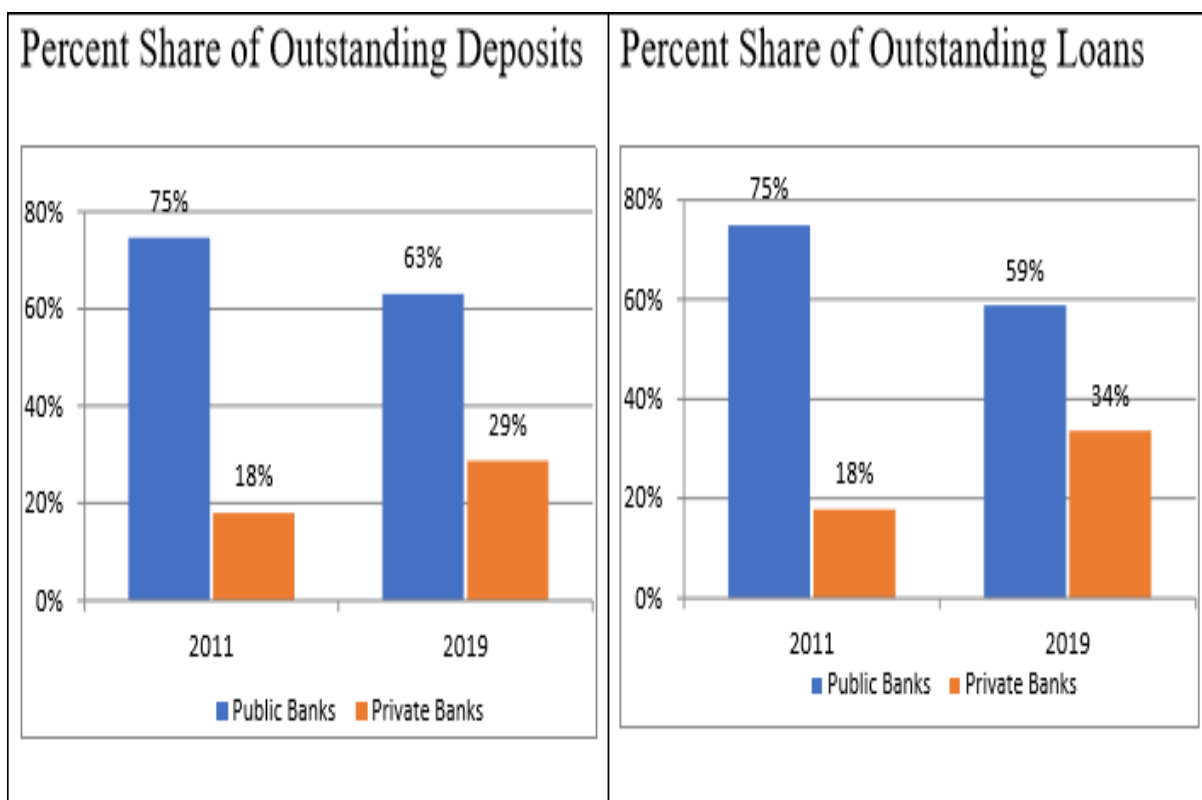
The prominent private banks coming into existence during this initial phase of privatisation were Global Trust Bank, UTI Bank (now known as Axis Bank), ICICI Bank and HDFC bank. At the close of financial year 2019 there were 22 private banks operating in the country.

With the entry of private banks and crowding of the banking industry, banking has turned into a highly competitive activity. Private Banks are progressively

Spreading into the **turf hither** dominated by public banks. They have continued to wrest away both deposit and credit market share away from public sector banks. Exhibits 2 and 3 below, illustrate the growing presence of private banks in the Indian banking arena.

Exhibit 2: Changes in Share of Deposits and Loans of Public and Private Banks

(Private Banks have continued to wrest away both deposit and credit market share away from public sector banks) Percent Share of Outstanding Deposits



2011 2019 Public Banks Private Banks

Exhibit 3:**Top Indian Banks based on value of Equity (FY ending 2019)**

(Private Banks are better capitalised to leverage this advantage to grow and benefit from new business opportunities)

Rank	Name of Bank	Ownership	Market Capitalization (Rs. Crores)	Num. Of Branches	Num. Of ATMs
1	HDFC Bank	Private	6,25,666.08	4,963	13,160
2	SBI	Public	2,93,218.11	85,356	59,291
3	ICICI	Private	2,56,205.53	4,867	14,367
4	KOTAK MAHINDRA	Private	2,55,537.49	1,369	2,163
5	AXIS	Private	1,97,360.89	4,000	12,705
6	INDUSIND	Private	1,07,064.08	1,558	2,453
7	PNB	Public	37,411.52	7,000	10,681
8	BOB*	Public	35,251.50	9500	3400
9	BOI	Public	8464.06	5100	--

*Includes Consolidated figures of Dena Bank + Vijaya Bank

CUSTOMER SATISFACTION – THE PARAMOUNT CONSIDERATION:

The influences of globalization and appearance of private banks with their aggressive business postures engendered an environment of competition making use of advanced technology, and innovative banking methods for making banking experience more pleasant, safe and satisfactory to the customers.

As Indian banking moves towards international benchmarks, the bars for customer service have been raised. Needless to say that the expectations of bank customers have risen, given the fact that they have a larger number of banks to choose from to take care of their banking needs

Banks, on their part, with a view to survive and grow, need to survive the competition by continuously broadening their customer base, both in terms of depositors as well as borrowers.

Banks, on their part, with a view to survive and grow, are continuing to broaden their customer base, both in terms of depositors as well as borrowers. They are leaving no stone unturned to ensure that their customers are happy and satisfied.

The baton is now in the hands of the customer and his happiness and satisfaction has gained paramount importance in the scheme of things. Banks are going beyond the simple idea of customer service to that of overall banking experience of the customer.

Technological advancements such as the Net Banking, ATM, credit and debit card facilities, mobile banking, fund transfer, core banking, RTGS: Real Time Gross Settlement and most importantly 24x7 banking facilities.

COMPANY PROFILE



COMPANY PROFILE

(A) AXIS BANK:

Axis bank is the 3rd largest private sector bank in India. The bank offers entire spectrum of financial services to customer segments covering large and mid-corporate, MSME, agriculture & retail business. The bank has a large footprint of 4050 domestic branches (including extension counters) with 11,801 ATM's & 4917 cash recyclers' spreads across the country as on 31st march 2019. The overseas operations of the banks are spreads over 11 international offices with the branches in Singapore, Hong-Kong, Dubai, Colombo, Shanghai and gift city-IBU; representative offices at Dhaka, Dubai, Abu-Dhabi, Sharjah and an overseas subsidiary at London, UK. The international offices focus on corporate lending, trade finance, syndication, investment banking & liability business.

AXIS bank is one of the find new generation private sector banks to have begun operation in 1994. The bank was promoted in 1993, jointly by specified undertaking of unit trust of India (SUUTI)(then known as unit trust of India), Life insurance corporation of India(LIC), General insurance corporation of India(GIC), National Insurance company ltd., the new India Assurance company ltd., the oriental Insurance company ltd and united India Insurance company ltd. The shareholding of unit Trust of India was subsequently transferred to SUUTI, an entity established in 2003.

With a balance sheet size of Rs. 8,00,997 crores as on 31st march 2019, Axis bank has achieved consistent growth and with a 5-year CAGK (2013-1014 to 2018-2019) of 16% in total assets, 14% in total deposits and 17% in total advances.

(B) HDFC BANK:

HDFC Bank was incorporated in August 1994 in the name of HDFC Bank Limited with its registered office in Mumbai, India. The bank commenced operation as a scheduled commercial bank in January 1995.

The key people that helped in laying the foundation for HDFC comprises of Deepak Parekh (The Chairman), Keki Mistry (Vice Chairman and CEO) and Renu Karnad (Managing Director).

HDFC Board of Directors includes: Mrs Shyamala Gopinath who has a 40+ years of experience in the financial sector, Mr Malay Patel who has major experience in various roles such as export/import, procurement, sales and marketing, Mr Keki Mistry the VP and CEO of the HDFC banking group.

The Management team is head by Mr Aditya Puri who is the managing director of HDFC since 1994 with more than 40+ years of experience. Mr Kaizad Bharucha the executive director having a career experience of more than 28 years.

HDFC Bank caters to a wide range of banking services covering commercial and investment banking on the wholesale side and transactional / branch banking on the retail side. The bank has three key business segments:

WHOLESALE BANKING:

The Bank's target market is primarily large, blue-chip manufacturing companies in the Indian corporate sector and to a lesser extent, small & mid-sized corporate and Agro-based businesses. For these customers, the Bank provides a wide range of commercial and transactional banking services, including working capital finance, trade services, transactional services, cash management, etc. The bank is also a leading provider of structured solutions, which combine cash management services with vendor and distributor finance for facilitating superior supply chain management for its corporate customers. Based on its superior product delivery / service levels and strong customer orientation, the Bank has made significant inroads into the banking consortia of a number of leading Indian corporate including multinationals, companies from the domestic business houses and prime public sector companies. It is recognised as a leading provider of cash management and transactional banking solutions to corporate customers, mutual funds, stock exchange members and banks.

TREASURY:

Within this business, the bank has three main product areas - Foreign Exchange and Derivatives, Local Currency Money Market & Debt Securities, and Equities. With the liberalisation of the financial markets in India, corporate need more sophisticated risk management information, advice and product structures. These and fine pricing on various treasury products are provided through the bank's Treasury team. To comply with statutory reserve requirements, the bank is required to hold 25% of its deposits in government securities. The Treasury business is responsible for managing the returns and market risk on this investment portfolio.

RETAIL BANKING:

The objective of the Retail Bank is to provide its target market customers a full range of financial products and banking services, giving the customer a one-stop window for all his/her banking requirements. The products are backed by world-class service and delivered to customers through the growing branch network, as well as through alternative delivery channels like ATMs, Phone Banking, Net Banking and Mobile Banking.

AWARDS AND ACHIEVEMENTS:

2019

- Best Bank: New Private Sector - FE Best Bank awards
- Winner in Innovation and Inclusiveness in Priority Sector Lending - 11tg Inclusive Finance India Awards (IFI) 2019
- Ranked 1st in 2019 Brand Z Top 75 Most Valuable Indian Brands HDFC Bank was featured for the 6th consecutive year.
- Among The Most Honoured Company List, Institutional Investor All-Asia (ex-Japan) Executive Team 2019 survey
- India's Best Bank, Euro money Awards for Excellence 2019
- Bank of the Year and Best Large Bank, Business Today – Money Today Financial Awards 2019
- Best Bank in India 2019, by Global magazine Finance Asia.
- Ranked 60th in 2019 Brand Z Top 100 Most Valuable Global Brands HDFC Bank was featured Brand Z Top 100 Most Valuable Global Brands 2019 for the 5th consecutive year. The Bank's brand value has gone up from \$20.87 billion in 2018 to \$22.70 billion in 2019.

- Best Large Bank & Fastest Growing Large Bank in 2019, by Business World Magna Awards

2016

- Best Banking Performer, India in 2016 by Global Brands Magazine Award.
- Best Performing Branch in Microfinance among private sector banks by NABARD, 2016, Award for Best Performance in Microfinance
- KPMG study of India's Best Banks, Bank of the year & best digital banking initiative award 2016
- Brand Z Rankings, Most Valued brand in India for third successive year
- Finance Asia poll on Asia's Best Companies 2015, Best managed public company - India
- J. P. Morgan Quality Recognition Award, Best in class straight through processing rates

RESEARCH STUDY

OBJECTIVE OF THE STUDY

The main objective of this study is to identify and evaluate the factors affecting the customer satisfaction in private

Bank (HDFC & AXIS) in the city of Nagpur.

1. To study the concept of consumer satisfaction.
2. To understand the competitive strengths of private banks in terms of their customer orientation
3. To understand the relative importance of factors affecting consumer satisfaction in private Banks.
4. To study the effective maintenance of product and services by banks to satisfy consumers.

HYPOTHESIS

Hypothesis 1:

Null hypothesis (Ho): location and premises of the bank has no bearing on consumer satisfaction

Alternate hypothesis (H1): location and premises of the bank has bearing on consumer satisfaction.

Hypothesis 2:

Null hypothesis (Ho): behaviour and attention of the employee does not have any impact on the consumer satisfaction level.

Alternate hypothesis (H1): behaviour and attention of the employee have any impact on the consumer satisfaction level

SCOPE OF STUDY

- It helps to bridge the gap between academic theory and practical application and allows opportunity to explore a career in any field.
- It helps to obtain knowledge of the organization structure and operations.
- The main reason behind making or researching this project is to know how various departments function to achieve goals and gain a positive perspective.
- This study will expand the scope of available career opportunities in the financial domain of industries.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY:

1. SAMPLE UNIVERSE:

The sample universe comprised all bank customers of HDFC Bank and Axis Bank in the city of Nagpur.

2. SAMPLE SIZE:

A sample size of 100 was considered sufficient for arriving at a reasonable conclusion.

3. TIME FRAME OF RESEARCH:

The Research took approximately one month to complete.

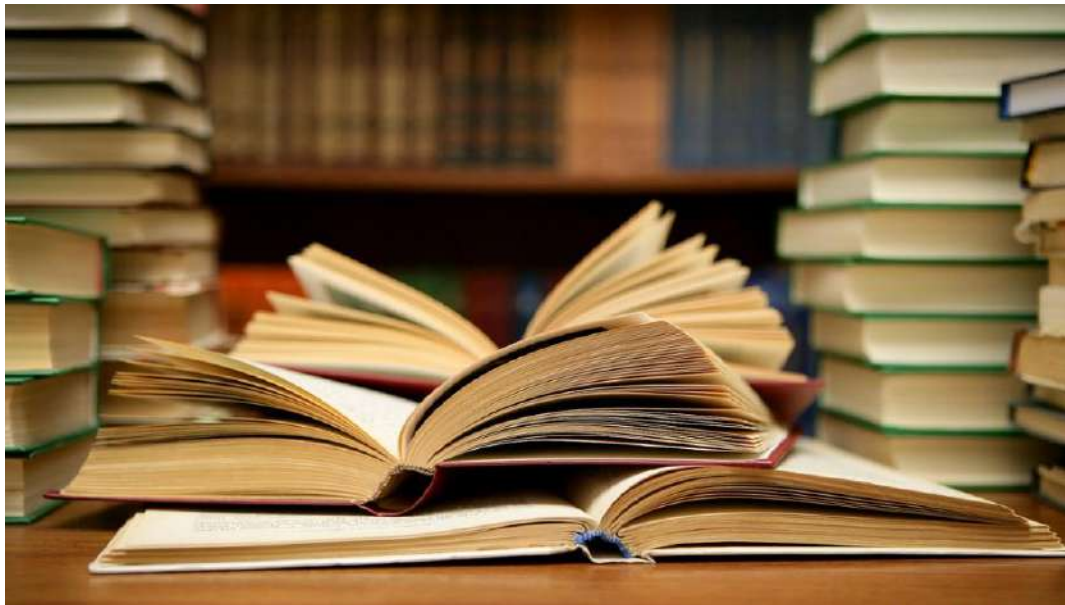
4. SAMPLING METHOD:

Sample data was collected from the respondent using a questionnaire. Customers visiting banks branches in the city were approached for their responses to the questionnaire. The data collected however was subjected to the accessibility of bank customers, their disposition to respond to the questionnaire, and the time constraint associated with the study. Therefore, the sampling method applied may best be described as Convenience Sampling (a copy of questionnaire is placed at annexure-1)

5. STATISTICAL METHOD USED AND MAJOR ASSUMPTION:

Statistical methods used are simple cross tabulation of data and calculation of proportions. Here it is assumed that a sample size of 100 and random collection of data would reasonably ensure undue biases from the data set and the conclusions drawn from the analysis of the proportions would reasonably reflect the general perceptions of the population in regard to the satisfaction factors used in the analysis.

REVIEW OF LITRATURE



REVIEW OF LITERATURE



Ameme, B., & Wireko, J. (2016) claimed in his research that in today's competitive world where technology plays a very important role and if we talk about banking sector or industry there is a positive relationship between technology and customer satisfaction. They also stated that satisfaction of customers is not merely introducing innovative products and services rather it is much more than that. They also found that if the bank wants to become the market leader in the competitive environment it must use the innovation approach in all the aspects like products and services. Also there is a significant relationship between technological innovation and cost. As the innovation increase the cost is also increase.

Machogu, A. M., & Okiko, L. (2015) research brought to light that with e-banking complexities on customer satisfaction. Results shows that there are factors which leads to customer satisfaction particularly in e-banking, which is one of the very important and fast growing way of doing banking. Factors are accessibility, convenience, security, privacy, content, design, speed, fees and charges have

influence on customer satisfaction where the other factors notified have no significant influence.

Kundu, S., & Datta, S. K. (2015) research found regarding e-service quality, customer satisfaction and trust they found that there is a significant relationship among e-service quality, trust and customer satisfaction. Internet banking service quality has huge impact on trust. They also researched that in case of internet banking privacy and fulfillment are the main factors of service quality which have influence on trust. Also banks should be more concerned about the privacy of individual transaction of the customers. According to Ernest and young 2012 survey showed that price factor was the main concern for 50 percent customers.

Zeinalizadeh, N., Shojaie, A. A., & Shariatmadari, M. (2015) opined that out of the nine customer satisfaction factors fees and loan, prompt service and appearance are the major factors which have more significant impact on customer satisfaction followed by interest rate and accessibility of bank and availability of service which have less impact on the satisfaction on the banking customers

Rahi, S. (2015) research findings show customers are more loyal towards those banks who are facilitating internet banking services. Also good brand image build relationship between banks and customer and enhance the customer loyalty toward bank. He also concluded that those banks that are giving the internet banking services to their customers, loyalty of those customers are more towards the banks. He also suggested that if the brand image also plays a significant role between loyalty of the customers and internet banking. The role of brand image is positive in making a positive relationship between customers and internet banking.

PRODUCT PROFILE

Accounts-

- Saving Account.
- Current Accounts.
- Salary Accounts.

Deposits-

- Fixed Deposit.
- Tax Saver Fixed Deposit.
- Fixed Deposit Plus.
- Recurring Deposit.

Loans-

- Home Loan.
- Personal Loan.
- Car Loan.
- Gold Loan.
- Loan Against Securities.
- Loan Against Property.
- Loan Against Fixed Deposit.
- Commercial Vehicle Loan.

Cards-

- Credit Cards.
- Debit Cards.
- Prepaid Cards.

Investment-

- Gold
- Silver
- Mutual Funds.
- Demit Accounts.
- 8% Saving Bonds.
- IPO Smart.
- Public Provident Fund.
- Alternate Investment Products.

Insurance-

- Life Insurance.
- Health Insurance
- Home Insurance.
- Travel Insurance.
- Motor Insurance.

SWOT ANALYSIS

This analysis use to study the strength, weaknesses, opportunities and threats of axis bank. This analysis is helpful to the bank to understand the favourable factors for the bank.

STRENGTH:

- Fastest growth in private sector banks.
- Excellent management.
- Good faith of customer
- This bank has a good image among urban population.
- It has been showing good growth in banking industry sector.
- Huge portfolio of customer.
- It is among the largest bank in India which is providing agriculture loans.
- Axis bank is among the top three positions with respect of fastest growth in private sector banks.

WEAKNESSES:

- High Bank Service Charges.
- Less Credit Period.
- This branch doesn't provide education loan facility.

OPPORTUNITIES:

- Expansion in rural areas.
- Going to foreign markets and exploring the new economies.
- Banking Insurance services.

THREATS:

- New banking licenses issued by the reserve bank of India.
- Foreign banks.
- Competition
- Decentralized Management

DATA ANALYSIS & INTERPRETATION



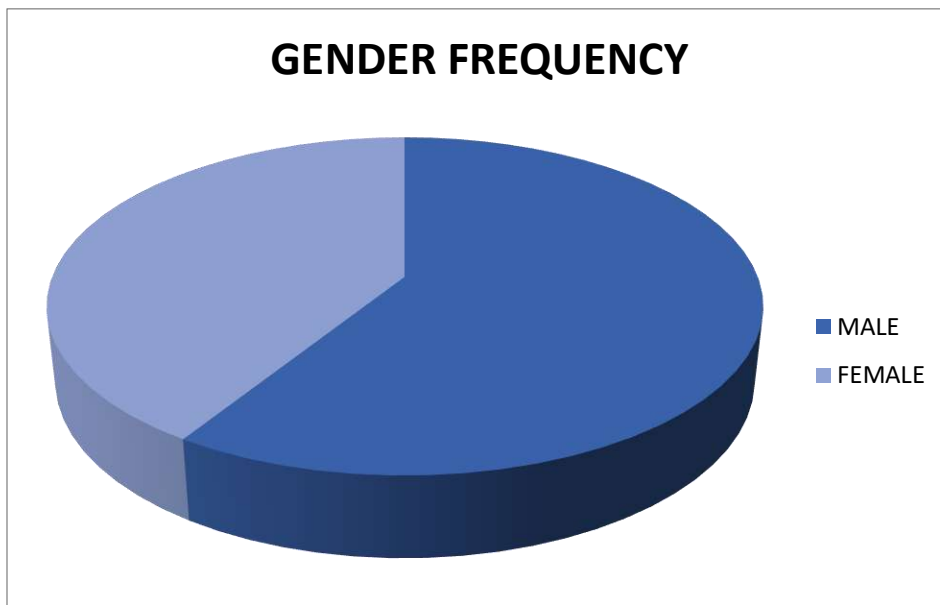


ANALYSIS AND FINDINGS:

From the research conducted following analysis and findings were elicited out and represented in PIE CHARTS. Data and its findings are given under different sub sections via occupation, bank choice, preference, number of years and so on.

GENERAL INFORMATION OF RESPONDENTS:**1. GENDER:**

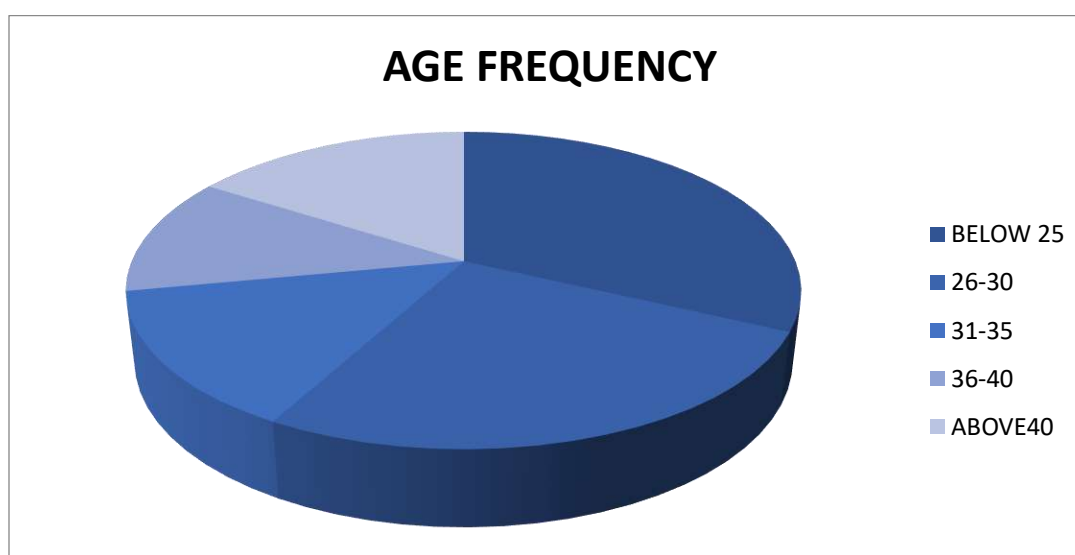
GENDER	FREQUENCY	PERCENTAGE
MALE	59	59
FEMALE	41	41



INTERPRETATION: The total respondents are 100. Out of which 51 are male and 49 are female, which constitutes its percentage to 51% and 49% respectively.

2. AGE:

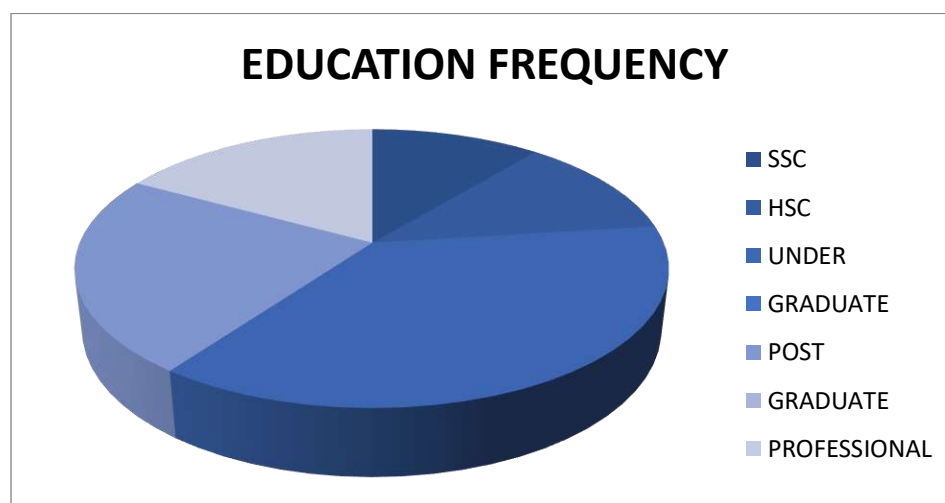
AGE	FREQUENCY	PERCENTAGE
BELOW 25	32	32
26-30	26	26
31-35	14	14
36-40	12	12
ABOVE40	16	16



INTERPRETATION: The highest age group of the respondent is below 25 with 32% and the least total number of respondents are between 36-40 with 12%. The respondents under the age of 26-30, 31-35, and above 40 are 26% , 14% and 16% respectively.

3. EDUCATION QUALIFICATION:

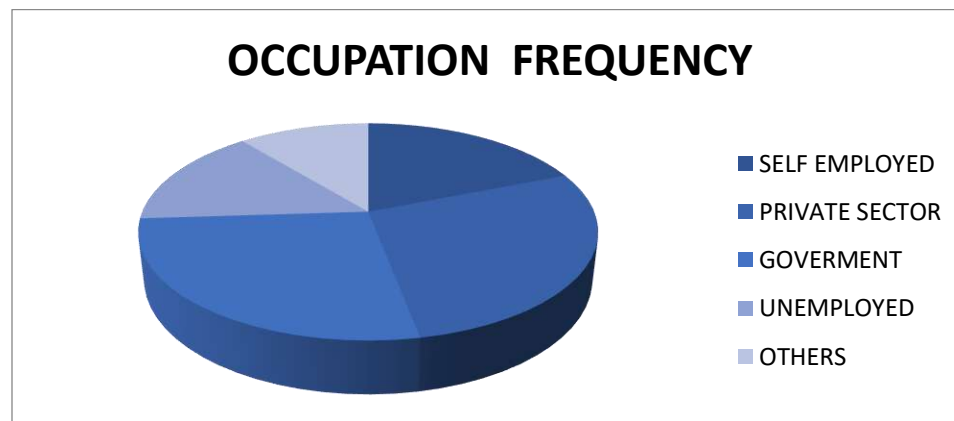
EDUCATION	FREQUENCY	PERCENTAGE
SSC	11	11
HSC	12	12
UNDER GRADUATE	37	37
POST GRADUATE	23	23
PROFESSIONAL	17	17



INTERPRETATION: The educational qualification of the respondents are shared majority by the under graduates and the post graduates with 37% and 23%. And respondent of SSC, HSC and professional are 11%, 12%, and 17% respectively.

4. OCCUPATION:

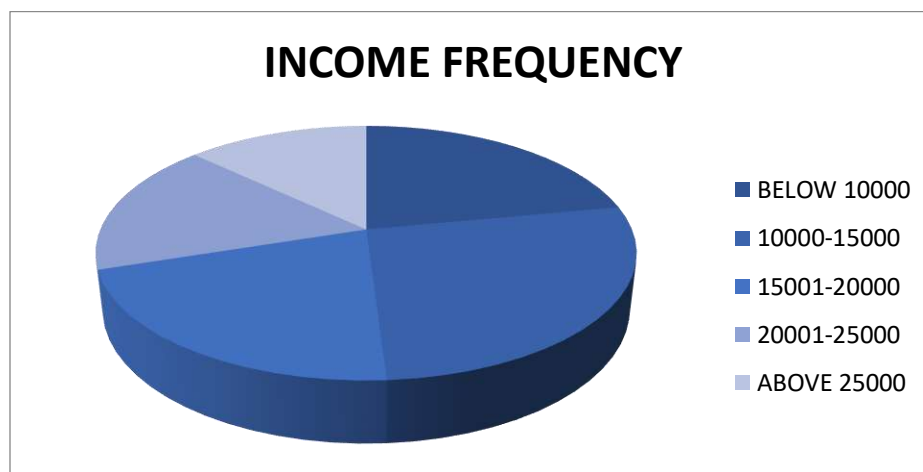
OCCUPATION	FREQUENCY	PERCENTAGE
SELF EMPLOYED	19	19
PRIVATE SECTOR	28	28
GOVERNMENT	27	27
UNEMPLOYED	15	15
OTHERS	11	11



INTERPRETATION: The majority of the occupation of the respondent are shared by the private sector people with 25%, the government sector with 27%, 19% of the respondents from the self employed category, 15% of the respondent are from the unemployed category and finally 11% of the respondent are from the other category.

5. MONTHLY INCOME:

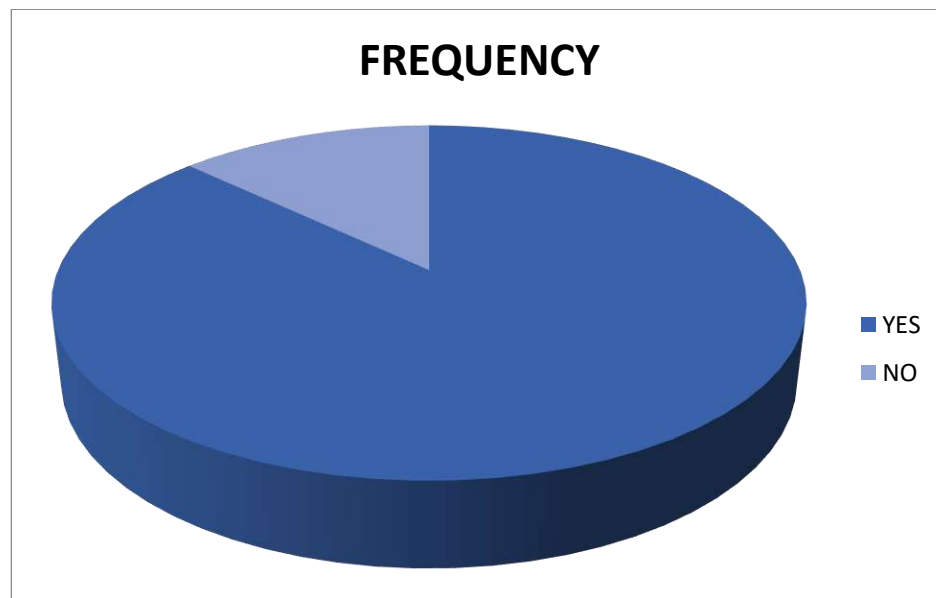
MONTHLY INCOME	FREQUENCY	PERCENTAGE
BELOW 10000	22	22
10000-15000	27	27
15001-20000	21	21
20001-25000	17	17
ABOVE 25000	13	13



INTERPRETATION: The monthly income of the respondent below 10000 is 22% of the respondent with income 10000-15000 is 27% the respondent with income 15000-20000 is 21% the respondent with income 20000-25000 is 17% the respondent with more than 25000 is 13%.

6. RESPONDENT HAVING ACCOUNT:

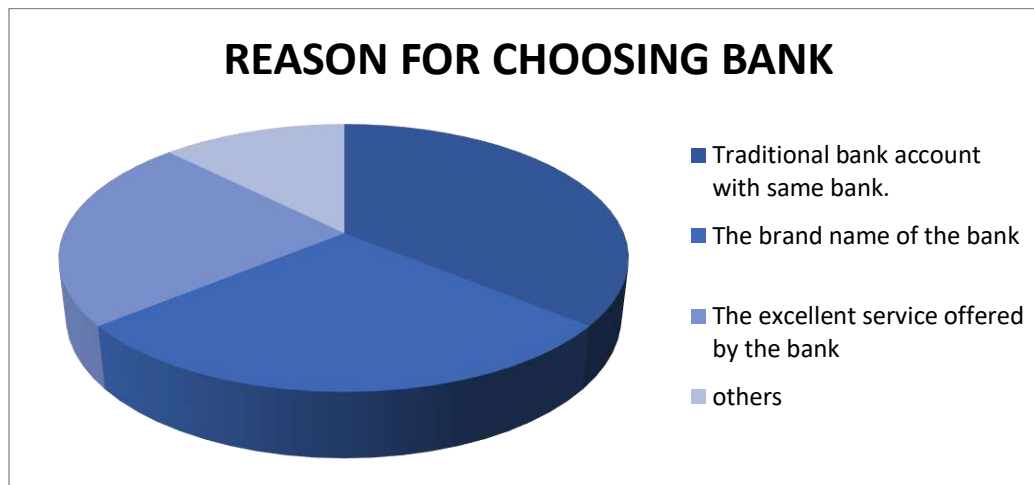
BANK ACCOUNT	FREQUENCY	PERCENTAGE
YES	87	87
NO	13	13



INTERPRETATION: The number of respondent using bank is 87% and the remaining 13% of the respondent have not using account in any bank

7. REASON FOR CHOOSING BANK

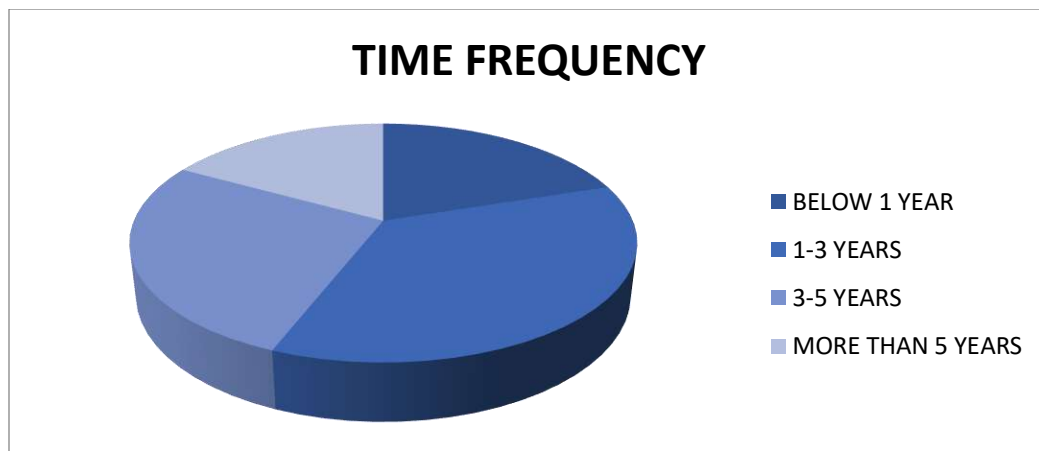
REASON	FREQUENCY	PERCENTAGE
Traditional bank account with same bank.	23	36
The brand name of the bank	18	28
The excellent service offered by the bank	15	23
others	8	13



INTERPRETATION: The major part of the respondent has the reason for choosing this bank is maintaining the bank account traditionally with bank which is 27%, the brand name insists for about 21%, the service insists for about 17% and the other insist about 9%.

8. TIME ASSOCIATED

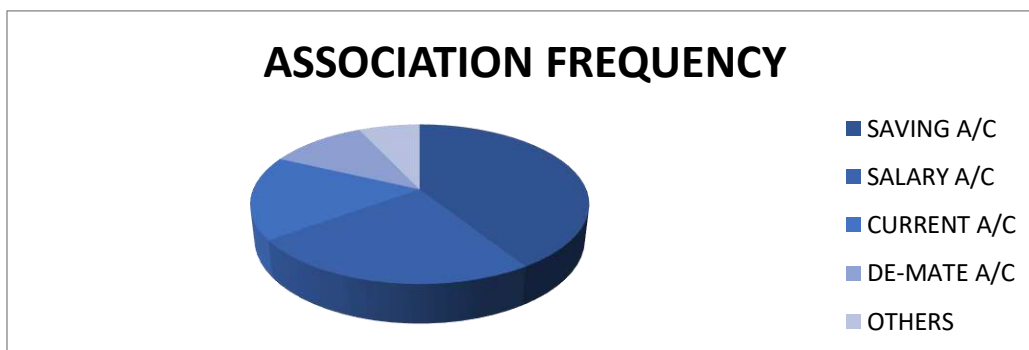
NO.OF YEARS	FREQUENCY	PERCENTAGE
BELOW 1 YEAR	20	20
1-3 YEARS	36	36
3-5 YEARS	27	27
MORE THAN 5 YEARS	17	17



INTERPRETATION: About 20% of the respondent are associated with the bank for below 1 year, 36% of the respondent are associated with the bank between 1-3 years, 27% of the respondents are associated between 3-5 years and 17% of the respondent are associated more than 5 years with the bank.

9. RELATIONSHIP WITH BANK

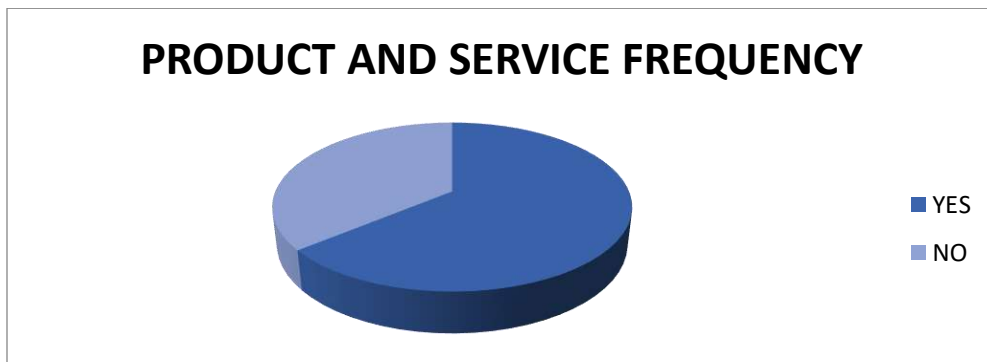
NATURE OF ACCOUNT	FREQUENCY	PERCENTAGE
SAVING A/C	41	41
SALARY A/C	24	24
CURRENT A/C	17	17
DE-MATE A/C	11	11
OTHERS	7	7



INTERPRETATION: The respondents maintain saving account is 41%, salary account 24%, the current account is 17% , the de-mate account is 11% and other are with 7%.

10. PRODUCTS AND SERVICES OF AXIS BANK

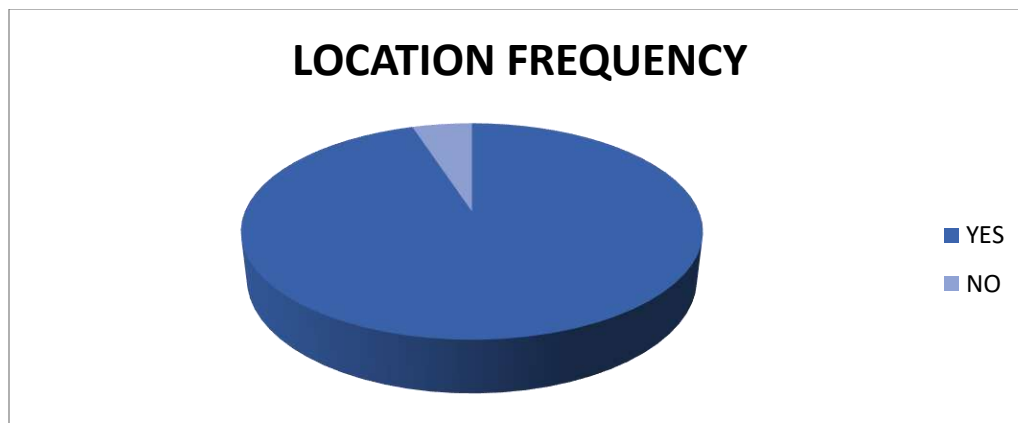
USING AXIS BANK SERVICES	FREQUENCY	PERCENTAGE
YES	64	64
NO	36	36



INTERPRETATION: The respondent who are using the products and services of axis bank is 84% and rest of 36% are not using services of axis bank.

ANALYSIS OF THE FORMULATED HYPOTHESIS:**11.LOCATION OF THE BANK:**

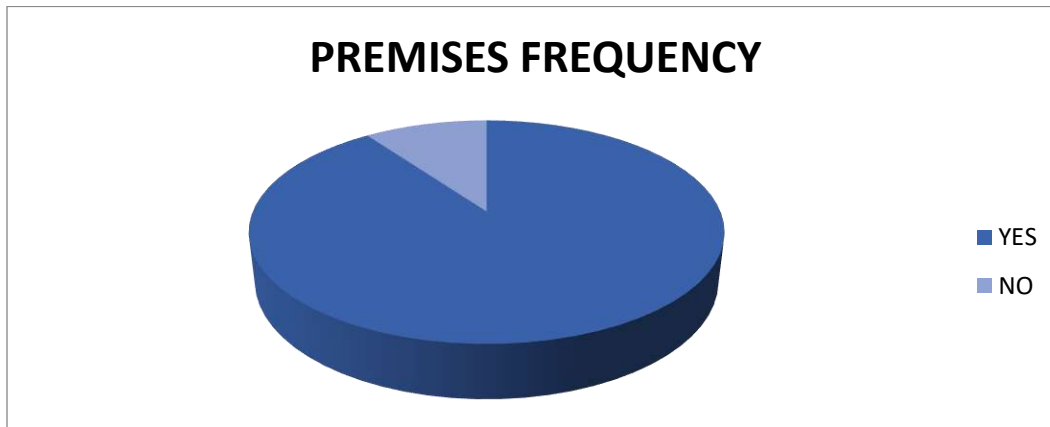
DOES LOCATION AFFECTS	FREQUENCY	PERCENTAGE
YES	95	95
NO	5	5



INTERPRETATION: the location of the bank had a significant impact on the satisfaction of its customers. 95 people or 95% of people agreed that the location of the bank has an impact on their satisfaction level and 5% of the individuals state that the location of the bank does not have a significant impact on their satisfaction level.

12. PREMISES OF THE BANK

DOES PREMISES AFFECTS	FREQUENCY	PERCENTAGE
YES	90	90
NO	10	10

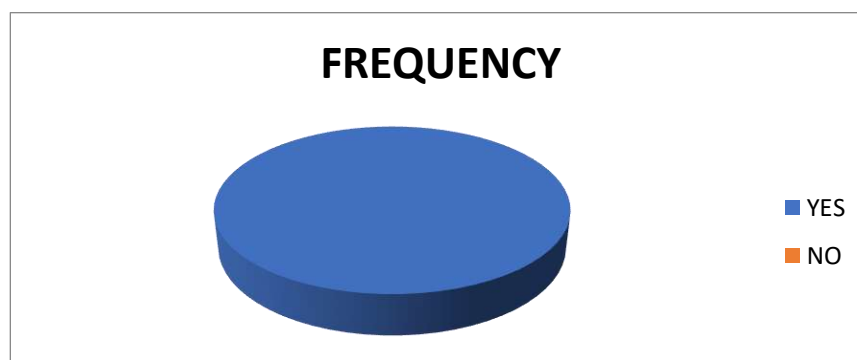


INTERPRETATION: the premises of the bank have a significant impact on the satisfaction of its customers. With 90% individuals agreeing to the hypothesis that the premises of the bank impact the satisfaction level of the customer.. However, 10% individual considers bank premises to not be a keen factor for customer satisfaction.

CONCLUSION: The null hypothesis was rejected to conclude that location of the bank and its premises is an important factor of consumer satisfaction in banking.

13. BEHAVIOUR AND ATTENTION OF THE STAFF.

BEHAVIOUR & ATTENTION	FREQUENCY	PERCENTAGE
YES	100	100
NO	0	0



INTERPRETATION: It was analysed that behaviour of the staff does has an effect on the satisfaction of its customers. As 100% participants believe that the behaviour of the staff is an utmost important factor for defining their satisfaction level.

CONCLUSION: the null hypothesis was rejected to conclude that the behaviour and attention of the staff does influence the satisfaction level of its satisfaction.

CONCLUSION



CONCLUSION OF THE STUDY.



-
- It was found that 59% of the respondents were male and the remaining were females of different age groups.
 - Almost 83% of the respondents were literate out of which 37% were under graduates, 23% were post graduates. it has been cleared that 17% of the respondent were illiterate.
 - It was found that the respondent who maintains more number of accounts is from private sectors which are 28% of the whole.
 - The highest number of the respondent on the basis of their salary structure is between 10000-15000 with an aggregate of 36%.
 - Most of the respondents who maintain the relationship with the bank is between 1-3 years with an average of 36%.
 - Saving account is the major account in which more number of respondents tied up with.

- The banking has been used and account have been maintained in the particular branch because of their habit of maintaining the account traditionally with this bank.
- It was found that people think that the location and the premises of the bank play a vital role in the satisfaction level of the customers.
- The behaviour and the attentiveness of the staff members of the bank is another important attribute of the satisfaction level of the customers.

SUGGESTIONS



RECOMMENDATION& SUGGESTION:



- From the above summary table, it is evident that all the above factors are important from the point of view of consumer satisfaction in the banking industry.
- It is therefore recommended that banks become aware and sensitive to such aspects of consumer preferences and accordingly frame their policies and procedures
- The bank can enhance the speed and accuracy as it helps acquire customers.
- The bank can make brand advertisements regarding products and services.
- The organisation should retain the existing performance and should increase if possible to do so.
- The bank should ensure that they are able to please their consumers in the best possible manner and establish their goodwill in their consumer base.
- Such actions would go a long way in ensuring competitive advantage for the institution as well as growth and sustainability in business.

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BIBLIOGRAPHY



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3. Hand book / Record Book
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2. www.HDFC.com
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4. www.sciencedirect.com



ANNEXURE

ANNEXURE



QUESTIONNAIRE

1. Name of the respondent (optional)
2. Gender:
(a) Male [] (b) Female []
3. Age:
(a) Below 25 [] (b) 26-30 [] (c) 31-35 [] (d) 36-40 []
(d) ABOVE 40 []
4. Educational qualification :
(a) SSC [] (b) HSC [] (c) Undergraduate []
(d) Post graduate [] (e) Professional []
5. Occupation:
(a) Self employed [] (b) Private sector []
(c) Government [] (d) Unemployed []
(e) Other []

6. Monthly income:

(b) Below 1000 [] (b) 1001-15000 []

(c) 15001-20000 [] (d)20001-25000 []

(e)Above 25000 []

7. Do you have any account in bank?

(a) Yes [] (b) No []

8. If yes, in which bank?

9. What was the single most important reason that you choose this particular bank?

(a) Traditional bank account with the same bank []

(b) The brand name o the bank []

(c) The excellence service offered []

(d) Others []

10. For how long have you been associated with this bank?

(a) Below 1 year [] (b) 1-3 years []

(c)3-5 years [] (d) more than 5 years []

11. Nature of account

(a) SB a/c [] (b) Salary a/c []

(c)Curent a/c [] (d) De-mat a/c []

12. Does the location and premises of the bank reflect into your satisfaction level?

(a) Yes [] (b) No []

13. Does the behaviour and attentiveness s of the bank's staff or employees reflect into your satisfaction level?

(b) Yes [] (b) No []

14. How much satisfied are you with the bank and its good and services?

(a) Highly satisfied [] (b)satisfied []

(c) Dissatisfied [] (d) highly dissatisfied []