

**A  
PROJECT REPORT  
ON**

**“A Comparative Study Of Private Sector Bank And Public  
Sector Bank With Reference To HDFC And Bank Of  
Maharashtra”**

Submitted to

**G.S COLLEGE OF COMMERCE AND ECONOMICS  
(AUTONOMOUS), NAGPUR**

Affiliated to

**RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

Submitted by

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Under the Guidance of

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**G.S College of Commerce and Economics (Autonomous),  
Nagpur**

**Academic year 2023-24**



**G.S College of Commerce and Economics (Autonomous),**

**Nagpur**

**Academic year 2023-24**



**CERTIFICATE**

This is to certify that “**ARUN KOTHARI**” has submitted the project report titled “**A Comparative Study Of Private Sector Bank And Public Sector Bank With Reference To HDFC And Bank Of Maharashtra**”, towards partial fulfillment 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 has ingeniously completed his project as prescribed by RashtraSant Tukadoji Maharaj Nagpur University, Nagpur.

**DR. AFSAR SHEIKH**

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**DR. AFSAR SHEIKH**

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**Place: Nagpur**

**Date:**

**G.S College of Commerce and Economics (Autonomous),**

**Nagpur**

**Academic year 2023-24**



## **DECLARATION**

I here-by declare that the project with title “**A Comparative Study Of Private Sector Bank And Public Sector Bank With Reference To HDFC And Bank Of Maharashtra**” has been completed by me in partial fulfillment of **BACHELOR OF BUSINES ADMINISTRATION** degree examination as prescribed by Rashtrasant 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.

**Place: Nagpur**

**ARUN KOTHARI**

**Date:**

**G.S College of Commerce and Economics (Autonomous),**

**Nagpur**

**Academic year 2023-24**



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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to DR. PRAVEEN MUSTOOR, Principal, G.S. College of Commerce & Economics, Nagpur.

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

**Place: Nagpur**

**ARUN KOTHARI**

**Date:**

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# CHAPTER 1

## INTRODUCTION

## INTRODUCTION



The world of banking has assumed a new dimension at dawn of the 21<sup>st</sup> century with the advent of tech banking, thereby lending the industry a stamp of universality. In general, banking may be classified as retail and corporate banking. Retail banking, which is designed to meet the requirement of individual customers and encourage their savings, includes payment of utility bills, consumer loans, credit cards, checking account and the like. Corporate banking, on the other hand, caters to the need of corporate customers like bills discounting, opening letters of credit, managing cash, etc.

Metamorphic changes took place in the Indian financial system during the eighties and nineties consequent upon deregulation and liberalization of economic policies of the government. India began shaping up its economy and earmarked ambitious plan for economic growth. Consequently, a sea change in money and capital markets took place. Application of marketing concept in the banking sector was introduced to enhance the customer satisfaction the policy of privatization of banking services aims at encouraging the competition in banking sector and introduction of financial services. Consequently, services such as Demat, Internet banking, Portfolio Management, Venture capital, etc, came into existence to cater to the needs of public.

## WHAT IS BANK?

According to the Oxford dictionary Bank can be defined as,

"An establishment for the custody of money, which pays out, on a customer's order.

"Banking Company in India has been defined in the Banking Companies Act 1949 as,

"One which transacts the business of banking which means the accepting, for the purpose of lending or investment of the deposits of money from the public, repayable on demand, or otherwise and withdraw able be cheque, draft, order or otherwise."

## INDIAN BANKING SYSTEM



Banking in India has its origin as early as the Vedic period. During the Mughal period, indigenous Bankers played a very important role in lending money financing foreign trade and commerce. During the days of East India Company, it was turn of the agency houses to carry on the business. "The General Bank of India" was the first to join sector in the year 1786. The others that followed were the Bank of Hindustan and the Bengal bank. The bank of Hindustan is reported to have continued till 1906 while the other two failed in the meantime.

In the first half of the 19th century the East India Company established three banks:

- Bank of Bengal (1809)
- Bank of Bombay (1840)
- Bank of Madras (1843)

These three banks are also known as Presidency Banks were independent units and functioned well. These three banks were amalgamated in 1920 and Imperial Bank of India was established on 27th January 1921, which started as private shareholders banks, mostly Europeans shareholders, with the passing of time Imperial bank was taken over by the newly constituted State bank of India act in 1955.

In 1865 Allahabad Bank was established and first time exclusively by Indians, Punjab National Bank Ltd. was set up in 1894 with headquarters at Lahore. Between 1906 and 1913, Bank of India, Central Bank of India, Bank of Baroda, Canara Bank, Indian Bank, and Bank of Mysore were set up. Reserve Bank of India came in 1935. On July, 1969, 14 major banks of India were nationalized and on 15th April, 1980 six more commercial private banks were also taken over by the government.



## WHAT IS PRIVATE BANKING ?



Private banking consists of personalized financial services and products offered to the high-net-worth individual (HNWI) clients of a retail bank or other financial institution. It includes a wide range of wealth management services, and all provided under one roof. Services include investing and portfolio management, tax services, insurance, and trust and estate planning.

While private banking is aimed at an exclusive clientele, consumer banks and brokerages of every size offer it. This offering is usually through special departments, dubbed "private banking" or "wealth management" divisions.

## HOW PRIVATE BANKING WORKS ?

Private banking includes common financial services like checking and savings accounts, but with a more personalized approach: A "relationship manager" or "private banker" is assigned to each customer to handle all matters. The private banker handles everything from involved tasks, like arranging a jumbo mortgage, to the mundane like paying bills. However, private banking goes beyond CDs and safe deposit boxes to address a client's entire financial situation. Specialized services include investment strategy and financial planning advice, portfolio management, customized financing options, retirement planning, and passing wealth on to future generations.

While an individual may be able to conduct some private banking with \$50,000 or less in investable assets, most financial institutions set a benchmark of six figures' worth of assets, and some exclusive entities only accept clients with at least \$1 million to invest.

### **LIST OF PRIVATE BANKS**

1. HDFC Bank
2. Axis Bank
3. Kotak Mahindra Bank
4. Indusind Bank
5. Yes Bank
6. Federal Bank
7. RBL Bank
8. ICICI Bank

### **WHAT IS PUBLIC BANKING ?**



A public bank is a financial institution owned and operated by the government or a public entity. Public banks differ from private banks, which are owned and operated by private individuals or entities. The Bank of North Dakota is the only public bank in the United States.

## HOW PUBLIC BANKS WORK?

Though their ownership is different from that of commercial banks, public banks still facilitate the flow of money throughout the economy. Instead of a city, county, or state placing funds into a commercial bank and paying fees and interest, the government manages funds in its own bank. It can then theoretically loan money at reduced interest rates for community investment.

## LIST OF PUBLIC BANKS

1. State Bank of India
2. Canara Bank
3. Bank of Baroda
4. Punjab National Bank
5. Bank of India
6. Bank of Maharashtra
7. Central Bank of India
8. Indian Overseas Bank

## PUBLIC BANKS VS PRIVATE BANKS IN INDIA



1. Public sector banks are those in which the government holds the majority of the stock. On the other side, private sector banks are the ones where people and institutions hold the most percentage of the stock.

2. India now has 27 public sector banks, compared to 22 private sector banks and 4 neighbourhood private banks.
3. Public sector banks hold a total market share of 72.9% in the Indian banking system, followed by private sector banks with a share of 19.7%
4. Public sector banks have been around for a while, whereas private sector banks only started to appear a few decades ago. As a result, the public sector banks have a larger customer base than the private ones.
5. The public sector has an interest rate policy that is transparent. The public sector banks give slightly higher interest rates on deposits to its clients than do the private sector banks.
6. Public sector banks use seniority as a starting point when promoting personnel. In contrast, private sector banks promote people based on merit.
7. If we compare public sector banks to private sector banks, the public sector banks' development potential are far slower.
8. In a public sector bank, job security is always present, but in a private sector bank, performance is everything, so job security is only present when performance is good.

# **CHAPTER 2**

# **COMPANY PROFILE**

## COMPANY PROFILE

### HDFC BANK



The Housing Development Finance Corporation Limited or HDFC Ltd was among the first financial institutions in India to receive an “in principle” approval from the Reserve Bank of India (RBI) to set up a bank in the private sector. This was done as part of RBI’s policy for liberalisation of the Indian banking industry in 1994.

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

On April 4, 2022 the merger of India’s largest Housing Finance Company, HDFC Limited and the largest private sector bank in India, HDFC Bank was announced. HDFC Ltd, over the last 45 years has developed one of the best product offerings making it a leader in the housing finance business. HDFC Bank enables seamless delivery of home loans as a part of its wide product suite catering to urban, semi urban and rural India.

As of February 29, 2024, the Bank’s distribution network was at 8,192 branches and 20,760 ATMs / Cash Recycler Machine ( Cash deposit & withdrawal ) across 3,836 cities / towns. HDFC Ltd.’s distribution network comprising 737 outlets, which include 214 offices of HDFC Sales Private Limited stands amalgamated into the Bank’s network. The Bank’s international presence includes branches in 4 countries and 3 representative offices in Dubai, London and Singapore offering Home Loan products to Non-Resident Indians and Persons of Indian Origin.

**HDFC BANK**

<b>Company type</b>	Public
<b>Traded as</b>	NSE: HDFCBANK BSE: 500180 NYSE: HDB (ADS) BSE SENSEX Constituent NSE NIFTY 50 Constituent
<b>ISIN</b>	INE040A01034
<b>Industry</b>	Financial services
<b>Founded</b>	August 1994 (29 years ago)
<b>Area served</b>	India
<b>Key people</b>	Atanu Chakraborty (Chairman) Sashidhar Jagdishan (CEO)
<b>Products</b>	Consumer banking Commercial banking Insurance Credit cards Investment banking Mortgage loans Private banking Private equity Investment management Asset management Mutual funds Exchange-traded funds Index funds Wealth management Stockbroking Risk management
<b>Revenue</b>	Rs.2.05 lakh crore (US\$26 billion) (2023)
<b>Operating income</b>	Rs.615 billion (US\$7.7 billion) (2023)
<b>Net income</b>	Rs.459.97 billion (US\$5.8 billion) (2023)
<b>Total assets</b>	Rs.5.3 lakh crore (US\$320 billion) (2023)
<b>Total equity</b>	Rs.2.85 lakh crore (US\$36 billion) (2023)
<b>Number of employees</b>	177,000 (1 July 2023)
<b>Website</b>	<a href="http://www.hdfcbank.com">www.hdfcbank.com</a>

## COMPANY PROFILE

### BANK OF MAHARASHTRA



Bank of Maharashtra is an Indian public sector bank headquartered in Pune. The bank had 30 million customers across the country with 2263 branches as of June 2023. It has the largest network of branches of any nationalised bank in the state of Maharashtra. State-owned Bank of Maharashtra (BoM) has emerged as the top performer among public sector lenders in terms of loan and deposit growth in percentage terms during 2022-23. The Pune-headquartered lender also recorded highest growth in profitability with bottom line growing almost 126 per cent to Rs 2,602 crore during the year.

The bank was founded by V.G. Kale and D. K. Sathe in Pune. The bank was registered on 16 September 1935 with an authorized capital of US\$1 million and became operational on 8 February 1936. It provided financial assistance to small business and gave birth to many industrial houses. The bank was nationalised in 1969.

A. S Rajeev assumed charge as Managing Director & CEO of the bank on 2 December 2018. A.B. Vijayakumar joined as executive director on 10 March 2021. Asheesh Pandey joined as executive director on 31 December 2021.



<b>Bank of Maharashtra</b>	
<b>Company type</b>	Public
<b>Traded as</b>	BSE: 532525 NSE: MAHABANK
<b>Industry</b>	Banking Financial services
<b>Founded</b>	16 September 1935; 88 years ago
<b>Headquarters</b>	1501, Lokmangal, Shivajinagar, Pune, Maharashtra India
<b>Number of locations</b>	2263 Branches
<b>Key people</b>	A. S. Rajeev (MD & CEO) Rohit Rishi (Executive Director) Asheesh Pandey (Executive Director)
<b>Products</b>	<ul style="list-style-type: none"> <li>• Consumer banking</li> <li>• Corporate banking</li> <li>• Finance and insurance</li> <li>• Investment banking</li> <li>• Mortgage loans</li> <li>• Private banking</li> <li>• Private equity</li> <li>• Savings</li> <li>• Securities</li> <li>• Asset management</li> <li>• Wealth management</li> <li>• Credit cards</li> </ul>
<b>Revenue</b>	Rs.18,178.73 crore (US\$2.3 billion) (2023)
<b>Operating income</b>	Rs.6,099 crore (US\$760 million) (2023)
<b>Net income</b>	Rs.2,602 crore (US\$330 million) (2023)
<b>Total assets</b>	Rs.267,651 crore (US\$34 billion) (2023)
<b>Total equity</b>	Rs.21,000 crore (US\$2.6 billion) (2023)
<b>Owner</b>	Government of India
<b>Number of employees</b>	12,977 (2023)
<b>Capital ratio</b>	18% (2023)
<b>Website</b>	bankofmaharashtra.in

# **CHAPTER 3**

## **LITERATURE REVIEW**

## LITERATURE REVIEW

1. **SL Gupta and Arun Mittal** published "Comparative research of promotional studies adopted by public and private sector banks in India" in Asia-Pacific Business Review, July September 2008. According to the survey, the public sector is more dependable, but not as good as the private sector. A private sector bank is not as reliable as a public sector bank in terms of quality and innovation, but they are superior in terms of services both in terms of quality and creativity.
  
2. **Bhallabh (2002)** examines the issues that have arisen as a result of the banking sector reforms. Financial markets around the world have become increasingly intertwined as a result of globalisation and technological advancements. Banks must adopt new policies/strategies in response to changing market conditions if they are to survive environment.
  
3. **Kumar (2006)** found that bank nationalisation in India marked a paradigm shift in banking, with the goal of shifting the focus from class to popular banking. Internationally, efforts are also being made to investigate the causes of low-income people's financial inclusion, recognising it as both a problem and an opportunity. This is both an economic opportunity and a corporate social duty. Financial inclusion is a possibility as a commercially viable enterprise.
  
4. **Singh (2003)** examined bank profitability management in a deregulated environment using some financial parameters of managers for bank groups such as public sector banks, old private sector banks, new private sector banks, and foreign banks, and found that profitability has declined in the deregulated environment.
  
5. **Singla (2008)** investigates the significance of financial management in the industrialist rise of banking. It is focused with examining the profitability position of sixteen banks from the banker index during a six-year period (2001-2006). The study demonstrates that the profitability position of the banks is improving.

**6. Aurora and Malhotra (1997)** investigated the level of customer satisfaction and marketing methods used in India's public and private banks. Their research looked into several aspects of customer satisfaction in these banks and found that clients are more satisfied with private banks due to their employees. They recommend that public sector banks be well-equipped, employ qualified personnel, personalise services, eliminate long lines, and maintain a pleasant environment.

# **CHAPTER 4**

## **RESEARCH METHODOLOGY**

### **PROBLEM DEFINITION**

Exploring the Comparative Efficiency and Customer Satisfaction of Private Banking (HDFC) and Public Banking (Bank of Maharashtra) Institutions: A Comprehensive Analysis of Operational Processes, Service Quality, and Financial Performance.

This problem definition aims to investigate and compare key aspects such as efficiency, customer satisfaction, operational processes, service quality, and financial performance between HDFC (private bank) and Bank of Maharashtra (public bank).

### **NEED OF STUDY**

1. To examine and compare the financial performance of Public and Private Sector banks.
2. To compare public and private sector banks' expectations and levels of satisfaction with several service quality aspects.
3. To identify the banking sector that is largely availed by the customers.

### **OBJECTIVES OF STUDY**

1. To study the factors influencing the choice of a bank for availing services.
2. To study the problem faced by customer to selecting public sector bank and private sector bank.
3. To get suggestions for improvement or change in the services of public and private sector banks.
4. To study what do people expect in the new era of banking.

## **LIMITATIONS OF STUDY**

1. **Data Availability:** Access to comprehensive and up-to-date data from both private and public banks may be limited, especially for detailed financial metrics and performance indicators.
2. **Data Reliability:** Ensuring the accuracy and reliability of the data obtained from different sources can be challenging, potentially leading to inconsistencies in the analysis.
3. **Sample Size:** The availability of data for certain variables may vary between private and public banks, affecting the comparability of the samples and potentially biasing the results.
4. **Scope of Analysis:** Due to the complexity of banking operations, it may be difficult to encompass all relevant factors influencing the performance of private and public banks within the scope of the study.
5. **Regulatory Environment:** Differences in regulatory frameworks governing private and public banks can impact their operations and performance, making it challenging to isolate the effects of other variables.
6. **Market Dynamics:** External factors such as changes in economic conditions, market competition, and technological advancements may influence the performance of both private and public banks, complicating the analysis.
7. **Time Constraints:** Conducting a comprehensive comparative study requires significant time and resources, which may be limited for research projects with strict deadlines.

## **HYPOTHESIS**

**Hypothesis 1:-** There is no significant difference in the quality of customer service between HDFC Bank and Bank of Maharashtra.

**Hypothesis 2:-** HDFC Bank provides superior customer service compared to Bank of Maharashtra.



Research methodology refers to the systematic process and set of techniques or procedures used to conduct a study or investigation. It is the blueprint that guides the entire research process, from the formulation of research questions or hypotheses to the analysis and interpretation of results. A well-designed research methodology is essential for ensuring the reliability and validity of the research findings.

Effective Research will involve –

- Collection of data from primary and secondary sources
- Data Presentation
- Review historical performance

## **DATA SOURCES**

### **Primary Data:-**

Primary data is information that is used or obtained for the first time and has never been used before. There are a variety of primary data sources from which information can be gathered.

In this research with a SAMPLE SIZE OF 50 customer's data will be available in form of questionnaire collected in terms of different questions influencing the interest regarding those banks.

- **Questionnaire :-**

A questionnaire is a research tool featuring a series of questions used to collect useful information from respondents. I can use Google forms for questionnaire. It is just like a survey.

- **Observations:-**

Observe users interacting with the HDFC and BANK OF MAHARASHTRA users to identify any usability issues or pain points they may encounter.

## **Secondary Data:-**

Secondary data is information that is already available in a ready-to-use format and has been used by people for a variety of purposes. Secondary data can come from a variety of places, including newspapers, periodicals, journals, books, reports, records, and other publicly available material.

- **Academic Journals:-**

Search for academic papers and journals that discuss the internet banking. Websites like Google Scholar, IEEE Xplore, and JSTOR can be helpful.

- **Websites :-**

I will collect a data from some websites and already available research project in internet

**CHAPTER 6**  
**DATA ANALYSIS AND**  
**INTERPRETATION**

## DATA ANALYSIS AND INTERPRETATION

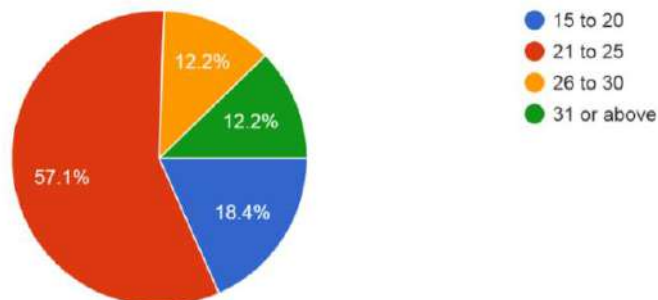
**INTRODUCTION:** Above data has been collected from 50 respondents. The questions are asked to mixed group of people are:

### 1. AGE OF RESPONDENCE

Sr. No	Particulars	Responses	Percentage (%)
1.	15 TO 20	9	18.4%
2.	21 TO 25	28	57.1%
3.	26 TO 30	6	12.2%
4.	31 OR ABOVE	6	12.2%
<b>Total</b>		<b>50</b>	<b>100%</b>

What is your age?

49 responses



### INTERPRETATION:

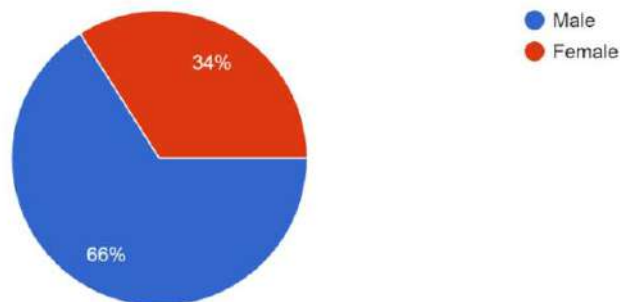
From this interpretation, it's evident that the majority of respondents fall into the 21 to 25 age group, followed by roughly equal proportions of respondents in the 15 to 20, 26 to 30, and 31 or above age groups.

## 2. GENDER OF RESPONDENCE

Sr. No	Particulars	Responses	Percentage (%)
1.	Male	33	66%
2.	Female	17	33%
<b>Total</b>		<b>50</b>	<b>100%</b>

What is your gender?

50 responses



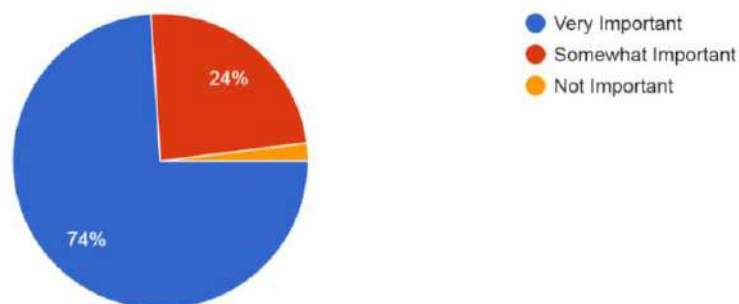
### INTERPRETATION:

- The majority of the respondents were male, accounting for two-thirds (66%) of the total.
- Female respondents made up the remaining one-third (33%) of the total.
- The data suggests a higher participation of males compared to females in the survey or study.

### 3. WHEN CHOOSING A BANK, HOW IMPORTANT IS THE PROXIMITY OF BRANCHES TO HOME OR WORKPLACE

Sr. No	Particulars	Responses	Percentage (%)
1.	Very important	37	74%
2.	Somewhat important	12	24%
3.	Not important	1	2%
<b>Total</b>		<b>50</b>	<b>100%</b>

Q1) When choosing a bank, how important is the proximity of branches to your home or workplace?  
50 responses



#### INTERPRETATION:

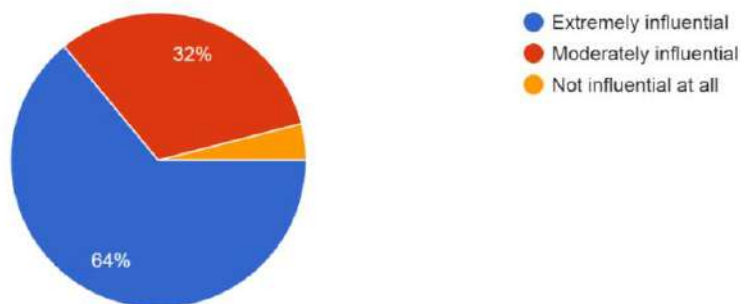
Overall, the majority of respondents (98%) find the proximity of bank branches to either their home or workplace important, with a significant portion (74%) considering it to be very important. This suggests that accessibility to branches plays a significant role in individuals' decisions when selecting a bank, emphasizing the importance of branch location in banking service provision.

#### 4. REPUTATION OF A BANK INFLUENCE THE DECISION TO AVAIL OF ITS SERVICES

Sr. No	Particulars	Responses	Percentage (%)
1.	EXTREMELY INFLUENTIAL	32	64%
2.	MODERATELY INFLUENTIAL	16	32%
3.	NOT INFLUENTIAL AT ALL	2	4%
<b>Total</b>		<b>50</b>	<b>100%</b>

Q2) How much does the reputation of a bank influence your decision to avail of its services?

50 responses



#### INTERPRETATION:

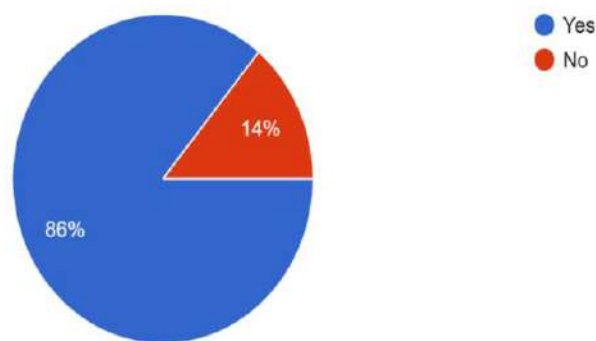
The majority of respondents (32 out of 50) consider a bank's reputation highly influential in their decision-making process. Moderately influential (32% of respondents) also consider it, while only 4% consider it not influential at all. Despite these findings, the majority of respondents still consider a bank's reputation in their banking decisions.

### 5. RANGE OF SERVICES OFFERED BY A BANK WHEN MAKING THE DECISION

Sr. No	Particulars	Responses	Percentage (%)
1.	YES	43	86%
2.	NO	7	14%
<b>Total</b>		<b>50</b>	<b>100%</b>

Q3) Do you consider the range of services offered by a bank when making your decision?

50 responses



#### INTERPRETATION:

This suggests that the majority of respondents perceive that the bank provides a range of services when making decisions. The high percentage of "YES" responses indicates that the bank likely has a comprehensive set of services in place to support its decision-making processes. However, the presence of some "NO" responses suggests that there may be room for improvement or that certain services are lacking according to the perception of a minority of respondents.

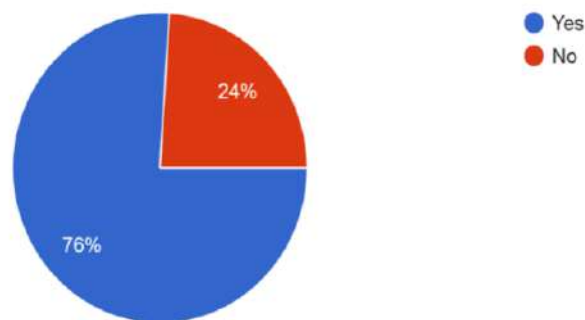


## 6. ENCOUNTERED ANY DIFFICULTIES IN SELECTING A PUBLIC SECTOR BANK OVER A PRIVATE SECTOR BANK

Sr. No	Particulars	Responses	Percentage (%)
1.	YES	38	76%
2.	NO	12	24%
<b>Total</b>		<b>50</b>	<b>100%</b>

Q4) Have you encountered any difficulties in selecting a public sector bank over a private sector bank?

50 responses



### INTERPRETATION:

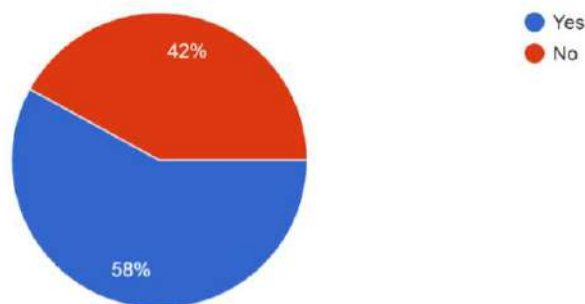
The majority of respondents (76%) faced challenges when choosing a public sector bank over a private sector bank, possibly due to bureaucratic processes, slower service, limited product offerings, or perceived lower efficiency. The remaining 24% found public sector banks adequate or did not perceive significant differences.

## 7. FACED ANY ISSUES WHILE CHOOSING A PRIVATE SECTOR BANK

Sr. No	Particulars	Responses	Percentage (%)
1.	Yes	29	58%
2.	No	21	42%
<b>Total</b>		<b>50</b>	<b>100%</b>

Q5) Have you faced any issues while choosing a private sector bank?

50 responses



### INTERPRETATION:

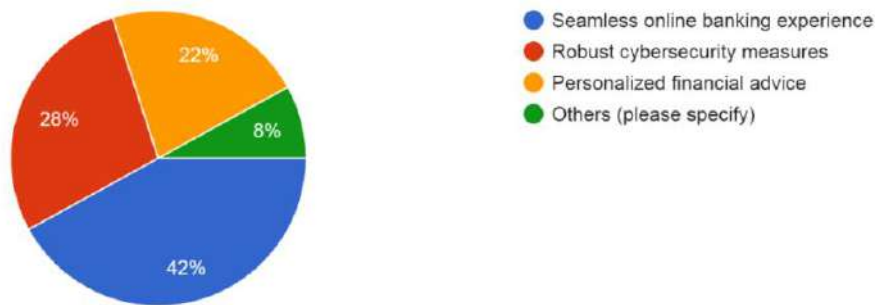
Overall, the majority of respondents, constituting 58%, reported facing issues while choosing a private sector bank, while the remaining 42% did not encounter any problems. This suggests that a significant portion of individuals had challenges or difficulties in the decision-making process when selecting a private sector bank.

## 8. FEATURES EXPECT FROM BANKS IN THE NEW ERA OF BANKING

Sr. No	Particulars	Responses	Percentage (%)
1.	SEAMLESS ONLINE BANKING EXPERIENCE	21	42%
2.	ROBUST CYBER SECURITY MEASURES	14	28%
3.	PERSONALIZED FINANCIAL ADVICE	11	22%
4.	OTHERS (PLEASE SPECIFY)	4	8%
<b>Total</b>		<b>50</b>	<b>100%</b>

Q6) What features do you expect from banks in the new era of banking?

50 responses



### INTERPRETATION:

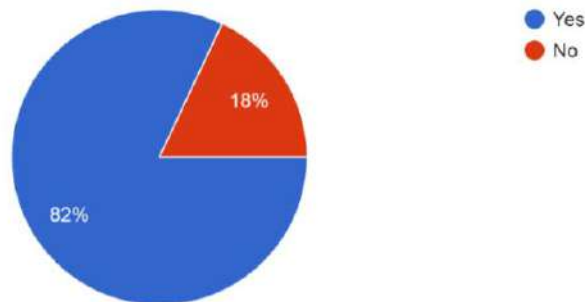
The survey revealed that 42% of respondents prioritize a seamless online banking experience, with 28% highlighting the importance of robust cyber security measures. Additionally, 22% of respondents need personalized financial advice, suggesting that banks should invest in this area to build trust and confidence. The remaining 8% of respondents indicated other features or expectations from banks, highlighting the need for banks to remain adaptable and responsive to evolving customer needs.

### 9. A BANK THAT EMBRACES EMERGING TECHNOLOGIES SUCH AS AI AND BLOCKCHAIN

Sr. No	Particulars	Responses	Percentage (%)
1.	YES	41	82%
2.	NO	9	18%
<b>Total</b>		<b>50</b>	<b>100%</b>

Q7) Would you prefer a bank that embraces emerging technologies such as AI and blockchain?

50 responses



#### INTERPRETATION:

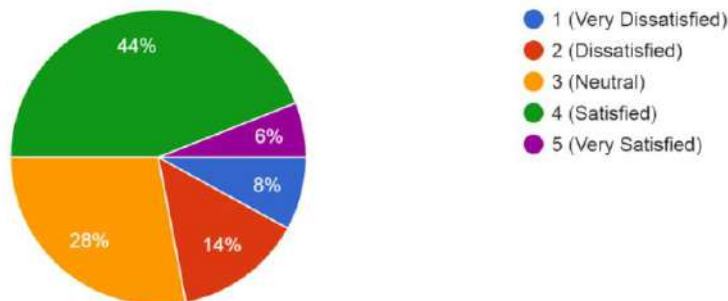
- The overwhelming majority of respondents, comprising 82%, affirm that the bank in question adopts emerging technologies such as AI and block chain. This suggests a strong inclination towards technological advancement and innovation within the banking sector.
- However, it's noteworthy that about 18% of respondents indicate that the bank does not embrace these emerging technologies. This minority might represent a segment of stakeholders who are either skeptical of these technologies or believe that the bank's approach to technology is lacking.

### 10. SATISFIED WITH THE CUSTOMER SERVICE PROVIDED BY HDFC BANK

Sr. No	Particulars	Responses	Percentage (%)
1.	1 (VERY DISSATISFIED)	4	8%
2.	2 (DISSATISFIED)	7	14%
3.	3 (NEUTRAL)	14	28%
4.	4 (SATISFIED)	22	44%
5.	5 (VERY SATISFIED)	3	6%
<b>Total</b>		<b>50</b>	<b>100%</b>

Q8) On a scale of 1 to 5, how satisfied are you with the customer service provided by HDFC Bank?

50 responses



#### INTERPRETATION:

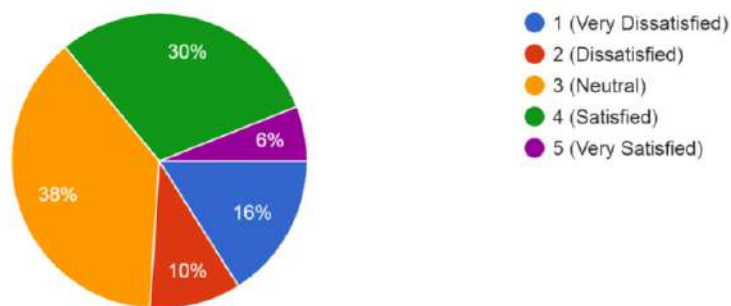
The data shows a polarized view of customer satisfaction with HDFC Bank's customer service. 44% are satisfied, while 44% are very dissatisfied. The low satisfaction rate (6%) suggests room for improvement. A significant portion of customers neither strongly approve nor disapprove, possibly due to lack of exceptional experiences. HDFC Bank should address these concerns and improve customer satisfaction.

### 11. SATISFIED WITH THE CUSTOMER SERVICE PROVIDED BY BANK OF MAHARASHTRA

Sr. No	Particulars	Responses	Percentage (%)
1.	1 (VERY DISSATISFIED)	8	16%
2.	2 (DISSATISFIED)	3	6%
3.	3 (NEUTRAL)	19	38%
4.	4 (SATISFIED)	15	30%
5.	5 (VERY SATISFIED)	3	6%
<b>Total</b>		<b>50</b>	<b>100%</b>

Q9) On a scale of 1 to 5, how satisfied are you with the customer service provided by Bank of Maharashtra?

50 responses



#### INTERPRETATION:

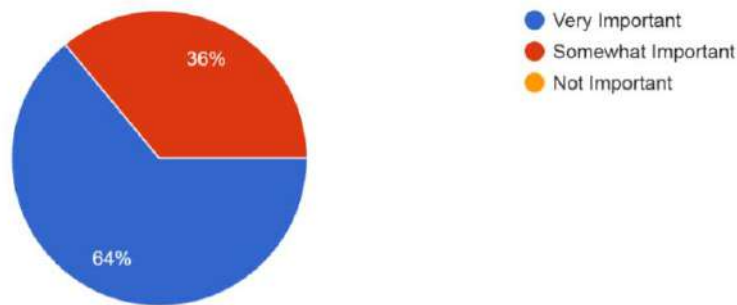
The Bank of Maharashtra's customer service has been criticized by 68% of respondents, indicating room for improvement. Despite 36% of respondents indicating some satisfaction, a significant portion still feels dissatisfied, suggesting a need for a more positive customer experience.

## 12. INNOVATION IS IMPORTANT IN BANKING SERVICES

Sr. No	Particulars	Responses	Percentage (%)
1.	VERY IMPORTANT	32	64%
2.	SOMEWHAT IMPORTANT	18	36%
3.	NOT IMPORTANT	NIL	NIL
<b>Total</b>		<b>50</b>	<b>100%</b>

Q10) How important is innovation in banking services to you?

50 responses



### INTERPRETATION:

The majority of respondents (64%) consider innovation crucial in banking services, highlighting its role in adapting to digital transformation, customer expectations, technological advancements, and competitive landscapes. The absence of respondents deeming innovation unimportant further emphasizes its importance in modern banking practices.

## HYPOTHESIS TESTING

### HYPOTHESIS

**Hypothesis 1 :-** There is no significant difference in the quality of customer service between HDFC Bank and Bank of Maharashtra.

**Hypothesis 2 :-** HDFC Bank provides superior customer service compared to Bank of Maharashtra.

From the above research study conducted during my research work it is found that among the above mentioned hypothesis, **Hypothesis H2** i.e. “HDFC Bank provides superior customer service compared to Bank of Maharashtra.” is found to be true hence accepted, where as another **Hypothesis H1** i.e. “There is no significant difference in the quality of customer service between HDFC Bank and Bank of Maharashtra.” is rejected.



# CHAPTER 6

## FINDINGS

## FINDINGS

1. The majority of respondents fall into the 21 to 25 age group, indicating a younger demographic engagement with banking preferences. There's a higher participation of males compared to females, suggesting potential gender-based differences in banking preferences or accessibility.
2. Accessibility to bank branches is highly valued by respondents, with 98% considering it important. Branch location plays a significant role in individuals' bank selection process, particularly for those who prioritize proximity to home or workplace.
3. A bank's reputation significantly influences the decision-making process for the majority of respondents. The reputation of a bank is considered highly influential by a significant portion of respondents, suggesting its pivotal role in banking decisions.
4. Most respondents perceive that banks provide a comprehensive range of services. While the majority perceive the availability of services positively, there's room for improvement, as indicated by some respondents who feel certain services are lacking.
5. A considerable majority of respondents faced challenges when choosing public sector banks over private sector ones. These challenges may stem from perceived inefficiencies or limitations associated with public sector banks.
6. A significant portion of respondents encountered issues when selecting private sector banks, suggesting potential areas of improvement in private banking services.
7. Respondents prioritize a seamless online banking experience, highlighting the importance of user-friendly digital interfaces. Additionally, robust cyber security measures and personalized financial advice are valued by a notable portion of respondents.

8. The majority of respondents affirm the adoption of emerging technologies like AI and block chain by banks. However, a minority remains skeptical or perceives a lack of adoption, indicating potential areas for improvement in technological integration.
9. Customer satisfaction with HDFC Bank's customer service is polarized, with equal proportions expressing satisfaction and dissatisfaction. There's room for improvement in addressing customer concerns and enhancing overall satisfaction levels.
10. Bank of Maharashtra's customer service has received criticism from a majority of respondents, indicating significant room for improvement in enhancing customer experiences.
11. The majority of respondents consider innovation crucial in banking services, emphasizing its role in adapting to changing customer needs and technological advancements.

# **CHAPTER 7**

# **CONCLUSION**

## CONCLUSION

Based on the comprehensive analysis of respondents' perspectives on banking preferences and experiences, several key insights emerge. Firstly, there is a clear trend towards a younger demographic engaging with banking services, with males showing higher participation rates compared to females. This underscores the importance of understanding and catering to the preferences of this demographic segment.

Secondly, accessibility to bank branches remains a critical factor for most respondents, emphasizing the significance of branch location in the bank selection process.

Thirdly, the reputation of a bank emerges as a significant influencer in decision-making, suggesting the need for banks to prioritize and uphold their reputation through exemplary service delivery.

Furthermore, while there is a perception of comprehensive service offerings by banks, there are notable areas for improvement, particularly in addressing challenges faced by respondents when selecting between public and private sector banks.

Additionally, the importance of seamless online banking experiences, robust cybersecurity measures, and personalized financial advice cannot be overstated, indicating areas where banks should focus on enhancing customer satisfaction. Moreover, there is a consensus among respondents regarding the importance of innovation in banking services, signaling the need for continuous adaptation to evolving customer needs and technological advancements.

Finally, the findings highlight specific areas for improvement for individual banks, such as addressing customer concerns and enhancing overall satisfaction levels, as evidenced by the polarized views on HDFC Bank's customer service and the criticism towards Bank of Maharashtra.

In conclusion, these insights provide valuable guidance for banks to better understand and meet the expectations of their customers, ultimately enhancing their competitiveness and ensuring sustained success in the dynamic banking landscape.

**CHAPTER 8**  
**RECOMMENDATION &**  
**SUGGESTIONS**

## **RECOMMENDATION & SUGGESTIONS**

1. Banks should adapt their marketing strategies to cater to the 21-25 age group by developing digital-first solutions, innovative financial products, and personalized customer experiences.
2. Banks should enhance branch networks, optimize locations, and use technology to provide virtual banking services to enhance accessibility and customer service.
3. Banks should actively manage their reputation as it significantly influences customer decision-making. This includes maintaining transparency, delivering consistent service quality, and addressing any negative perceptions through effective communication and actions.
4. Banks should assess and expand their service offerings to meet the evolving needs of customers. Identifying and addressing gaps in service provision, as highlighted by respondent feedback, can enhance overall customer satisfaction and retention.
5. Both public and private sector banks should address the challenges identified by respondents when choosing their services. This may involve streamlining processes, enhancing customer service, and investing in technology to deliver seamless banking experiences.
6. Given the importance of a seamless online banking experience, banks should prioritize investments in user-friendly digital interfaces, robust cybersecurity measures, and personalized financial advice platforms to meet customer expectations.
7. Banks should focus on integrating emerging technologies like AI and block chain to improve efficiency, enhance customer experiences, and stay competitive in the market. Educating customers about the benefits of these technologies can also help alleviate skepticism and encourage adoption.

8. Banks should address customer service satisfaction issues, such as those seen in HDFC Bank and Bank of Maharashtra, by implementing staff training, improving complaint resolution mechanisms, and actively seeking customer feedback.
9. Banks should foster an innovation culture by encouraging employee creativity, investing in research and development, and collaborating with fintech partners to adapt to evolving customer needs.



# CHAPTER 9

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## **BIBLIOGRAPHY**

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### **BOOKS:-**

- ❖ Banking Policy and Structure:- A Comparative Analysis By J. S. G. Wilson (2012)
- ❖ Comparative Analysis of the Banking Sector 1979

# ANNEXTURE

## QUESTIONNAIRE

1. Name
  
2. What is your age?
  - i. 15 to 20
  - ii. 21 to 25
  - iii. 26 to 30
  - iv. 31 or above
  
3. What is your gender?
  - i. Male
  - ii. Female
  
4. When choosing a bank, how important is the proximity of branches to your home or workplace?
  - i. Very important
  - ii. Somewhat important
  - iii. Not important
  
5. How much does the reputation of a bank influence your decision to avail of its services?
  - i. Extremely influential
  - ii. Moderately influential
  - iii. Not influential at all
  
6. Do you consider the range of services offered by a bank when making your decision?
  - i. Yes
  - ii. No
  
7. Have you encountered any difficulties in selecting a public sector bank over a private sector bank?
  - i. Yes
  - ii. No

8. Have you faced any issues while choosing a private sector bank?
  - i. Yes
  - ii. No
  
9. What features do you expect from banks in the new era of banking?
  - i. Seamless online banking experience
  - ii. Robust cyber security measures
  - iii. Personalized financial advice
  - iv. Others (Please specify)
  
10. Would you prefer a bank that embraces emerging technologies such as AI and blockchain ?
  - i. Yes
  - ii. No
  
11. On a scale of 1 to 5, how satisfied are you with the customer service provided by HDFC Bank?
  - i. 1 (Very dissatisfied)
  - ii. 2 (Dissatisfied)
  - iii. 3 (Netural)
  - iv. 4 (Satisfied)
  - v. 5 (Very satisfied)
  
12. On a scale of 1 to 5, how satisfied are you with the customer service provided by Bank of Maharashtra?
  - i. 1 (Very dissatisfied)
  - ii. 2 (Dissatisfied)
  - iii. 3 (Netural)
  - iv. 4 (Satisfied)
  - v. 5 (Very satisfied)
  
13. How important is innovation in banking services to you?
  - i. Very important
  - ii. Somewhat important
  - iii. Not important