

# MEASUREMENT OF CUSTOMER SATISFACTION ON DEMOGRAPHIC VARIABLES OF BANKING SECTOR IN NATIONAL CAPITAL REGION - AN EMPIRICAL ANALYSIS

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## ABSTRACT

*The study attempts to analyze the effect of demographic variables on customers' perception of services offered by the banks in India. Survey was conducted in the National Capital Region (NCR) of Delhi through the help of self-administered questionnaires. Question related to respondent's gender, age, marital status, area they belong to, education, occupation, monthly income, nature of primary account, duration of their association and type of banks they are associated with. The satisfaction of the respondents was assessed through descriptive analysis and hypothesis testing.*

**Keywords:** Service quality, Banking sector, Demography, Customer satisfaction,

## INTRODUCTION

Indian banking today is witnessing drastic changes. The liberalization of the financial sector and banking sector reforms have exposed the Indian banks to a new economic environment that is characterized by increased competition and new regulatory requirements. As a result, there is transformation in every sphere of activities of the banks in India, especially in governance, nature of business, style of functioning and delivery mechanisms. The new generation banks brought the necessary competition into the industry and spearheaded changes towards higher utilization of technology, improved customer service and innovative products. In spite of their strong and larger network, public sector banks proved to be surprisingly quick and flexible to meet the emerging needs of customers. Banking is no more a monopoly of the banks in a particular sector and has been proved that only the most deserving would survive in the situation. Banks are required to cope with the stiff competition from domestic as well as foreign players in the banking field in a globalised market. Reforms process has thus been instrumental to perceptible and positive changes in the approach and the attitude of the bank professional towards customers. It is a welcome feature that in many branches of the public sector banks, operations have been computerized and they are offering a majority of services which the private sector banks are claiming to offer.

Banking being a service business, the best strategy can only be to identify with the customer and offer them what they actually need. This objective can only be achieved through best customer service. Quality of customer service, therefore, plays a pivotal role in the prosperity of a bank. A competitive environment and a deregulated market have made it imperative for banks to

harness the best customer oriented practices and perceptions and to internalize them for providing added value to customers through their employees. The dominant question that bothers the bank management today is how to improve customer service and gain competitive advantage. The products are almost the same; however, it is the service that distinguishes one bank from the other. In a service industry like banking, the distinctive competitive advantage for a bank always lies in its Service Quality. A customer mostly expects ability to provide what was promised dependably and accurately. A customer wants to be assured of the knowledge and courtesy of employees and their ability to convey confidence. A customer also expects caring and individual concern.

A good banking sector with a good banking habit can accelerate the pace of development in a country. Banking is a key industry in the service sector and it will not be travesty of truth to call it the financial nerve centre of the economy. The unique characteristics of the service industry such as intangibility, inseparability, heterogeneity, perishability and ownership put it on an altogether different footing. Money creation is another unique characteristic of banking. A majority of customers of the banks are illiterate, ignorant, poor, backward and with little banking experience. There have been developmental banking functions attached to Public Sector Banks and, therefore, they were thought of as vehicles for development rather than as commercial business entities. In the last more than one-and-half decade, with the introduction of financial sector reforms, there has been a sea change in the banking scenario. Right from the seventies there was a clamour for amelioration in customer services in banks. With the emergence of new generation of banks, introduction of technology, competition, deregulation, etc., new dimensions to customer service have been added.

Customer service is as known, a product of three critical factors namely products, process and people. It is therefore, necessary to tackle all the three factors simultaneously to ensure good customer service in banks. Pricing and placing strategies are the two powerful bank marketing tools for attracting the customer, but they have limited scope as the interest rates and branch expansion are restricted by the policy guidelines formulated by the Government. Therefore, it is necessary that the banks should render an efficient customer service in order to retain the existing customers and attract potential customers. This is more so as the customer expectations have increased and they would like to have efficient, fast and timely services from the banks.

Customer satisfaction refers to how far the expectations of the customer are met. It is individualistic and varies from time to time. Customer service is a dynamic concept, what is a good customer service today may be considered as a bad service tomorrow. Here, it should be understood that there is always a certain level of expectation from the customers on the bank's services. Also there are actual services rendered by the bank. There are GAPS between those two which always exist. The wider is the GAPS, the more is the customer dissatisfaction and resultant customer complaints about bad services. If the gap is very narrow, on the other hand, the client feels satisfactory or happy with the bank. It is, therefore, necessary for banks to bridge the gaps between what customers expects and what they offer.

In fact, what the customer needs and/or gets is more important than what bank offers. If gaps are there, the customer will be dissatisfied. The bank should find out through surveys what

interests clients the best and then make those things available. It is here the principle of KYC i.e. Know Your Customer comes into play-some clients may only prefer to save,so, they should be targeted for new savings schemes with better rates of interest coupled with liquidity and may not bother to know about the loans schemes at all But another segment would want to know only about loans. Housewives may like to know about the availability of safe deposit lockers and new currency notes and the like. By knowing the client well, bankers can target the customers better. This will result in customer delight.

## **LITERATURE REVIEW**

The study of customer's satisfaction has become popular and nowadays it represents source of income for companies (Oliver, 1999). Oliver (1980, 1977), proposes satisfaction as a feeling that is strictly related to that fact that that customer notices his expectations were served. Geyskens et.al (1999) defined satisfaction as the effective state of mind that results from a fair judgement of values of every aspect related to negotiation. Juran and Godfrey (1999) state satisfaction is the degree the customer perceives his expectations was served. Kotler (2000) describes this satisfaction as the feeling resulting from the comparison between the performance or the result from an offer and what is expected. Oliver (1980) adds satisfaction increases while the ratio between performance and expectations increased as well. Tracey (1996) defines customer's satisfaction as the degree in which they notice a product or service is worth more than they paid for it. Customer satisfaction is an important theoretical as well as practical issue for most marketers and researcher (Dhabholkar P.A, 1995). Customer satisfaction is increasingly becoming a corporate goal as more and more companies strive for quality in their product or services (Bitner and Hubbert, 1994). Customer satisfaction is the feeling or attitude of a customer towards a product or service after it has been used and is generally described as a full meeting of one's expectation (Oliver, R. L, 1980). Customer satisfaction is a major outcome of marketing activity whereby it serves as a link between the various stages of buying behavior. According to Boulding et al. (1993) satisfaction may be analyzed from a single experience or from a cumulative satisfaction. Customer satisfaction is an important theoretical as well as practical issue for most marketers and researcher (Dabholkar, 1995). Customer satisfaction is increasingly becoming a corporate goal as more and more companies strive for quality in their products or services (Bitner and Hubbert, 1994). It is a feeling or attitude of a customer towards a product or services after it has been used and is generally described as a full meeting of one's expectation (Oliver R.L, 1980). East, R (1977) defines customer satisfaction is a major outcome of marketing activity whereby it serves as a link between the various stages of buying behavior. For instances customers are satisfied with a particular service offering after the use, then they are likely to engage in repeat purchase and try line extension.

Customer orientation builds long term relationship resulting in customer satisfaction and cash flows to the banks (Swarup, 2004). The level of customer satisfaction is determined by branch location and design, variety of services, rates and charges, systems anal and procedures, delegation and decentralization, mechanization and computerization, competitive efficiency, complain readdressal and very importantly staff skills, attitudes and responses (sing, 2004). According to Ganesh and Varghese (2003), a good customer service in banks should have three

basic tests- courtesy, accuracy and speed. The quality of products and services is the dynamic factor for customer satisfaction in banks (Parimal, 2002)

## **RESEARCH OBJECTIVE**

The objective of the research is to analyze the level of customer satisfaction based on various demographic variables of public and private sector banks

## **RESEARCH METHODOLOGY**

The units of analysis for this study were customers of both public and private sector banks of NCR who had contacts with the banks on a regular basis over last few months and who visited the bank premises frequently for transactions. Our analysis is based upon the primary account of the customers that they are having in public or private sector banks. We have considered both the rural and urban bank customers for our analysis.

A convenience sampling technique was employed but sample members were selected on the basis of pre-specified criteria. Categories were determined for Gender, Age, Marital Status, Area, Education, Occupation and Average Household Monthly Income of the target population. For this study, attributes for the demographic variables were clarified as: Gender (Male/Female), Age (25 & less, 26-35, 36-45, 46-55 and 56 & above), Marital Status (Single/Married), Area(Urban/Rural), Education(HSC/Graduate/Postgraduate/Professional/Doctorate), Occupation (Salaried/Self employed/Professional/Business/Retired/Housewife), Level of Monthly Income (less than 10,000/10,001-20,000/20,001-30,000 and more than 30,000).

Data from a total number of 588 respondents was collected in 10 different areas Ghaziabad, Meerut, Bagpat, Sonipat, Hapur, Noida, Greater Noida, Gurgaon, Faridabad, Palwal of 10 different banks (5 public sector and 5 private sector banks). The public sector banks include State Bank of India, Punjab National Bank, Syndicate Bank, Andhra Bank and Bank of India. The Private Banks include ICICI Bank, HDFC Bank, Axis Bank, YES Bank and ING VYSYA Bank.

After checking the consistency, we have selected only 518 respondent data. A total of 32 questionnaires were filled incomplete and 38 questionnaires were wrongly entered. Finally, 518 respondents have been used in the research framing. So the sample size of the study is 518.

## **EXPLANATION OF STATISTICAL METHODS**

The study explained about the impact of demographic profile and overall satisfaction. The objective behind this section is to find out whether overall satisfaction is dependent or not on demographic variables related to the customers. For this, we have used **Cross tabulation** with dependent variable as overall customer satisfaction and independent variables as gender, age, marital status, area, education, occupation, monthly income etc and certain other variables like kind of bank, nature of primary account, number of the years of associating with bank and name of the bank. To generalize the result, we have used testing of hypothesis through **Chi-square test**

with contingency coefficient (where both dependent and independent variables are nominal scales) and **Levene's test** of one way variance (where dependent variable is ordinal and independent variable as nominal scale).

### **HYPOTHESES DEVELOPMENT**

**Hypothesis 1(a):** The association between the gender of the respondent and their overall satisfaction level with their primary account is not statistically significant.

**Hypothesis 1(b):** The association between the age of the respondent and their overall satisfaction level with their primary account is not statistically significant.

**Hypothesis 1(c):** The association between the marital status of the respondent and their overall satisfaction level with their primary account is not statistically significant.

**Hypothesis 1(d):** The association between the area of the respondent and their overall satisfaction level with their primary account is not statistically significant.

**Hypothesis 1(e):** The association between the education of the respondent and their overall satisfaction level with their primary account is not statistically significant.

**Hypothesis 1(f):** The association between the occupation of the respondent and their overall satisfaction level with their primary account is not statistically significant.

**Hypothesis 1(g):** The association between the monthly income of the respondent and their overall satisfaction level with their primary account is not statistically significant.

**Hypothesis 2:** The association between the kind of the bank where the respondents have their primary account and their overall satisfaction level with their primary account is not statistically significant.

**Hypothesis 3:** The association between the nature of the primary account of the respondent and their overall satisfaction level with their primary account is not statistically significant.

**Hypothesis 4:** The association between the number of years with the banks of associating respondents for transactions and their overall satisfaction level with their primary account is not statistically significant.

**Hypothesis 5:** The association between the name of the bank and overall satisfaction level of the respondents with their primary account is not statistically significant.

### **DEMOGRAPHIC PROFILE OF THE RESPONDENTS OF NCR**

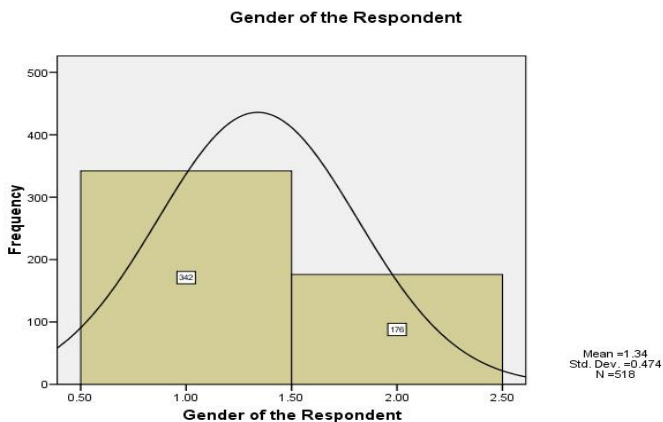
The purpose of quantitative data analysis is to reduce (i.e. categorise, order, manipulate and summarise) data to an intelligible and interpretable form, so that the relations of research problems can be studied, tested and conclusions can be drawn. For the purpose of analysis of data for this study, descriptive and inferential statistics<sup>1</sup> were used. Descriptive statistics were used to describe specific observations by presenting quantitative data in a manageable form (such as in tables and graphs, and the calculation of numerical summaries such as frequencies, averages, medians, percentages and standard deviations). **Inferential statistics** were used to

move beyond the mere description of specific observations in the sense that it (descriptive statistics) was used to make inferences about the population from which the sample observations were drawn.

For the purpose of this study, the data is expressed in terms of frequencies and percentages where respondents had to select only one response option from a list of response options provided by the researcher in the questionnaire. However, it should be noted that the data is expressed in terms of the number of responses obtained where respondents had to select more (multiple) responses from the list provided. All the percentages are shown to one decimal place. The detail of frequencies distribution of demographic variables with normal curve is shown from **Fig 1 to Fig. 10**

The total distributions of genders of sample respondents are shown in **Figure 1**. Here the total male respondents chosen for our study are 342 (153 from public sector banks and 189 from private sector banks). Similarly the total female respondents chosen for our study are 176 (76 from public sector banks and 100 from private sector bank

**FIG. 1: DISTRIBUTION OF THE GENDER OF THE TOTAL SAMPLE RESPONDENT**

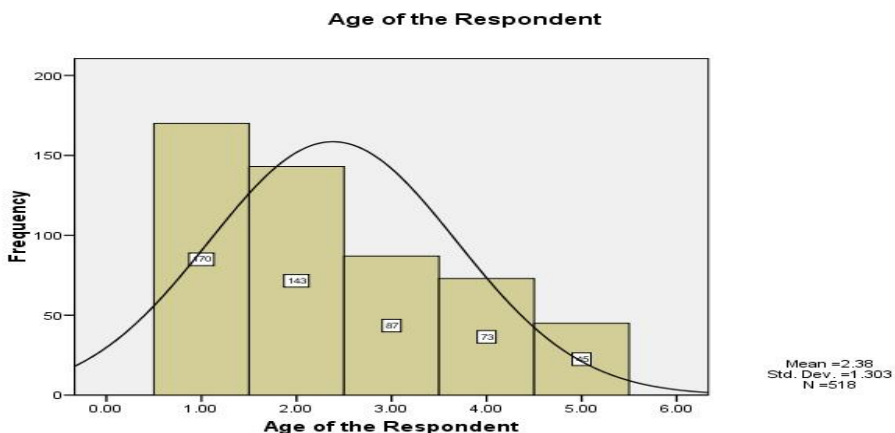


**1 = Male; 2=female (Source: Computed through primary data collected)**

Respondents were asked to indicate their age, area, education, occupation and income. **Table 1** shows the details about demographic characteristics of the respondents in terms of frequencies and percentages.

The total distributions of ages of sample respondents are shown in **Figure 2**. Here the number of customers whose age are 25 and below are 170, having age group of 26-35 are 143, having age group of 36-45 are 87, having age group of 46-55 are 73 and having age group of 56 and above are 45.

**FIG. 2: DISTRIBUTION OF AGE OF THE TOTAL SAMPLE RESPONDENT**



1 = 25 and below, 2 = 26-35, 3= 36-45, 4= 46-55, 5= 56  
(Source: Computed through primary data collected)

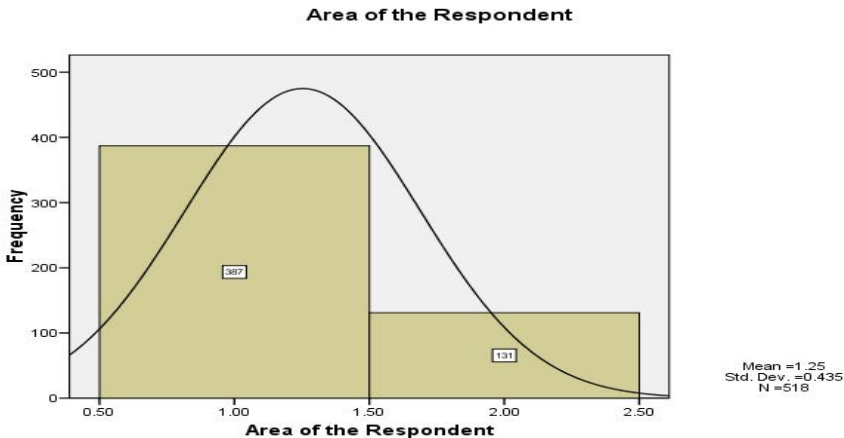
**TABLE 1: DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS**

Gender	Male			Female		Total
Type of Bank		Public	Private	Public	Private	Total
Age	25 & below	48 (31.4%)	61 (32.3%)	25 (33.9%)	36 (36.0%)	170
	26-35	33 (21.5%)	58 (30.7%)	24 (31.6%)	28 (28.0%)	143
	36-45	33 (21.5%)	25 (13.2%)	15 (19.7%)	14 (14.0%)	87
	46-55	23 (15.0%)	25 (13.2%)	9 (11.8%)	16 (2.6%)	73
	56 & above	16 (10.5%)	20 (10.6%)	3 (4.0%)	6 (16.0%)	45
	<b>Total</b>	<b>153 (100%)</b>	<b>189 (100%)</b>	<b>76 (100%)</b>	<b>100 (100%)</b>	<b>518</b>
Area	Rural	35 (22.9%)	50 (26.5%)	14 (18.4%)	68 (68%)	167
	Urban	118 (75.2%)	139 (73.5%)	62 (81.6%)	32 (32%)	351
	<b>Total</b>	<b>153 (100%)</b>	<b>189 (100%)</b>	<b>76 (100%)</b>	<b>100 (100%)</b>	<b>518</b>
Education	Up to HSC	12 (7.8%)	14 (7.4%)	8 (10.5%)	12 (12%)	46
	Graduate	34 (22.2%)	43 (22.8%)	22 (28.9%)	28 (28%)	127
	Post Graduate	67 (43.8%)	68 (36.0%)	29 (38.2%)	34 (34%)	198
	Professional & Others	40 (26.2%)	62 (32.8%)	16 (21.1%)	23 (23%)	141
	Doctorate	00 (0.0%)	02 (1.0%)	01 (1.3%)	03 (3.0%)	6
	<b>Total</b>	<b>153 (100%)</b>	<b>189 (100%)</b>	<b>76 (100%)</b>	<b>100 (100.0%)</b>	<b>518</b>
Occupation	Salaried	73 (47.7%)	89 (47.1%)	35 (46.0%)	50 (50%)	247
	Self-employed	22 (14.4%)	22 (11.6%)	05 (6.6%)	5 (5%)	54
	Professional	13 (8.5%)	12 (6.4%)	01 (1.3%)	3 (3%)	29
	Business	32 (20.9%)	41 (21.7%)	04 (5.3%)	3 (3%)	80
	Student	12 (7.8%)	24 (12.7%)	07 (9.2%)	8 (8%)	41
	Retired	00 (0.0%)	00 (0.0%)	16 (21.1%)	20 (20%)	36
	Housewife	01 (0.7%)	11 (0.5%)	8 (10.5%)	11 (11%)	31
	<b>Total</b>	<b>153 (100.0%)</b>	<b>189 (100.0%)</b>	<b>76 (100.0%)</b>	<b>100 (100.0%)</b>	<b>518</b>
Income	Less than Rs 10,000	22 (14.4%)	40 (21.2%)	36 (47.3%)	44 (44.0%)	142
	Rs 10,001-Rs 20,000	58 (37.9%)	69 (36.5%)	30 (39.5%)	35 (35.0%)	192
	Rs 20,001-Rs 30,000	39 (25.5%)	39 (20.6%)	7 (9.2%)	7 (7.0%)	92
	More than Rs 30,000	34 (22.2%)	41 (21.7%)	3 (4.0%)	14 (14.0%)	92
	<b>Total</b>	<b>153 (100.0%)</b>	<b>189 (100.0%)</b>	<b>76 (100.0%)</b>	<b>100 (100.0%)</b>	<b>518</b>

(Source: Computed through primary data collected)

From the **Table 1**, it is evident that out of 153 male respondents who have their account with public sector banks, majority of the respondents belong to the age group of 25 and below i.e. 48 (31.4%) followed by the age group of 26-35 years and 36-45 years i.e. 33 (21.5%). Similarly, out of 189 male respondents who have their account with private sector banks, majority of the respondents belong to the age group of below 25 years i.e. 61 (32.3%) followed by the age group of 26-35 i.e. 58 (30.7%). Out of 76 female respondents who have their account with public sector banks, majority of the respondents belong to the age group of 25 and below i.e. 25 (33.9%) followed by the age group of 26-35 years i.e. 24 (31.6%) and out of 100 female respondents who have their account with private sector banks, majority of the respondents belong to the age group of 25 and below i.e. 36 (36.0%) followed by the age group of 26-35 years i.e. 28 (28.0%). The total distributions of area of sample respondents are shown in **Figure 3**. Here the number of customers belong to urban area are 351 and number of customers belong to rural area are 167.

**FIG. 3: DISTRIBUTION OF AREA OF THE TOTAL SAMPLE RESPONDENT**



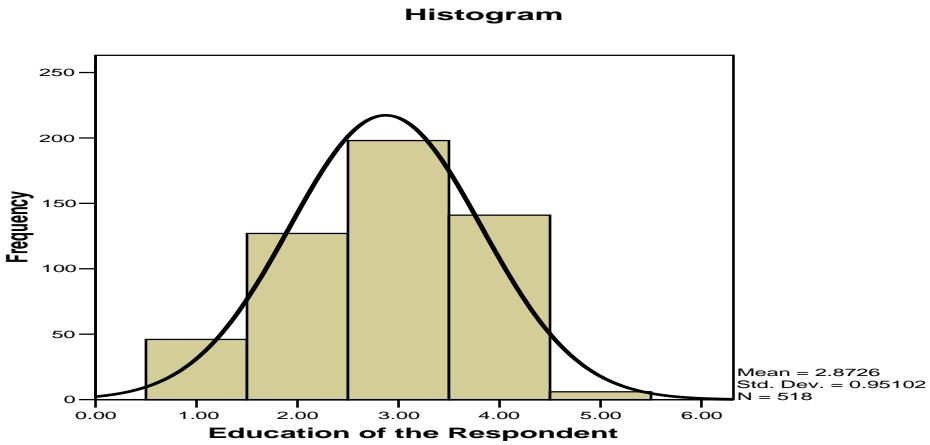
**1 = Urban; 2= Rural (Source: Computed through primary data collected)**

Again out of 153 male respondents who have their account with public sector banks, 118 (75.2%) respondents belong to urban area and 35 (22.9%) belong to rural area. Similarly, out of 189 male respondents who have their account with private sector banks, 139 (73.5%) belong to the urban area and 50 (26.5%) belong to the rural area. Out of 76 female respondents who have their account with public sector banks, 62 (81.6%) respondents belong to the urban area and 14 (18.4%) respondents belong to rural area. Out of 100 female respondents who have their account with private sector banks, majority of the respondents belong to the rural area i.e. 68 (68.0%) and 32 (32.0%) belong to urban areas.

The total distributions of education of sample respondents are shown in **Figure 4**. Here the number of customers whose qualification is up to HSC are 46, number of customers who are Graduate are 127, number of customers who are Post

**FIG. 4: DISTRIBUTION OF EDUCATION OF THE RESPONDENT**





**1= Up to HSC 2 =Graduate 3 =Post Graduate 4 =Professional 5 =Doctorate**

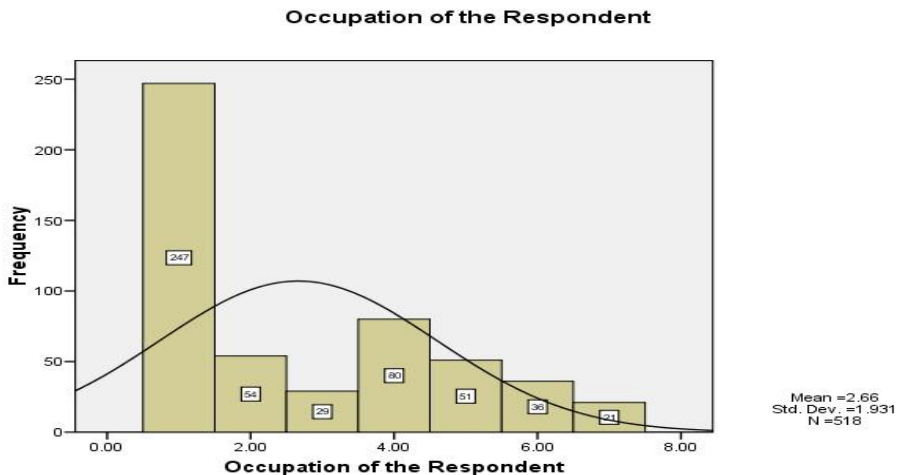
**(Source: Computed through primary data collected)**

Graduate are 198, number of Professional and others customers are 141 and number of Doctorate customers are 6.

Out of 153 male respondents who have their account with public sector banks, majority of the respondents are Post Graduates i.e. 67 (43.8%) followed by professional and others i.e. 40 (26.2%). Similarly, out of 189 male respondents who have their account with private sector banks, majority of the respondents are also Post Graduates i.e. 68 (36.0%) followed by Professionals i.e. 69 (32.8%). Out of 76 female respondents who have their account with public sector banks, majority of the respondents are Post Graduates i.e. 29 (38.2%) followed by graduates i.e. 22 (28.9%) and out of 100 female respondents who have their account with private sector banks, majority of the respondents are also Post Graduates i.e. 34 (34.0%) followed by professional and others i.e. 23 (23.0%).

The total distributions of Occupation of sample respondents are shown in **Figure 5**. Here the number of salaried customers are 247, number of self employed customers are 54, number of professional customers are 29, number of business customers are 80, number of retired customers are 36, number of housewife customers 31.

**FIG. 5: DISTRIBUTION OF OCCUPATION OF THE RESPONDENT**

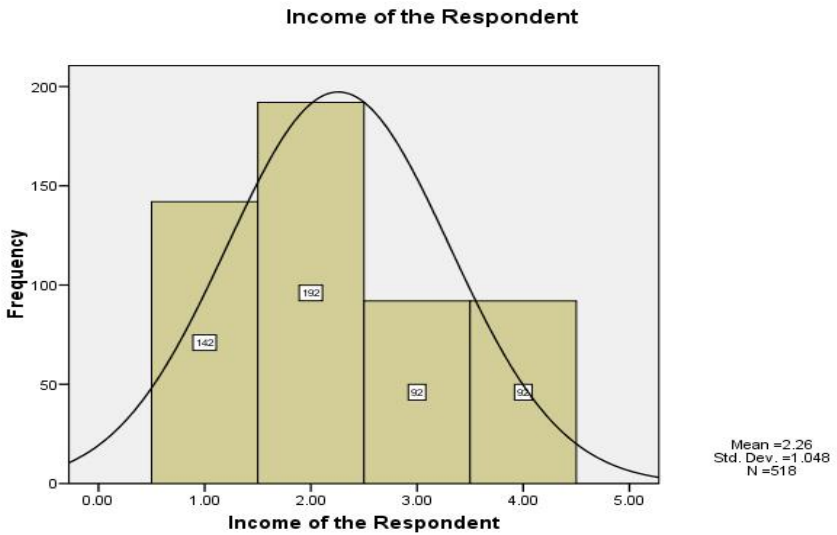


1= Salaried; 2= Self-employed; 3= Professional; 4= Business; 5= Retired; 6= House-wife; 7= Others (Source: Computed through primary data collected)

Out of 153 male respondents who have their account with public sector banks, majority of the respondents are salaried employee i.e. 73 (47.7%) followed by businessmen i.e. 32 (20.9%). Similarly, out of 189 male respondents who have their account with private sector banks, majority of the respondents are salaried employees i.e. 89 (47.1%) followed by businessmen i.e. 41 (21.7%). Out of 76 female respondents who have their account with public sector banks, majority of the respondents are salaried employees i.e. 35 (46.0%) followed by retired persons i.e. 36 (21.1%) and out of 100 female respondents who have their account with private sector banks, majority of the respondents are also salaried employees i.e. 50 (50.0%) followed by retired persons i.e. 20 (20.0%).

The total distributions of monthly income of sample respondents are shown in **Figure 6**. Here the number of customers whose monthly income are less than Rs.10,000/- are 142, number of customers whose monthly income is between Rs.10,001/- to Rs.20,000/- are 192, number of customers whose monthly income is

**FIG. 6: DISTRIBUTION OF INCOME OF THE RESPONDENT**

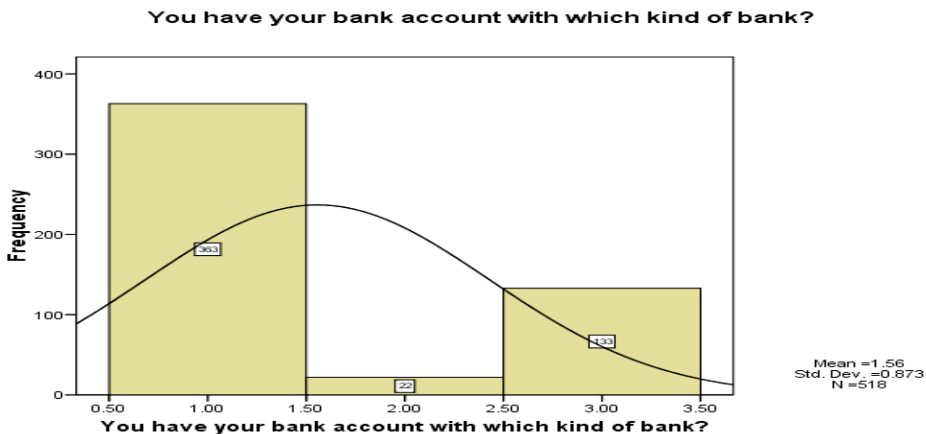


**1 =Less than Rs 10,000; 2 = Rs 10,001-Rs 20,000; 3 = Rs 20,001-Rs 30,000; 4 =More than Rs 30,000**

**(Source: Computed through primary data collected)**

between Rs.20,001/- to Rs.30,000/- are 92 and number of customers whose monthly income is more than Out of 153 male respondents who have their account with public sector banks, majority of the respondents are having their monthly income Rs 10,001 to Rs 20,000 i.e. 58 (37.9%) followed by the respondents having their monthly income between Rs 20,001 to Rs 30,000 i.e. 39 (25.5%). Similarly, out of 189 male respondents who have their account with private sector banks, majority of the respondents are having their monthly income between Rs 10,001 to Rs 20,000 i.e. 69 (36.5%) followed by the respondents having their monthly income more than Rs 30,000 i.e. 41 (21.7%). Out of 76 female respondents who have their account with public sector banks, majority of the respondents are having their monthly income less than Rs 10,000 i.e. 36 (47.3%) followed by the respondents having their monthly income between Rs 10,001 to Rs 20,000 i.e. 30 (39.5%) and out of 100 female respondents who have their account with private sector banks, majority of the respondents are having their monthly income less than Rs 10,000 i.e. 44 (44.0%) followed by the respondents having their monthly income between Rs 10,001 to Rs 20,000 i.e. 35 (35.0%).

**FIG. 7: DISTRIBUTION OF THE KIND OF BANK WHERE RESPONDENTS HAVE THEIR BANK ACCOUNT**

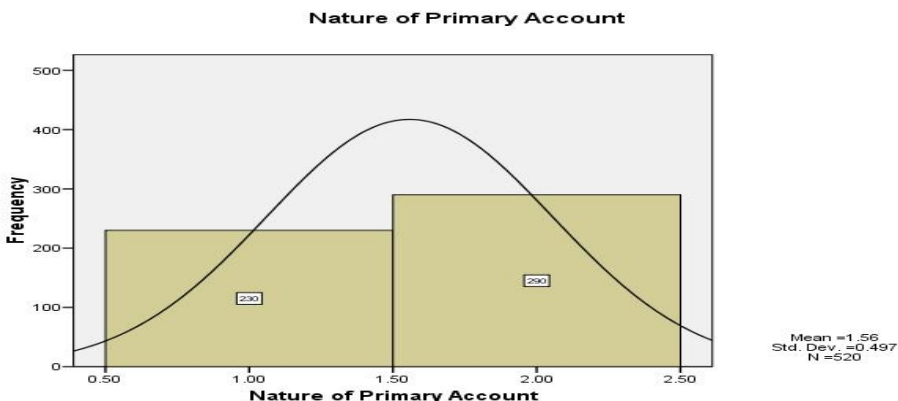


**1 =Public Sector; 2 =Private Sector; 3 =Both the Bank (Source: Computed through primary data collected)**

The total distributions of the kind of bank where the respondents have their bank account are shown in **Figure 7**. Here the number of customers who have their bank account in public sector bank are 263, number of customers who have their bank account in private sector bank are 22 and number of customers who have their bank account in both the banks are 133.

The total distributions of the nature of primary account of the respondent are shown in **Figure 8**. Here the numbers of customers who have their primary account in public sector bank are 230 and the numbers of customers who have their primary account in private sector banks are 288

**FIG. 8: DISTRIBUTION OF THE NATURE OF PRIMARY ACCOUNT OF THE RESPONDENT**



**1 =Public Sector Bank; 2 = Private Sector Bank (Source: Computed through primary data collected)**

The total distributions of the number of years of opening the bank account of the respondents are shown in **Figure 9**. Here the numbers of customers who have opened their bank account in

less than 1 year are 103, between 1 to 3 years are 317, and between 3 to 5 years are 151 and more than 5 years are 226.

The total distributions of the reason for opening the bank account of the respondent are shown in **Figure 10**. Here the numbers of customers who have opened their bank account as their salary account are 161, saving account are 529, attractive financial products are 22, loan taking purpose are 17 and for other purpose are 68.

**2. COMPARATIVE ANALYSIS OF REASONS FOR OPENING BANK ACCOUNTS BY THE CUSTOMERS**

In the modern era and globally competitive market, banks provide numerous services to their customers. On the other hand customers also choose to open their bank accounts in the banks based upon their needs of expected services that they want and the effectiveness of the delivery process of the services provided by the bank. The researcher had asked respondents to give ranking in the services according to their preferences for opening a bank account. The researcher has also made an attempt to make a comparative analysis of the services provided by the banks based upon customers’ preferences. **Table 2** shows the comparative analysis of reasons for opening the account. Respondents provided their preference according based on ranks where Rank 1 is the most important and Rank 10 is the least important parameter for them.

From **Table 2**, it is evident that majority of the respondents i.e. 141 out of 229 from the public sector have preferred ATM services (by providing this service as Rank 1). Next, 30 respondents preferred realisation of instruments like DD/policy maturation for opening their bank account. On the contrary, out of 289 respondents from the private sector, 167 respondents have opted for ATM services followed by 29 respondents have opted for getting loan facilities. This is very obvious as the customers want to open the account in any bank just because of transacting their account in frequent basis. ATM also helps customers in providing funds at anytime and anywhere of the world. Moreover, most of the public sector banks provide Demand Draft services and policy maturation services to the customers if they have their account with their branches. So, customers prefer to open their bank account in public sector banks to avail the service of getting a demand draft easily and receiving the funds through policy maturation. Similarly, maximum customers now prefer to get loan facilities which are easily provided by the private sector banks as they do require less documentation process and less time to sanction loans. So, customers prefer private sector banks for opening the account to get different types of loans easily from the banks.

However maximum respondents have given lowest rank to foreign money transfer of public sector banks (165) and private sector banks (197). Next, lowest ranks to internet and phone banking services of public sector banks and for private sector banks (15 and 23 respectively). This shows that customers of NCR banks do not prefer to avail the services of foreign money transfer, may be because of security purposes.

**TABLE 2: COMPARATIVE ANALYSIS OF REASONS FOR OPENING THE ACCOUNT IN THE BANK**

Public											
	1	2	3	4	5	6	7	8	9	10	Total

Realization of Instruments like DD/Policy maturation	30	26	32	30	32	25	29	12	08	05	229
Internet/Phone Banking	08	27	19	31	24	20	32	30	23	15	229
Personal/Vehicle/Housing Loan	17	14	43	29	26	38	17	14	19	12	229
Safe Deposit Locker	13	34	12	28	33	27	19	38	23	02	229
Term Deposit/Recurring Deposit	08	16	33	39	26	28	38	27	14	00	229
Payment of Various bills	05	42	20	27	30	31	33	22	11	08	229
ATMs	141	30	12	16	06	07	15	01	01	00	229
Credit Cards	04	33	23	18	28	27	12	57	18	09	229
Merchant Banking services	03	07	31	11	19	20	21	24	81	12	229
Foreign Money Transfer	02	00	04	00	04	07	15	09	23	165	229
Private											
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>Total</b>
Realisation of Instruments like DD/Policy maturation	28	58	33	38	33	33	31	13	9	13	289
Internet/Phone Banking	12	32	36	38	20	26	33	36	33	23	289
Personal/Vehicle/Housing Loan	29	23	55	33	39	48	22	12	18	10	289
Safe Deposit Locker	17	31	24	35	40	39	41	43	16	03	289
Term Deposit/Recurring Deposit	14	17	43	50	33	37	48	33	09	05	289
Payment of Various bills	08	42	37	31	34	28	45	36	16	12	289
ATMs	167	36	17	22	13	17	13	00	04	00	289
Credit Cards	10	37	21	21	42	25	16	81	24	12	289
Merchant Banking services	04	12	22	21	28	25	21	31	112	13	289
Foreign Money Transfer	02	01	01	00	07	11	19	08	43	197	289

Similarly, they don't want to avail the services of internet and phone banking offered by the public sector banks and private sector banks because public sector banks do not give adequate information through phone banking similarly due to competitive pressures private sector banks use internet and phone banking which is at times not desirable by the customers.

### 3. MEASUREMENT OF OVERALL CUSTOMER SATISFACTION ON DEMOGRAPHIC VARIABLE

In this section, an attempt is made to analyze the various factors influencing the overall customer satisfaction level of the selected sample respondents. The variables are classified into two important strata viz. dependent variable and independent variables. The overall satisfaction level of customer is taken as the dependent variable. The independent variables used in the study are gender, age, marital status, area, education of the respondent, occupation of the respondents, monthly household income, nature of the bank, kind of the bank, type of primary account of the respondent, number of years of association with the bank of the customers and name of the bank.

#### 3.1 GENDER AND OVERALL SATISFACTION LEVEL OF PRIMARY ACCOUNT

Today, there is no discrimination to study the level of satisfaction on customers' relationship on any kind of product and services among the male and female group. Today, women are equally competing with men in all the fields including business, military organisation and space research centres too. For the purpose of the study, gender classification is observed. The sample consists of 342 male respondents and 176 female respondents thus making a total of 518 respondents. The distribution of respondents according to the gender of the respondent and overall satisfaction level of the primary account is shown in **Table 3**.

**TABLE 3: CROSS TABULATION ANALYSIS OF GENDER AND LEVEL OF OVERALL CUSTOMER SATISFACTION**

**Measurement Of Customer Satisfaction On Demographic Variables Of Banking Sector In National Capital Region - An Empirical Analysis**

Gender of the Respondent		Highly Dissatisfied	Dissatisfied	Partially Satisfied	Satisfied	Highly Satisfied	Total	Mean	S.D
	Male	17(5.0%)	53 (15.5%)	59 (17.3%)	175(51.2%)	38 (11.1%)	342 (100%)	3.4795	1.0408
Female	11 (6.3%)	14 (8.0%)	52 (29.5%)	82 (46.6)	17 (9.7%)	176 (100%)	3.4545	0.9903	
Total	28 (5.4%)	67(12.9%)	111 (21.4%)	257 (49.6)	55 (10.6%)	518 (100%)			

**(Source: Computed through primary data collected)**

It could be observed from the above table that out of 342 male respondents, 2175 (51.2%) are satisfied and 38 (11.1%) are highly satisfied with their primary accounts. Similarly out of 176 female respondents, 82 (46.6%) are satisfied and 52 (29.5%) are partially satisfied with their primary accounts.

The mean value is highest for male respondents i.e. 3.4795 and it is lowest i.e. 3.4545 for female respondents.

**Null Hypothesis (H1a): The association between gender of the respondent and their overall satisfaction level with their primary account is not statistically significant.**

The percentage of highly dissatisfaction level is the higher (6.3%) for female respondents in comparison to male respondents (5.0%). The percentage of dissatisfaction is higher (15.5%) for male respondents and is lower (8.0 %) for female respondents. Similarly, the percentage of partial satisfaction level is higher (29.5%) for female respondents and is lower (17.3%) for male respondents. On the other hand, the percentage level of satisfaction is higher (51.2%) for male respondents and is lower (46.6%) for female respondents. Finally, the percentage level of highly satisfaction level is higher (11.1%) for male respondents and is lower (9.7%) for female respondents.

TABLE 4: LEVENE'S TEST RESULT OF NULL HYPOTHESIS OF GENDER WITH OVERALL SATISFACTION										
		Levene's test for equality of variance		t-test for equality of means						
		F	Sig.	t	df	Sig. (2 tailed)	Mean Difference	Std. error difference	95% confidence interval of the difference	
									Lower	Upper
Overall Satisfaction	Equal var. assumed	1.445	0.228	0.263	516	0.793	0.02499	0.09499	-0.1616	0.2116
level of Primary account	Equal var. not assumed			0.267	369.24	0.789	0.02499	0.09349	-0.1589	0.20882

**(Source: Computed through primary data collected)**

Here the dependent variable is "overall satisfaction" which is an ordinal scale and independent variable is "gender of the respondent" having two options. So, for testing the hypothesis, we have to use one way ANOVA by finding Levene's test for equality of variance. From **Table 4** it is evident that Levene's test for equality of variance (F-value= 1.445) is less than 10, hence the **null hypothesis is accepted**. It means the association between "gender of the respondent" and their overall satisfaction level with their primary account is not statistically significant. So, it is clear that overall satisfaction is independent on the gender of the respondent.

### 3.2 AGE AND OVERALL SATISFACTION LEVEL OF PRIMARY ACCOUNT

Age is an important factor in Relationship Marketing. Hence, the respondents have been grouped under five categories viz. Below 25 years, 26-35 years, 36-45 years, 46-55 years and above 56 years. Out of total 518 respondents, 170 respondents belong to the age group of 25 and below, 143 respondents belong to the age group of 26-35 years, 87 respondents belong to 36-45 years, 73 respondents belong to 46-55 years and 45 respondents belong to above 56 years. The distribution of respondents according to age and their level of satisfaction with their primary account are observed in **Table 5**.

**TABLE 5: CROSS TABULATION ANALYSIS OF AGE AND LEVEL OF OVERALL CUSTOMER SATISFACTION**

Age of the Respondent	Highly Dissatisfied	Dissatisfied	Partially Satisfied	Satisfied	Highly Satisfied	Total	Mean	S.D
<b>25 &amp; below</b>	06 (3.5%)	25 (14.7%)	32 (18.8%)	86 (50.6%)	21 (12.4%)	170 (100%)	3.5353	1.0038
<b>26-35</b>	08 (5.6%)	9 (6.3%)	21 (14.7%)	90 (62.9%)	15 (10.5%)	143 (100%)	3.6643	0.949
<b>36-45</b>	05 (5.7%)	18 (20.7%)	16 (18.4%)	43 (49.4%)	05 (5.7%)	87 (100%)	3.2874	1.0444
<b>46-55</b>	00 (0.0%)	09 (12.3%)	32 (43.8%)	28 (38.4%)	04 (5.5%)	73 (100%)	3.3699	0.7729
<b>56 &amp; above</b>	09 (20.0%)	06 (13.3%)	10 (22.2%)	10 (22.2%)	10 (22.2%)	45 (100%)	3.1333	1.4397
Total	28 (5.4%)	67 (12.9%)	111 (21.4%)	257 (49.6%)	55 (10.60%)	518 (100%)		
<b>(Source: Computed through primary data collected)</b>								

It could be observed from the **Table 5** that the level of satisfaction is highest i.e. 21 (12.4%) for the age group of 25 and below and is lowest i.e. 4 (5.5%) for the age group of 46-56. If we consider the independent age groups, we can observe that the respondents belonging to 25 and below group are satisfied with their primary account with responses i.e. 86 (50.6%). While the respondents who belong to 26-35 age groups, we can see that majority of the respondents are satisfied with their primary account with responses i.e. 90 (62.9%). Similarly, majority of the respondents belong to 36-45 age group are also satisfied with their primary account having responses i.e. 43 (49.4%). The majority of the respondents belonging to 46-55 age group are also satisfied with their primary account with responses i.e. 28 (38.4%) and finally if we consider the respondents of age group of 56 and above years, we can see that out of 45 total respondents, 10 (22.2%) respondents are satisfied with their primary account.

The percentage of highly dissatisfied category is the highest (20.0%) among 56 and above age groups and the lowest (0.0%) among 46-55 years age groups. The percentage of dissatisfied category is highest (14.7%) for 25 and below years age groups and lowest (6.3%) for 26-35 years age groups. Similarly, the percentage of partially satisfied category is highest (43.8%) for 46-55 years age groups and lowest (22.2%) for 56 and above years age groups. On the other hand, the percentage of satisfied respondents is highest (62.9%) for 26-35 years age groups and lowest (22.2%) for 56 and above age groups. Finally, the percentage of highly satisfied respondent is highest (12.4%) for the age group of 25 & below category and lowest (5.5%) for the age group of



46-55 years age groups. So, it is evident that the respondents of age group 26-35 years are more satisfied with their primary account as compared to other age groups and the respondents of age group 56 and above years are dissatisfied with their primary account. So, banks must focus on the target group of respondents who belong to 56 and above years (Senior Citizens) for delivering better services or value added services effectively and efficiently in order to increase the overall level of customer satisfaction. On the other way, banks also try to retain the customers of age group of 26-35 years by continuously enhancing their relationship marketing strategies.

The mean value is highest i.e. 3.6643 for the respondents of age group of 26-35 years followed by 3.8259 for the age group of 25 and below years and it is lowest i.e. 3.133 for the respondents of age groups 56 and above years. So, it justified the above result of frequency distribution.

**Null Hypothesis (H1b): The association between the age of the respondents and their level of satisfaction with their primary account is not statistically significant.**

Here the dependent variable is “overall satisfaction” and independent variable is “age of the respondent” is a nominal variable with more than two options. So, for testing the hypothesis we have used Chi-square test. As the Chi-square value obtained is 77.008 and p-value obtained is 0.000 which is less than 0.05, hence, the **null hypothesis is rejected**. Therefore it could be concluded that the association between the age of the respondent and their overall satisfaction level are statistically significant. So, banks can ignore the various age groups of their customers while delivering the services.

### 3.3 MARITAL STATUS AND OVERALL SATISFACTION LEVEL OF PRIMARY ACCOUNT

Marital status is an important factor to find the level of satisfaction. For the purpose of this study marital status has been studied under two categories viz. Single and married. The study sample consists of 184 single category respondents and 334 married category respondents. The distribution of respondents according to category and overall satisfaction level of primary account is shown in **Table 6**.

**TABLE 6: CROSS TABULATION ANALYSIS OF MARITAL STATUS AND LEVEL OF OVERALL CUSTOMER SATISFACTION**

Marital Status		Highly Dissatisfied	Dissatisfied	Partially Satisfied	Satisfied	Highly Satisfied	Total	Mean	S.D
	Single		12 (6.5%)	24(13%)	36 (19.6%)	93 (50.5)	19(10.3%)	184(100%)	3.4511
Married		16 (4.8%)	43(12.9)	75(22.5%)	164(49.1%)	36(10.8%)	334(100%)	3.482	1.00657
Total		28 (5.4%)	67(12.9%)	111(21.4%)	257(49.6%)	55(10.6%)	518(100%)		

(Source: Computed through primary data collected)

It could be observed from **Table 6** that out of 184 single respondents, 93 (50.5%) are satisfied and 36 (19.6%) are partially satisfied with their primary accounts. Similarly out of 334 married respondents, 164 (49.1%) are satisfied and 75 (22.5%) are partially satisfied with their primary accounts.

It is found that the percentage of highly dissatisfaction level is higher (6.5%) in single respondents and is lower (4.8%) for married respondents. The percentage of dissatisfaction level is higher (13.0%) for single respondents and is lower (12.9%) for married respondents. Similarly, the percentage of partial satisfaction level is higher (22.5%) for married respondents and is lower (19.6%) for single respondents. On the other hand, the percentage level of satisfaction is higher (50.3%) for single respondents and is lower (49.1%) for married respondents. Finally, the percentage level of highly satisfaction level is higher (10.8%) for married respondents and is lower (10.3%) for single respondents.

The mean value is highest for married respondents i.e. 3.4820 and it is lowest i.e. 3.4511 for married respondents.

**Null Hypothesis (H1c): The association between the marital status of the respondent and their overall satisfaction level with their primary account is not statistically significant.**

Here, the dependent variable is “overall satisfaction” which is an ordinal scale and independent variable is “marital status of the respondent” having two options. So, for testing the hypothesis, we have to use one way ANOVA by finding Levene’s test for equality of variance. From the **Table 7** it is evident that Levene’s test for equality of variance (F-value=0.555) is less than 10, hence the **null hypothesis is accepted.**

**TABLE 7: LEVENE'S TEST RESULT OF NULL HYPOTHESIS OF MARITAL STATUS WITH OVERALL SATISFACTION**

		Levene's test for equality of variance		t-test for equality of means						
		F	Sig.	t	df	Sig. (2 tailed)	Mean Diff	Std. error diff	95% confidence interval	
									Lower	Upper
Overall Satisfaction (Primary account)	Equal var. assumed	0.555	0.457	-0.329	516	0.742	-0.03095	0.094	-0.21562	0.15372
	Equal var. not assumed			-0.325	362.56	0.746	-0.03095	0.09528	-0.21833	0.15643

It means the association between “marital status of the respondent” and their overall satisfaction level with their primary account is not statistically significant. So, it is clear that overall satisfaction is independent on the marital status of the respondent.

### 3.4 AREA OF THE RESPONDENT AND OVERALL SATISFACTION LEVEL OF PRIMARY ACCOUNT

The level of satisfaction may be varying according to the area of the respondent. For the purpose of the study, the area is classified under two heads i.e. urban and rural areas. The study sample consists of 387 urban customers and 131 rural customers. The distribution of the respondents according to the area of the respondents and overall satisfaction level of primary account is shown in **Table 8**. It could be observed from the **Table 8** that out of 387 urban respondents, 211 (54.5%) are satisfied and 70 (18.1%) are partially satisfied with their primary accounts. Similarly out of 131 rural respondents, 46 (35.1%) are satisfied and 41 (31.3%) are partially satisfied with their primary accounts.

TABLE 8: CROSS TABULATION ANALYSIS OF AREA OF THE RESPONDENT AND LEVEL OF OVERALL CUSTOMER SATISFACTION

Area		Highly Dissatisfied	Dissatisfied	Partially Satisfied	Satisfied	Highly Satisfied	Total	Mean	S.D
	Urban		26(6.7%)	36(9.3%)	70(18.1%)	211(54.5%)	44(11.4%)	387(100%)	3.5452
Rural		2(1.5)	31(23.7%)	41(31.3%)	46(35.1%)	11(8.4%)	131(100%)	3.2519	0.96352
Total		31(23.7%)	41(31.3%)	46(35.1%)	11(8.4%)	131(100%)	3.2519	0.96352	

It is found that the percentage of highly dissatisfaction level is highest (6.7%) for urban respondents and is lowest (1.5%) for rural respondents. The percentage of dissatisfaction level is highest (23.7%) for rural respondents and is lowest (9.3%) for urban respondents. Similarly, the percentage of partial satisfaction level is highest (31.3%) for rural respondents and is lowest (18.1%) for urban respondents. On the other hand, the percentage level of satisfaction is highest (54.5%) for urban respondents and is lowest (35.1%) for rural respondents. Finally, the percentage level of highly satisfaction level is highest (11.4%) for urban respondents and is lowest (8.9%) for rural respondents. The mean value is highest for urban respondents i.e. 3.5452 and it is lowest i.e. 3.2519 for rural respondents.

**Null Hypothesis (H1d):** The association between the area of the respondent and their overall satisfaction level with their primary account is not statistically significant.

TABLE 9: LEVENE'S TEST RESULT OF NULL HYPOTHESIS OF AREA OF THE RESPONDENT WITH OVERALL SATISFACTION

		Levene's test for equality of variance		t-test for equality of means						
		F	Sig.	t	df	Sig. (2 tailed)	Mean Difference	Std. error difference	95% confidence interval	
									Lower	Upper
Overall Satisfaction level of Primary account	Equal var. assumed	0.017	0.897	2.856	516	0.004	0.29331	0.1027	0.9155	0.49507
	Equal var. not assumed			2.956	238.69	0.003	0.29331	0.09922	0.09785	0.48877

(Source: Computed through primary data collected)

Here, the dependent variable is "overall satisfaction" which is an ordinal scale and independent variable is "area of the respondent" having two options. So, for testing the hypothesis, we have to use one way ANOVA by finding **Levene's test<sup>2</sup>** for equality of variance. From the **Table 9**, it is evident that Levene's test for equality of variance (F-value=0.017) is less than 10, hence the **null hypothesis is accepted**. It means the association between "area of the respondent" and their overall satisfaction level with their primary account is not statistically significant. So, it is clear that overall satisfaction is independent on the area of the respondent.

### 3.5 EDUCATION OF THE RESPONDENT AND OVERALL SATISFACTION LEVEL OF PRIMARY ACCOUNT

Education of the respondents is one of the most important influencing factors of the study. It is acquiring or imparting skills, values and knowledge. Education also means preparing people to develop new ideas and to adjust to the changing environment. For this purpose, the respondents have been classified according to their educational level viz. up to HSC, Graduate, Post Graduate, Professional and others and Doctorate. Out of 518 respondents, 46 are up to HSC, 127 are

Graduates, 198 are Post Graduates, 141 are Professional and others and 6 are Doctorate. The distribution of the respondents according to the education level of the respondents and the overall satisfaction level of primary account is shown in **Table 10**.

**TABLE 10: CROSS TABULATION ANALYSIS OF EDUCATION OF THE RESPONDENT AND LEVEL OF OVERALL CUSTOMER SATISFACTION**

Education of the respondent		Highly Dissatisfied	Dissatisfied	Partially Satisfied	Satisfied	Highly Satisfied	Total	Mean	S.D
	Up to HSC	06(13.0%)	00(0.0%)	23(50.0%)	14(30.4%)	03(6.5%)	46(100%)	3.1739	1.0393
	Graduate	00(0.0%)	24(18.9%)	26(20.5%)	66(52.0%)	11(8.7%)	127(100%)	3.5039	0.8986
	Post Graduate	11(5.6%)	19(9.6%)	40(20.2%)	108(54.5%)	20(10.1%)	198(100%)	3.5404	0.9902
	Professional and Others	11(7.8%)	24(17.0%)	16(11.3%)	69(48.9%)	21(14.9%)	141(100%)	3.461	1.1681
	Doctorate	00(0.0%)	00(0.0%)	06(100%)	00(0.0%)	00(0.0%)	06(100.0%)	3	0
Total	Total	28(5.4%)	67(12.9%)	111(21.4%)	257(49.6%)	55(10.60%)	518(100.00%)		

(Chi-Square value = 80.906, p-value= 0.000) (Source: Computed through primary data collected)

It could be observed from the above table that out of 46 respondents having their qualification up to HSC, 14 (30.4%) are satisfied and 23 (50.0%) are partially satisfied with their primary accounts. Similarly out of 127 Graduate respondents, 66 (52.0%) are satisfied and 26 (20.5%) are partially satisfied with their primary accounts. Out of 198 Post Graduate respondents, 108 (54.5%) are satisfied and 40 (20.2%) are partially satisfied with their primary accounts. Out of 141 Professional and other respondents, 69 (48.9%) are satisfied and 21 (14.9%) are highly satisfied with their primary accounts. Out of 6 doctorate respondents, all the respondents (100.0%) are partially satisfied with their primary account.

It is found that the percentage of highly dissatisfaction level is highest (13.0%) for the respondents having their qualification up to HSC and is lowest (0.0%) for Doctorate respondents. The percentage of dissatisfaction level is highest (18.9%) for Graduate respondents and is lowest (0.0%) for both the respondents having two extreme ends of qualifications i.e. up to HSC and Doctorate. Similarly, the percentage of partial satisfaction level is highest (100.0%) for Doctorate respondents and is lowest (11.3%) for Professional and other respondents. On the other hand, the percentage level of satisfaction is highest (54.5%) for Post Graduate respondents and is lowest (0.0%) for Doctorate respondents. Finally, the percentage level of highly satisfaction level is highest (14.9%) for Professional and other respondents and is lowest (0.0%) for Doctorate respondents

The mean value is highest for Post Graduate respondents i.e. 3.5404 followed by 3.5039 for Graduate respondents. The lowest mean value is 3.0000 for Doctorate respondents.

**Null Hypothesis (H1e): The association between the educational qualification of the respondent and their overall satisfaction level with their primary account is not statistically significant.**

Here, the dependent variable is “overall satisfaction” and independent variable is “education of the respondent” which is a nominal variable with more than two options. So, for testing the hypothesis we have used Chi-square test. As the Chi-square value obtained is 80.906 and p-value obtained is 0.000 which is less than 0.05, the **null hypothesis is rejected**.

It could be concluded that the association between the educational qualification of the respondent and their overall satisfaction level with their primary account are statistically significant. It means, overall customer satisfaction is independent of level of education of the respondents.

### **3.6 OCCUPATION OF THE RESPONDENT AND OVERALL SATISFACTION LEVEL OF PRIMARY ACCOUNT**

Occupation is an important factor for determining the level of satisfaction of customers. For the purpose of the study, occupation has been studied under seven heads viz. Salaried, self employed, professional, business, student, retired and house wife. The sample consists of 247 salaried respondents, 54 self employed respondents, 29 professional respondents, 80 business respondents, 51 student respondents, 36 retired respondents and 21 housewife respondents. The distribution of the responses according to the occupation of the respondent and overall satisfaction level of primary account is shown in **Table 11**.

**TABLE 11: CROSS TABULATION ANALYSIS OF OCCUPATION OF THE RESPONDENT AND LEVEL OF OVERALL CUSTOMER SATISFACTION**

Occupation of the respondent		Highly Dissatisfied	Dissatisfied	Partially Satisfied	Satisfied	Highly Satisfied	Total	Mean	S.D
Occupation of the respondent	Salaried	11(4.5%)	35(14.2%)	44(17.8%)	133(53.8%)	24(9.7%)	247(100.0%)	3.502	0.9994
	Self-employed	00(0.0%)	10(18.5%)	31(57.4%)	08(14.8%)	05(9.7%)	54(100.0%)	3.1481	0.8334
	Professional	00(0.0%)	08(27.6%)	02(6.9%)	19(65.5%)	00(0.0%)	29(100.0%)	3.3793	0.90292
	Business	08(10.0%)	12(15.0%)	07(8.8%)	43(53.8%)	10(12.5%)	80(100.0%)	3.4375	1.189
	Student	07(13.7%)	00(0.0%)	03(5.9%)	32(62.7%)	09(17.6%)	51(100.0%)	3.7059	1.1881
	Retired	00(0.0%)	00(0.0%)	18(50.0%)	15(41.7%)	03(8.3%)	36(100.0%)	3.5833	0.64918
	Housewife	02(9.5%)	02(9.5%)	06(28.6%)	07(33.3%)	04(19.0%)	21(100.0%)	3.4286	1.20712
Total	Total	28(5.4%)	67(12.9%)	111(21.4%)	257(49.6%)	55(10.60%)	518(100.0%)		

**(Chi-Square value =124.989, p-value=0.000) (Source: Computed through primary data collected)**

It could be observed from **Table 11** that out of 247 salaried respondents, 133 (53.8%) are satisfied and 44 (17.8%) are partially satisfied with their primary accounts. Similarly out of 54 self employed respondents, 31 (57.4%) are partially satisfied and 10 (18.5%) are dissatisfied with their primary accounts. Out of 29 professional respondents, 19 (65.5%) are satisfied and 8 (27.6%) are dissatisfied with their primary accounts. Out of 80 business respondents, 43 (53.8%) are satisfied and 12 (15.0%) are dissatisfied with their primary accounts. Out of 51 student respondents, 32 (62.7%) are satisfied and 9 (17.6%) are highly satisfied with their primary account. Similarly, out of 36 retired respondents, 18 (50.5%) are partially satisfied and 15 (41.7%) are satisfied with their primary account. And finally out of 21 housewife respondents 7 (33.3%) are highly satisfied and 6 (28.6%) are partially satisfied with their primary account.

It is found that the percentage of highly dissatisfaction level is highest (13.7%) for the respondents who are students and is lowest (0.0%) for Self-employed, Professional and retired respondents. The percentage of dissatisfaction level is highest (27.8%) for Professional respondents and is lowest (0.0%) for both the respondents who are either students or retired. Similarly, the percentage of partial satisfaction level is highest (50.0%) for retired respondents and is lowest (5.9%) for student respondents. On the other hand, the percentage level of satisfaction is highest (65.5%) for professional respondents and is lowest (14.8%) for Self-

employed respondents. Finally, the percentage level of highly satisfaction level is highest (19.0%) for the respondents who are housewives and is lowest (0.0%) for Professional respondents.

The mean value is highest for student respondents i.e. 3.7059 followed by 3.5833 for retired respondents. The lowest mean value is 3.1481 for self employed respondents.

**Null Hypothesis (H1f): The association between the occupation of the respondent and their overall satisfaction level with their primary account is not statistically significant.**

The mean value is highest for student respondents i.e. 3.7059 followed by 3.5833 for retired respondents. The lowest mean value is 3.1481 for self employed respondents. Here, the dependent variable is “overall satisfaction” and independent variable “occupation of the respondent” is a nominal variable with more than two options. So, for testing the hypothesis we have used Chi-square test with contingency coefficient<sup>3</sup>.As the Chi-square value obtained is 124.989 and p-value obtained is 0.000 which is less than 0.05, **the null hypothesis is rejected.**

It could be concluded that the association between the occupation of the respondent and their overall satisfaction level with their primary account are statistically significant. It means, the overall customer satisfaction is dependent of occupation of the respondent.

### 3.7 MONTHLY INCOME OF THE RESPONDENT AND OVERALL SATISFACTION LEVEL OF PRIMARY ACCOUNT

Customers make the choice of the banks based on their incomes for avoiding the minimum balance of high amount which has to be maintained in their accounts. Hence the researcher has given utmost importance to the monthly earning of the respondents. For the purpose of the study, income has been studied under four heads viz. less than Rs 10,000/-, Rs 10,001/-Rs 20,000/-, Rs 20,001/-Rs 30,000/- and above Rs 30,000/-. The sample consists of 142 respondents from below Rs 10,000/- category, 192 respondents from Rs 10,001/- to Rs 20,000/- category, 92 respondents from Rs 20,001/- to Rs 30,000/- category and 92 respondents from more than Rs 30, 000/- categories. The distribution of the respondents according to the monthly income and overall satisfaction level of primary account is shown in **Table 12**.

**TABLE 12: CROSS TABULATION ANALYSIS OF INCOME OF THE RESPONDENTS AND LEVEL OF OVERALL CUSTOMER SATISFACTION**

Income of the respondent		Highly Dissatisfied	Dissatisfied	Partially Satisfied	Satisfied	Highly Satisfied	Total	Mean	S.D
	Less than 10,000	14 (9.9%)	03 (2.1%)	45 (31.7%)	62 (43.7%)	18 (12.7%)	142 (100.0%)	3.4718	1.0698
Rs 10,001-Rs 20,000	01 (0.5%)	42 (21.9%)	36 (18.8%)	94 (49.0%)	19 (19.9%)	192 (100.0%)	3.4583	0.959	
Rs 20,001-Rs 30,000	06 (6.5%)	07 (7.6%)	14 (15.2%)	58 (63.0%)	07 (7.6%)	92 (100.0%)	3.5761	0.9748	
More than Rs 30,000	07 (7.6%)	15 (16.3%)	16 (17.4%)	43 (46.7%)	11 (12.0%)	92 (100%)	3.3913	1.1286	
Total		28(5.4%)	67(12.9%)	111(21.4%)	257(49.6%)	55 (10.60%)	518(100%)		

**(Chi-Square value =58.377, p-value= 0.000) (Source: Computed through primary data collected)**

It could be observed from Table 12 that out of 142 less than Rs.10,000/- income groups, 62 (43.7%) are satisfied and 45 (31.7%) are highly satisfied with their primary accounts. Similarly out of 192 respondents of Rs 10,001/- to Rs 20,000/- income groups, 94 (49.0%) are satisfied and 86

(18.8%) are partially satisfied with their primary accounts. Out of 92 respondents of Rs 20,001/- to Rs 30,000/- income group, 58 (63.0%) are satisfied and 14 (15.2%) are partially satisfied with their primary accounts. Out of 92 respondents of more than Rs 30,000/- income group, 43 (46.7%) are satisfied and 16 (17.4%) are partially satisfied with their primary accounts.

It is found that the percentage of highly dissatisfaction level is highest (9.9%) for the respondents having income group of less than Rs.10,000/- and is lowest (0.5%) for the respondents having income group of Rs.10,001/-to Rs.20,000/. The percentage of dissatisfaction level is highest (21.9%) for the respondents of income group of Rs.10, 001/- to Rs. 20,000/- and is lowest (2.1%) for the respondents of income group of Less than Rs.10,000/-. Similarly, the percentage of partial satisfaction level is highest (31.7%) for the respondents of income group of less than Rs 10000/- and is lowest (15.2%) for respondents of income group of Rs.20, 001/- to Rs.30, 000/-. On the other hand, the percentage level of satisfaction is highest (63.0%) for respondents of income group of Rs 20,001/- to Rs 30,000/- and is lowest (43.7%) for respondents if income group of less than Rs.10,000/-. Finally, the percentage level of highly satisfaction level is highest (12.7%) for the respondents having income group of Less than Rs.10,000/- and is lowest (7.6%) for respondents having income group of Rs.20,001/- to Rs.30,000/-.

The mean value is highest for respondents of income group Rs 20001/- to 30,000/- i.e. 3.5761 followed by 3.4718 for the respondents of income group of less than Rs.10, 000/- . The lowest mean value is 3.3913 for income group of more than Rs 30000/- respondents.

**Null Hypothesis (H1g): The association between the income of the respondent and their overall satisfaction level with their primary account is not statistically significant.**

Here, the dependent variable is “overall satisfaction” and independent variable “monthly income of the respondent” is a nominal variable with more than two options. So, for testing the hypothesis we have used Chi-square test. As the Chi-square value obtained is 58.377 and p-value obtained is 0.000 which is less than 0.05, the **null hypothesis is rejected**. It could be concluded that the association between the monthly income of the respondent and their overall satisfaction level with their primary account are statistically significant.

### **3.8 NATURE OF PRIMARY ACCOUNT OF THE CUSTOMERS AND OVERALL SATISFACTION LEVEL OF PRIMARY ACCOUNT**

Though customers have a number of accounts but they prefer to transact with a specific account only. This type of account is referred as primary account in our study. For the purpose of the study, the nature of the primary account of the customers has been studied under two heads only viz. Public sector banks and Private sector banks. The sample consists of 229 respondents having their primary account in public sector banks and 289 respondents having their primary account in private sector banks. The distribution of the respondents according to the nature of primary account and overall satisfaction level of primary account is shown in **Table 13**

**TABLE 13: CROSS TABULATION ANALYSIS OF NATURE OF PRIMARY ACCOUNT AND LEVEL OF OVERALL CUSTOMER SATISFACTION**

Type of Bank		Highly Dissatisfied	Dissatisfied	Partially Satisfied	Satisfied	Highly Satisfied	Total	Mean	S.D
	Public	10(4.40%)	25(10.9%)	49(21.4%)	121(52.8%)	24(10.5%)	229(100%)	3.5415	0.97075
Private	18(6.2%)	42(14.50%)	62(21.50%)	136(47.10%)	31(10.70%)	289100.00%	3.4152	1.06094	

Total		28(5.40%)	67(12.90%)	111(21.40%)	257(49.60%)	55(10.60%)	518(100.00%)	28(5.40%)	67(12.90%)
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(Source: Computed through primary data collected)

It could be observed from **Table 13** that out of 229 respondents who have their primary bank accounts in public sector banks, 121 (52.8%) are satisfied and 49 (21.4%) are partially satisfied with their primary accounts. Similarly out of 289 respondents who have their primary bank account in private sector banks, 136 (47.1%) are satisfied and 62 (21.5%) are highly satisfied with their primary accounts.

It is found that the percentage of highly dissatisfaction level is highest (6.2%) for the respondents having their primary account in private bank and is lowest (4.40%) for the respondents having their primary account in public sector banks. The percentage of dissatisfaction level is highest (14.5%) for the respondents having their primary account in private sector bank and is lowest (10.9%) for the respondents having their primary account in public sector bank. Similarly, the percentage of partial satisfaction level is highest (21.5%) for the respondents having their primary account in private sector bank and is lowest (21.4%) for respondents having their primary account in public sector bank. On the other hand, the percentage level of satisfaction is highest (52.8%) for respondents having their primary account in public sector bank and is lowest (47.1%) for respondents having their primary account in private sector bank. Finally, the percentage level of highly satisfaction level is highest (10.7%) for the respondents having their primary account in private sector bank and is lowest (10.5%) for respondents having their primary account in public sector bank.

The mean value is highest for respondents having their primary account in public sector banks i.e. 3.5415 and the lowest mean value is 3.4512 for respondents who have their primary account in private banks.

**Null Hypothesis (H2): The association between the kind of bank of the customer and their overall satisfaction level with their primary account is not statistically significant.**

Here, the dependent variable is “overall satisfaction” and independent variable “kind of bank of the respondent” is a nominal variable. As the Chi-square value obtained is 2.978 and p-value obtained is 0.561 which is more than 0.05, the **null hypothesis is accepted**. It could be concluded that the association between the kind of account of the respondents and their overall satisfaction level with their primary account are not statistically significant.

**Null Hypothesis (H3): The association between the nature of primary account of the customer and their overall satisfaction level with their primary account is not statistically significant.**

Here, the dependent variable is “overall satisfaction” which is an ordinal scale and independent variable is “nature of primary account of the respondent” having two options (i.e. public sector banks and private sector banks). So, for testing the hypothesis, we have to use one way ANOVA by finding Levene’s test for equality of variance. From the **Table 14**, it is evident that Levene’s test for equality of variance (F-value=3.958) is less than 10, hence the **null hypothesis is accepted**.



It means the association between “nature of primary account of the respondent” and their overall satisfaction level with their primary account is not statistically significant. So, it is clear that overall satisfaction is not dependent on the nature of primary account of the respondent.

**TABLE 14: LEVENE'S TEST RESULT OF NULL HYPOTHESIS OF NATURE OF PRIMAR ACCOUNT WITH OVERALL SATISFACTION**

		Levene's test for equality of variance		t-test for equality of means						
		F	Sig.	t	df	Sig. (2 tailed)	Mean Difference	Std. error difference	95% confidence interval	
									Lower	Upper
Overall Satisfaction level of Primary account	Equal variances assumed	3.958	0.047	1.396	516	0.163	0.12626	0.0904	-0.05138	0.3039
	Equal variances not assumed			1.411	505.409	0.159	0.12626	0.0895	-0.04957	0.302

(Source: Computed through primary data collected)

### 3.9 NUMBER OF YEARS WITH THE BANKS OF CUSTOMERS ASSOCIATION FOR TRANSACTIONS AND OVERALL SATISFACTION LEVEL OF PRIMARY ACCOUNT

The overall customer satisfaction may depend upon the number of years of associating customers for transactions. For the purpose of the study, the number of years of opening the bank account with different banks has been studied under four heads only viz. less than 1 year, 1-3 year, 3-5 year and more than 5 year. The sample consists of 46 respondents having their account in less than 1 year, 211 respondents having their account between 1 to 3 years, 101 respondents having their account between 3 to 5 years and 160 respondents having their account more than 5 years. The distribution of the respondents according to the number of years with the banks of customer association for transactions and overall satisfaction level of primary account is shown in **Table 15**.

It could be observed from **Table 15** that out of 46 respondents who have their bank accounts within 1 year, 31 (67.4%) are satisfied and 10 (21.7%) are highly satisfied with their primary accounts. Similarly out of 211 respondents who have their bank account with in 1 to 3 years, 103 (48.8%) are satisfied and 55 (26.1%) are partially satisfied with their primary accounts. Out of 101 respondents who have their bank account with 3 to 5 years, 52 (51.5%) are satisfied and 21 (20.8%) are partially satisfied with their primary account. Finally, out of 160 respondents who have their bank account more than 5 years, 71 (44.1%) are satisfied and 34 (21.3%) are dissatisfied with their primary account.

**TABLE 15: CROSS TABULATION ANALYSIS OF NUMBER OF YEARS WITH THE BANK AND LEVEL OF OVERALL CUSTOMER SATISFACTION**

Number of years with the bank		Highly Dissatisfied	Dissatisfied	Partially Satisfied	Satisfied	Highly Satisfied	Total	Mean	S.D
	≤1 year	10(21.7%)	02(4.3%)	02(4.3%)	31(67.4%)	01(2.2%)	46(100.0%)	3.2391	1.2855
1-3 year	4(1.9%)	25(11.8%)	55(26.1%)	103(48.8%)	24(11.4%)	211(100.0%)	3.5592	0.9102	
3-5 year	10(9.9%)	06(5.9%)	21(20.8%)	52(51.5%)	12(11.9%)	101(100.0%)	3.495	1.1011	
≥5 year	04(2.5%)	34(21.3%)	33(20.6%)	71(44.4%)	18(11.3%)	160(100.0%)	3.4062	1.0236	
Total	28(5.4%)	67(12.9%)	111(21.4%)	257(49.6%)	55(10.60%)	518(100.00%)			

(Source: Computed through primary data collected)

It is found that the percentage of highly dissatisfaction level is highest (21.7%) for the respondents having their account in less than one year and is lowest (1.9%) for the respondents having their account in 1 to 3 years. The percentage of dissatisfaction level is highest (21.3%) for the respondents having their account in more than five years and is lowest (4.3%) for the respondents having their account in less than one year. Similarly, the percentage of partial satisfaction level is highest (26.1%) for the respondents having their account in 1 to 3 years and is lowest (4.3%) for respondents having their account in less than one year. On the other hand, the percentage level of satisfaction is highest (67.4%) for respondents having their account in less than one year and is lowest (44.4%) for respondents having their account more than five years. Finally, the percentage level of highly satisfaction level is highest (11.9%) for the respondents having their account in 3 to 5 years and is lowest (2.2%) for respondents having their account in less than one year.

The mean value is highest for respondents having their account in 1-3 years i.e. 3.5592 and the lowest mean value is 3.2391 for respondents who have their account in less than one year.

**Null Hypothesis (H4): The association between the number of years with the banks of associating customers for transactions and their overall satisfaction level with their primary account is not statistically significant.**

Here, the dependent variable is “overall satisfaction” and independent variable “number of years with the banks association with customers” is a nominal variable with more than two options. So, for testing the hypothesis we have used Chi-square test. As the Chi-square value obtained is 64.752 and p-value obtained is 0.000 which is less than 0.05, the **null hypothesis is rejected**.

It could be concluded that the association between the number of years with the banks of associating customers for transactions and their overall satisfaction level with their primary account are statistically significant.

This means that overall satisfaction adopted by both the banks are dependent of the number of years of opening the bank account by the customers in various banks.

### **3.10 NAME OF THE BANK AND OVERALL SATISFACTION LEVEL OF PRIMARY ACCOUNT**

Indian Banking system has played a crucial role in the socio-economic development of the country [2]. Both the public sector and private sector banks follow different strategies to attract customers. The overall customer satisfaction may depend upon the type of bank or name of the bank. For the purpose of the study, the researcher has taken into account five public sector banks viz. State Bank of India, Punjab National Bank, Syndicate Bank, Andhra Bank and Bank of India. Similar five private sector banks have been taken for study viz. ICICI bank, HDFC Bank, Axis Bank, YES bank and ING VYASYA bank. The sample consists of 115 respondents from State Bank of India, 66 respondents from Punjab National Bank, 68 respondents from Syndicate Bank, 41 respondents from Andhra Bank, 48 respondents from Bank of India, 30 respondents from ICICI bank, 37 respondents from HDFC bank, 26 respondents from Axis Bank, 46 respondents from YES bank and 41 respondents from ING VYASY bank. The distribution of the respondents according to the name of the bank and overall satisfaction level of primary account is shown in **Table 16**.

It could be observed from **Table 16** that out of 115 respondents of State Bank of India, 69 (60.0%) are satisfied and 26 (22.6%) are partially satisfied with their primary accounts. Similarly out of 66 respondents of Punjab National Bank, 35 (53.0%) are satisfied and 12 (18.2%) are partially satisfied with their primary accounts. Out of 68 respondents of Syndicate Bank, 36 (52.9%) are satisfied and 9 (13.2%) are both highly satisfied and dissatisfied with their primary account. Out of 41 respondents of Andhra Bank, 21 (51.20%) are satisfied and 8 (19.5%) are partially satisfied with their primary account. Out of 48 respondents of Bank of India, 28 (58.3%) are satisfied and 8(16.7%) are highly satisfied with their primary accounts. Similarly out of 30 respondents of ICICI Bank, 11 (36.7%) are satisfied and 7 (23.3%) are both partially satisfied and dissatisfied with their primary accounts. Out of 37 respondents of HDFC Bank, 11 (29.7%) are both satisfied and partially satisfied,7 (18.9%) are highly satisfied with their primary account. Out of 26 respondents of Axis Bank, 11 (42.3%) are satisfied and 5 (19.2%) are both highly satisfied along with dissatisfied with their primary account. Out of 46 respondents of YES Bank, 19 (41.3%) are partially satisfied and 16 (34.8%) are satisfied with their primary account. Out of 41 respondents of ING VYSYA Bank, 19 (46.30%) are satisfied and 12 (29.2%) are partially satisfied with their primary account.

**TABLE 16: CROSS TABULATION ANALYSIS OF NAME OF THE BANK WITH THE BANK AND LEVEL OF OVERALL CUSTOMER SATISFACTION**

Name of the Bank	Highly Dissatisfied	Dissatisfied	Partially Satisfied	Satisfied	Highly Satisfied	Total	Mean	S.D
SBI	04(3.50%)	11(9.60%)	26(22.60%)	69(60.00%)	05(4.30%)	115(100.00%)	3.5217	0.86194
PNB	02(3.00%)	10(15.20%)	12(18.20%)	35(53.00%)	07(10.60%)	66(100.00%)	3.5303	0.98011
Syndicate Bank	06(8.80%)	09(13.20%)	08(11.80%)	36(52.90%)	09(13.20%)	68(100.00%)	3.4853	1.15245
Andhra Bank	03(7.30%)	04(9.80%)	08(19.50%)	21(51.20%)	05(12.20%)	41(100.00%)	3.5122	1.07522
Bank of India	03(6.30%)	04(8.30%)	05(10.40%)	28(58.30%)	08(16.70%)	48(100.00%)	3.7083	1.051
ICICI Bank	03(10.00%)	07(23.30%)	07(23.30%)	11(36.70%)	02(6.70%)	30(100.00%)	3.0667	1.14162
HDFC Bank	02(5.40%)	06(16.20%)	11(29.70%)	11(29.70%)	07(18.90%)	37(100.00%)	3.4615	1.24035
Axis Bank	02(7.70%)	05(19.20%)	03(11.50%)	11(42.30%)	05(19.20%)	26(100.00%)	3.3696	0.85267
YES Bank	00(0.00%)	07(15.20%)	19(41.30%)	16(34.80%)	04(8.70%)	46(100.00%)	3.3659	1.01873
ING Vysya	03(7.30%)	04(9.80%)	12(29.30%)	19(46.30%)	03(7.30%)	41(100.00%)	3.3522	1.10018
Total	28(5.40%)	67(12.90%)	111(21.40%)	257(49.60%)	55(10.60%)	518(100.00%)		

**(Chi-Square value = 53.819, p-value= 0.028)**

**(Source: Computed through primary data collected)**

It is found that the percentage of highly dissatisfaction level is highest (10.0%) for the respondents of ICICI Bank and is lowest (0.0%) for the respondents of YES Bank. The percentage of dissatisfaction level is highest (23.3%) for the respondents of ICICI Bank and is lowest (8.30%) for the respondents of Bank of India. Similarly, the percentage of partial satisfaction level is highest (41.30%) for the respondents of YES Bank and is lowest (11.50%) for respondents of Axis Bank. On the other hand, the percentage level of satisfaction is highest (60.0%) for respondents of State Bank of India and is lowest (34.8%) for respondents of YES Bank. Finally, the percentage level of highly satisfaction level is highest (19.2%) for the respondents of Axis Bank and is lowest (4.3%) for respondents of State Bank of India.

The mean value is highest for respondents of Bank of India i.e. 13.7083 and the lowest mean value is 3.0667 for respondents of ICICI Bank.

**Null Hypothesis (H5):** The association between the name of the Bank and the overall satisfaction level of the respondents with their primary account is not statistically significant.

Here, the dependent variable is “overall satisfaction” and independent variable “name of the Bank” is a nominal variable with more than two options. So, for testing the hypothesis we have used Chi-square test. As the Chi-square value obtained is 53.819 and p-value obtained is 0.028 which is less than 0.05, the **null hypothesis is rejected**.

It could be concluded that the name of the bank and the overall satisfaction level of the customers with their primary account is statistically significant. This means that overall satisfaction level of the customers of both the banks is dependent of the name of the bank.

## CONCLUSION

Banks, in the days to come, have to provide their broad-based service package in the midst of stiff competition. To ensure their competitive advantage in future, they have to fight with rivals in terms of quality of their service. The challenges that lie before the bankers are four fold. First, they need to satisfy customer needs that are complex and difficult to manage. Second, they need to face up to increased competition from within the sector and from new entrants coming into the financial sector market. Third, they need to address the demands based in supply chain. Finally, they must continually invent new products and services to attract and retain customers.

Our analytical study made an attempt to analyze the impact of demographic variables and service attributes upon overall customer satisfaction of customers of two major banking sectors of NCR, i.e. public and private sector banks. Our results revealed that the impact of the variables and attributes is high which is consistent with the previous study carried out by a few other researchers. This indeed has implications for all the commercial banks in India. The comparative analysis of the service attributes among two major segments has revealed that private banks have dominated public sector banks in terms of delivering qualitative customer service. Although public sector banks played a vital role in reaching every segment of the society in the past, the performance in the current scenario is not encouraging. So, efforts should be made to ensure that public sector banks compete effectively with private banks by delivering qualitative customer service in the days ahead so as to move in tandem with the current transformations in the global banking system. Thus it is in imperative part on the policy makers and strategist to think the way of delivering qualitative service though bridging the service gap that may be realized between the bankers and customers through proper relationship marketing strategies.

### Notes:

1. **Descriptive statistics** is any of numerous calculations which attempt to provide a concise summary of the information content of data (for example, measures of central tendency, measures of dispersion, etc.). **Inferential statistics** is the science of drawing valid inferences about a population based on a sample.
2. In Statistics, **Levene's test** is an inferential statistic used to assess the equality of variances in different samples. Some common statistical procedures assume that variances of the populations from which different samples are drawn are equal.

Levene's test assesses this assumption. It tests the null hypothesis that the population variances are equal. If the resulting p-value of Levene's test is less than some critical value (typically 0.05), the obtained differences in sample variances are unlikely to have occurred based on random sampling. Thus, the null hypothesis of equal variances is rejected and it is concluded that there is a difference between the variances in the population.

3. The **coefficient of contingency** is a Chi-square -based measure of the relation between two categorical variables (proposed by Pearson, the originator of the Chi-square test).

It is computed by the following formula: 
$$CC = \sqrt{\frac{x^2}{x^2 + N}}$$

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