

Customer Satisfaction Towards SBI and HDFC Bank with Special Reference to Coimbatore City - A Comparative Study

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ABSTRACT-The present study was undertaken to know the satisfaction of the customers towards state Bank of India (SBI) and (HDFC) Bank. The main problem of the customers is they are not well aware of the services provided by their banks. The study also focuses on the customer perception that how the banking services can be improved. In this study, both primary sources of data, as well as secondary sources of data, have been used. In the course of doing this project, came to know that the banks are highly preferred by the customers but their satisfaction and preferences are different up to some extent towards the service of these banks.

Keywords: Customer Satisfaction, SBI, HDFC.

INTRODUCTION

Banking sector is the backbone of any financial system and economy. Commercial banks play an important role in the development of underdeveloped and developing economies by mobilization of resources and their better allocation. The Indian Banking System is regulated by the Central Bank of the country i.e., Reserve Bank of India (RBI), which was nationalized in 1949. The RBI is the primary regulator for the banking sectors and the central government exercises direct and indirect control over banks through RBI to protect the depositors and to stabilize the banking system. Extensive powers have been conferred on RBI under the RBI Act, 1934 and the Banking Regulations Act, 1949. This report provides a comparison of two different banks both public sector (SBI) and Private Sector (HDFC) which will give insights about the facilities and the contrast of the services offered and to raise the awareness about bank's numerous services.

OBJECTIVES

- To study the opinion and awareness of financial

services offered by SBI and HDFC bank.

- To ascertain the level of satisfaction of customers in utilizing the services offered by SBI and HDFC bank.
- To study the problems faced by the customers in utilizing the financial services of the bank.

RESEARCH METHODOLOGY

The study requires the data to be collected from two different sources i.e. the primary source and the secondary source.

RESEARCH DESIGN: DESCRIPTIVE STUDY

SAMPLE DESIGN

Sampling Unit: The sampling unit is customers who is having account in SBI and HDFC Banks.

Sample Size: The samples have been collected by making use of questionnaire method from 150 respondents of each 75 respondents from SBI and HDFC customers.

TOOLS USED:

Simple percentage method
Ranking Analysis

LIMITATIONS OF THE STUDY

- The study is limited to a particular area.
- Only selected Banks have been considered for the study.
- The number of respondents from whom the information has been collected is very less.
- Since the study is based on the monitoring transaction of the customers, most of them will be reluctant to provide such confidential information.

- The results are approximated, as no accurate data is available.

REVIEW OF LITERATURE

Jayraj Javheri, Ravindra Gawali (2022) ¹ Banks play a very important role in any Financial System. It is the backbone of the Indian Financial System. The Rising NPA's of the Banks in India for the last 5 years has really posed a threat to the Indian financial system. Recently Standard & Poor Global Rating agency has expected the NPA's of Indian banks to remain elevated at 11.5%. NPA helps to measure the Performance of any bank. It is quite evident that the Recent Covid Pandemic has badly hit not only India but the entire world to a greater extent. The Public and Private sector banks in India both have been adversely affected by the Rising NPA. Through this research, it has been observed that Public sector banks are more adversely affected than Private sector banks. My Study Focus on the Trend & Differences in the Non-Performing Assets of the Selected Indian Public and Private Sector Banks.

Reetika Verma (2021) ² The banking sector in any economy plays a significant role in its growth and development. This paper is based on financial performance analysis of two leading banks of India. This paper aims to evaluate financial performance of HDFC and SBI bank on the basis of accounting ratios and also to study the functioning of the Indian banking system [6]. In this paper different ratios of both the banks are compared. Capital adequacy ratio, debt equity ratio, leverage ratios, profit and

loss account ratios, net interest margin ratio, return on equity and other ratios.

Ripon Bepari, Subhas Chandra Sarkar (2020) ³ The paper attempts to analyse profitability performance of selected public and private sector banks in India. It determines the impact of the banks' internal factors on profitability (ie net profit). The study identifies the main internal factors affecting the profitability. There is a negative effect of net NPAs on profitability of public sector banks. The analysis indicates that there is a significant impact of net NPAs on profitability of public sector banks. On the other hand, there is a positive impact of net NPAs on profitability of private sector banks and the impact is insignificant.

Manisha raj & Shruti Bansal (2019) ⁴ The paper reported that Banks are not based on brick and mortar structure due to development of technologies. The way of satisfaction and increasing the number of customers has been changed through the various banking channel. This research tries to identify several issues or satisfaction through services is offering by bank. SERVQUAL Dimensions plays a crucial role to ensure customer satisfaction in banking industry.

DATA ANALYSIS AND INTERPRETATION

This part of the study focuses on the examination of financial services which are provided by the SBI and HDFC Bank and the survey has been conducted in the branches of Coimbatore city.

GENDER OF THE RESPONDENTS OF SBI &HDFC BANK

GENDER	NO. OF RESPONDENTS		%	
	SBI	HDFC	SBI	HDFC
MALE	32	49	43	65
FEMALE	43	26	57	35
TOTAL	75	75	100	100

INTERPRETATION:

According to this survey, when compare the gender of the users of SBI and HDFC bank customers, in SBI 57% customers are female but in HDFC bank 65% customers are male.

AGE OF THE RESPONDENTS

AGE	NO. OF RESPONDENTS		%	
	SBI	HDFC	SBI	HDFC
BELOW20	19	11	14	25
21-30	22	17	23	28
31-40	17	30	40	24
41-50	8	12	16	11

ABOVE50	9	5	7	12
TOTAL	75	75	100	100

INTERPRETATION:

According to this survey, when compare the age group of SBI and HDFC bank, in SBI bank majority 28% of the customers are between the age of 21-30 and in HDFC bank majority 40% of the customers are between the age of 31-40 years.

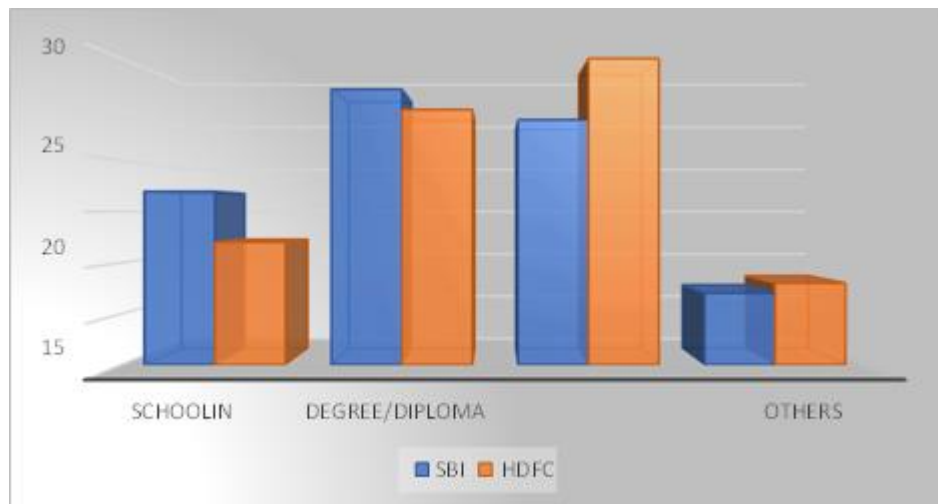
MARITAL STATUS OF THE CUSTOMERS

MARITALSTATUS	NO OF RESPONDENTS			
	SBI	PERCENTAGE	HDFC	PERCENTAGE
MARRIED	40	53%	39	52%
UNMARRIED	35	47%	36	48%
TOTAL	75	100%	75	100%

INTERPRETATION:

According to this survey, when compare to the marital status of SBI and HDFC bank customers, in SBI bank the majority 53% of the customers are married but in HDFC bank the majority 52% of the customers are married.

EDUCATIONAL QUALIFICATION OF THE CUSTOMERS



INTERPRETATION:

According to this survey, when compare to the educational qualification of SBI and HDFC bank customers, in SBI bank the majority 36% of the customers are degree/diploma holders but in HDFC bank the more 40% of the customers are professionals.

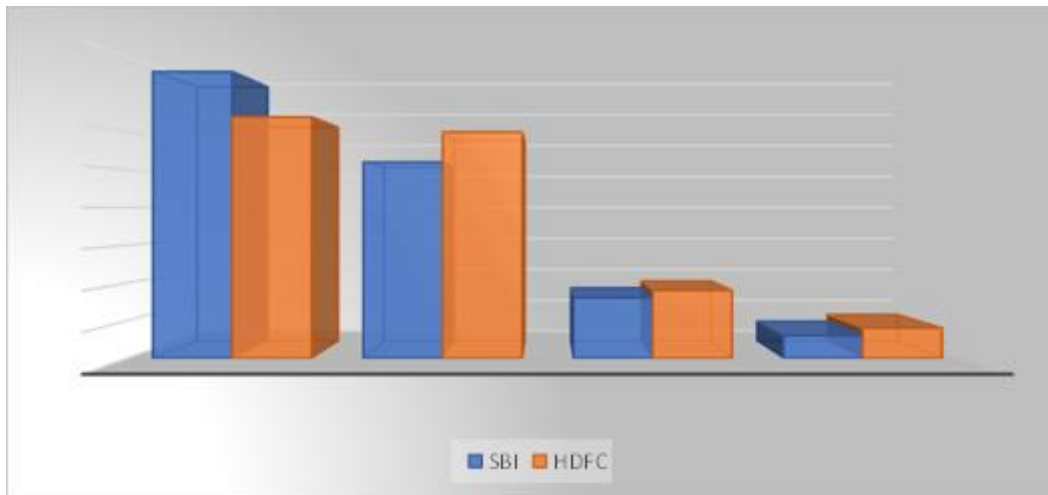
OCCUPATIONAL STATUS

OCCUPATION	NO OF RESPONDENTS		%	
	SBI	HDFC	SBI	HDFC
STUDENT	20	13	27	17
BUSINESS	21	28	28	37
HOUSE WIFE	12	9	16	12
EMPLOYEE	18	20	24	27
OTHERS	4	5	5	7
TOTAL	75	100%	75	100%

INTERPRETATION:

According to this survey, when compare to the occupational status of SBI and HDFC bank customers, in SBI bank the majority 28% of the customers are doing business but in HDFC bank the majority 37% of the customers are doing business.

INCOME LEVEL



INTERPRETATION:

According to this survey, when compare to the income level of the customers of SBI and HDFC bank, in SBI bank the more 50% of the customers income are below 20,000 but in HDFC bank the majority 43% of the customers income are below 20,000.

FAMILY STRUCTURE

FAMILY STRUCTURE	NO. OF RESPONDENTS		%	
	SBI	HDFC	SBI	HDFC
INDIVIDUAL	10	11	13	15
JOINT FAMILY	29	22	39	29
NUCLEAR FAMILY	36	42	48	56
TOTAL	75	75	100	100

INTEEPRETATION:

According to this survey, when compare to the family structure of the customers of SBI and HDFC bank, in SBI bank the majority 48% of the customers are from nuclear family but in HDFC bank the majority 56% of the customers are from nuclear family.

FAMILY MEMBERS HAVING BANK A/C

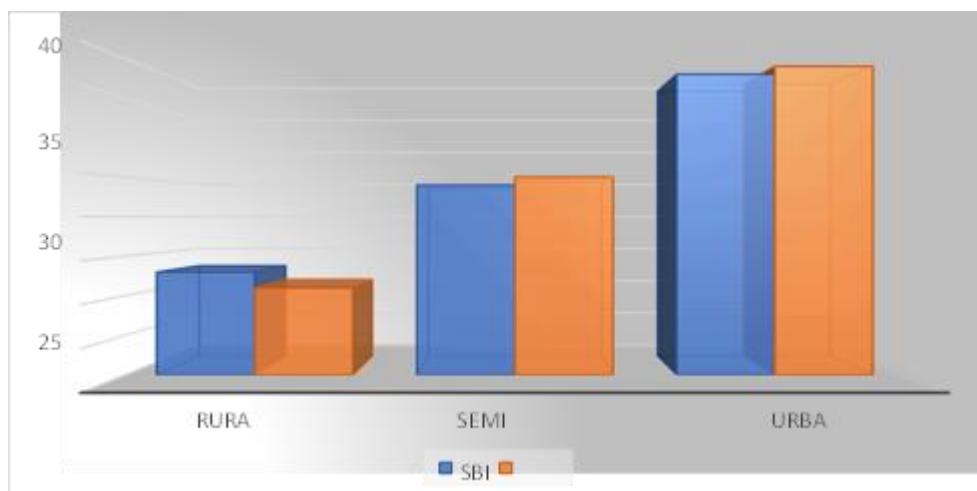
FAMILY MEMBERS	NO. OF RESPONDENTS		%	
	SBI	HDFC	SBI	HDFC
UPTO 2	12	18	16	24
3-4	19	23	25	31
5-6	26	13	35	17
ABOVE 6	18	21	24	28
TOTAL	75	75	100	100

INTERPRETATION:

According to this survey, when compare to the SBI and HDFC bank customers, in SBI bank the majority 35%

of the customers operate 5-6 bank account for their family members but in HDFC bank the majority 31% of the customers operate 3-4 bank account for their family members.

RESIDENTIAL AREA OF THE RESPONDENTS



INTERPRETATION:

According to this survey, when compare to the residential status of SBI and HDFC bank customers, in SBI bank the more 51% of the customers are from urban areas but in HDFC bank the more 52% of the customers are urban areas.

ACCOUNT FACILITIES PROVIDED BY THE BANK

TYPES OF A/C	NO. OF RESPONDENTS		%	
	SBI	HDFC	SBI	HDFC
SALARY A/C	10	8	13%	11%
SAVING A/C	23	26	31%	35%
CURRENT A/C	30	28	40%	37%
LOAN A/C	12	13	16%	17%
TOTAL	75	75	100%	100%

INTERPRETATION:

According to this survey, when compare to the type of A/C operating with SBI and HDFC bank by the customers, in SBI bank the majority 40% of the customers are operating with Current A/C but in HDFC bank the more 37% of the customers are Current A/C holders.

DIFFICULTIES FACED BY THE CUSTOMERS

SERVICES	NO. OF RESPONDENTS		%	
	SBI	HDFC	SBI	HDFC
TIMELINESS	17	13	23%	17%
CUSTOMER RELATIONSHIP	23	19	31%	25%
NET BANKING	16	12	21%	16%
INTEREST PACKAGE	13	23	17%	31%
ALL THE ABOVE	6	8	8%	11%
TOTAL	75	75	100%	100%

INTERPRETATION:

According to this survey, when compare to the difficulties faced by the customers of SBI and HDFC bank, in SBI bank the majority 31% of the customers said customer relationship but in HDFC bank the majority 31% of the

customers said interest package.

IMPORTANT REASON CHOOSING THE BANK

FACILITIES	NO. OF RESPONDENTS		%	
	SBI	HDFC	SBI	HDFC
BRAND NAME OF THE BANK	27	35	36%	47%
EXCELLENCE SERVICE OFFERED BY THE BANK	35	32	47%	43%
TRADITIONAL BANK A/C OF THE SAMEBANK	10	3	13%	4%
OTHERS	3	5	4%	6%
TOTAL	75	75	100%	100%

INTERPRETATION:

According to this survey, when compare to the most important reason to prefer SBI and HDFC bank by customers, in SBI bank the majority 47% of the customers said excellence service of the bank but in HDFC bank the majority 52% of the customers saidbrand name of the bank.

TIME PERIOD OF CUSTOMERS DEALING WITH SBI AND HDFC BANK

FACILITIES	NO. OF RESPONDENTS		%	
	SBI	HDFC	SBI	HDFC
LESS THAN 1 YEAR	15	29	20%	39%
1 TO 2 YEARS	17	25	23%	33%
3 TO 5 YEARS	21	14	28%	19%
MORE THAN 5 YEARS	22	7	29%	9%
TOTAL	75	75	100%	100%

INTERPRETATION:

According to this survey, when compare to the years that the customers areoperating with SBI & HDFC bank, the majority 29% of the customers are operating an A/C with SBI bank more than 5 years but the majority 39% of the customers are operating an A/C with HDFC bank less than 1 year.

COMPARITIVE STUDY OF FACILITIES PROVIDED BY SBI & HDFC BANK

FACILITIES	RANKING OF SBI BANK	RANKING OF HDFCBANK
LOAN	3	3
EARLY CHEQUE CLEARANCE	5	5
NET BANKING	2	1
INTEREST PACKAGE	1	2
PREPARATION OFDRAFTS	4	4

INTERPRETATION:

The above table depicts that the bank facilities ranked by the SBI and HDFC bank customers is interest package and net banking followed by loan, preparation of drafts, early cheque clearance.

CONCLUSION

In India, the banking industry has helped the growth of the economy. Banking services are developing concept in India and across the world. Nowadays, the customers are using the banking services for deposits, money transfers, bill payments and other business transactions. It bridges the gap between the depositors and borrowers with more customer satisfaction, more awareness, and service quality towards banking self-services. The customer’s attitude has been changing towards new innovative technologies in the Indian banking industry.