

A STUDY ON CUSTOMER'S SATISFACTION TOWARDS BANKING SERVICES OF ICICI BANK IN PUNE DISTRICT

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ABSTRACT: The purpose of this research paper is to measure the customers' satisfaction towards the banking services rendered by the ICICI in Pune District. The study is based on primary data collected through interviewing of banks 150 customers and thoroughly scrutinized how it caters to the banking needs of the inhabitants of Pune district. The study also focused on various factors that determine the customers' satisfaction like employees' behaviour, banking services, banking performance, infra-structure facility, and other financial services.

Keywords: Banking Services, services of ICICI and customer satisfaction.

INTRODUCTION

Finance is that the life blood of trade, commerce and industry. Now-a-days, banking sector

acts as the backbone of modern business. Development of any country mainly depends upon the banking industry. A bank is a financial institution which deals with deposits and advance and other related services. It receives money from those that want to save lots of within the type of deposits and it lends money to those that need it. It deals with deposits and advances and other related services like lending money to grow the economy. Banks act as bridge between the people that save and other people who want to borrow i.e., It receives money from those people that want to save lots of as deposits and it lends money to those that want to borrow it. The money you deposited in bank won't be idle. It will grow by means of interest to your checking account they're going to earn interest reciprocally for lending out an equivalent money to borrowers. This would ensure smooth money flow to develop our economy. According to Banking Regulation Act, "Banking means the accepting for the aim Of lending or investment of deposits of cash from the general public, repayable on demand

or Otherwise and withdrawal by cheque, draft, and an order or otherwise". Banking plays a crucial role within the financial lifetime of a business, and therefore the importance of banks are often seen from the very fact that they're considered on be the life-blood of modern economy. Although no wealth is made by Bank, but their essential activities facilitates the method of production, exchange and distribution of wealth. In this way they become the effective partners within the process of economic development and growth. In the words of Stephenson & Britain "Banks are the custodians and distribution of liquid capital, which is that the life-blood of our



commercial and industrial activities and upon the prudence of their administration depend the economic well-being of the nation”.

OBJECTIVES OF STUDY

- To examine the various services provided by ICICI in Pune District.
- To identify the factors those influence the selection of ICICI banking services in Pune District.
- To study the level of customer satisfaction towards the services provided by the ICICI banks in Pune District.
- To examine the expectations and the level of satisfaction of the customers towards the service rendered by ICICI
- To make suggestions for improving the bank’s customer services.

SCOPE OF THE STUDY

- This research focuses the level of customer satisfaction derived from banking services of ICICI in Pune District.
- The study also involves in identifying and analyzing the customer satisfaction towards selection of a bank

LIMITATIONS OF THE STUDY

- The survey has been conducted only on 150 respondents.
- The accuracy of the findings of study depends upon the correctness of the responses provided by the respondents.
- Unwillingness of some respondents to provide information is another limitation.
- Findings of this study may be influenced by personal bias of the respondents.

PROBLEM STATEMENT

In the current competitive world banks need to struggle their might to supply the sole of the customer satisfaction through various innovative strategies so on survive in industry. This study would stand as a sincere attempt to evaluate customer satisfaction of ICICI in Pune District.

SIGNIFICANCE OF THE STUDY

It’s highly essential for banks to gather customer’s feedback on the numerous banking services; this is able to stand useful in enabling banks take positive steps to take care of a competitive edge in today’s banking industry. Indeed, the bank’s overall efficiency in future will certainly calculate the self-evaluation of their performance. Research

Methodology:

- The present study is predicated on primary data and secondary data. The information relating to the customer’s satisfaction towards banking services of ICICI bank in Pune district region is collected for the study through the survey with the help of

Income	₹ 11000 - ₹20000	9	9
	₹21000-₹ 30000	34	34
	Above 30,000	50	50

Out of the 100 respondents surveyed 41 (41%) were males and 59 (59%) were females. 15 (15.3%) were in the below 25 year group while 24 (24%) belonged to the 25 to 35 year group. A 23 (23%) were categorized in the 36 to 45 year group and 38 (38%) respondents fall under the above 46 year group.

The literacy level speaks the full facts a) HSC level -17 (17%), b) Graduates -36(36%), c) post- graduate level and d) Professional level 27 (27%).

Among the occupational categories, 46 (46. %) respondents were government servants, 16 (16%) were private employed, 21 (21%) were self-employees, 11 (11%) were professionals and 6(6%) belonged to other categories. The income wise classification showed that the 7 (7%) were in below Rs 10,000 group. 9 (9%) were in the 10,001 to 20, 000 group, 34 (34%) were in the 20,001 to 30,000 group and 50 (50%) were in the above 30, 000. Tt

Table 2: Reason for the Preference of SBI

Reasons	Respondent	Percentage
Customer service	13	13
Easy accessibility	40	40
Favourable interest rate	13	13
Quick service	27	27
Goodwill	7	7
Total	100	100

From the above table 3 it is clear that 13(13%) respondents had selected ICICI because of customer service, 40 (40%) due to easy accessibility, 13 (13%) preferred because of a favourable interest rate, 27 (27%) opted due to quick service and 7 (7%) because of goodwill.

CONCLUSION

This research articles shows the satisfaction level of customers towards the banking services of the ICICI Bank in Pune District. Having considered the demographic factors of age, sex, marital status, educational qualifications and monthly income of 100 respondents, a final data has been arrived and it point out that there is a medium level of satisfaction on the customers' side.

With factors like employee behaviour, banking services and banking performance affecting the level of customer satisfaction, the ICICI has to implement prompt customer friendly schemes / portfolios as an initiative go. These would thereby go a long way to enhance the level of customers' satisfaction thereby rectifying customer worries and alleviate the number of customers as well. Perhaps this would definitely lead to a flourishing economy, since customer satisfaction is the central point of a successful banking structure.

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