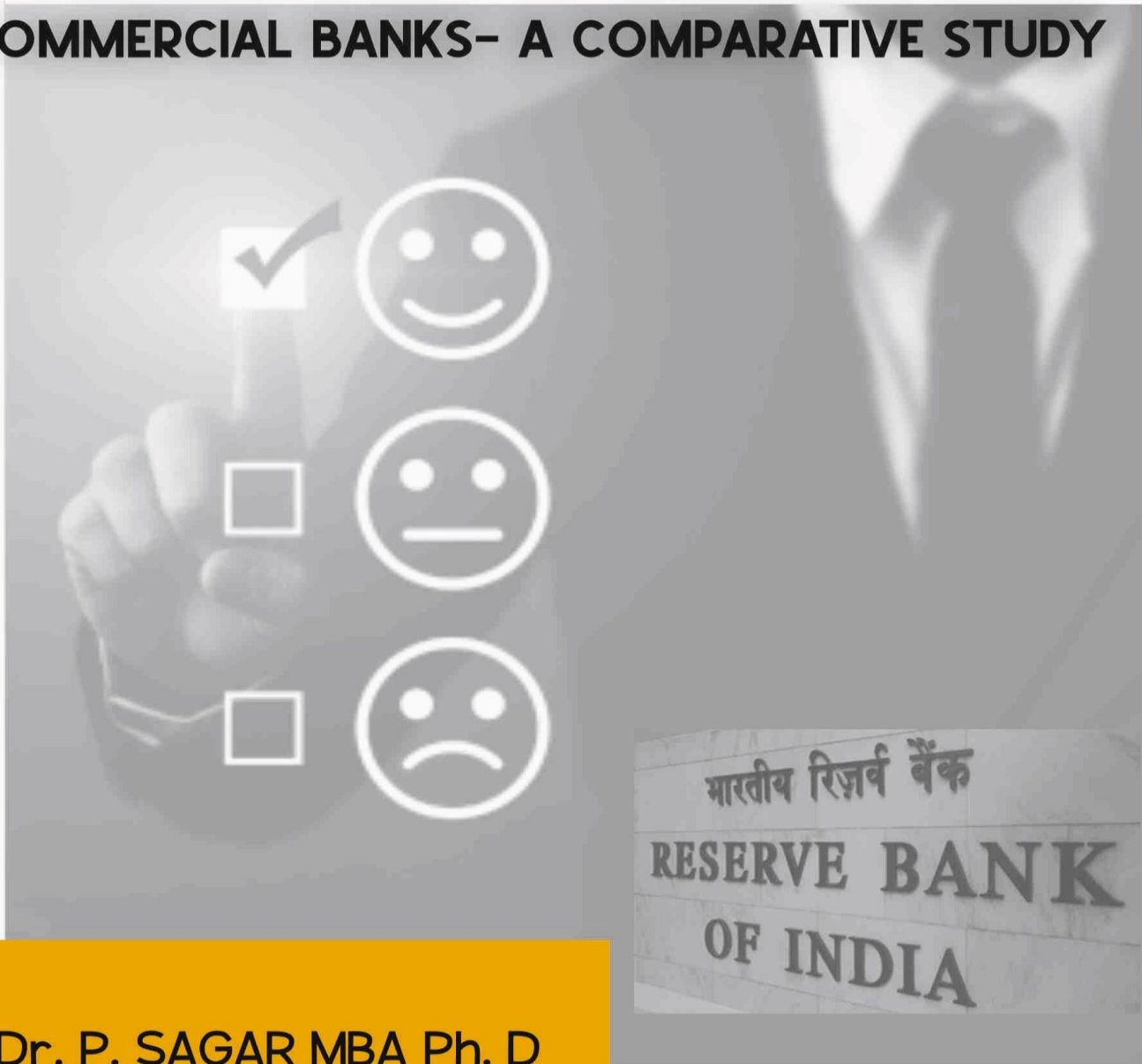


CUSTOMER SATISFACTION

IN COMMERCIAL BANKS- A COMPARATIVE STUDY



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Kripa Drishti Publications, Pune.

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PREFACE

In the realm of contemporary business, where competition is fierce and consumer choices abound, the heartbeat of sustained success lies in understanding and mastering the art of customer satisfaction. This book, "Navigating Excellence: A Comprehensive Guide to Customer Satisfaction," is born out of a collective recognition that the satisfaction of customers is not merely a transactional outcome but a strategic imperative that shapes the destiny of organizations.

As we stand at the crossroads of a globalized marketplace, customer expectations have reached new heights, propelled by advancements in technology, instant connectivity, and a wealth of options at their fingertips. In this dynamic landscape, the pursuit of customer satisfaction is not a one-size-fits-all endeavour but a nuanced journey that requires a deep dive into the intricacies of customer needs, perceptions, and experiences.

This book endeavours to be a compass for businesses navigating the complex terrain of customer satisfaction. Each chapter is crafted to unravel the multifaceted nature of customer satisfaction, exploring its psychological underpinnings, the impact of emerging technologies, and the role of organizational culture in creating an environment conducive to customer delight.

From the conceptual foundations to practical implementation strategies, the content herein is designed to be a comprehensive resource for academics, practitioners, and business leaders alike. By delving into case studies, research findings, and real-world examples, this book aims to bridge the gap between theory and application, providing actionable insights that can be harnessed to build lasting relationships with customers.

The diverse array of perspectives presented in these pages reflects the collaborative effort of experts and practitioners who share a common commitment to advancing our understanding of customer satisfaction. Their collective wisdom forms the backbone of this book, offering readers a rich tapestry of knowledge to navigate the ever-evolving landscape of customer-centricity.

We extend our gratitude to all those who have contributed to this endeavour, recognizing that the pursuit of customer satisfaction is not a destination but a continuous journey of refinement and adaptation. May this book serve as a guiding light for those who seek to not only meet but exceed the expectations of the modern, discerning customer.

Dr. Prof. Rajeshwari, Associate professor, Telangana University, Dichpally, Nizamabad, Telangana State.

INDEX

Chapter 1: Introduction	1
1.1 Introduction:.....	1
1.1.1 Defining Customer Satisfaction:.....	2
1.2 Literature Review:.....	2
1.3 Research Gap:	19
1.4 Need of The Study:.....	20
1.5 Problem Statement:.....	20
1.6 The Objectives of The Study:.....	20
1.7 Hypothesis:.....	20
1.8 Scope of The Study:.....	21
1.9 Research Methodology:	21
1.9.1 Sampling:.....	21
1.9.2 Sampling Unit:.....	21
1.9.3 Sample Size Justification:.....	22
1.9.4 Primary Data:.....	22
1.9.5 Survey Instrument (Questionnaire):.....	22
1.9.6 Secondary Data:.....	22
1.9.7 Period of The Study:	23
1.9.8 Data Collection:	23
1.9.9 Pilot Study:	23
1.9.10 Reliability and Validity Test:.....	23
1.9.11 Field Work:.....	24
1.9.12 Analysis:	24
1.9.13 Statistical Tool Justification:	24
1.10 Limitations of The Study:	25
1.11 Scheme of Cautionization	25
1.12 Introduction to The Indian Banking Industry:.....	26
1.12.1 Nationalization of Banks in India:	28
1.12.2 Liberalization of Banks in India:.....	28
1.12.3 Public Sector Banks:	29
1.12.4 Private Sector Banks:	29
1.12.5 Profile of State Bank of India:	30
1.12.6 Profile of ICICI Bank Ltd:.....	31
1.13 Conclusion of The Chapter:	32
Chapter 2: Analysis of Customer Satisfaction of SBI and ICICI Bank	33
2.1 Definitions of Customer Satisfaction:	33
2.1.1 Gender:	36

2.1.2 Age:.....	36
2.1.3 Education:.....	37
2.1.4 Marital Status:.....	37
2.1.5 Occupation:.....	37
2.1.6 Time of Visit to The Bank:.....	38
2.1.7 Monthly Income:.....	38
2.2 Analysis of Customer Satisfaction of ICICI BankDemographic Profile of ICICI Bank Respondents:.....	70
2.2.1 Gender:.....	70
2.2.2. Age:.....	71
2.2.3 Education:.....	71
2.2.4 Marital Status:.....	72
2.2.5 Occupation:.....	72
2.2.6 Time of Visit of The Bank by Respondent:.....	72
2.2.7 Monthly Income:.....	73
2.3 Conclusion of the Chapter:.....	106
Chapter 3: Comparison of Customer Satisfaction Between SBI and ICICI Banks	107
3.1 Introduction:.....	107
3.2 Conclusion of The Chapter:.....	128
Chapter 4: Findings, Conclusion and Suggestion	129
Chapter II: Analysis of Customer Satisfaction of SBI and ICICI Banks Findings	129
Chapter III: Findings Analysis of Comparison of Customer Satisfaction in ICICI Bank and SBI Bank.....	143
Bibliography	149
Questionnaire	152

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Dr. P. Sagar is a highly qualified and experienced professional with a diverse academic background and extensive work experience. He holds a Ph.D. in Business Management from Telangana University, specializing in the comparative study of service quality and customer satisfaction in commercial banks. His educational journey includes an MBA in Marketing Management from Kakatiya University, M. Com in General from Dr. B.R. Ambedkar Open University, and a B. Com with a focus on Business Economics from Osmania University. With a technical skillset in English typing and a first-class certification in Typewriting (30 w.p.m), Dr. P. Sagar has contributed significantly to both the industry and academia. He possesses three years of

experience in the Airlines industry, where he served as a Branch Manager, managing office operations, facilitating employment visas, promoting tourism packages, and coordinating with airlines personnel. Dr. P. Sagar has also dedicated 15 years to the education industry, holding positions such as Assistant Professor in various esteemed institutions. His global teaching experience includes conducting online classes for Yardstick International College in Ethiopia. In his teaching roles, he has been actively involved in guiding projects, training students in personal interviews and group discussions, conducting exams, and providing career guidance. In addition to his academic achievements, Dr. P. Sagar has presented papers at numerous national and international conferences, showcasing his research expertise in areas such as corporate governance, advertising ethics, and rural marketing. He has qualified in prestigious examinations like AP-SET 2012 and TS-SET 2017, and his contributions have been recognized through ratifications by universities. Dr. P. Sagar is actively involved in faculty development programs, workshops, and has published articles in reputed journals. His research article titled "Analysis of ICICI bank service quality dimensions and customer satisfaction regarding Nizamabad city, Telangana state" reflects his commitment to contributing valuable insights to the academic community. On a personal note, Dr. P. Sagar is married to Radhika, who is a Telugu MA holder with TS SET qualification. They are blessed with three children. His professional journey is marked by a dedication to teaching, research, and continuous learning, making him a well-rounded and accomplished professional in the field of business management and education.



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