

RESEARCH PROJECT ON
“CUSTOMER PREFERENCE TOWARD PRIVATE VS PUBLIC
SECTOR BANK”



SCHOOL OF BUSINESS,
GALGOTIAS UNIVERSITY

*FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT
FOR THE AWARD OF **BACHELOR OF BUSINESS ADMINISTRATION**
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UNDER THE GUIDANCE OF:

DR. ZOHA FATIMA
ASSISTANT PROFESSOR
GU

SUBMITTED BY:

SONAL KUMARI
PURNENDU VED MISHRA
TUSHAR SRIVASTAVA

Certificate from Faculty Guide

This is to certify that the project report “Customer preference towards private vs. public sector bank” has been prepared by Sonal Kumari,Purnendu Ved Mishra and Tushar Srivastav under my supervision and guidance.The project report is submitted towards the partial fulfillment of 3 year, full time Bachelor of Business Administration.

Name and Signature of Faculty: DR.ZOHA FATIMA

Date:

Declaration

I, Sonal Kumari, Purnendu Ved Mishra and Tushar Srivastava, student of BBA of School of Business, Galgotias University, Greater Noida, hereby declare that the project report on “Customer preference towards private vs public sector banks” is an original and authenticated work done by me.

ACKNOWLEDGEMENT

We are deeply indebted to **DR. ZOHA FATIMA**, who acted as a mentor and guide, providing knowledge and giving me her valuable time out of her busy schedule, at every step throughout the project. It is only because of her this project came into being.

We also take the opportunity to express my sincere gratitude to each and every person, who directly or indirectly helped me throughout the project and without anyone of them this project would not have been possible.

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EXECUTIVE SUMMARY

Some business activity exist to make a profit .In the end, if the business does not make a profit it will have to close- although not always many years however, some business activity will not necessarily make any profit but will continued to function . Look at the following explanations’:

the public sector is the part of the economy adhere goods and services are provided by the government or local authorities .The goods and services are sometimes provided free and in other cases consumer have to pay price. The aim of public sector activity is to provide services that benefits the public as a whole, This is because it would be difficult to charge peoples for the goods and the services concerned or people may not be able to effort to pay for them. .

The government provides this goods and services at cheaper price then if they were provided by a profit making company .The public sectors accounts for about 40% of all business activity.

The private sector consist of business activity that is owned, finance and run by private in individuals .The businesses can be small firms owned by just one person, or large multi –national businesses that operate around the world (globally). In the case of large businesses, there might be many thousands of owners involved. The go of businesses in a private sector is to make a profit.

INTRODUCTION

In India, Private and Public banks are rendering financial services. The Policies and Strategies of Private and Public banks are different that leads variation in the customers' satisfaction level. This paper tries to measure satisfaction level of customers of Public and Private Banks and factors responsible for variation in customers' satisfaction between Private and Public banks in India. The objective of the research is to get the satisfaction level, variations in satisfaction level and reasons responsible for variations in satisfaction level or dissatisfaction in public and private banks. This research is based on primary information obtained from customers of Public and Private sectors banks in India. Overall, Customers of Private and Public sector banks are satisfied except some tangibles and behavioural factors of the banks employees due to the policies, strategies for tangibles and inefficiency of the employees. So, there are need to consider tangibles and behavioural factors of the employees to enhance the level of satisfaction in Public banks.

This research will analyse the Comparative study between the Public Sector Banks and Private Sector Banks mentioned below:

Name of Public Banks	Name of Private Bank
a. State Bank of India (SBI)	1) ICICI Bank
b. IDBI Bank	2) INDUSIND Bank
c. SBBJ Bank	3) HDFC Bank
d. OBC Bank	4) AXIS Bank

The introduction to the marketing concept to banking sectors can be traced back to American Banking Association Conference of 1958. Banks marketing can be defined as the part of management activity, which seems to direct the flow of banking services profitability to the

customers. The marketing concept basically requires that there should be thorough understanding of customer need and to learn about market it operates in. Further the market is segmented so as to understand the requirement of the customer at a profit to the banks. under the Chairmanship of Sh. M. Narsimham to examine and give recommendation for Income Recognition, Asset Classification and Provisioning of loan assets of Banks and Financial Institution.

Commercial Banks on Income Recognition, Assets Classification and Provisioning in April, 1992 which have been modified from time to time by the RBI on the basis of experience gained Correspondingly, separate guidelines were issued by the RBI on Prudential Norms to All India Financial Institutions (March, 1994), Non-Banking Financial Companies (June, 1994) and to Regional Rural banks in March, 1996. They have adopted these guidelines for the purpose of Income Recognition and Assets Classification from the accounting year 1995.

Literature Review

Mishra US, Sahoo KK, Mishra S and Patra SK (2010) explained that service quality, customers satisfaction, customers retention, customers loyalty etc. are the major challenges to in attracting and retaining customers in banking sector. Among all, customers' satisfaction is playing a significant role in attracting, retaining customers and creating brand loyalty among the customers. Mishra US, Mishra BB, Praharaj S, and Mahapatra R observed that whole banking sector is facing the challenge of attracting and retaining customers. They revealed that public sector banks are better than private sector banks in attracting and retaining customers. The main factors for opening a new account are convenient location and reputation of the banks etc.

Retired or higher age group business man customers prefer public sector banks due to its high reputation. The customers of public sectors banks are more satisfied than private sector banks. But, the major factors of dissatisfaction of customers in public sector banks are enquiry counter and front office services. The private sector banks are executing pure banking services while public sector banks have to deploy some social responsibilities. Nirmaljeet V and Prabhjot KM explains that infrastructural facilities in the branch not only leads to customer satisfaction but overall improves the working of the branch revealed that the Private Banks has advanced technologically but the reverse situation is available in Public sector banks observed from their analysis that that customer satisfaction in banks vary according to the quality of services. Nominal charges of services, location of bank branches and staff attitude towards solving problems of customers are the factors responsible for highest customer's satisfaction. Private bank customers are more satisfied with their bank because of their multiple branches at convenient locations and technological facilities. Public sector banks are not so technologically advanced. But, Public sector banks are maintaining satisfaction level of the customers due to its reliability, high reputation in the society and low charges of the services. Customer care services of the Private Banks are better than Public sector banks. Vijay PG and Agarwal PK found in their research that the empathy, friendly attitude of staff, and customer guidance, customer support are the behavioural treatment factors for high customers' satisfaction. Tangibility and empathy are the other factors create satisfaction among customers. Private and Public sectors banks are needed to consider the weak areas of the concern to enhance the level of satisfaction. According to Doddaraju ME, the behaviour of Public sector banks employees are not so courteous comparatively Private sector banks. The Public banks should provide special training and developmental programs to the employees engaged in directly dealing with customers.

Development of infrastructure and tangibility of the banks are also affecting the satisfaction level of the customers. The new schemes of the investment and other related information should be published and displayed systematically. Customer relation management and promotional schemes of the banks also increase satisfaction level. Puri J, Yadav SP found that the public

sectors bank performed better than private sector banks in all dimensions and revealed that the new private sector banks are performing better than the old private sector banks. The technical efficiency was better in public sector banks comparatively private sector banks [4] indicated that the time factor is very important for the customers and customer relationship should be maintained to satisfy the customers. Location of the bank, timely delivery of the services and customer oriented policy making are the factors enhance satisfaction in Private sector banks resulting larger customers base. Public sector banks are equipped with latest technology and technically trained staff. The infrastructural appearances and extra services like home facility, round the clock facility etc. and query resolution through telephone, lowest prices of the services and above all availability of the multiple products are the special features in Private Banks to enhance the level of satisfaction of the customers [2] observed that there is a significant relation between customer satisfaction and dimensions of service quality in Public sector commercial Banks. Khushboo B, Naveena C and Neha J explained in their study that people are more satisfied from the Private sector banks due to their better services provided by them in terms of fast transactions, fully automatic computerized facilities, more and convenient working hours, advisory services, skilled and co-operative staff, better customer relationship management etc. But, there is need to make aware rural customers about the services of Private Banks. The most facility availed by customers of the Public sector banks are ATM and least facilities are demat a/c and foreign transfer of funds. The Private sector banks' customers are using internet or phone banking by ATM/ Debit card. Justin P, Arun M and Garima S explains about Private sector banks' fast services, quick connection to the right person, efforts to reduce time in processing transactions, knowledge of the banks products and responsiveness of the employees are positively associated with the customers' satisfaction level. In Public sector banks, slow services,

low knowledge of banking products appearance is the factors negative for the satisfaction level of the customers. Kesari S and Nitin G explain in his studies that Public sector banks should work to attain the confidence of salaried class, lower age group customers, students and self-employed businessman people. Private sector banks should give much attention to the lower income group customers also because the higher income group found the services provided by banks to be more effective but high service charges, which is out of the reach of the lower income group of customers. Seema S stated that the performance of urban banks on service delivery and customer satisfaction exceeds the expectations of the customers in terms of physical facilities, appearance of employees and attitude of employees to help customers. Kumar J, Thamilselvan R stated in his research that private sector banks are competing with the public sector banks in terms of Capital Adequacy, Asset Quality, Management Efficiency, Earning Capacity and Asset Quality. They found that capital adequacy, assets quality and liquidity in public sector banks while management efficiency, earning quality banks was better, comparatively found that few customers are dissatisfied because of the poor responsiveness and empathy of the employees in urban and rural area branches. Further, concluded that there is need to give special training to the employees who are working in rural areas directly dealing with the customers. Equipment of branches with latest technology, Publication of required information on the websites of the bank and unbiased behaviour of the employees are the factors lead to customers' satisfaction in banking industry.

DEFINITION OF BANK

“ A Bank is defined as an institution which collects surplus funds from the public, safeguards them, and makes them available to the true owner when required and also lends sums to their true owners to those who are in need of funds and can provide security.”

Banking Company in India has been defined in the Banking Companies act 1949,“One which transacts the business of banking which means the accepting, for the purpose of lending or investment of the deposits of money from the public, repayable on demand, or otherwise and withdraw able by cheque, draft, order or otherwise.”

The banking system is an integral subsystem of the financial system. It represents an important channel of collecting small savings from the households and lending it to the corporate sector. The Indian banking system has Reserve Bank of India (RBI) as the apex body for all matters relating to the banking system. It is the central Bank of India. It is also known as the Banker To All Other Banks.

INDIAN BANKING SYSTEM

Banking in India has its origin as early as the Vedic period. It was believed that transition from money lending to banking must have occurred even before Manu, The great Hindu Jurist, who has devoted a section of his work to deposit advance and laid down rules relating to rates of interest. During the Mogul period, the indigenous Bankers played a very important role in lending money financing foreign trade and commerce. During the days of East India Company, it was turn over the agency houses to carry on the business. “The General Bank of India” was the first to join sector in the year 1786.The others that followed were the Bank of Hindustan and the Bengal bank. The bank of Hindustan is reported to have continued till 1906 while the other two

failed in the meantime.

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

- 1) Bank of Bengal (1809).
- 2). Bank of Bombay (1840).
- 3) Bank of Madras (1843)

These three banks are also known as Presidency Banks were independent units and functioned well. These three banks were amalgamated in 1920 and Imperial Bank of India was established on 27th January 1921, which started as private shareholders banks, mostly European shareholders, with the passing of time Imperial bank was taken over by the newly constituted State bank of India act in 1955. In 1865 Allahabad Bank was established and first time exclusively by Indians, Punjab National Bank Ltd. was set up in 1894 with headquarters at Lahore. Between 1906 and 1913, Bank of India, Central Bank of India, Bank of Baroda, Canara Bank, Indian Bank, and Bank of Mysore were set up. Reserve Bank of India came in 1935. On July, 1969, 14 major banks of India were nationalized and on 15th April, 1980 six more commercial private banks were also taken over by the government.

CLASSIFICATION OF BANKS

- On the basis of Ownership

PUBLIC SECTOR BANKS

Public sector banks are those banks that are owned by the government. The government owns these banks. In India 20 banks were nationalized in 1969 and 1980 respectively. Social welfare is

there main objective.

PRIVATE SECTOR BANKS

These banks are those banks that are owned and run by private sector. An individual has control over these banks in proportion to the shares of the banks held by him.

CO-OPERATIVE BANKS

These are those banks that are jointly run by a group of individuals. Each individual has an equal share in these banks. Its shareholders manage the affairs of the bank.

- According to the Law

SCHEDULED BANK

Schedule banks are the banks, which are included in the second schedule of the banking regulation act 1965. According to this schedule bank:

1. Must have paid-up capital and reserve of not less than Rs500, 000.
2. Must also satisfy the RBI that its affairs are not conducted in a manner. Determinate to the interest of its depositors.

Schedule banks are sub-divided as:-

- a) State co-operative banks
- b) Commercial banks

NON-SCHEDULED BANKS

Non -schedule banks are the banks, which are not included in the second schedule of the banking regulation act 1965. It means they do not satisfy the conditions lay down by that schedule. These are the banks having paid up capital, less than Rs.5Lakhs. They are further classified as follows:-

A. Central Co-operative banks and Primary Credit Societies.

B. Commercial banks

- According to Function

COMMERCIAL BANKS

These are the banks that do banking business to earn profit. These banks make loans for short to business and in the process create money. Credit creation is the main function of these banks.

FOREIGN BANKS

These are those banks that are incorporated by foreign company. They have set up their branches in India. These banks have their head offices in foreign countries. Their principle function is to make credit arrangement or the export and the import of the country and these banks deals in foreign exchange.

INDUSTRIAL BANKS

Industrial banks are those banks that offer long term and medium term loan to the industries and also work for their development. These banks help industries in sale of their shares, debentures and bonds. They give loan to the industries for the purchase of land and machinery.

AGRICULTURAL BANKS

Agricultural banks are those banks that give credit to agricultural sector of the economy.

SAVING BANKS

The principle function of these banks is to collect small savings across the country and put them to the productive use. In India department of post office functions a savings banks.

CENTRAL BANK

Central Bank is the apex bank of the banking system of the country. It issues currency notes and acts a banker's bank. Economic stability is the principle function of this bank. In short, it regulates and controls the banking system of the country. RBI is the Central Bank of India.

STRUCTURE OF BANKING SYSTEM

Different countries of the world have different types of banking systems. However, commercial banking had grown under all these banking systems. To understand the structure of banking system, let us take up various types of banking systems one by one. These types are:

(1) UNIT BANKING

Unit Banking originated in the United State of America. It grew in the United States of America.

(2) BRANCH BANKING:

This the most popular and important banking system. In branch banking, a bank has a large network of branches scattered all over the country. Branch banking developed in England. Subsequently most of the countries of the world adopted the system. In terms of branches, the State Bank of India has emerged as one of the largest banks in the world.

It facilitates diversification of activities because the area covered by the branches is generally widespread. Under the system branches can operate without keeping large idle cash reserves. It becomes possible for the bank to hire the services of competent and professionally qualified managers, capable of understanding the handling technical problems and complex situations. The

cost of remitting or transferring funds from one place to another works out to be less. The staff stays at a branch only for a limited period, so the chances of objective decision making in the branch banking are high.

(3) CHAIN BANKING

Under the system there is pooling of resources. Chain banking overcomes certain limitations of unit banking. But the system suffers from certain limitations of its own. There may be a lack of co-ordination, proper control etc. The system is inflexible.

(4) GROUP BANKING

It is similar to Chain Banking, the difference being that under Group Banking two or more banks are brought under the control of the same management through a Holding Company. Both the systems aim at gaining the advantages of large scale operations. The banks are able to pool their resources in case of emergency or when large amount of cash is required to meet the loan requirements of the customer.

(5) CORRESPONDENT BANKING

Under Correspondent banking, small banks serving local communities hold deposits with joint banks serving in big cities. This kind of banking is prevalent in U.S.A. The correspondent banks perform two important services of outstation cheque clearing and loan participation for the respondent banks while they benefit for the deposit funds of respondent banks.

FUNCTIONS OF BANK

Functions of Commercial Banks in India

Primary functions

Acceptance of Deposits

Providing loans and advances

Credit Creation

Secondary functions

Acts as an Agent

Overdraft facility

Discounting bill of exchange

Provides Locker facility

Issues Traveller cheque

Commercemates.com

Another function of a bank is that it acts as a general utility which includes:

- a) Locker Facilities
- b) Acting as a referee
- c) Issuing letters of credit
- d) Acting as Underwriters
- e) Acting as information banks
- f) Issuing Traveller's cheques and credit cards
- g) Issuing of gift cheques
- h) Dealing in Foreign Exchange
- i) Merchant banking Services
- j) Help in Transportation of Goods

The Major Differences Between A Private And Public Sector Bank

- **Shareholders:** In a public sector bank more than fifty percentage of the stake is held by the Government. In a private sector majority of the stake owned to private shareholders.
- **Interest Rate:** Deposit interest Rates offered by public sector banks are almost the same when compared to private sector banks. In case of loans, interest rates are marginally lower.
- **Fees & Service:** Private Sector Banks have made names in providing better service, however, they charge for the extra services provided by them. Public sector banks fees and charges are less such as on balance maintenance . A lot of public sector banks are still picking up in the service.

Customer Base: Mostly public sector accounts are opened for government employees for their salaries, fixed deposits, lockers etc. Whereas private sector bank in India target company employees, for their salary accounts, credit cards and net banking.

RESEARCH OBJECTIVES

The objectives of the research are as follows:

- To know the satisfaction level of customers from Private and Public sector banks.
- To know the difference between the satisfaction level of Private and Public sector customers of banks considering various aspects of satisfaction.
- To know the factors responsible for the low satisfaction level among the banking customers.
- To provide suggestions to improve satisfaction level of the customers.

RESEARCH METHODOLOGY

This research is purely based upon the primary information obtained from the banking customers of different parts of India. There were 50 banking customers, who responded well the all information containing in the questionnaire. We applied five factors questionnaire to know the satisfaction level in service sector. There were questions in the questionnaire to get the differences in satisfaction levels of customers of Public sector and Private sector banks in various terms (Demographical, Expectations questions, Perceptions). The respondents were from different parts of our locality, but mostly from Uttar Pradesh due to native state of the researcher. The mean difference between expectations and perceptions of the customers calculated to know the satisfaction level differences. The demographical analysis is made to know the satisfaction level differences of customers of Private and Public sector assuming the various demographical factors as base. The secondary information is obtained from the other sources like research papers, published papers etc.

ADVANTAGES OF PRIVATE SECTOR

- More opportunities for promotion as the company grows
- These jobs tends to pay higher
- More prestige, and the private sector is supposedly more efficient
- Less bureaucracy

DIS -ADVANTAGES OF PRIVATE SECTOR

- Less job security
- Very competitive atmosphere, high reassurance environment
- Worker's right are sometimes infringed upon
- Fewer benefits than the public sector

ADVANTAGES OF PUBLIC SECTOR

- Job security, it's often difficult to get fired
- Generous benefits
- More relaxed atmosphere

DISADVANTAGES OF PUBLIC SECTOR

- Fewer positions available
- Lower pay
- Less flexibility

The collection of data was done on the basis of customer perception towards the private and public sector banks. A questionnaire was circulated among individuals in the mentioned three areas i.e Agra, Pragyagraj and Forbesganj. The observations were made on that basis. A sample size of 50 was taken to analyse the result.

DATA INTERPRETATION AND ANALYSIS

Analysis of this project reveals that customers from public branches are more satisfied in terms of Tangibles, Reliability and Empathy while public customers are more satisfied in terms of responsiveness and Assurance. Our analysis is totally on the basis of Public and Private Banks indicating that Private sector customers are more satisfied in all dimensions of services even gap between perception and expectation is negative in case of assurance of Public banks. Hence, the customers of Public sector banks comparatively less satisfied with the interrupted services of ATMs in rural and remote areas and even they are not assured about the charging service charges and courteous services of the banks' staff. The ATMs of Public sector banks are always crowded and not located at convenient places to reach customers .

RESULTS

Discussion

On the basis of above analysis, based upon the secondary data obtained from the Indian banking customers. It is observed that there is no significant difference in customers' satisfaction in terms of customers from public and private branch, income groups of the customers. The public and private branches are rendering equal services to their customers whatever banking services their customers are expecting. But, Purnendu and Sonal reveals that Private Banks have more satisfied customers due to good services. This might be due tangibles and behavioural considerations of the

employees of private banks. The expectations and perceptions of private and public customers are no different in terms of tangibles, reliability, responsiveness, assurance and empathy.

The private and public customers are satisfied with the services of banks. There is no consideration of customers' economic condition by the banks or employees of the banks.

Behaviour of banks' employees in public and private sector banks are not different according to financial position of the customers. Types of bank accounts and gender of the customers are not considerable factors for discrimination in the customers from Public and Private Banks. There is no difference in private and public banks on the basis of types of accounts of customers and their gender. Customers of Public and Private Banks are satisfied but the gap between perception and expectation are more in private sector banks. So, customers of Private sector banks are more satisfied than public sector banks. There is significant difference in satisfaction in terms of their employment and jobs. This is because of the negative behaviour of the banks' employees

towards customers' services. The customers satisfaction level is also differ in public sector banks and private sector banks.

The customers of Public sector banks are not satisfied with the interrupted services of ATMs in rural and remote areas and even they are not assured about the safety of charging service charges and courteous services of the banks' staff. The ATMs of Public sector banks are always crowded., quick connection to the right person, efforts to reduce time in processing transactions, knowledge of the banks products and responsiveness of the employees are positively associated with the customers' satisfaction level.

There is gender wise uneven banking customers in Public, Private, Public and private banks. This reveals the satisfaction differences in banking customers based on male and female. There are contradictory results about the satisfaction levels of customers in Public and Private sector Banks. Because, demographical analysis reveals that there is significant difference between the satisfaction level of Private and Public Bank, But SERVQUAL dimension analysis is revealing no significant difference in satisfaction between public and private sector banks. This difference might be irrational sampling. The SERVQUAL gap between perceptions and expectations are positive in Public and Private Banks except assurance dimension of Public Banks.

Tushar and Sonal advocated that success mantra could be customer centric orientation. Overall, Customers are satisfied from Public and Private sector Banks but comparatively more from Private sector Banks.

Analysis of data collected

Q1. Which banking sector' services do you prefer?

Interpretation:-It was found that most of the respondents were availing services of private sectors banks while most people were using both sector .

Q2) Which is the most preferred bank according to you?

Analysis: From above graph, it is seen that 28% stake of the respondents follows to Punjab National bank followed by ICICI bank. It is the bank which provide 12-hour banking. Also the ATM machine is more as compared to the other private sector banks.

Interpretation: From the above graph, it is seen that Punjab national is the most preferred bank as compared to other Public and Private sector Banks. The reason for preference of public sector bank is the minimum amount of deposit for saving account.

Q3. What type of account they have in the public sector as well as Private sector?

Analysis: 50% people own Saving Account, 15% own Current account, 6% demat,15% fixed deposits account and 14% salary Account.

Interpretation: It was found that in case of public sector banks, maximum number of account holders owns Saving Account. After Saving account most prefer account is salary account prefer by people and the next priority goes to fixed deposits Accounts.

Q4. What are the reasons for their preference in different banks?

Interpretation: By analysing this graph, we can conclude that most of the people is influenced

by the quick and speedy services provided by the bank and location is given less preference than others.

Q5. What type of facilities they were availing in public as well as private sector banks?

Interpretation: From the above graph, it was found that was availed by most of the people at public sector banks was that of ATM/Debit cards which hold 90% of respondents. It is clearly observed by the graph that Insurance are neck to neck holding 20% of respondent each.

Q6. Rate your banks overall performance. Excellent, very good or good.

Analysis: It was found that in case of public sectors banks, 18% of the respondents were highly satisfied ranked excellent from the products and services availed by them. 44% were just satisfied given very good and 38% have moderate view.

Interpretation: People have mixed type of view regarding public sector banks

Q7. If you have given option, would you like to shift from the present bank?

Interpretation: It was found that most of the respondents are not ready to change or shift from their present bank.

Q8. Do you face any problem regarding the services provided by your bank?

Interpretation: It was found that most of the respondents are facing problem of reference. Respondents also find that the time and too much formalities also cause problem in banks.

LIMITATIONS

The respondents are only from few parts of India. Some respondents filled the questionnaire unwillingly. The information are collected from the respondents within one month and study is static in nature while the satisfaction of the customers varying according to the change in the services quality of the banks. So, the results of study may be different due to lag in information collection, analysis and finally publication of research article.

CONCLUSION AND RECOMMENDATION

In terms of financial performance, PSU banks lag behind. In terms of most of the parameters like nonperforming assets and net interest margins, private sector banks tend to be much better placed. The share prices of these banks are also significantly higher. Another important factor is that in terms of capital adequacy as well, as public sector banks are lagging behind, their private sector banking peers. For example, some of the private sector banks like HDFC Bank and

IndusInd Bank have very low level of nonperforming assets, as compared to the public sector or government owned banks. Some of the banks like Bank of Baroda from the government or public sector have reported record losses. Losses from the steel sector has aggravated the non performing assets of the public sector banks in India. Only recently the government of India decided to infuse fresh capital in some of the government owned banks. It is hoped that there would be some recovery in the losses and the public sector banks would be able to compete with the private sector banks in India .

RECOMMENDATION

For Public Sector Banks:

- Bank staff should be customer friendly and highly motivated to serve the normal Customer.
- As far as possible, banks should reduce its documentation process while providing loans
- Computerization should be done in banks at all level and the operators should be properly trained.
- Token system should be induced so as to minimize the waiting lines in the banks.
- Proper ambience in the banks can develop a healthy working culture.
- Quick services should be provided.

For Private sector Banks

- 24 hours banking should be induced so as to facilitate the customers who may not have free time in the day time. It will help in facing the competition more effectively.
- More ATM coverage should be provided for the convenience of the customers.
- Customer care services should be provided by banks.

APPENDICES

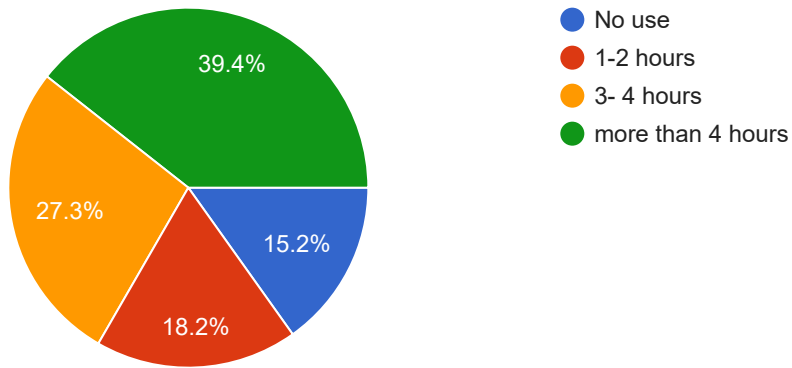
Online Banking Services Qualitative Analysis

33 responses

[Publish analytics](#)

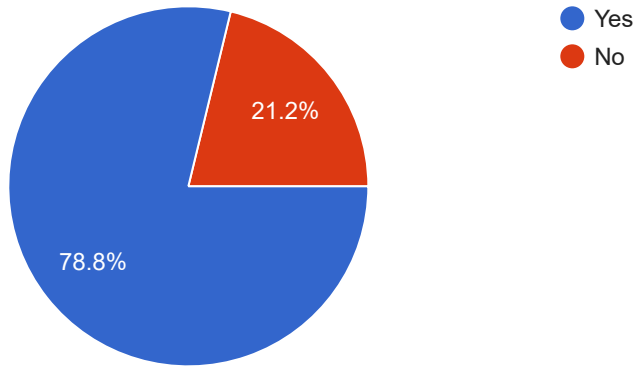
Tell us about your average daily Internet usage:

33 responses



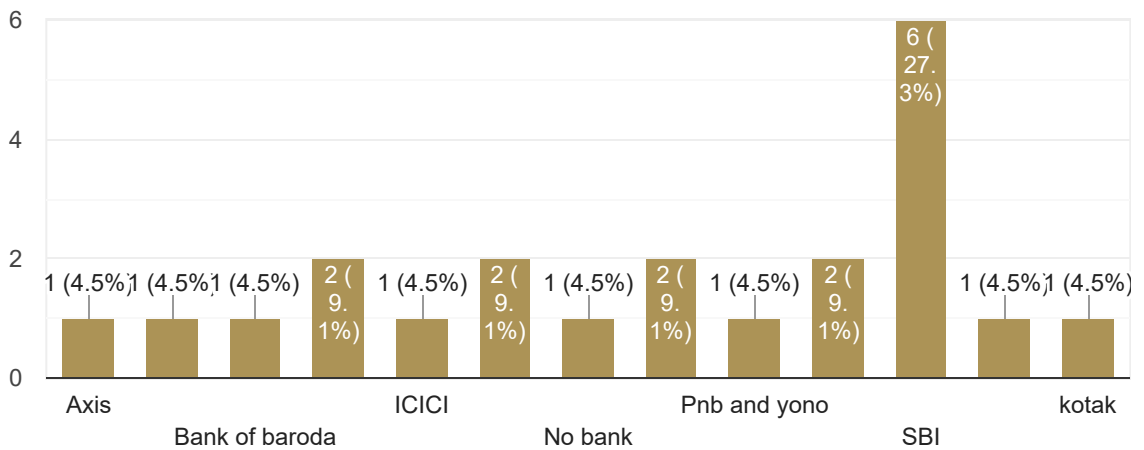
Do you use Online Banking?

33 responses



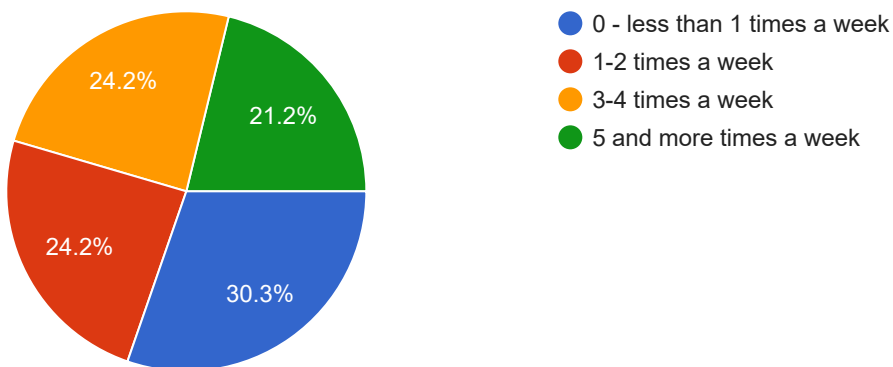
Which Bank do use?

22 responses



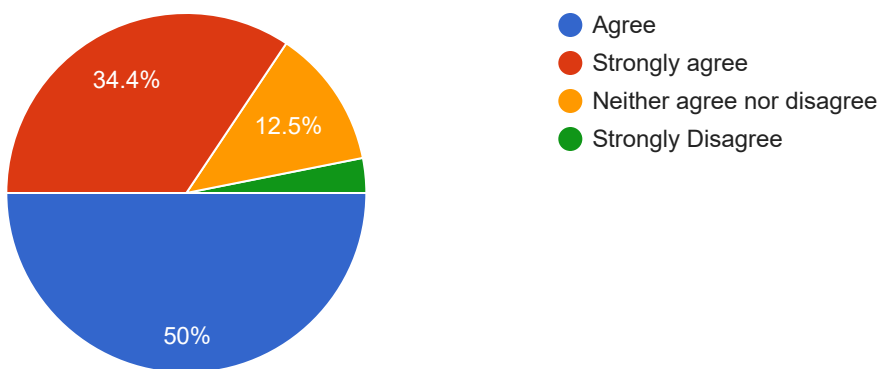
Tell us about your average weekly banking activity:

33 responses



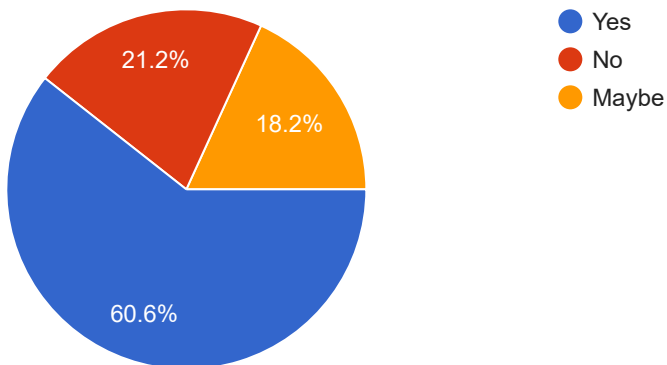
Online banking gives account access 24/7

32 responses



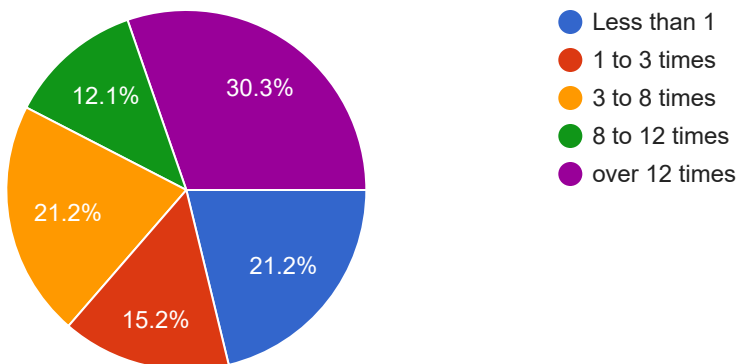
Have you purchased any product through WWW?

33 responses



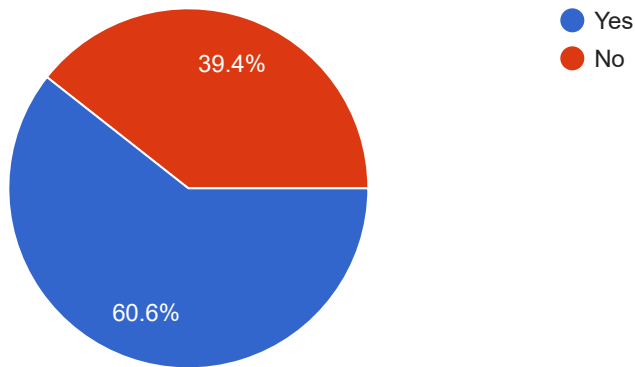
Approximately how many times have you purchased any product through the Internet in the last 12 months?

33 responses



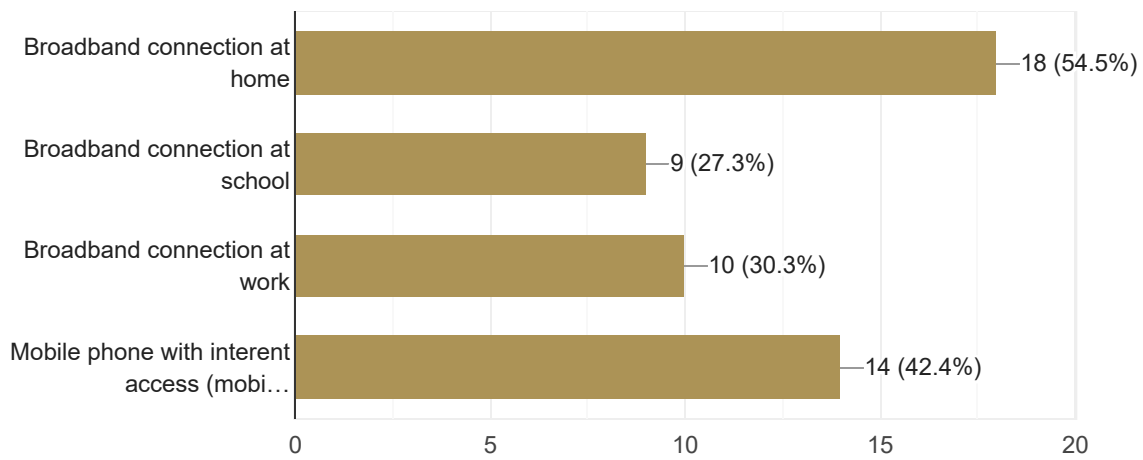
Do you have a bank account for which you interact with your bank mostly through a WWW browser?

33 responses



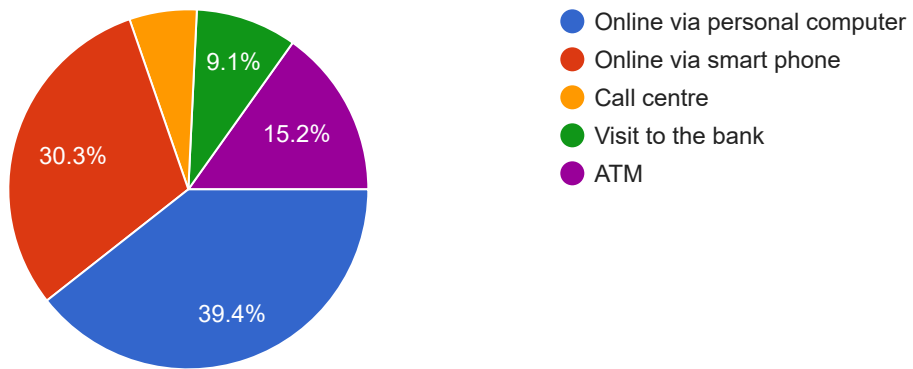
How do you connect to the Internet?

33 responses



What is your preferred communication with your bank?

33 responses



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RESEARCH PROJECT ON "CUSTOMER PREFERENCE TOWARD PRIVATE VS PUBLIC SECTOR BANK" SCHOOL OF BUSINESS, GALGOTIAS UNIVERSITY FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF BACHELOR OF BUSINESS ADMINISTRATION YEAR: 2021 UNDER THE GUIDANCE OF: SUBMITTED BY: DR. ZOHA FATIMA ASSISTANT PROFESSOR GU SONAL KUMARI PURNENDU VED MISHRA TUSHAR SRIVASTAVA Certificate from Faculty Guide This is to certify that the project report "Customer preference towards private vs. public sector bank" has been prepared by Sonal Kumari,Purnendu Ved Mishra and Tushar Srivastav under my supervision and guidance.The project report is submitted towards the partial fulfillment of 3 year, full time Bachelor of Business Administration. Name and Signature of Faculty: DR.ZOHA FATIMA Date: Declaration I, Sonal Kumari, Purnendu Ved Mishra and Tushar Srivastava, student of BBA of School of Business, Galgotias University, Greater Noida, hereby declare that the project report on "Customer preference towards private vs public sector banks" is an original and authenticated work done by me. ACKNOWLEDGEMENT We are deeply indebted to DR. ZOHA FATIMA, who acted as a mentor and guide, providing knowledge and giving me her valuable time out of her busy schedule, at every step throughout the project. It is only because of her this project came into being. We also take the opportunity to express my sincere gratitude to each and every person, who directly or indirectly helped me throughout the project



Urgent: Publishing the project



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purnendu mishra Yesterday

to surbhibhutani, sonalson... ▾



Good evening ma'am ,

I wanna introduce myself to you , I am Purnendu Mishra senior year management student from Galgotias University G.noida .

Attached below is our final year research project titled " customer preference on public and private sector banks ". As we are required to publish our project therefore I request you to help us publish it.

Hope to hear from you soon..

Regards !!



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