

A
PROJECT REPORT ON
**A STUDY ON CUSTOMER SATISFACTION OF
COMMERCIAL BANKS:
CASE STUDY ON STATE BANK OF INDIA IN MAHABUBNAGAR**



PALAMURU UNIVERSITY

This project Report submitted in partial fulfillment of the requirement for the
award of the Degree of "BACHELOR OF COMMERCE"

2021-2022

Submitted By:

| | |
|-------------------------|-------------------------|
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UNDER THE ESTEEMED GUIDENCE OF

Smt.VIJAYA LAXMI DEVI

(Lecturer in commerce)



DR.BRR GOVT. DEGREE COLLEGE

(Affiliated to Palamuru University)

Jadcherla, Mahaboobnagar.

CERTIFICATE

DEPARTMENT OF COMMERCE

This is to certify that this project work entitled

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Dr.CH. APPIYA CHINAMMA
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(Smt.R.VIJAYA LAXMI DEVI)

(PROJECT GUIDE)

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EXTERNAL EXAMINAR

INTERNAL EXAMINAR

DECLARATION

I hereby declare that the project work entitled on "A STUDY ON CUSTOMER SATISFACTION OF COMMERCIAL BANK: CASE STUDY ON STATE BANK OF INDIA IN MAHABUBNAGAR" Submitted by me to the Department of Commerce is a Bonafide work done by me and it is not submitted to any other university to Institution for the award of any UG B.Com/Certificate or published anytime before, under the guidance of **Smt. R. VIJAYALAXIM DEVI, (Lecturer in Commerce3152)**

The project embodies the result of original work and studies carried out by me and the contents of the project do not form the basis for the award of any other degree to me.

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HOD **Dr. K.MANJULA** and My project guide **Smt. R.VIJAYA LAXMI DEVI, (Lecturer in Commerce)** for the kind encouragement and constant support extended completion of this project work from the bottom of my heart.

We also thankful to all those who have incidentally helped me, through their valued guidance, Co-Operation and unstinted support during the course of my project.

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CHAPTER 1

INTRODUCTION

level of satisfaction can also vary depending on other option the customer may have and other product against which the customer can compare the organizations services.

Objectives of the Study

- ❖ To Study the Satisfaction of Customers towards the – STATE BANK OF INDIA in Mahabubnagar
- ❖ To identify the factors that influences the customer behavior of – STATE BANK OF INDIA in Mahabubnagar
- ❖ To evaluate the merits and demerits of – STATE BANK OF INDIA
- ❖ To give the appropriate suggestions for the improvement of – STATE BANK OF INDIA in Mahabubnagar.

Need for Study

- ✓ Customer satisfaction is very essential for every service to survive in the Market.
- ✓ Customer Satisfaction could help the business by placing future demand to the company.
- ✓ Customer satisfaction gives passing the word of mouth to other potential customers.
- ✓ Customer satisfaction is very important for the company to take care of the customer and make them to satisfy.

SCOPE OF THE STUDY

- The study has been conducted on behalf of –STATE BANK OF INDIA.
- The study is confined to the Mahabubnagar region.
- The study covers the service providers and users of-STATE BANK OF INDIA in Mahabubnagar
- The study has put forward the customer as well as acceptability behavior for the services.
- The scope of the study is to find out the –Customer Satisfaction.

RESEARCH METHODOLOGY

1. DATA COLLECTION:

Data collection is a term used to describe a process of preparing and collecting data. For example, as part of a process improvement or similar project. The purpose of data collection is to obtain information to keep on record, to make decision about important issues, to pass information on to others. Primarily, data are collected to provide information regarding a specific topic.

Primary Data:

The primary data collected using a structured questionnaire from SBI Bank in Mahabubnagar.

Secondary Data:

The secondary data is collected from different source like internet websites of SBI

SAMPLE SIZE:

The sample size of the study is 30 members. The area of the study was in Mahabubnagar.

Research Instrument:

1. Questionnaires.

The interview guide was used especially to make the study complete and objective. The information gathered in the personal interview methods, are questions that are answered in objective type.

2. Bar Charts:

A **bar chart** or **bar graph** is a chart with rectangular bars with lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. **Bar charts**

are used for marking clear data which has discrete values. Some examples of discontinuous data include 'shoe size' or 'eye color', for which a bar chart is appropriate.

3. Spearman's Rank Correlation:

In statistics, **Spearman's rank correlation coefficient** or **Spearman's rho**, named after Charles Spearman and often denoted by the Greek letter ρ (rho) or as r_s , is a non-parametric measure of statistical dependence between two variables. It assesses how well the relationship between two variables can be described using a monotonic function. If there are no repeated data values, a perfect Spearman correlation of +1 or -1 occurs when each of the variables is a perfect monotone function of the other. The Spearman correlation coefficient is defined as the Pearson correlation coefficient between the ranked variables.

4. Sampled Units:

The Respondents are different categories with respect to their occupations.

5. Data Processing:

It was done with almost care to ensure valid and reliable results of data analysis. The tabulation was made depending on the nature and size of the data obtained. Depending on the nature of the questions, the data was processed using percentage analysis and weighted average to consolidate the results.

6. Percentage Analysis:

Percentage analysis is used to find out the percentage value of all the entire different questions used in finding comparison between two or more series of data.

Limitations of the study

Study is confined to Mahabubnagar T.S state in INDIA only.

- The sample size is 200 hence finding cannot be generalized.
- The period of the study is limited 7 weeks only.
- It was difficult to know whether the respondents are truly given the exact information.
- Customer preferences and opinion are supposed to change from time to time.

III. Review of Literature

It is seen as a key performance indicator within business and is often part of a **Balanced Scorecard**. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business' strategy.

“Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. . . . These metrics quantify an important dynamic: When a brand has loyal customers, it gains positive.” Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able to do this, firms need reliable and representative measures of satisfaction.

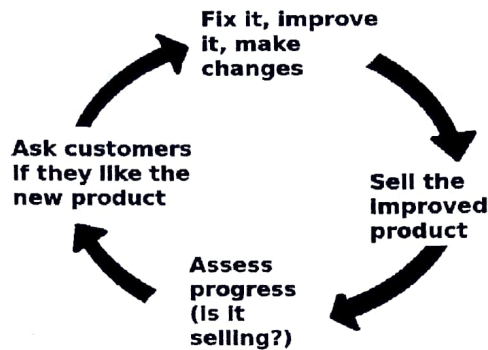
“In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel-even though its facilities and service would be deemed superior in 'absolute' terms.”

The importance of customer satisfaction diminishes when a firm has increased **bargaining power**. For example, **cell phone** plan providers, such as **AT&T** and **Verizon**, participate in an industry that is an **oligopoly**, where only a few suppliers of a certain product or service exist. As such, many cell phone plan contracts have a lot of **fine print** with provisions that they would never get away if there were, say, a hundred cell phone plan providers, because customer satisfaction would be way too low, and customers would easily have the option of leaving for a better contract offer.

PURPOSE:

Their principal use is twofold;”

- “Within organization, the collection, analysis and dissemination of these data send a message that they have a positive experience with the company’s goods and services.”
- “Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicator of how likely it is that the firm’s customers will make further purchases in the future.



Construction:

“Customer satisfaction is measured at the individual level. But it is almost always reported at an aggregate level. It can be, and often is, measured along various dimensions. A hotel, for example, might ask customers to rate their experience with its front desk and check-in service, with the room, with the amenities in the room, with the restaurants, and so on. Additionally, in a holistic sense, the hotel might ask about overall satisfaction ‘with your stay.’

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement and in term of their perception and expectation of performance of the organization being measured. Their satisfaction is generally measured on a five-point scale.

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

METHODOLOGIES:

American Customer Satisfaction Index (ACSI) is a scientific standard of customer satisfaction. Academic research has shown that the national ACSI score is a strong predictor of **Gross Domestic Product (GDP)** growth, and an even stronger predictor of **Personal**

| | Very dissatisfied | Bomewhat Dissatisfied | Neither Satisfied nor dissatisfied | Bomewhat Satisfied | Very satisfied |
|---|-------------------|-----------------------|------------------------------------|--------------------|----------------|
| 1 | | 2 | 3 | 4 | 5 |

Consumption Expenditure (PCE) growth. On the **Microeconomic** level, academic studies have shown that ACSI data is related to a firm's financial performance in terms of **return on investment (ROI)**, sales, long-term firm value (**Tobin's q**), **cash flow**, cash flow volatility, **human capital** performance, **portfolio** return, **debt** financing, risk, and consumer spending.

The **Kano model** is a theory of product development and customer satisfaction developed in the 1980s by

Professor **Noriaki Kano** that classifies customer preferences into five categories: Attractive, One-Dimensional, Must-Be, Indifferent, Reverse. The Kano model offers some insight into the product attributes which are perceived to be important to customers.

Customer Service System:

Customer Service is the provision of service to customers before during and after a purchase. According to Turban et al. (2002), "customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation."

Its importance varies by products, industry and customer; defective or broken merchandise can be exchanged, often only with a receipt and within a specified time frame. Retail stores often have a desk or counter devoted to dealing with returns, exchanges and complaints, or will perform related functions at the point of sale; the perceived success of such interactions being dependent on employees "who can adjust themselves to the personality of the guest," according to Micah Solomon quoted in Inc. Magazine.

From the point of view of an overall sales process engineering effort, customer service plays an important role in an organization's ability to generate income and revenue. From that perspective, customer service should be included as part of an overall approach to systematic improvement. A Customer service experience can change the entire perception a customer has of the organization.

CHAPTER-2

Industry profile:

INDUSTRY PROFILE

Banking in India:

Banking in India originated in the last decades of the 18th century. The first banks were The General Bank of India, NOW which started in 1786, and **Bank of Hindustan**, which started in 1790; both are now defunct. The oldest bank in existence in India is the **Bank of Calcutta** in June 1809, which almost immediately became the **Bank of Bengal**. This was one of the three presidency banks, the other two being the **Bank of Bombay** and the **Bank of Madras**, all three of which were established under charters from the British east India company. For many years the presidency banks acted as quasi-central banks, as did their successors. The three banks merged in 1921 to form the **Imperial Bank of India**, which, upon India's independence, became the **State Bank of India**, in 1955.

History:

Indian merchants in **Calcutta** established the Union Bank in 1839, but it failed in 1848 as a consequence of the economic crisis of 1848-49. **The Allahabad Bank**, established in 1865 and still functioning today, is the oldest joint stock bank in India. (**Joint Stock Bank:** A company that issues stock and requires shareholders to be held liable for the company's debt) It was not the first though. That honor belongs to the Bank of upper India, which was established in 1863, and which survived until 1913, when it failed, with some of its assets and liabilities being transferred to the **Alliance Bank of Simla**.

When the **American Civil War** stopped the supply of cotton to **Lancashire** from the **confederate states**, promoters opened banks to finance trading in Indian cotton. With large exposure to speculative ventures, most of the banks opened in India during that fey and lost interest in keeping deposits with banks. Subsequently, banking in India remained the

exclusive domain of Europeans for next several decades until the beginning of the 20th Century.

Foreign banks too started to arrive, particularly in **Calcutta**, in the 1860s. the **comptoir d'Escompte de Paris** opened a branch in Calcutta in 1860, and another in **Bombay** in 1862; branches in **Madras** and **Pondicherry**, then a French colony, followed. **HSBC** established itself in **Bengal** in 1869. Calcutta was the most active trading port in India, mainly due to the trade of the **British Empire**, and so became a banking centre.

The first entirely Indian joint stock bank was the Oudh commercial bank, Established in 1881 in **Faizabad**. It failed in 1958. The next was the **Punjab National bank**, established in **Lahore** in 1895, which has survived to the present and is now one of the largest banks in India.

Around the turn of the 20th Century, the Indian economy was passing through a relative period of stability. Around five decades had elapsed since the Indian Mutiny, and the social, industrial and other infrastructure had improved. Indians had established small banks, most of which served particular ethnic and religious communities.

The presidency banks dominated banking in India but there were also some exchange banks and a number of Indian **joint stock** banks. All these banks operated in different segments of the economy. The exchange banks, mostly owned by Europeans, concentrated on financing foreign trade. Indian joint stock banks were generally undercapitalized and lacked the experience and maturity to compete with the presidency and exchange banks. This segmentation late lord Curzon to observe, "in respect of banking it seems we are behind the times. We are like some hold fashioned sailing ship, divided by solid wooden bulkheads into separate and cumbersome compartments".

List of public sector Bank in INDIA:

Central Bank:

1. Reserve Bank of India (RBI)

Public Sector Banks (Nationalized banks):

- State Bank of India (SBI)
- State Bank of Bikaner & Jaipur

- State Bank of Hyderabad
- State Bank of Indore
- State Bank of Mysore
- State Bank of Patiala
- State Bank of Saurashtra
- State Bank of Travancore
- Bank of India
- Canara Bank
- Central Bank of India
- Corporation Bank
- Indian Bank
- Indian overseas bank
- Syndicate bank
- UCO Bank
- Allahabad bank
- Andhra Bank
- Bank of Baroda
- Bank of Maharashtra
- Dena Bank
- Oriental Bank of Commerce
- Punjab & Sind Bank
- Union Bank of India
- United Bank of India
- Vijaya Bank 27. IDBI Bank

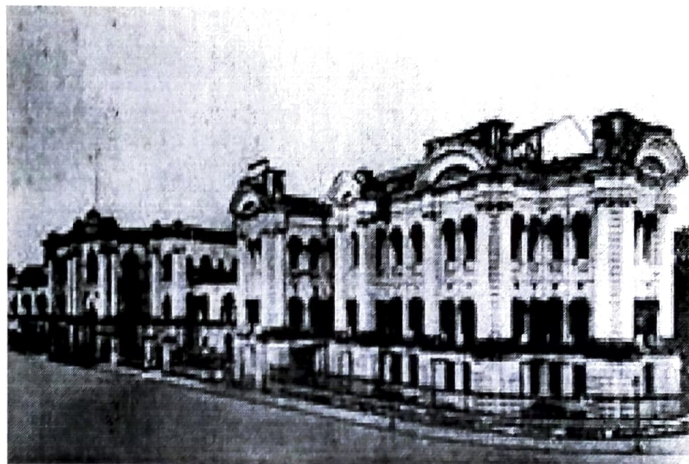
Company Profile

State Bank of India History:

The origin of the **State Bank of India** goes back to the first decade of the nineteenth century with the establishment of the Bank of Calcutta in Calcutta on 2 June 1806. Three years later the bank received its charter and was re-designed as the Bank of Bengal (2 January 1809). A unique institution, it was the first joint-stock bank of British India sponsored by the Government of Bengal. The Bank of Bombay (15 April 1840) and the Bank of Madras

(1 July 1843) followed the Bank of Bengal. These three banks remained at the apex of modern banking in India till their amalgamation as the imperial Bank of India on 27 January 1921.

Primarily Anglo-Indian creation, the three presidency banks came into existence either as a result of the compulsions of imperial finance or by the felt needs of local European commerce and were not imposed from outside in an arbitrary manner to modernize India's economy. Their evolution was, however, shaped by ideas culled from similar developments in Europe and England, and was influenced by changes occurring in the structure of both the local trading environment of Europe and the global economic framework.



Bank of Bengal Head Office

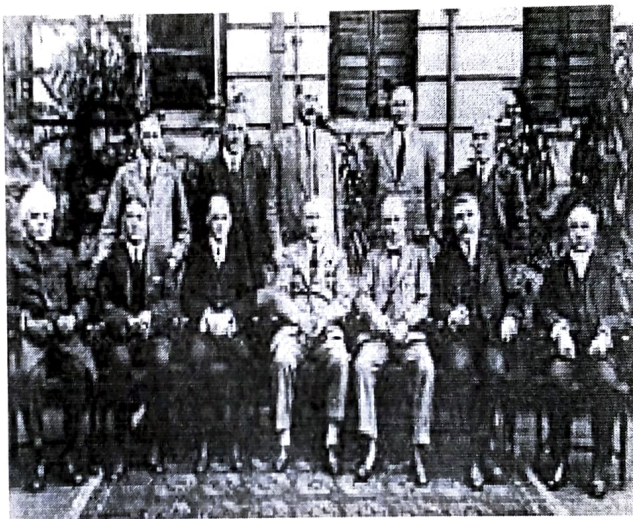
Bank of Bengal Head Office

Establishment:

The establishment of the bank marked the advent of limited liability, joint-stock banking in India. So was the associated innovation in banking, viz. The decision to allow the Bank of Bengal to issue notes, which would be accepted for payment of public revenues within a restricted geographical area. This right of note issue was very valuable not only for the Bank of Bengal but also its two siblings, the Banks of Bombay and Madras. It meant an accretion to the capital of the banks, a capital on which the proprietors did not have to pay

any interest. The concept of deposit banking was also an innovation because the practice of accepting money for safekeeping (and in some cases, even investment on behalf of the clients) by the indigenous bankers had not spread as a general habit in most parts of India. But, for a long time, and especially up to the time that the three presidency banks had a right of note issue, bank notes and government balances made up the bulk of the investible resources of the banks.

The three banks were governed by royal charters, which were revised from time to time. Each charter provided for a share capital, four-fifth of which were privately subscribed and the rest owned by the provincial government. The members of the board of directors representing the large European managing agency houses in India. The rest were government nominees, invariably civil servants, one of whom was elected as the president of the board.



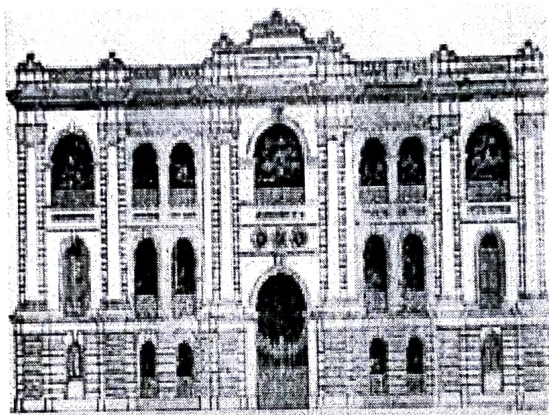
Board of directors 1921

Business:

The business of the banks was initially confined to discounting of bills of exchange or other negotiable private securities, keeping cash accounts and receiving deposits and issuing and circulating cash notes. Loans were restricted to Rs. One lakh and the period of accommodation confined to three months only. The security for such loans was public securities, commonly called company's paper, bullion, treasure, plate, jewel, or goods 'not of a perishable nature' and no interest could be charged beyond a rate of twelve per cent. Loans against goods like opium, indigo, salt woolens, cotton, cotton piece goods, mule twist and silk goods were also granted but such finance by way of cash credits gained momentum only

from the third decade of the nineteenth century. All commodities, including tea, sugar and jute, which began to be financed later, were either pledged or hypothecated to the bank. Demand promissory notes were signed by the borrower in favor of the guarantor, which was in turn endorsed to the bank. Lending against shares of the banks or on the mortgage of houses, land or other real property was, however, forbidden.

Indians were the principal borrowers against of company's paper, while the business of discounts on private as well as salary bills was almost the exclusive monopoly of individuals Europeans and their partnership firm. But the main function of the three banks. As far as the government was concerned, was to help the latter raise loans from time to time and also provide a degree of stability to the prices of government securities

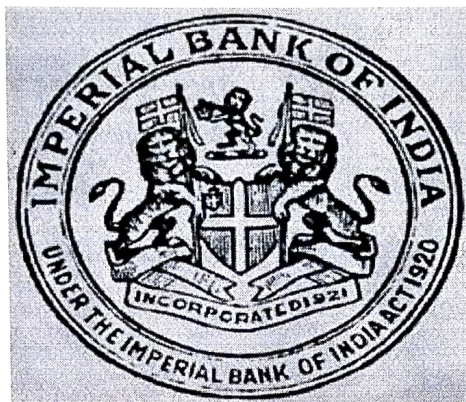


Old Bank of Bengal

Imperial Bank:

The Imperial Bank during the three and a half decades of its existence recorded an impressive growth in terms of offices, reserves, deposits, investments and advances, the increases in some cases amounting to more than six-fold. The financial status and security inherited from its forerunners no doubt provided a firm and durable platform. But the lofty traditions of banking which the Imperial Bank consistently maintained and the high standard of integrity it observed in its operations inspired confidence in its depositors that no other bank in India could perhaps then equal. All these enabled the Imperial Bank to acquire a pre-eminent position in the Indian banking industry and also secure a vital place in the country's economic life.

When India attained freedom, the Imperial Bank had a capital base (including reserves) of Rs.11.85 crores, deposits and advances of Rs.275.14 crores and Rs.72.94 crores respectively and a network of 172 branches and more than 200 sub offices extending all over the country.



Stamp of Imperial Bank of India

First Five Year Plan:

In 1951, when the First Five Year Plan was launched, the development of rural India was given the highest priority. The commercial banks of the country including the Imperial Bank of India had till then confined their operations to the urban sector and were not equipped to respond to the emergent needs of economic regeneration of the rural areas. In order, therefore, to serve the economy in general and the rural sector in particular, the All India Rural Credit Survey Committee recommended the creation of a state-partnered and state-sponsored bank by taking over the Imperial Bank of India, and integrating with it, the former state-owned or state-associate banks. An act was accordingly passed in Parliament in May 1955 and the State Bank of India was constituted on 1 July 1955. More than a quarter of the resources of the Indian banking system thus passed under the direct control of the State. Later, the State Bank of India (Subsidiary Banks) Act was passed in 1959, enabling the State Bank of India to take over eight former State-associated banks as its subsidiaries (later named Associates).

The State Bank of India was thus born with a new sense of social purpose aided by the 480 offices comprising branches, sub offices and three Local Head Offices inherited from the Imperial Bank. The concept of banking as mere repositories of the community's savings and

lenders to creditworthy parties was soon to give way to the concept of purposeful banking subserving the growing and diversified financial needs of planned economic development. The State Bank of India was destined to act as the pacesetter in this respect and lead the Indian banking system into the exciting field of national development.

ASSOCIATE BANKS

State Bank of India has the following five Associate Banks (ABs) with controlling interest ranging from 75% to 100%.

- State Bank of Bikaner and Jaipur (SBBJ)
- State Bank of Hyderabad (SBH)
- State Bank of Mysore (SBM)
- State Bank of Patiala (SBP)
- State Bank of Travancore (SBT)

As on June 30, 2011, the five ABs have a combined network of 4748 branches in India which are on core banking and 4713 ATMs networked with SBI ATMs, providing value added services to clientele.

The combined net profit of these banks increased by 10.67% over the previous year to reach Rs.735.79 crores as on 30th June 2011. Deposits and advances grew by 12.39% and 16.32%, respectively, during the year. The combined Net NPA ratio of all ABs was at 1.12% as on 30th June 2011. The highlights of performance of the five ABs for the quarter ended June 11 are as follows:

| | |
|------------------|--------|
| Deposits | 317581 |
| Loans | 240601 |
| Investments | 97439 |
| Total Assets | 378565 |
| Return on Assets | 0.79% |
| No. of Branches | 4748 |

SERVICES:

ONLINE TRADING

State Bank of India (SBI) now introduces you to a State-Of-Art broking predominantly to cater to every broking need and offers a truly world class experience of online investing –anyplace, anytime. Buying and selling of shares is now just a click away.

Our value proposition is based on **Unmatched Expertise, State-Of-Art Technology and Operational Ease** that will redefine the way India trades. With us you have the power of research expertise to aid you in making the right decisions, operational ease allowing you to seamlessly execute your transactions, timely advice that helps you pick the right opportunities and a customized trading experience to suit your needs and demands. So go ahead and enjoy your fast, easy and hassle-free trading experience with the India's largest bank.

State Bank of India in alliance with SBICap Securities Limited and Motilal Oswal Securities Limited now offers you an online trading account which will let you trade from the comfort of your home or office either through the internet. This service provides you with a 3-in-1 account which is an integrated platform of savings bank a/c, demat a/c and an online trading a/c to give you a convenient and paper free trading experience under one roof.

ATM SERVICES:

STATE BANK NETWORKED ATM SERVICES

State Bank offers you the convenience of over 26,000 ATMs in India, the largest network in the country and continuing to expand fast! This means that you can transact free of cost at the ATMs of State Bank Group (This includes the ATMs of State Bank of India as well as the Associate Banks - namely, State Bank of Bikaner & Jaipur, State Bank of Hyderabad, State Bank of Mysore, State Bank of Patiala, and State Bank of Travancore) and wholly owned subsidiary viz. SBI Commercial and International Bank Ltd., using the State Bank ATM-cum-Debit (Cash Plus) card.

KINDS OF CARDS ACCEPTED AT STATE BANK

ATMs

Besides all cards of State Bank of India, State Bank ATM-Cum-Debit Card and State Bank International ATM-

Cum-Debit Cards following cards are also accepted at State Bank ATMs: -

- State Bank Credit Card

- Cards issued by other banks displaying Maestro, Master Card, Cirrus, VISA and VISA Electron logos
- All Debit/ Credit Cards issued by any bank outside India displaying Maestro, Master Card, Cirrus, VISA and VISA Electron logos

State Bank ATM-cum-Debit (State Bank Cash plus)

Card:

India's largest bank is proud to offer you unparalleled convenience viz. State Bank ATM-cum-Debit (Cash Plus) card. With this card, there is no need to carry cash in your wallet. You can now withdraw cash and make purchases anytime you wish to with your ATM-cum-Debit Card.

INTERNET BANKING:

WELCOME ABOARD

www.onlinesbi.com, the Internet banking portal of our bank, enables its retail banking customers

To operate their accounts from anywhere anytime, removing the restrictions imposed by geography and time. It's a platform that enables the customers to carry out their banking activities from their desktop, aided by the power and convenience of the Internet.

Using Internet banking services, you can do the following normal banking transactions online:

- Funds transfer between own accounts.
- Third party transfers to accounts maintained at any branch of SBI
- Group Transfers to accounts in State Bank Group
- Inter Bank Transfers to accounts with other Banks
- Online standing instructions for periodical transfer for the above
- Credit PPF accounts across branches
- Request for Issue of Demand Draft
- Request for opening of new accounts
- Request for closure of Loan Accounts
- Request for Issue of Cheque Book

FOREIGN INWARD REMITTANCE:

Sending remittances to India for credit to your account with our bank or for your family is very simple and convenient with our wide foreign offices network and correspondent banking arrangement with about 600 banks worldwide. Wherever in the world you may be, there is our office or a bank having corresponding banking arrangement with our bank to provide facilities of remittances.

You could use any of the following ways to send the remittances.

SBI Express Remit Facility

Demand Drafts in Rupees

Telegraphic/wire transfers

Personal cheques/ travelers cheques (in person only)/ DDs in foreign currency

SAFE DEPOSIT LOCKER:

For the safety of your valuables, we offer safe deposit locker facility at a large number of our branches. There is a nominal annual rent, which depends on the size of the locker and the centre at which the branch is located. The rent is payable in advance for the Financial Year. A copy of the locker agreement regarding operation of the locker can be provided to the locker hirer at the time of allotment of the locker.

It is always beneficial to avail the benefits of nomination facility/ survivorship clause provided to locker-hirers. The major advantage of availing these facilities is that in the event of unfortunate death of one of the joint locker-hirer, the right to the contents of the locker does not automatically devolve on the surviving joint locker-hirer/ nominee (s), unless there is a survivorship clause/ nomination.

CHAPTER-3

**Data Analysis and
Interpretation**

Data analysis and interpretation

Table Shows Rank Correlation between Core Banking services and Online Banking services:

| Respondents | Core Banking Services(x) | Online Banking Services(y) | Rank x | Rank y | (d) | d ² |
|----------------|--------------------------|----------------------------|--------|--------|-----|---------------------|
| Students | 10 | 12 | 7 | 6 | 1 | 1 |
| Govt.Employees | 30 | 14 | 1 | 4 | -3 | 9 |
| Businessmen | 8 | 13 | 8 | 5 | 3 | 9 |
| Agriculture | 13 | 17 | 5 | 2 | 3 | 9 |
| Rtd.Employees | 17 | 16 | 2 | 3 | -1 | 1 |
| Housewives | 12 | 10 | 6 | 7 | -1 | 1 |
| Workers | 14 | 8 | 4 | 8 | -4 | 16 |
| Pvt.Employees | 16 | 30 | 3 | 1 | 2 | 4 |
| | | | | | | ∑d ² =50 |

Spearman's rank correlation equation:

$$\rho = 1 - \frac{6 \sum d_i^2}{n(n^2 - 1)}$$

$$1 - \frac{6 * 50}{8(64-1)}$$

$$= 0.4047$$

INFERENCE:

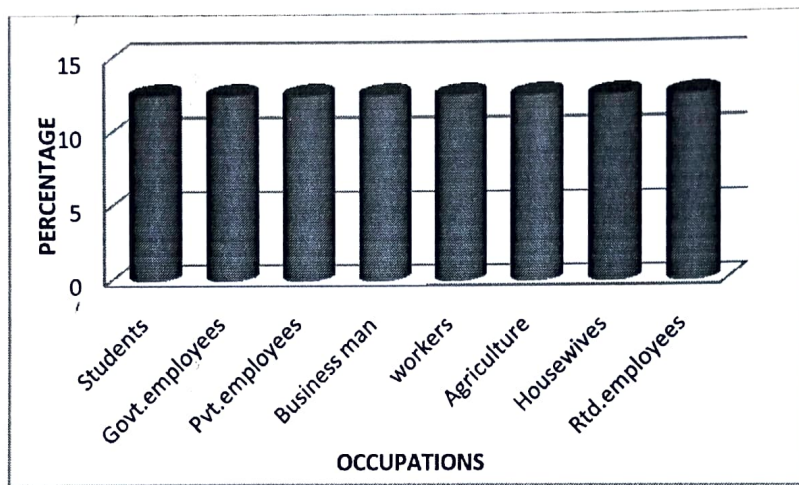
There is a positive Correlation between core banking respondents and online banking respondents with the value of 0.4047

Table shows different respondents with respect to their occupations:

| Occupations | Respondents | Percentage |
|----------------|-------------|------------|
| Students | 15 | 12.50 |
| Govt.employees | 15 | 12.50 |

| | | |
|---------------|-----|--------|
| Pvt.employees | 15 | 12.50 |
| Business man | 15 | 12.50 |
| workers | 15 | 12.50 |
| Agriculture | 15 | 12.50 |
| Housewives | 15 | 12.50 |
| Rtd.employees | 15 | 12.50 |
| | | |
| Total | 120 | 100.00 |

GRAPH: 1



INFERENCE:

There are different types of respondents had being taken in each of them were same number, i, e...15 members.

Table shows the opening procedure of an account:

| Option | Respondents | Percentage |
|------------|-------------|------------|
| Yes | 112 | 93.00 |
| no | 4 | 3.00 |
| Cannot say | 4 | 3.00 |
| | | |
| Total | 120 | 100.00 |

GRAPH: 2

Yes

93%

3%

INFERENCE:

From the above information on core banking facility of S.B.I. by asking to respondents, 93% of the respondents prefer to yes, 3% of respondents prefer no and only 3% were not aware.

Table shows alternative S.B.I. Bank:

| Options | Respondents | Percentage |
|-----------|-------------|------------|
| yes | 55 | 46.00 |
| no | 35 | 29.00 |
| not aware | 30 | 25.00 |
| | | |
| Total | 120 | 100.00 |

GRAPH: 3

INFERENCE:

From the above information on choosing alternate of S.B.I. by asking to respondents, 46% of the respondents prefer to yes, 29% of respondents prefer no and only 23% were not aware.

Table shows age of the respondents:

| Ages | Respondents | Percentage |
|----------|-------------|------------|
| 19-25 | 30 | 25.00 |
| 25-35 | 30 | 25.00 |
| 35-50 | 30 | 25.00 |
| 50>above | 30 | 25.00 |

| | | |
|-------|-----|--------|
| | | |
| Total | 120 | 100.00 |

GRAPH: 4

INFERENCE:

From the above information all the respondents were at same number, they categorized in 4 divisions with

Respect to their ages

Table shows Types of accounts owned by customers:

| Type of account | Respondents | Percentage |
|-----------------|-------------|------------|
| Current a/c | 15 | 13.00 |
| Saving a/c | 80 | 67.00 |
| Loan a/c | 10 | 8.00 |
| Demat a/c | 5 | 4.00 |
| Credit Card | 10 | 8.00 |
| | | |
| Total | 120 | 100.00 |

GRAPH: 5

INFERENCE:

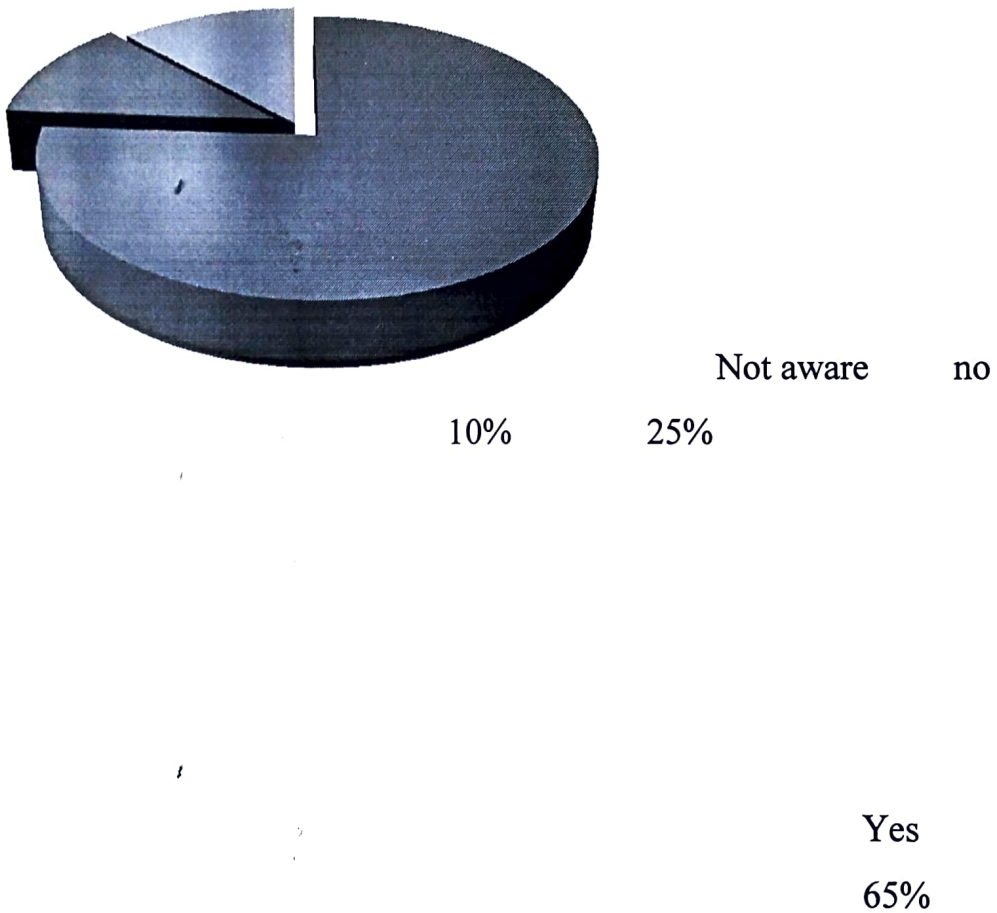
Majority of the respondents having savings a/c, next follows the Current, Loan, Demat, Credit Card a/c's.

Table shows Core Banking Facility:

| Options | Respondents | Percentage |
|---------|-------------|------------|
| Yes | 78 | 65.00 |
| No | 30 | 25.00 |

| | | |
|-----------|-----|--------|
| Not aware | 12 | 10.00 |
| | | |
| Total | 120 | 100.00 |

GRAPH: 6



INFERENCE:

From the above information on core banking facility of S.B.I. by asking to respondents, 65% of the respondents prefer to yes, 25% of respondents prefer no and only 10% were not aware.

Table shows competitive interest provided by S.B.I.:

| Options | Respondents | Percentage |
|-----------|-------------|------------|
| Yes | 68 | 57.00 |
| No | 28 | 23.00 |
| Not aware | 24 | 20.00 |
| | | |
| Total | 120 | 100.00 |

GRAPH: 7

INFERENCE:

From the above information on SERVICE CHARGES of S.B.I. by asking to respondents, 57% of the respondents prefer to yes, 23% of respondents prefer no and only 20% were not aware

Table shows on an extra charge for not maintaining minimum balance:

| Options | Respondents | Percentage |
|-----------|-------------|------------|
| Yes | 25 | 21.00 |
| No | 75 | 63.00 |
| Not aware | 20 | 16.00 |
| | | |
| Total | 120 | 100.00 |

From the above information 63% were says no, 21% were says yes and 16% of the respondents have no idea about it.

Table shows opening of an account:

| Options | Respondents | Percentage |
|-----------|-------------|------------|
| Yes | 92 | 76.00 |
| No | 14 | 12.00 |
| Not aware | 14 | 12.00 |

| | | |
|-------|-----|--------|
| | | |
| Total | 120 | 100.00 |

GRAPH: 8

INFERENCE:

From the above information on OPENING OF AN ACCOUNT in S.B.I. by asking to respondents, 76% of the respondents prefer to yes, 12% of respondents prefer no and only 12% were not aware.

Table Shows the S.B.I. providing all Banking needs:

| Options | Respondents | Percentage |
|-----------|-------------|------------|
| Yes | 110 | 91.60 |
| No | 5 | 4.20 |
| Not Aware | 5 | 4.20 |
| Total | 120 | 100.00 |

GRAPH: 9

INFERENCE:

From the above information 92% of the respondents were agreed to S.B.I. provides all banking needs, 2% of the respondents says —no and 2% of the respondents says —not aware regarding the information.

Table Shows S.B.I. more given facilities to customers:

| Types of Facilities | Respondents | Percentage |
|---------------------|-------------|------------|
| Loans | 50 | 42.00 |
| Overdrafts | 25 | 20.00 |
| A.T.M. | 45 | 38.00 |
| Total | 120 | 100.00 |

GRAPH: 10

O/D

21%

INFERENCE:

From the above information 42% of the respondents gave their Choice to loans, 38% gave on A.T.M. facilities and 21% were to Over drafts facilities.

Table Shows recreation facilities of S.B.I. Bank:

| Options | Respondents | Percentage |
|-----------|-------------|------------|
| Yes | 53 | 44.00 |
| No | 38 | 32.00 |
| Not aware | 29 | 24.00 |
| | | |
| Total | 120 | 100.00 |

From the above information shows 44% of the respondents were Agreed, 32% of the respondents were not agreed and 24% of the Respondents does not know about it.

Table shows Information to customers about display of S.B.I. shares

In STOCK EXCHANGE:

| Options | Respondents | Percentage |
|-----------|-------------|------------|
| Yes | 45 | 38.00 |
| No | 32 | 26.00 |
| Not aware | 43 | 36.00 |
| | | |

| | | |
|-------|-----|--------|
| Total | 120 | 100.00 |
|-------|-----|--------|

GRAPH: 11

INFERENCE:

From the above information regarding the display of S.B.I shares in stock exchange to customers is as 38% of the respondents were known, 26% were says no and 36% were not aware about it.

Table shows Feedback on over all services:

| Particulars | Respondents | Percentage |
|-------------|-------------|------------|
| Excellent | 15 | 13.00 |
| Very Good | 45 | 38.00 |
| Good | 30 | 25.00 |
| Average | 25 | 20.00 |
| Poor | 5 | 4.00 |
| | | |
| Total | 120 | 100.00 |

GRAPH: 12

INFERENCE:

From the above information regarding feedback on overall service on bank , majority 38% respondents gave very good,25% were gave good,20% were gave average,13% were gave excellent and only 4% respondents gave poor on performance.

Table shows RATING SCALE on preference of services:

| Preferences | Ranks | Respondents | Percentage |
|------------------|-------|-------------|------------|
| personalized | 1 | 70 | 58.34 |
| wide branch | 3 | 10 | 8.34 |
| customer service | 4 | 10 | 8.34 |
| computerized | 5 | 10 | 8.34 |
| core banking | 2 | 20 | 16.64 |
| | | | |

| | | | |
|-------|--|-----|--------|
| Total | | 120 | 100.00 |
|-------|--|-----|--------|

GRAPH: 13

Based on the Ranking given by respondent's majority for personalized at 70%, w.branch, c.service, computerized as 10% and 20% given to core banking service.

Table shows satisfaction level of customers:

| Preferences | Respondents | Percentage |
|------------------|-------------|------------|
| Highly satisfy | 23 | 19.00 |
| satisfy | 58 | 48.00 |
| somewhat satisfy | 30 | 25.00 |
| Dissatisfy | 9 | 8.00 |
| | | |
| Total | 120 | 100.00 |

GRAPH: 14

Chart Title

0

PERCENTAGE

INFERENCE:

From the above information regarding feedback on overall service on bank , majority 48% respondents gave satisfy,19% were gave very satisfy,25% were gave somewhat satisfy,8% were gave Dissatisfy.

Table Shows Standard Deviation of Respondents on Feedback:

| | | |
|-------------|----------------|-----|
| Particulars | Respondents(x) | (x) |
|-------------|----------------|-----|

| | | |
|-----------|--------------|-----------------|
| Excellent | 15 | 225 |
| Very Good | 45 | 2025 |
| Good | 30 | 900 |
| Bad | 25 | 625 |
| Very Bad | 5 | 25 |
| | | |
| Total | $\sum X=120$ | $\sum X^2=3800$ |

Standard Deviation:

$$\begin{aligned}
 \Sigma &= \sqrt{760-576} \\
 &= \sqrt{184} \\
 &= 13.56
 \end{aligned}$$

INFERENCE:

From the above information it is denoted that there is a standard deviation of approximately 14 Respondents about their opinion.

CHAPTER 4
FINDINGS, CONCLUSION,
SUGGESTIONS

Findings Suggestions Conclusion Questionnaire Bibliography

FINDINGS;

- 92% of the Respondents were believed that S.B.I. Bank provides all Banking needs.
- Majority of the Respondents were preferred savings account when compared with all the remaining mode of accounts, i.e., 67%.
- 42% of the Respondents were believed in S.B.I. Bank provides loan Facilities to the customers in an easy manner.
- Recreation Facility given by the S.B.I. Bank was believed by 44% of the Respondents.
- Only 38% the Respondents will aware of the list of shares in stock exchange provided by S.B.I. Bank.
- 65% of the Respondents were believed that S.B.I. Bank gave Core banking facility to the customers.
- Majority of the Respondents were felt that the S.B.I. Bank will not charge unnecessarily for not maintaining of minimum balance.
- Majority 57% of the Respondents felt that the S.B.I. Bank provides a competitive interest rate.
- It is observed that 76% of the respondents felt difficulty while opening an account in the S.B.I. Bank.
- 93% of the Respondents were recommended to their friends, relatives about the S.B.I. Bank.
- Most of the Respondents were not preferred an alternate Bank instead of the S.B.I. Bank.
- 72% of the Respondents were felt that the S.B.I. Bank will not take any service charge without any cause.
- While asking the feedback about the S.B.I. Bank services 45% of the Respondents were felt very well on service.
- It is observed that the 70% of the Respondents were preferred on personalized service of the S.B.I. Bank.
- 58% of the Respondents were felt satisfied on solving of the banking problem by the S.B.I. Banking staff.
- 59% of the Respondents were felt prompt service of the S.B.I. Bank.

- Most of the Respondents were felt that the S.B.I. Bank would not restrict on maintaining of minimum balance is must in high.
- It is observed that the 84% of the Respondents were satisfied on financial transactions of the S.B.I. Bank.
- 64% of the Respondents were felt that the S.B.I. Bank would provide on savings account.
- While asking the suggestions of the Respondents relating to the S.B.I. Bank, they felt that the Bank must create an awareness regarding the Online transactions to the Customers.

SUGGESTIONS

- From the above findings it was found that one of the S.B.I.Bank provided services is Online transactions. That is not much known to the customers, therefore the Bank management should take efforts to make awareness among the general public about online facilities.
- Since 73% of the customers using savings account deposits in every Bank. So the Bank management should think of introducing new schemes regarding savings accounts and marketing those to the customers.
- While discussing with the customers about suggestions they want more information on loans with interest rates provided by the Bank. So the Bank should employ some contact persons through a toll free number.
- Since 23% of the Respondents were dis-satisfy on transactions at Bank and time consumed too. To avoid this problem the Bank management should recruit more employees.
- Majority of the customers will prefer online bill payment facility provide by S.B.I.Bank. so the management should give low service charges and offering prices on Online Bill Payments.
- Advertisement of S.B.I.Bank is very less when compared with the competitors. It may leads to switching on other Banks. To overcome the Bank management should promote more advertisements through various advertisement vehicles.
- Most of the customers felt that opening of an account is very difficult in the Bank. So the management should take care on new customers as well as old customers
- Only 24% of the customers will aware of the availability of shares in stock exchange. So the management should display their types of securities like equity shares, bonds, debentures etc in their branches.
- The discussions of the customers, mostly to expanding of the branch for their convenience. The management try to expand the branch for customers' convenience.
- Since private sector Banks are the main competitors of the SB.I.Bank. So the Bank management should always work out special market strategies to retain the current customers and also bring out the market share of S.B.I.Bank customers, by regular advertisements, improving service quality, introducing new schemes for the customers.

CONCLUSION

Some light was shed on some negative factors also like creating an awareness on online transactions, interest rates on loans, A.T.M. facilities etc., That's why Some suggestion were provided to the management like concentrating on Online services, solving banking problem with a quick time and promote loan facilities like industrial, business, agriculture, individual loans etc, with an attracting advertisements.

12. Would you recommend this bank to your friends, relatives & associates?

- (a) Yes (b) No (c) Not Aware

13. When do you think of your Bank what comes first in your mind

- (a) Personalized service (b) Wide branch network
(c) Customer service (d) computerized Banking

14. You're over all opinion about this survey

- (a) Satisfactory (b) Will yield result (c) looking forward for result

15. How satisfied are you with the services provided by the Bank?

- (a) Very satisfied (b) Satisfied
(c) Somewhat satisfied (d) Dissatisfied

16. Do you always get prompt service whenever you visit the Branch?

- (a) Always (b) Often
(c) Sometimes (d) Rarely

17. Are you satisfied with your financial transactions with the Bank?

- (a) Very satisfied (b) Satisfied
(c) Somewhat satisfied (d) Dissatisfied

18. What type of banking account is owned by you?

- (a) Savings account (b) Loan account
(c) Transaction deposit (d) Current account

19. How long have you had these accounts in the Bank?

- (a) Less than a year n (b) 1-3 years
(c) 3-8 years (d) More than 8 years

20. Are you satisfied with the current service offerings of the Bank?

- (a) Yes (b) No (c) cannot say

21. Are you able to use Banking services online?

- (a) Yes (b) No (c) cannot say

22. How many times have you faced a problem related to your Banking account in the last 1 year?

- (a) Once (b) 1-5 times
(c) 5-10 times (d) more than 10 times

23. How quickly were your Banking problems and issues addressed by the Bank staff?

- (a) Immediately (b) 1-2 days
(c) 2-3 days (d) More than a week

24. Since how long are you using the online Banking system provided by our Bank?

- (a) Below 1 month (b). 1 – 6 months
(c) 6 months – 1 year (d) above 1 year

25. What is the major purpose for which you use the online Banking?

- (a) Online Bill Payments (b) Balance Check
(c) Request for a Cheque book (d) others.

26. Are you satisfied with online Banking?

(a) Yes

(b) No

(c) cannot say

27. What is your feedback regarding the Bank's Customer Service Representatives?

(a) Answer calls quickly

(b) Knowledge about banking products

(c) Knowledge about banking services

(d) Banking issues handled quickly

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