

A Study On Customer Satisfaction In New Generation Banking Services With Special Reference To Karur Vysya Bank, Karur.

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Introduction: The research covers analysis of banking industry with special reference to karur vysya bank, karur. Banking industry is one of the leading and dominative industries in India. The demand of bank product is increases the performance of banking industry has been playing significant role of our economic growth. It is one of the industries, which helps to our economic development under these ground this topic has selected.

I. OBJECTIVES OF THE STUDY:

- 1.To study the awareness level of people towards new generation banking services.
2. To study the level of customer satisfaction towards the new generation banking services offered by karur vysya bank.

II. SCOPE OF THE STUDY:

1. Been satisfied to find the product used by customer.
2. To find whether customer were satisfied with karur vysya bank services.
3. To find any complaints regarding karur vysya bank products.

III. LIMITATIONS OF THE STUDY:

1. The study is limited only to karur down.
2. The time given for data collection is insufficient.
3. Period of study is short.

IV. RESEARCH METHODOLOGY

Researcher adopted the descriptive research for the study. Research design is the basis of defining the research problem. The preparation of the design of the project is popularly known as research design. It was used in primary data was collected directly from the customer through the questionnaire method. The probability Sample techniques are used to Simple random sampling and the sample size is 100.in this study.

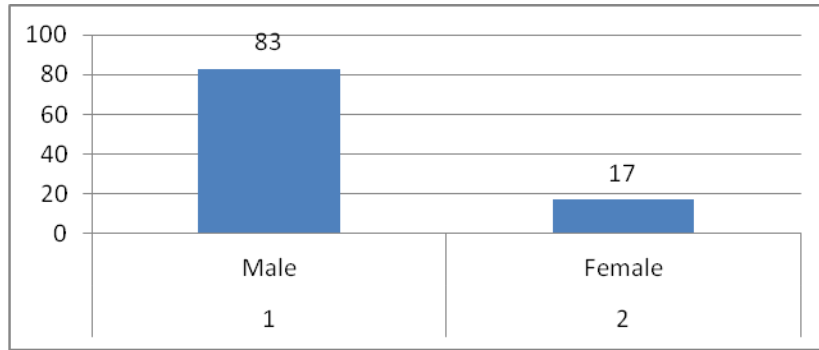
V. REVIEW OF LITERATURE

Problems and Fees Drive Decline in Overall Satisfaction with Retail banks. D. Power and Associates Reports .Improving the Customer Experience Leads to Higher Deposit Growth.(Calif.: 28 May 2008).Poor problem resolution, long wait times and additional fees all contribute to an overall decline in customer satisfaction with retail banks. The study finds that overall satisfaction with the retail banking experience has decreased considerably since 2007. In particular, dissatisfaction with fees is the most commonly reported problem by customers, as well as the second-most common reason for switching financial institutions. In addition, a rise in the number of problems experienced and problems that go unresolved, increases in wait times to see tellers or speak to phone representatives, and declines in the ease of accessing branches all contribute to the drop in satisfaction.

ANALYSIS & INTERPRETATION:

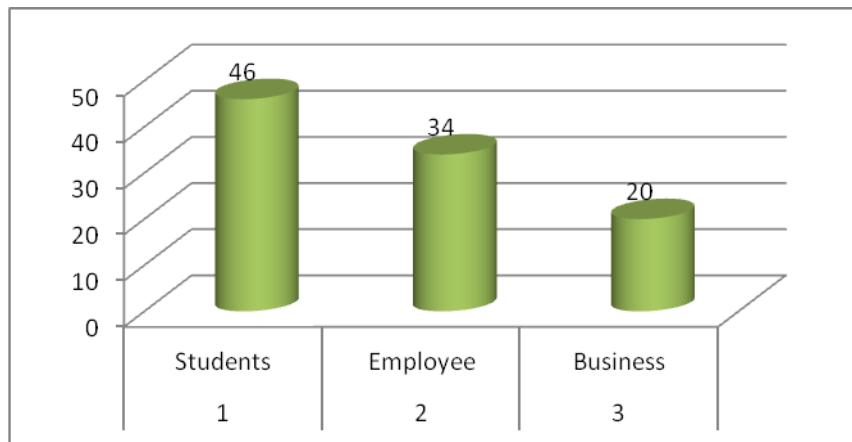
GENDER OF THE RESPONDENTS

S.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1	Male	83	83
2	Female	17	17
	Total	100	100



OCCUPATION OF THE RESPONDENTS

S.NO	OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
1	Students	46	46
2	Employee	34	34
3	Business	20	10
	Total	100	100



gender of the respondent * occupation of the respondent Crosstabulation

Count

		occupation of the respondent			Total
		student	employee	business	
gender of the respondent	male	39	34	10	83
	female	17	0	0	17
Total		56	34	10	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.093 ^a	2	.000
Likelihood Ratio	22.425	2	.000
Linear-by-Linear Association	13.186	1	.000
N of Valid Cases	100		

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a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 1.70.

INFERNCES:

Hypothesis:

Ho= There is no relationship between Gender & occupation of the respondents.

H1=There is relationship between Gender & occupation of the respondents.

Inference:

The above analysis resulted that the calculated value is greater than the table value (16.093>5.991).

Accept the H1 Hence, there is relationship Gender & occupation of the respondents.

FINDINGS:

The majority of respondents of 83% of respondents are says male.

The majority of respondents 46% of respondents are students.

SUGGESTIONS:

1. Should be avoided the competitive service charges.
2. Should be reduced the competitive interest rate.
3. Must be encouraged to other type of account holders.

VI. CONCLUSION

The majority of India's banks are not very diversified in terms of the products and services they offer. One strategic focus that banks can implement to remain competitive would be to retain as many customers as possible. And customer retention is possible through customer satisfaction only. Thus, customers' satisfaction is the key of success in today's competitive era. 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. Satisfying the customer is more essential to do market. For that every organization have to update their products for current market situation, so as to improve their quality, of the price and good customer service, these are the essential factors to achieve among competitive market.

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Websites:

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