

Customer Expectation vs. Satisfaction of Retail Banking Services Offered by Private Sector Banks – An Empirical Study

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Abstract--- Banking industry sector is considered as one of the vital contributors to the economic growth of a country. It serves as the central channel for all economic activities. The economic growth and prosperous of India has been influenced and accelerated by the expansion of the banking system. Retail banking is a major form of Indian scheduled commercial banking which mainly involves individual customers rather than corporate clients. Retail banking has immense opportunities in a growing economy like India. Some of the key economic policies focused through retail-banking sector in India are: financial inclusion, responsible lending and access to easy finance, long-term savings, financial capability, consumer protection, regulation and financial crime prevention. Moreover, modern day, banking customers worldwide are exercising their 'freedom of choice' by changing their banks in search for better service and custom-tailored products. Thus, to keep the customers satisfied and meet the expectation before time bankers are keep changing their strategies for success their services in new age economy. Drawing relevance from the above discussions this study aims to analyse the consumer expectation and satisfaction towards retail banking services offered by New Generation Private Sector Banks in India as they are pioneer in offering innovative and technology enabled retail banking services in India.

Keywords--- Retail Banking, Customer Expectation, Customer Satisfaction.

I. INTRODUCTION

Banking practices are part and parcel of Indian financial system, as Indian financial system, as Indian economic is predominately bank based economy i.e., money-market oriented economy. Banks serves as a nerves system of Indian financial and economic activities. Right from the independence of the nation's banking sector has experience number of changes. One of the significant change experienced by the Indian banking sector is the involve of banks in the retail banking practice. Retail banking is predominately more small retail-customers, entrepreneurs oriented rather than focusing on big-corporates.

Retail banking concept in India was introduced in India, with the introduction of foreign banks in late 1970's and early 1980's, i.e., with opening of branches banks, who pioneered introduction of multiple products of deposits and credit lending influenced by the foreign banking practices, handful of Indian banks like State Bank of India, Indian Overseas Bank, Bank of India, Bank of Baroda and Andhra Bank also entry into retail banking practices by developing innovative credit and bank products in the early 1980's.

In 1990 introduction of New Generation banks, the retail banking practices in India. Opened a market full of

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opportunities, growth and convenience of banking for both banks and its clients¹.

Retail banks provides basic banking services it clients that includes acceptance of deposit, loan disbursement and payment settlement services offering financial investments services, facilitating foreign currency exchange, and offering of financial market related services. In short retail banking comprises of broader categories of products and services' i.e., retail banking involves both assets and liabilities of its valuable clients. The diversified portfolio characteristic of retail banking has brought in comfort, profitability and efficiency and less risky for the scheduled commercial banks functioning in India. Retail banking provides immense opportunities for the growth of Indian economy. Retail banking supports the economic growth by implementing and expansion of financial inclusion financial policy of the Government of India, it supports in safe lending and ease access to low cum middle income population, ncourages long-term deposit saving schemes, enhanced financial literacy among common public, ensuring customers protection, regulation of customer rights and prevention of financial crimes.

Over the years banking sector in India has grown tremendously. A good number of banks have come up in the private sector. New players in the banking sector have redefined the way business is done and public sector banks are feeling the pressure of competition. They have started adopting some of the practices of private of private banks like installing ATMs improving ambience of bank premises and similar measures. Today retail banking in India is experiencing a fierce competition as public sector banks, private sector banks and foreign banks are trying to perform their best to expand their respective retail market share. Indian customers, particularly metropolitan and urban customers, are now not only educated about banking products but also they are increasing their demand for the services offered by a bank². Maintaining good customer relations has become a major challenge for retail banks in the new era. Though retail banking customers are generally loyal, with increasing publicity on the services offered by competing banks, it has become tempting for the customer's to check the services in other banks too³.

In short, shifts in demographics, incomes, attitudes and behavior, in addition toeasily accessible information are empowering customers to demand greater autonomy, responsiveness and transparency services from their bankers. Not only do they want personalized products but are willing to shift loyalties and approach towards another bank that offers them a better deal. Moreover, modern day, banking customers worldwide are exercising their 'freedom of choice' by changing their banks in search for better service and custom-tailored products⁴. Thus, to keep the customers satisfied and meet the expectation before time bankers are keep changing their strategies for success their services in new age economy.

In such a competitive environment to compete effectively, customer expectation and satisfaction towards services provided by banks matter a lot⁵ for the profitability of banks, its efficient operation and future

¹Sethu Raman .J (2007), "*Retail Banking – Models, strategies, performances and the Future - The Indian Scenario*", Research Report Submitted to Indian Institute of Banking and Finance, Mumbai.

²Ranganathan.S (2013), Customers' Perception towards Retail Banking Services of the Commercial Banks in Cuddalore District, SIT Journal of Management, VolumeNo. 3, Issue No. 2, ISSN: 2278-911, PP.287-305, December.

³Chapter I, http://10_chapter1.pdf.Adobe reader.

⁴SumitSrivastav and AlokKumar(2009), Core Banking Transformation, FIN Sights (Technology Insight for the Financial Service Industry), Infosys, <http://www.infosys.com/finsights/Documents/pdf/issue5/01-next-generation-banking.pdf>.

⁵UpinderDhar, Nath .V.V, Satish .K Nair and Prabhat Kumar Yadav (2008), *New Age Marketing - Emerging Realities*, Institute of Management, NIRMA University of Science and Technology, Ahmedabad, Published by Excel Book, ISBN: 978-81-7446-587-0, First Edition, New Delhi 2008

sustainability. Drawing relevance from the above discussions this study aims to analyse the customer expectation and satisfaction towards retail banking services offered by New Generation Private Sector Banks in India as they are pioneer in offering innovative and technology enabled retail banking services in India. This empirical study is focused on New Generation Private Sector Banks and its customers in Coimbatore city. This empirical study is focused on New Generation Private Sector Banks and its customers in Coimbatore city. The design of the research is descriptive in nature. The primary data required for the study have been collected from around 700 respondents having bank account in various branches of private banks at Coimbatore. The tools applied include Frequency distribution, Weighted Average and Discriminant Factor Analysis

II. DEMOGRAPHIC AND SOCIO-ECONOMIC PROFILE

Customers become more demanding and their needs become complex, banks need to differentiate themselves through enhanced service delivery, improved transparency and knowledge about their demographic and socio-economic divides. The following table outlines the socio-demographic profile of the sample respondents' involved in the survey.

Table 1: Demographic and Socio-economic Profile of Respondents

<i>Sl. No</i>	<i>Gender</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1.	Male	430	63.70
2.	Female	245	36.30
	Total	675	100
<i>Sl. No</i>	<i>Age</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1.	26-30 years	213	31.56
2.	31-35 years	253	37.48
3.	36-40 years	133	19.70
4.	41-45 years	36	5.33
5.	46-50 years	22	3.26
6.	51-55 years	18	2.67
	Total	675	100
<i>Sl. No</i>	<i>Marital Status</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1.	Married	233	34.52
2.	Unmarried	442	65.48
	Total	675	100
<i>Sl. No</i>	<i>Education</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1.	School Level	18	2.64
2.	Undergraduate	271	40.15
3.	Postgraduate	364	53.94
4.	Diploma	22	3.27
	Total	675	100
<i>Sl. No</i>	<i>Occupation</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1.	Private Sector Employee	599	88.74
2.	Public Sector Employee	39	5.78
4.	Businessmen	37	5.48
	Total	675	100
<i>Sl. No</i>	<i>Monthly Income</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1.	Up to Rs.25,000	233	34.52
2.	Rs.25,001 to Rs.35,000	171	25.33
3.	Rs.35,001 toRs.45,000	119	17.63
4.	Rs.45,001 & Above	152	22.52
	Total	675	100

Source: Primary Data

Bank Customers Expectations and Satisfaction towards Retail Banking Services

Gauging what customers expect from their bank has never been easy. Rising education levels, greater wealth and major technological shifts have all had an impact on the relationship between customers and retail banks. Customers are now more demanding, they expect more from their banks. Customers' expectations are being shaped by experiences outside the banking industry, where content, interactions and features are richer, delivering a more engaging and rewarding experience for the consumer. Customer expectations for banking services (both offline and online) are being reset by the experiences provided by retail bankers. At the same time bankers recognizing changing consumer preferences and lifestyles, will help them in developing capabilities that allow consumers to carry their bank in their pocket and in their touch screen without any hindrances or misshapes, which in turn results in enhancing customers satisfaction and retaining them very loyal. The following table depicts customers' expectation towards retail banking services and the primary reasons for selection of new generation private sector banks for these services.

Table 2(A): Customer's Level of Expectations of Retail Banking Services

<i>Factors</i>	<i>Very Important</i>	<i>Important</i>	<i>Moderately</i>	<i>Least Important</i>	<i>Not Important</i>	<i>Sum</i>	<i>Mean</i>	<i>Rank</i>
<i>Routine Operation Factor</i>								
Working hours of the bank	338 (50.07)	282 (41.78)	37 (5.48)	18 (2.67)	0 (0.00)	2965	4.39	5
Credibility Accessibility	329 (48.74)	232 (34.37)	96 (14.22)	18 (2.67)	0 (0.00)	2897	4.29	9
Ease of account opening	370 (54.81)	195 (28.89)	92 (13.63)	18 (2.67)	0 (0.00)	2942	4.36	6
Computerization of services	416 (61.63)	165 (24.44)	55 (8.15)	39 (5.78)	0 (0.00)	2983	4.42	2
Introduction of innovative services	317 (46.96)	284 (42.07)	55 (8.15)	19 (2.81)	0 (0.00)	2924	4.33	8
Duty conscious staff & Courteous behavior	372 (55.11)	209 (30.96)	73 (10.81)	0 (0.00)	21 (3.11)	2936	4.35	7
Expeditious (Speedy) Service	317 (46.96)	322 (47.70)	36 (5.33)	0 (0.00)	0 (0.00)	2981	4.42	2
Wide range of services with less cumbersome procedures	297 (44.00)	265 (39.26)	76 (11.26)	37 (5.48)	0 (0.00)	2847	4.22	10
Good personal services & Smooth/ efficient banking operations	393 (58.22)	243 (36.00)	0 (0.00)	18 (2.67)	21 (3.11)	2994	4.44	1
Time taken to update the pass book	221 (32.74)	270 (40.00)	129 (19.11)	37 (5.48)	18 (2.67)	2664	3.95	11
Time taken for sanction of loan	360 (53.33)	242 (35.85)	55 (8.15)	18 (2.67)	0 (0.00)	2969	4.40	4
<i>Ambience Factor</i>								
Lay out of the bank	277 (41.04)	247 (36.59)	130 (19.26)	21 (3.11)	0 (0.00)	2805	4.16	2
Atmosphere of the bank	354 (52.44)	191 (28.30)	73 (10.81)	36 (5.33)	21 (3.11)	2846	4.22	1

Source: Primary Data

Values in parenthesis are in Per Cent

Table 2(B): Customer's Level of Expectations of Retail Banking Services

<i>Factors</i>	<i>Very Important</i>	<i>Important</i>	<i>Moderately</i>	<i>Least Important</i>	<i>Not Important</i>	<i>Sum</i>	<i>Mean</i>	<i>Rank</i>
Interactive Factor								
Bank's publicity regarding its services and performance	275 (40.74)	268 (39.70)	93 (13.78)	39 (5.78)	0 (0.00)	2804	4.15	2
Staffs attitude & approach towards the customers	394 (58.37)	188 (27.85)	75 (11.11)	18 (2.67)	0 (0.00)	2983	4.42	1
Situational Factor								
Service charges	297 (44.00)	269 (39.85)	54 (8.00)	55 (8.15)	0 (0.00)	2833	4.20	2
Schemes for IT Relief	324 (48.00)	279 (41.33)	54 (8.00)	18 (2.67)	0 (0.00)	2934	4.35	1
Mechanization Factor								
Unambiguous procedures & systematic execution	234 (34.67)	328 (48.59)	77 (11.41)	36 (5.33)	0 (0.00)	2785	4.13	2
Computerization in the bank	411 (60.89)	228 (33.78)	18 (2.67)	18 (2.67)	0 (0.00)	3057	4.53	1
Staff Factor								
Expertise of bank employees regarding the bank service	309 (45.78)	291 (43.11)	36 (5.33)	18 (2.67)	21 (3.11)	2874	4.26	2
Quick response for queries	489 (72.44)	129 (19.11)	18 (2.67)	39 (5.78)	0 (0.00)	3093	4.58	1
General Factor								
Location of the bank	373 (55.26)	189 (28.00)	77 (11.41)	36 (5.33)	0 (0.00)	2924	4.33	2
Bank's innovation in service offering	352 (52.15)	250 (37.04)	37 (5.48)	36 (5.33)	0 (0.00)	2943	4.36	1

Source: Primary Data

Values in parenthesis are in Per Cent

Customers level of expectation towards retail banking services offered by the new generation private sector banks were grouped into seven segments: routine operation factor, ambience factor, interactive factor, situational factor, mechanization factor, staff factor and general factor. Customers level of expectation towards modern day banking services are changing very frequently due to introduction of IT (information Technology enabled services), its day-to-day advancement and the changes that is happening in banking practices worldwide.

(i) Routine Operation Factor

From the above table it has been inferred that while selecting the retail banking services the customers expect

their bankers to maintain good personal services & Smooth / efficient banking operations (4.44 mean score), expeditious (Speedy) Service and complete automation i.e., computerization (4.42 mean score), these variables are rated in the first and second places, with the highest mean scores. Modern day consumers expect their bankers to render the services at shortest time in case of loan sanctioning, at the same time they like the banker to extend their working hours into 24 x 7, around the clock and with the easy of account opening procedures, these variables are rated in the fourth, fifth and sixth places with the high mean scores of 4.40, 4.39 and 4.36, respectively.

The customers expects their bank staff to be duty conscious & courteous, bankers to offer innovative products at regular frequencies and to offer easy credit accessibility and overdraft facilities, these variables are rated in the seventh to ninth places, with the moderate mean score of 4.35, 4.33 and 4.29, orderly. Modern day customers pays least importance to provision of wide range of services with less cumbersome procedures and time taken for updating passbooks, these variables are rated in the tenth and eleventh places.

(ii) Ambience Factor

Though, in modern day banking practices customers rarely visit their banks for passbook entry, cash deposits, or for withdrawals. Still then, the retail banks customers expect their banks to be having cozy atmosphere and well planned layouts, these variables are rated in the first and second places with the mean score of 4.22 and 4.16.

(iii) Interactive Factor

Communication has become the base for all form of business attitude and approach. It has been observed that the sample customers expect their bank staff toward clients, i.e., it is rated in the first place with the mean score of 4.42. Followed by, it has been inferred that banks to promote their products/services through multi-media channels like webs, social networking, television, mobile phones and other, this publicity feature of bank is rated in the first place, with the highest mean score of 4.15.

(iv) Situational Factor

With regard to working conditions of the banks, the customers expect them to offer various Schemes for IT (Income Tax) Relief on their savings and deposit value held by them in the bank, it is rated in the first place with the highest mean score of 4.35 and customers expectation towards reduction in bankers service charges, reductions is rated in the second place with the mean value of 4.20.

(v) Mechanization Factor

Customers' expectation towards easy operation in terms of complete computerized branch services and flaw less procedures and systematic execution of services are rated with the mean of 4.53 and 4.13, respectively.

(vi) Staff Factor

Human skills places an important role in rendering banking services even in today's virtual banking practices. Customers expectation towards banks staff expertise knowledge about their service features and their quick responses to the clients queries and doubts, are rated with the highest mean score of 4.58 and 4.26.

(vii) General Factor

Beside the above specified service dimensions, the customer also expect their bankers to adopt innovation in their services in comparison to other competitive bankers and also to be strategically locate their branches for convenient reach of customers. These variables back the mean score of 4.36 and 4.33.

The study concludes by stating that nowadays, customers across all segments expect highly personalized, convenient, and reliable service, along with 24/7 accessibility (i.e.,) good personal services & Smooth/ efficient banking operations (4.44), quick response to the query (4.58), fully digitalized bank branches (4.53) and staff attitude towards customers (4.42).

The study suggests that the New Generation Private sector Banks need to leverage technology to provide quick and personalized service to customers through various channels, while ensuring a consistent experience across all channels of services.

Table 3(A): Consumers' Level of Satisfaction towards Retail Banking Services Offered by the New Generation Banks

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Sum	Mean	Rank
Routine Operation Factor								
Working hours of the bank	331 (49.04)	224 (33.19)	102 (15.11)	18 (2.67)	0 (0.00)	2893	4.29	1
Credibility Accessibility	217 (32.15)	359 (53.19)	81 (12.00)	18 (2.67)	0 (0.00)	2800	4.15	4
Ease of account opening	251 (37.19)	275 (40.74)	93 (13.78)	56 (8.30)	0 (0.00)	2746	4.07	6
Computerization of services	291 (43.11)	292 (43.26)	74 (10.96)	18 (2.67)	0 (0.00)	2881	4.27	2
Introduction of innovative services	273 (40.44)	266 (39.41)	118 (17.48)	18 (2.67)	0 (0.00)	2819	4.18	3
Duty conscious staff & Courteous behavior	178 (26.37)	385 (57.04)	94 (13.93)	18 (2.67)	0 (0.00)	2748	4.07	6
Expeditious (Speedy)Service	254 (37.63)	232 (34.37)	153 (22.67)	36 (5.33)	0 (0.00)	2729	4.04	8
Wide range of services with less cumbersome procedures	181 (26.81)	342 (50.67)	134 (19.85)	18 (2.67)	0 (0.00)	2711	4.02	9
Good personal services & Smooth/ efficient banking operations	232 (34.37)	288 (42.67)	137 (20.30)	18 (2.67)	0 (0.00)	2759	4.09	5
Time taken to update the pass book	199 (29.48)	284 (42.07)	156 (23.11)	36 (5.33)	0 (0.00)	2671	3.96	10
Time taken for sanction of loan	157 (23.26)	268 (39.70)	172 (25.48)	78 (11.56)	0 (0.00)	2529	3.75	11

Source: Primary Data

Values in parenthesis are in Per Cent

Table 3(B): Consumers' Level of Satisfaction towards Services Offered by the New Generation Bank

<i>Factors</i>	<i>Highly Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Highly Dissatisfied</i>	<i>Sum</i>	<i>Mean</i>	<i>Rank</i>
Ambience Factor								
Lay out of the bank	256 (37.93)	345 (51.11)	56 (8.30)	0 (0.00)	18 (2.67)	2846	4.22	1
Atmosphere of the bank	234 (34.67)	327 (48.44)	96 (14.22)	18 (2.67)	0 (0.00)	2802	4.15	2
Interactive Factor								
Bank's publicity regarding its services and performance	235 (34.81)	268 (39.70)	154 (22.81)	18 (2.67)	0 (0.00)	2745	4.07	1
Staffs attitude & approach towards the customers	197 (29.19)	325 (48.15)	135 (20.00)	18 (2.67)	0 (0.00)	2726	4.04	2
Situational Factor								
Service charges	258 (38.22)	247 (36.59)	152 (22.52)	18 (2.67)	0 (0.00)	2770	4.10	1
Schemes for IT relief	154 (22.81)	293 (43.41)	210 (31.11)	18 (2.67)	0 (0.00)	2608	3.86	2
Mechanization Factor								
Unambiguous procedures & systematic execution	232 (34.37)	289 (42.81)	117 (17.33)	37 (5.48)	0 (0.00)	2741	4.06	2
Computerization in the bank	265 (39.26)	298 (44.15)	94 (13.93)	0 (0.00)	18 (2.67)	2817	4.17	1
Staff Factor								
Expertise of bank employees regarding the bank service	301 (44.59)	201 (29.78)	155 (22.96)	18 (2.67)	0 (0.00)	2810	4.16	1
Quick response for queries	239 (35.41)	246 (36.44)	172 (25.48)	18 (2.67)	0 (0.00)	2731	4.05	2
General Factor								
Location of the bank	269 (39.85)	295 (43.70)	93 (13.78)	0 (0.00)	18 (2.67)	2822	4.18	1
Bank's innovation in service offering	237 (35.11)	268 (39.70)	152 (22.52)	0 (0.00)	18 (2.67)	2731	4.05	2

Source: Primary Data

Values in parenthesis are in Per Cent

Customers level of satisfaction towards retail banking services offered by the new generation private sector banks were grouped into seven segments: routine operation factor, ambience factor, interactive factor, situational factor, mechanization factor, staff factor and general factor.

(i) Routine Operation Factor

From the above table it has been inferred that majority of the retail bank customers have expressed a high degree of satisfaction towards extending bank working hours, complete automation i.e., computerization and introduction of innovative products at regular frequencies, these variables placed in the first three places, with the highest mean score of 4.29, 4.27 and 4.18. Further, it has been observed that customers have expressed high degree of satisfaction towards: credibility accessibility, good personal services & Smooth/ efficient banking operations, Bank staff's duty

conscious staff and courteous behavior and ease of account opening procedures, these variables are rated with the mean score of 4.15, 4.09 and 4.07. Sample retail bank customer of NGPS banks level of satisfaction towards speedy services, bankers' efficiency to offer wide range of services with less cumbersome procedures, least time taken to update the pass book and minimal time taken for sanction of loan are rated in the eighth, ninth, tenth and eleventh places with the moderate mean score of 4.04, 4.02, 3.96 and 3.75, respectively.

(ii) Ambience Factor

Retail bank customers have expressed high degree of satisfaction towards well planned layout of the bank and its cozy atmosphere. These variables are rated with the mean score of 4.22 and 4.15.

(iii) Interactive Factor

The sample customers claim satisfaction towards bankers' publicity regarding its services and performance and bank staff responsiveness approaches toward clients, i.e., it is rated with the mean score of 4.07 and 4.04.

(iv) Situational Factor

Retail bank customers express a high degree of satisfaction towards service charges collected by the bankers and offering various Schemes for IT (Income Tax) Relief on their savings and deposit value held by them in the bank, these variables back mean score of 4.10 and 3.86, respectively.

(v) Mechanization Factor

Customers' satisfaction towards mechanization of banking services i.e., complete computerised branch services and flaw less procedures and systematic execution of services are rated with the mean of 4.17 and 4.06, respectively.

(vi) Staff Factor

Customers level of satisfaction towards banks staff expertise knowledge about their service features and their quick responses to the clients queries and doubts, are rated with the high mean score of 4.16 and 4.05.

(vii) General Factor

Beside the above specified service dimensions, the customers have expressed satisfaction towards strategic location of their bank branch(s) and their bankers to adopt innovation in their services in comparison to other competitive bankers. These variables back the mean score of 4.18 and 4.05.

The study found that majority of the sample retail bank customers have been found satisfied with the working hours of the bank (4.29), efficient bank layout for the customer conveniences (4.22), Bank's publicity regarding its services and performance (4.07), Service charges (4.10), Computerization (4.17), Expertise of bank employees regarding the bank service (4.16) and location of bank (4.18). Factor analysis technique has been applied to find the underlying dimension (factors) that exists among 23 variables relating to the New Generation Private Sector Bank Customers and satisfaction towards services offered by the new generation banks: (i) Routine Operation Factor (ii) Ambience Factor (iii) Interactive Factor (iv) Situational Factor, (v) Mechanization Factor, (vi) Staff Factor and (vii) General Factor.

Table 4: KMO and Bartlett's Test New Generation Private Sector Bank Customers Level of Satisfaction towards Services Offered

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.786
Bartlett's Test of Sphericity Approx. Chi-Square	21771.680
DF	253
Sig	.000

Level of Significance: 5 per cent

In the present study, Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) and Bartlett's test of Sphericity were applied to verify the adequacy or appropriateness of data for factor analysis. In this study, the value of KMO for overall matrix was found to be excellent (0.786) and Bartlett's test of Sphericity was highly significant ($p < 0.05$). Bartlett's Sphericity test was effective, as the chi-square value draws significance at five per cent level. The results thus indicated that the sample taken was appropriate to proceed with a factor analysis procedure. Besides the Bartlett's Test of Sphericity and the KMO Measure of sampling Adequacy, Community values of all variables were also observed.

Findings of the Study

- From the study, it has been found that 88.80 per cent (mean score of 4.44) of customers expect their bankers to maintain good personal services & Smooth/ efficient banking operations.
- Majority i.e., 84.40 per cent (mean score of 4.22) the retail banks customers expect their banks to be having cozy atmosphere and it has been inferred that 88.40 per cent (mean score of 4.42) of sample customers expect their bank staff responsiveness approaches toward clients.
- With regard to working conditions 87 per cent (mean score of 4.35) of customers expect them to offer various Schemes for IT (Income Tax) Relief on their saving and deposit value held by them in the bank.
- Almost i.e., 90.60 per cent (mean score of 4.53) of customers' expect fully computerized banking services to minimize their time and it has been observed that 91.60 per cent (mean score of 4.58) of customers' have opined that the bank should hire expertise staff to clarify the queries and doubts of the clients.
- Similarly 87.20 per cent (mean score of 4.36) of the customer expect their bankers to adopt innovation in their services.
- **The study found that majority of the sample retail bank customers have been found satisfied with the working hours of the bank (4.29), efficient bank layout for the customer conveniences (4.22), Bank's publicity regarding its services and performance (4.07), Service charges (4.10), Computerization (4.17), Expertise of bank employees regarding the bank service (4.16) and location of bank (4.18).**

III. SUGGESTIONS

It has been found that respondents' opine that the bank employees are sluggish and do not have proper follow-up with the clients (76 per cent). It has been inferred that the sample respondents' have opined that the cashiers in NGPS banks are lethargic towards the customers' instructions (79 per cent). Further it has been observed that the retail bank customers' exhibit dissatisfaction levels on the time lapse in sanctioning of loan (75 per cent). The study also has revealed that modern day customer's claim that they pay least importance to passbook updating processes (79 per cent), since they mostly perform online transactions rather than visiting banks.

One of the primary reasons for this service shortfall is due to techno-stress. For example, the dimension of techno-overload emphasizes that by the usage of technology; there is greater workload on the employees. This pressure of continuously sharpening the skills and to perform efficiently according to the unlimited technological advancements is creating pressure and insecurity amongst the employees. The increasing demands of superiors also put pressure on employees as it is difficult for a subordinate to refuse the orders of superiors. Thus, it is suggested to the NGPS banks, to train their employees to learn new skills, creativity and the behavioral factors, to handle the techno-stress very effectively.

IV. CONCLUSION

From the empirical data analysis it has been inferred that 63.70 per cent of bank customers' surveyed are male and most of them are aged between 31-35 years. It has been observed that 53.94 per cent of respondents' surveyed are post graduates and their monthly earning ranges within Rs.25000. From the detailed data analysis it has been found that majority of the customers expect their bankers to maintain good personal services & Smooth/ efficient banking operations, cozy atmosphere, responsive approach and they also expect the banker to offer various Schemes for IT (Income Tax) Relief on their saving. It has been observed that the bank customers' are not happy with the customer care services of the NGPS banks and they expect that the banker should hire knowledgeable and responsive staff to clarify the queries and doubts of the clients. The study found that majority of the sample retail bank customers have been found satisfied with the working hours of the bank, efficient bank layout for the customer conveniences, bank's publicity regarding its services and performance, service charges, computerization, expertise of bank employees regarding the bank service and location of bank.

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