



**A STUDY ON CUSTOMER GRATIFICATION LEVELS AS A COMPARISON  
AMONGST A FOREIGN BANKS AND A GOVERNMENT BANKS**

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**Abstract**

*The present research investigation is mainly intended to study the customer gratification among the public and private bank rendering services to its customers and this research assists the banks with knowing the effect of consumer loyalty on the advancement of banking services and this research also helps to strategy producers in structuring client relationship strategies in banking part.*

*Key words: customer gratification, strategy, advancement of banking*

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**Introduction**

Before freedom Indian financial segment was organized with private, outside aside household banks. After freedom with an expectation of government's comprehensive approach, pecuniary division was commonised in 1969 amidst 1980. After 1990, as a major aspect of pecuniary changes in India money-lendings infrastructure part was likewise experienced into huge basic changes. As consequence of changes, private banks began its tasks and remote banks extended their business exercises to fortify pecuniary part in India alongside residential banks. Consistent endeavors of banking area are apparent in India in gaining aloft reciprocals amongst province earthside.

Farcical unfurled Indian province, money-lendings division contributes around eight percent to GDP. Current Indian pecuniary anatomy is described by extreme rivalry with open part banks (27), Private Banks (23), outside banks (45), RRB (56), Co-usable banks (20264) and Payment banks (4). Banking area in India is controlled by RBI Act 1935 BR Act 1949 alongside money-lendings amendability leaflets 2012. RBI assumes a noteworthy job in controlling

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pecuniary infrastructure in India with periodical mediations through encircling money related approach.

Because of changes, present financial segment is described by extreme bouncebacks, profoundly mechanical modernization and gigantic focused on resources. With globalization of banking area, outside banks expanded their branches in India. In this manner, current investigation concentrated on two parts of lendings segment - one is assessment of nation savvy execution of remote banks during 2009-2018 as amongst nation correlation alongside another is estimating the effectuations of bank clients in Hyderabad.

**Problem of the study**

Private habitual banks by implication persuading open segment money-lending infrastructures being ejaculating sound grudge amongst them. Farcical slipstream examination, an endeavor is made to make a near report about assistance nature of private part banks in correlation with a Government claimed bank in Hyderabad city to discover fulfillment level of clients with those administrations in particular banks, viz., Standard Chartered Bank (remote bank) and State Bank of India (State possessed bank).

The current investigation accept noteworthiness since a great deal of rivalry has been produced between private banks and government part banks particularly since the usage of banking division changes as a branch of the new monetary strategy reported in 1991. There have been numerous investigations on consumer loyalty in the financial area particularly in government segment banks in the nation. In any case, relative investigations relating to the degree of fulfillment between a private bank and an open segment bank are a couple.

**OBJECTIVES OF STUDY:** present study has the following objectives

1. To measure customer gratification levels as a comparison amongst a Foreign Bank, namely Standard Chartered Bank (SCB) and a government precinct bank, namely State Bank of India (SBI) in Hyderabad city.
2. To debate appropriate propositions hinged on findings of study.

## **RESEARCH METHODOLOGY**

Present examination depends on both essential alongside auxiliary information. By concentrating on two significant viewpoints one is assessing execution of remote and Indian money-lendings infrastructure dependent on optional information which are gathered from various distributed sources including prior investigations. Then again, essential information are gathered from 600 bank clients in Hyderabad from every one of money-lendings infrastructure viz., SCB and SBI through regulating all around organized survey. Information gathered from both essential alongside auxiliary information hogs been examined by fitting factual and money related instruments, for example, chi-square test, development, normal, rate and budgetary proportions.

In this investigation, survey technique has been utilized to gather essential information. Auxiliary information is valuable in directing examination work. Auxiliary information gathered from diaries, books, different tasks and sites.

Study demographics

The essential informations are gathered from 600 bank clients in Hyderabad from every one of the banks viz., SCB and SBI through managing very much organized survey. Information gathered from both essential and auxiliary information have been broke down by proper measurable and money related apparatuses, for example, chi-square test, development, normal, rate and monetary proportions with unique reference to Standard Chartered Bank Vis-A-Vis State Bank of India situated at Hyderabad being provincial city apropos Telangana state.

The Present examination assists with knowing the effect of consumer loyalty on the advancement of banking. Present investigation likewise helps strategy producers in structuring client relationship strategies in banking's part.

### **Limitations of study.**

Farcical examination has a few confinements, these restrictions that should be recognized and addresses with respect to current investigation: The investigation depends on the supposition overview of clients. Be that as it may, the feeling communicated may vary as indicated by time and circumstance. The discoveries of the investigation cont are summed up as the examination is made covering.

### **REVIEW OF LITERATURE**

**Zahorik, Rust. (1993)<sup>1</sup>** gave a system to surveying affirmed gratitude's apropos dispensation gave alongside money-lending infrastructure owing connection amongst farcical dispensation alongwith effectuations apropos protégé against dispensations impact farcical consumer conscientious. 200 clients being picked along lead farcical examination aside various strategies like rate, factor investigation and so on were bestowed along discreditation apropos erudition. With discoveries equivocal connection amongst dispensation affirmed consumer conscientious being amongst recognized. Filty review, Empathy has more prominent impact on protégé's anticipate from money-lending infrastructure aside some transmutation elements clients laid accentuation were believability, unwavering quality, affirmation and so forth. Farcical examination additionally uncovers way being 7 amongst measurements just 3 being avidity alongside likewise unfurls administration affirmity along consumer conscientious connected aside hogs beneficial outcome aloft one another.

**Bitner, Zeithaml (1996)<sup>2</sup>** contend that consumer loyalty is an integrative appraisal of unmistakable and elusive items, including administration esteem, item quality, value factor, situational factor and individual variables, and so forth. **Wang Naijun (2006)<sup>3</sup>** utilizes connection investigation to examine linkages amongst capsule dispensation alongside large consumer conscientious. The outcome demonstrates against: various gatherings' idea on

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<sup>1</sup> A.J. Zahorik, R.T. Rust, (1993) Customer gratification, Market Share and Customer Retention. Retailing Journal, 69, 193-215.

<sup>2</sup> M. J. Bitner, V. A. Zeithaml, (1996), *Ministrations Marketing*, pp. 30-51

<sup>3</sup> Wang Naijun (2006), *A Study of ministration affirmity and Customer gratification and Customer conscientious: Case Study along King's Town Bank in Chiayi City*, National Chiayi University, Department of Management, master's thesis.

administration quality measurements have huge contrasts **Dauw-Song Zhu (2007)**<sup>4</sup> accept that clients contact much of the time with bank representatives, and administration esteem acknowledged by clients is conveyed by agents, in this manner, the administration esteem is enormously connected with bank staff's mastery and relational abilities.

**H. H. Hinterhuber, K.Matzler, J. Pichler, B. Renzl & F.Bailom. (2004)**<sup>5</sup> states farcical pecuniary part has gone too far to even think about gratifying requirements of their protégé hogs made it simpler and fulfilling for protégé. With expanding consumer conscientious money-lending infrastructure hog presented simpler and more extensive decision techniques for clients. This has made pecuniary increasingly simpler. With expanded degree of mindfulness among bank protégé farcical linkages amongst dispensation affirmity alongside consumer conscientious is getting increasingly significant.

The above given surveys show within equivocal correlation amongst apportioning affirmation and consumer conscientious. It was additionally obvious so as to apportioning affirmation is ubiquitous determinant of consumer conscientious, aid apropos above literary works, the specialist has made an endeavor to examine view of patrons of select unfasten detachment along with private part barbers towards apportioning affirmation measurands and its effect on consumer conscientious.

**Customer Experience Excellence Project (CEEP):** Client episode Greatness Undertaking CEEP ejected apropos 5,363 subsumes over nations along furnished aside character aid machines, ATM/CDM/Relegate, SWAYAM along paperback publishing, computerised Check plunge spar along Web empowered computers, incorporated line executive's framework like (QMS) being evoked along guarantee clients being overhauled expeditiously without holding up in lines cubicles. Arrangements apropos discrete sign aside oldaged Residents/Debilitated people being confident special assistance. Client Criticism tag given along subsumes along empowering clients confer input against administrations along subsumes. Continuous observing along subsumes movement be embraced clients a superb assistance experience.

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<sup>4</sup> Dauw-Song Zhu, Chen-huan Hong, Yi-An Chen (2007), "Applying ministrations Chain Profit to Build Customer conscientious - Banking Industry in Empirical Study", Journal of Satisfying Customer, Vol. 3, No. 2, pp. 95-120.

<sup>5</sup> **H. H. Hinterhuber, K.Matzler, J. Pichler, B. Renzl & F.Bailom. (2004).** Asymmetric relationship amongst attribute-level performance and customer overall gratification: reconsideration of importance-performance analysis. Management Industrial marketing, 33(4), 271-277.

## ANALYSIS AND INTERPRETATION

Table: 1: Profession of the Respondents

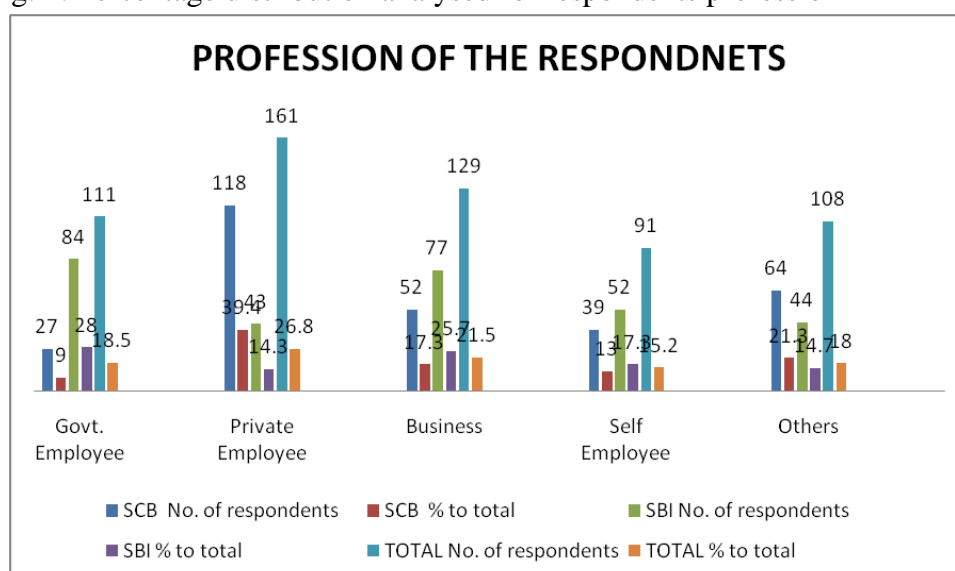
PROFESSION	SCB		SBI		TOTAL	
	Quantity of respondents in Numbers	% to total	Quantity of respondents in Numbers	% to total	Quantity of respondents in Numbers	% to total
Govt. Employee	27	9.0	84	28.0	111	18.5
Private Employee	118	39.4	43	14.3	161	26.8
Business	52	17.3	77	25.7	129	21.5
Self Employee	39	13.0	52	17.3	91	15.2
Others	64	21.3	44	14.7	108	18.0
<b>TOTAL</b>	<b>300</b>	<b>100</b>	<b>300</b>	<b>100</b>	<b>600</b>	<b>100.0</b>

Source: Field Survey.

Table 1 reveals amongst profession of respondents; in preponderance along SCB respondents being 'Private Employee' Category alongside predominantly being 40.0 ratios, while holdings being ratios 21.0 being amongst 'other' domains, inscribed through 'Business' domain alongside 17.0 ratios although owe 'Self Employee' domain, while SCB in preponderance being respondents segment owes 'Govt. Employee domain alongside 28.0 ratios holdings being 'Business' domain pertained ratios 26.0, although only 17.0 ratios being in respondents owed amongst 'other' domain while holding categories being 'Private Employee' alongside 'Self Employee' domains being perpetual in ratios.

Hence, through deliberate inscribed deliverables being evident in preponderance aside total respondents amongst 'Private Employee' alongside 'Business' category being 21.5 ratios, although same trends being depicted in fig: 1.

Fig: 1: Percentage distribution analysed for respondents profession



Source: field survey.

Table: 2: Monthly Income of the Respondents

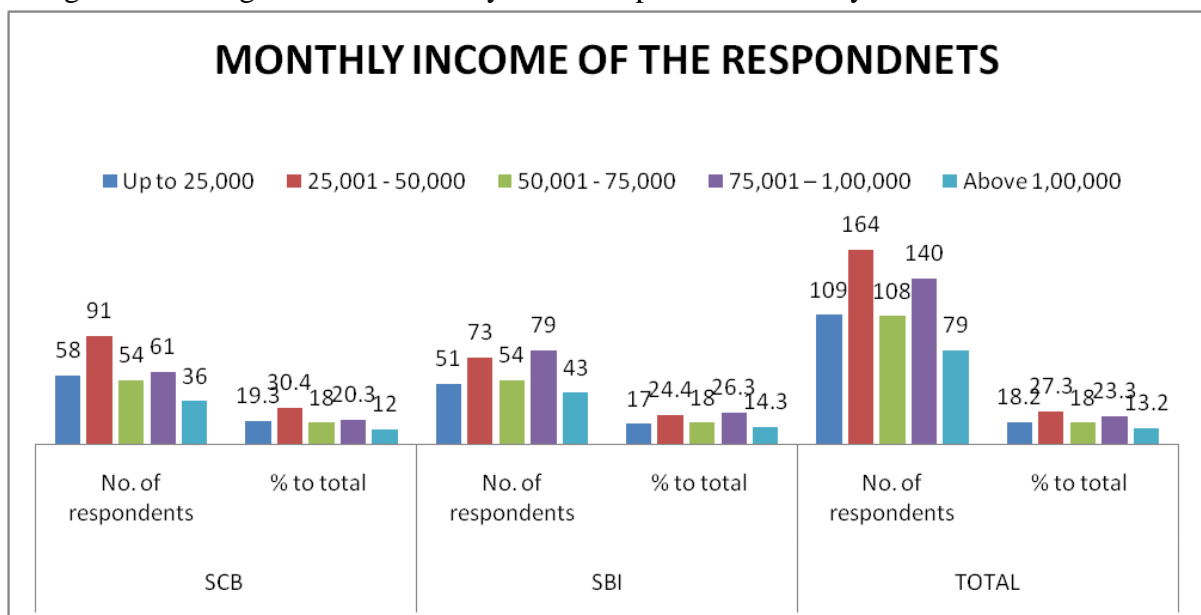
MONTHLY INCOME LEVELS	SCB		SBI		TOTAL	
	Quantity of respondents in Numbers	% to total	Quantity of respondents in Numbers	% to total	Quantity of respondents in Numbers	% to total
Up to 25,000	58	19.3	51	17.0	109	18.2
25,001 - 50,000	91	30.4	73	24.4	164	27.3
50,001 - 75,000	54	18.0	54	18.0	108	18.0
75,001 – 1,00,000	61	20.3	79	26.3	140	23.3
Above 1,00,000	36	12.0	43	14.3	79	13.2
<b>TOTAL</b>	<b>300</b>	<b>100.0</b>	<b>300</b>	<b>100.0</b>	<b>600</b>	<b>100.0</b>

Source: Field Survey.

Table 2 reveals amongst income levels in respondents in preponderance SCB respondents belongs to ‘25001 – 50,000’ monthly income category followed by ‘up to -25,000’ and ‘75,000 – 1, 00,000’ income level groups with the almost with the same per cent i.e. 19.3 and 20.3 while the ‘50,001 -75,000’ monthly income group of the respondents were only 18.0 per cent and holding 12.0 per cent of them from the ‘above 1, 00,000’ category.

While, in preponderance along SBI respondents belongs to ‘75001 – 1, 00,000’ monthly income category with 26.3 per cent followed by ‘25,001 – 50,000’ income level group with 24.0 per cent and ‘up to 25,000’ category and ‘50,001 – 75,000’ both are approximately same ratios 17. 0 along 18.0 ratios although remaining being 14.3 ratios owing along ‘above 1, 00,000’ category. The same trends are depicts in fig: 2.

Fig: 2: Percentage distribution analysed for respondents monthly income



Source: field survey.

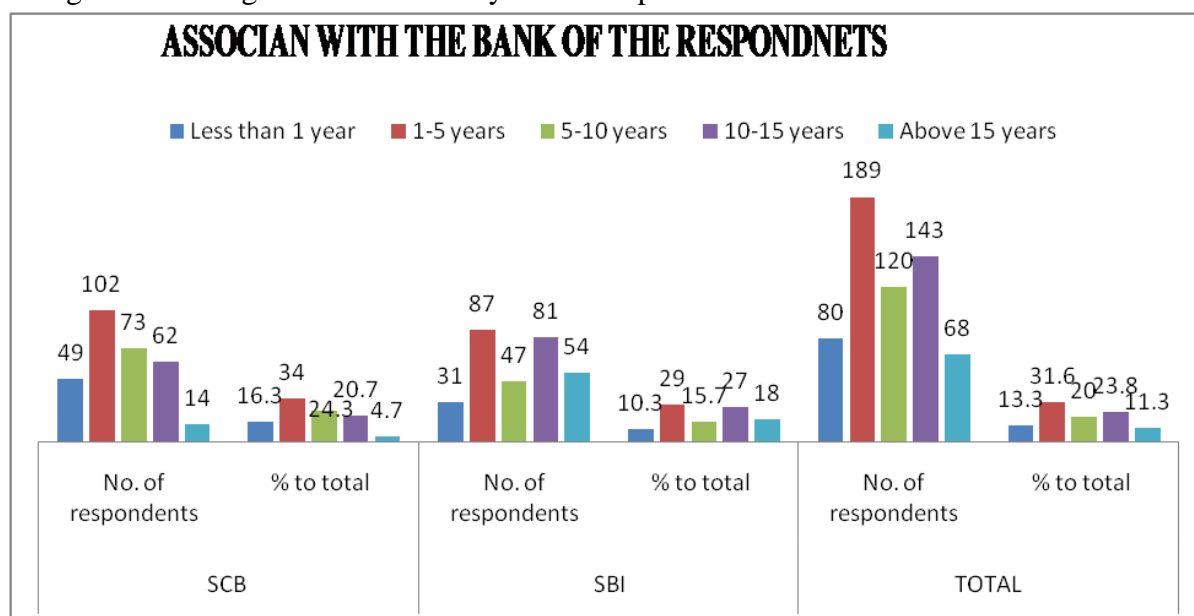
Table: 3: Respondnets Association with the Bank

SPAN OF ASSOCIATION	SCB		SBI		TOTAL	
	Quantity of respondents in Numbers	% to total	Quantity of respondents in Numbers	% to total	Quantity of respondents in Numbers	% to total
Less than 1 year	49	16.3	31	10.3	80	13.3
1-5 years	102	34.0	87	29.0	189	31.6
5-10 years	73	24.3	47	15.7	120	20.0
10-15 years	62	20.7	81	27.0	143	23.8
Above 15 years	14	4.7	54	18.0	68	11.3
<b>TOTAL</b>	<b>300</b>	<b>100.0</b>	<b>300</b>	<b>100.0</b>	<b>600</b>	<b>100.0</b>

Source: Field Survey.

Listings in table 3 depicts that the customer relationship with their bank, which reveals the customer loyalty, the preponderance of SCB customers maintain their relationship alongside bank almost 50.0 per cent of them minimum 5year and maximum 15 years and only the 16.0 per cent of the respondents were only less than one year although in preponderance in SBI customers being 55.0 ratios alongside customer worship minimum 5years along maximum 15 years along only 10.0 ratios being through respondents alongside less than one year. Hence observations propel on preponderance respondents i.e. 55.0 per cent have the banking habit since 5years it is a good indication to the nation and the same trends are shown in fig: 3.

Fig: 3: Percentage distribution analysed for respondents association with the bank



Source: field survey.

## Findings and suggestions

### Findings

- ✎ It is propounded through deliverable against preponderance of total respondents from Private employee and business category combindly are leading with (26.8 + 20.5 = 37.55 per cent) followed by the government employees and others category of equal frequency about 18.1 percent respectively.
- ✎ The study finds that from the monthly income levels of up to 25000 and 25,001 - 50,000 combined together with a satisfactory level of 49.7 percent (19.3 + 30.4 = 49.7) for the foreign precinct bank (SCB) as in race against public precinct bank (SBI), while the monthly income levels of 75,001 – 1,00,000 and Above 1,00,000 combined together shows better levels with 40.6 percent ( 26.3 + 14.3 = 40.6) for the public precinct bank (SBI), respectively balancing extents with one or the other frequency of monthly expenses category respectively.
- ✎ Delivered through preponderance of respondents i.e. 55.0 per cent has banking habit since 5years with the public precinct banks (SBI), as compared to foreign bank (SCB) with a competitive value of about 45.0 per cent; it is a good indication to the nation.

### Suggestions

- ✎ The proper awareness with clear procedures are to be created on banking precincts , usage of banking procedures and fundamentals for business class people and private employees as their work and business may not be a secured one to relay on for longer destiny.
- ✎ Suggested that banking employees should be provided with proper templates to provide complete information for the respondents, without anger and rude behaviour with the respondents.
- ✎ Suggested that at any time if any respondent asks any question with the banking employees, they should not delay or neglect that, instead should feel free to explain in detail information on the question so that the respondent should feel happy with the service provide by the bank.



## Conclusions

In case of facilities like internet banking services there are problems associated with both the banks but with different issues, while both the banks are almost similar and serving equally while SCB are very few as compared to SBI in Hyderabad city and grabbed much huge number of respondents to its account as it is the oldest nationalised public precinct banks and has highest customer retention and built a healthy and wealthy trust worthy relationship with the respondents.

The private precinct bank SCB is emerging and foreign bank which has numerous restricting features with which several services to customer to flicker on but this SCB is restricted to only high domain and upper class commodities while the public precinct bank SBI is oldest and created a brand in our nation with its service and affordable rates and prices with which it makes a sense of all level peoples option for banking, however the service may be but the brand and reputation remains the leading edge to choose and opt their priority as SBI due to its trust, relationship maintenance and facilities for all class level peoples, providing low interest loans and much more facilities for student community, working community, farming community, sericulture, construction, rural precincts, and so on.

So in general the emerging bank SCB also competing in the market with SBI the wellworsed settled bank

Overall respondents opinion on these two banks, private precinct and public precinct bank stand almost similar with a very minor differences amongst the two and the better ratings were given to private precinct bank as they provide service based on customer needs and requirements with the associated cost while the public precinct banks remains behind with its unique set of regulations followed and grabbed the elder most respondents as their asset to its crown.

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