

A Comparative Analysis of Corporative Bank and Private Bank (HDFC Bank) Regarding Customer Satisfaction

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Abstract— Now a days Good economy banking sectors has been in front of forceful challenges in regarding both customer base and performance. Giving customer satisfaction is extremely significant function of service industry in today's economical environment. Service value is the outstanding strategy and also have a main role in this sector in general and banking area in specific to satisfy the customer needs. The key objectives of the research is to find the customer satisfaction in a between HDFC and Corporative Bank and also to find the benefits of customer satisfaction for the bank. There are two source of data one is primary data and other is secondary data. The Primary data is collected from questionnaire and secondary data is collected by previous researcher and internet. There is statistical too; which is used in this study is percentage analysis and gap analysis. From this study the conclusion is that the customer satisfaction level of Private bank (HDFC) is high than Cooperative bank. Private bank are more polite and friendly to customer than Cooperative bank and also private bank take more care in collection of personal information than Cooperative bank. Employees are more capable in private bank to solve complaint adequately.

Keywords: Corporative Bank and Private Bank (HDFC Bank)

I. INTRODUCTION

A. History of Banking in India

In India banking system has being created in eighteenth century. The first bank is the general Bank of India and the second is Bank of Hindustan both of this banks are not in actuality. The hoariest bank in presence in India is the State bank of India, which created in the bank of Calcutta , which without interval became the Bank of Bengal this was one of the three position banks, the other are Bank of Bombay and the British East India Company. This banks merged to developed the Imperial bank of India, which afterward becomes the State Bank of India.

B. Classification of Banks in India:

In India banks there are two types of bank scheduled and non-scheduled banks. Scheduled banks has two type commercial banks and cooperative banks and commercial banks has four type public sector banks, private sector banks, foreign banks and Regional Rural Bank (RRB). And, cooperative bank has two type urban and rural.

C. Cooperative Banks:

Cooperatives Banks are listed under the Cooperative Societies Act, and controlled by the Reserve Bank of India under the Banking Regulation Act and Banking Laws Act. All Cooperatives stick with the principles of "one member, one vote" and "no profit, no loss". They mostly formed by the volunteer group of people with the purpose to meet their

economic, social and cultural need over a jointly owned enterprises.

D. HDFC Bank (Private Banks):

Private Banks states that banks whose majority of stake is held by individuals and corporations. HDFC Bank is an India banking and financial service company. It has its headquarter in Mumbai Maharashtra. HDFC Bank is India's biggest private sector lender bank. It ranked 60th in 2019 top brands. In 1994 HDFC Bank was combined, with its registered office in Mumbai, Maharashtra. Its chief corporate office and a full service branch was mounted by the Union Finance Minister, Manmohan Singh.

E. Customers:

A customer is an specific person that buying another company's goods or services. Most businesses compete with other companies to invite customers, either by advertising their products or by giving products at lower prices, in an effect to maximize their customer.

F. Customer Satisfaction:

Customer satisfaction shows satisfaction that customers develop from a firm to whom they are doing business. This basically shows that how the customers are happy with their overall experience with the company.

II. OBJECTIVE

- Examine the Customer Satisfaction level between HDFC and Corporative Bank.
- Benefits of Customer Satisfaction for the Bank.

III. LITERATURE REVIEW

A review of previous studies shown that studies that examined the customer satisfaction between the co-operative bank in Indian, N. A. Kavitha and Muthumeenakshi says that Co-operative bank are commonly formed by persons fitting to the same local or professional community or having a common interest and providing a wide range of banking and financial services like loans, deposits, banking accounts, etc to the members. The banks were leding many studied to understand how product and service met or exceed customer prospects for the development of performance or quality of service. This study shows the positive attitude toward the service of bank and the behavior of employees for translation services. But related to other private and public banks, co-operative banks are little poorer in the acceptance of technology and modern tools. Slowly the co-operative banks are using more modern technology for facing competition from other banks and also for improving their services in qualitative manner.

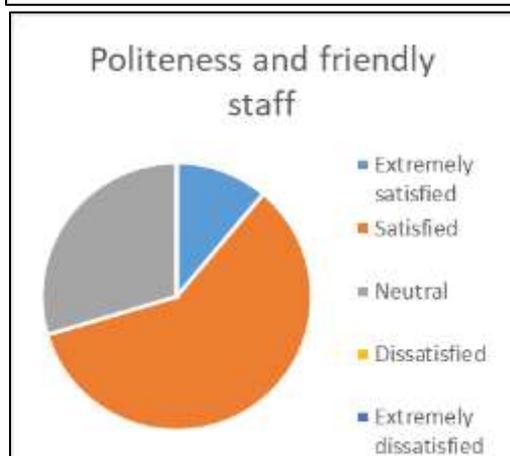
A review of previous studies shown that studied that examined the customer satisfaction between the Private bank (HDFC Bank) in India. Rupesh singh says that, after doing research for relative study of customer satisfaction for HDFC bank and state bank of India we came recognize different requirements of consumers, their respected suggestions, and responses to the different questions. With this data we can say that Customer satisfaction level of most respondents is high for SBI and HDFC banks which is provided by survey. SBI and HDFC provider good service for the customers like ATM, NET banking, location advantages etc.

IV. RESEARCH METHODOLOGY

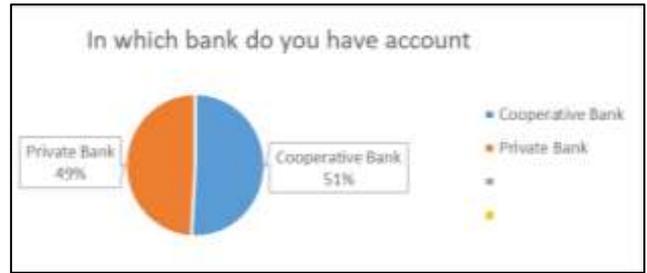
It describes the source of data, sampling size, study area, sampling method, and testing of questionnaire. This study needs data to be collected from primary source and secondary source. The primary data is collected from questioners and the secondary data is collected from the various earlier research paper and internet.

Source of Data	Primary Data- Data was collected from Questionnaires. Secondary Data- Secondary data was collected from different research paper and Internet.
Sample size	60
Study Area	Nagpur city
Sampling Technique	Simple random
Respondents	Customers
Statistical tool	Percentage, Gap analysis.

For Cooperative bank



V. RESPONSE OF STUDY:



A. Demographic Representation:

1) Gender

Male	Female
26.9%	73.1%

2) Age

18-25 year	26-30 year	31-40 year	Above 40 year
92.3%	7.7%	-	-

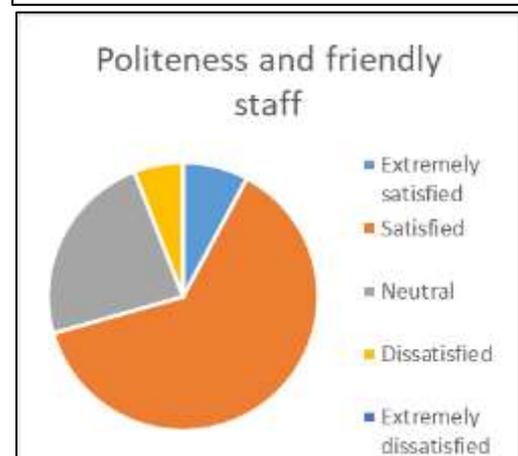
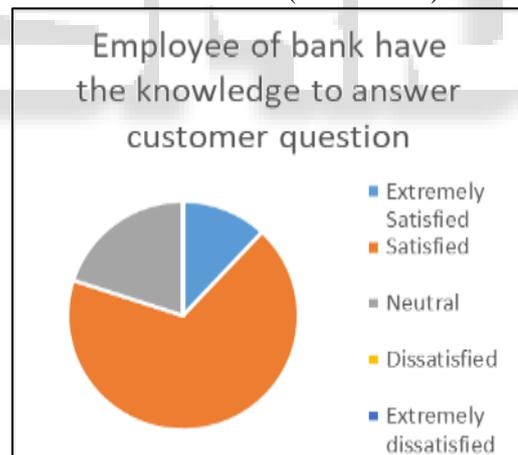
3) Profession

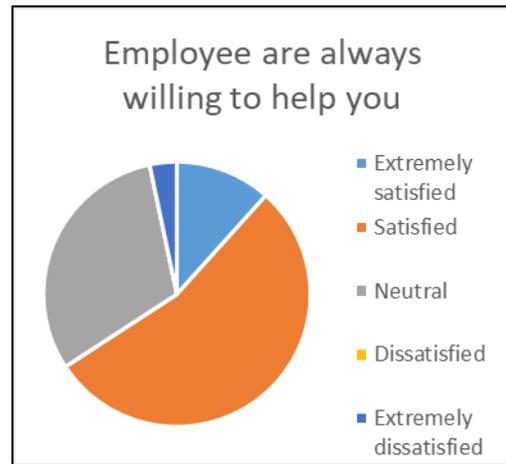
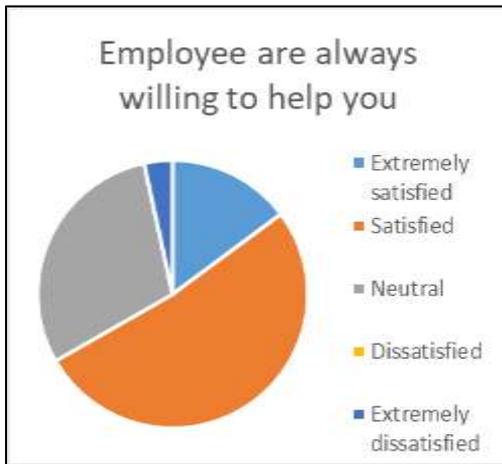
Govt. Employee	Private Employee	Busin ess	Self Emplo yee	Stude nt	Housew ife
-	30.8%	3.8%	-	61.5 %	3.8%

4) Monthly Income

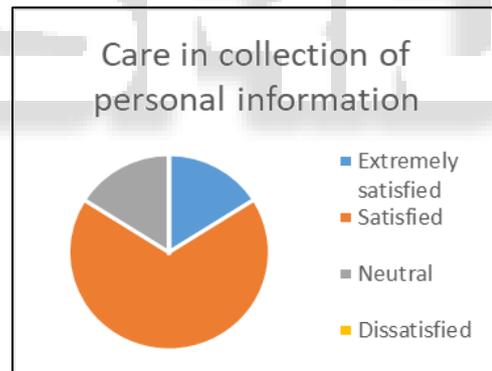
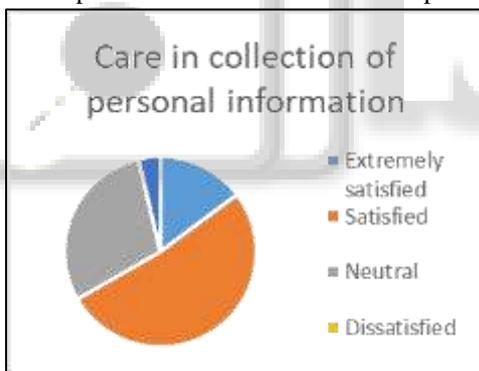
Upto 10,000	10,000- 20,000	20,000- 30,000	30,000- 40,000	Above 40,000
57.9%	31.6%	5.3%	5.3%	-

For Private Bank (HDFC Bank)

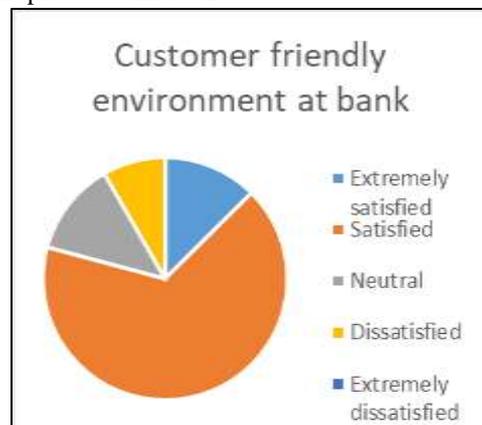
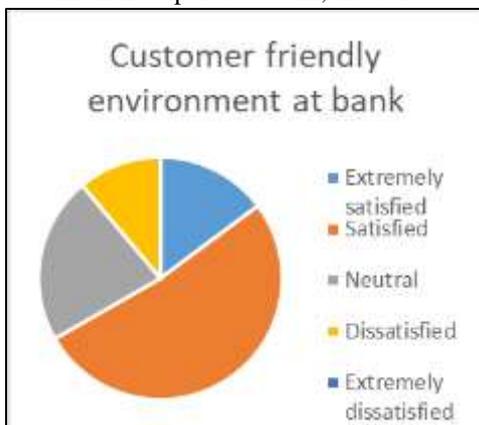




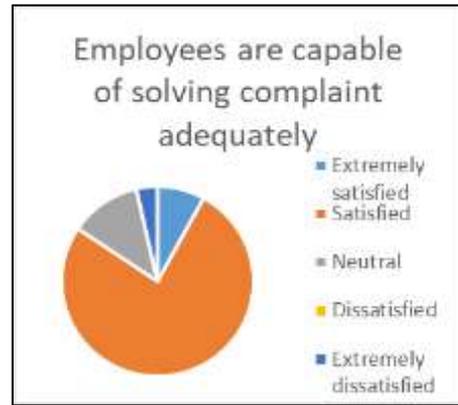
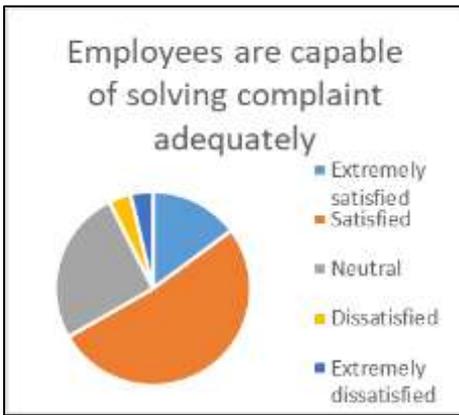
According to the survey of this question, Experience management team it is found that more people are satisfied in Private bank than Cooperative Bank . The ratio of Cooperative Bank and Private Bank is 44.4% : 52%.



According to the survey of this question, care in collection of personal information it was found that more people are satisfied in private bank than corporative bank, the ratio between corporative and private bank is 52% : 68%.



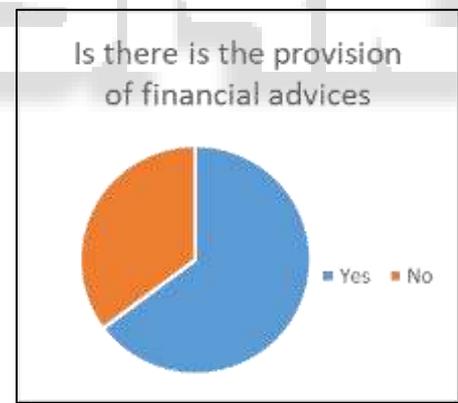
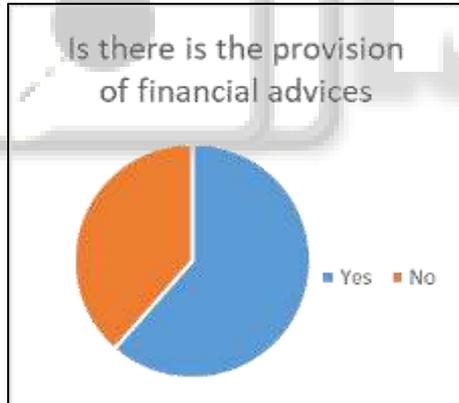
According to the survey of this question, Customer friendly environment at bank, it was found that more people are satisfied in private bank than corporative bank, the ratio between corporative and private bank is 52% : 67%.



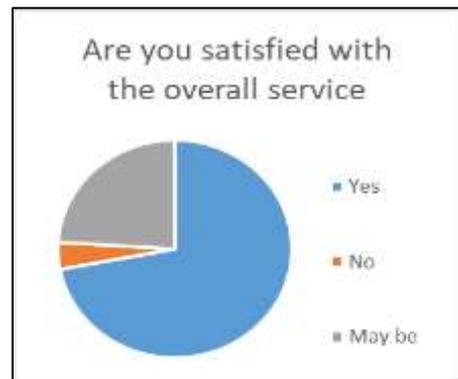
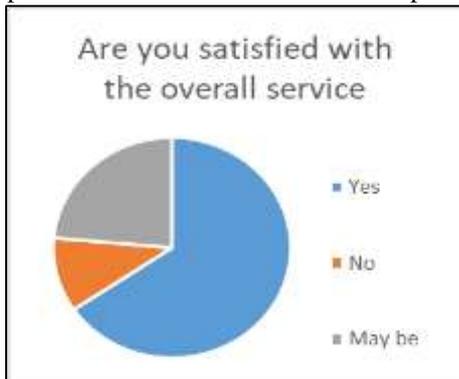
According to the survey of this question, Employees are capable of solving complaint adequately, it is found that more people are satisfied in Private Bank than Cooperative Bank. The ratio between Cooperative bank and Private bank is 52% : 76%.



According to the survey of this question, Customer feedback service, it is found that more people are satisfied in Private Bank than Cooperative Bank. The ratio between Cooperative bank and Private bank is 41% : 68%.



According to the survey of this question, Is there is the provision of financial advices, more people say yes in Private bank than Cooperative bank. The ratio between Cooperative bank and private bank is 62% : 65%.



According to the survey, more people are satisfied with overall service in Private bank than Cooperative bank. The ratio between Cooperative bank and Private bank is 66% : 72% .

VI. GAP ANALYSIS

With the help of gap analysis we find that more Care in collection of personal information is taken in private bank that is 68% than cooperative bank that is 52% out of 100%. Private bank has more Customer friendly environment at bank than cooperative bank the ratio of cooperative bank and private bank is 52%:67%. Employees more are capable of solving complaint adequately in private bank than cooperative bank the ratio is 52%:76%. Customer feedback service is more adequate in private bank than cooperative bank the ratio is 41%:68%.

VII. FINDING

- According to the survey for Employee of bank have the knowledge to answer customer question both bank customers are satisfied with the employees of bank.
- Private bank have more polite and friendly staff then Cooperative bank.
- Private bank employees are always willing to help you than Cooperative bank.
- Private bank employees has more experience management team than Cooperative bank.
- Private bank employees are more capable in taking care in collection of personal information than cooperative bank.
- Private bank has more customer friendly environment than Cooperative bank.
- Private bank employees are more capable of solving complaint adequately then Cooperative bank.
- Customer feedback services is more adequately in Private bank than Cooperative bank.
- In private bank there is better provision of financial advices than cooperative bank.
- In both banks customer are satisfied with the overall service but in private bank customers are more satisfied than cooperative bank.

VIII. CONCLUSION

After directing research for relative study of customer satisfactions in Cooperative bank and Private bank I derived to know that there are different requirements of consumer and different reactions toward different questions. With the survey I can say that customer satisfaction level of Private bank (HDFC) is high than Cooperative bank. Private bank are more polite and friendly to customer than Cooperative bank and also private bank take more care in collection of personal information than Cooperative bank. Employees are more capable in private bank to solve complaint adequately. So Private bank provide more Customer Satisfaction than Cooperative bank.

IX. LIMITATION OF THE STUDY

- The sample was collected from Nagpur city only if we take different city may be the result will be different.
- The sample size was 60 only if we take more samples may be the result will be different.

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