

CUSTOMERS' SATISFACTION: A COMPARISON OF PUBLIC, PRIVATE AND FOREIGN BANKS REGARDING THEIR FUNCTIONING, DISPLAYS AND INFRASTRUCTURE FACILITIES

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ABSTRACT

Customer satisfaction is the prime concern of banking industry. Banking sector should provide efficient and wide range of products and services to satisfy their customers. Adoption and proper utilization of technology is the way to differentiate their products and services from other competitors. Providing customer satisfaction is vital for every bank to survive in this competitive environment. Therefore, it becomes imperative for service providers to meet or exceed the target customers' satisfaction with quality of services expected by them. Hence, the present research attempted to study customer satisfaction about functioning, displays and infrastructure of the banks. The present study was conducted in public sector (SBI, PNB & Canara bank), private sector (ICICI & HDFC) and foreign banks (Standard Chartered) of Delhi. Multistage random sampling was used for selection of sample. Two branches of each of the above banks were randomly selected for conducting the study. 50 customers were selected randomly from each branch of the bank (total 12 branches and 6 banks) making a total of 600 customers as sample. It was found that private banks and foreign banks performed better with regard to functioning of banks, displaying information and other infrastructural facilities as compared to public sector banks.

KEY WORDS: Employee behavior, ambience of the bank, accessibility, display, foreign banks.

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