

**COMPARISON OF CUSTOMER SATISFACTION OF FINANCIAL SERVICES
OFFERED BY PUBLIC AND PRIVATE SECTOR BANKS IN TWIN CITIES OF
TELANGANA STATE**

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Abstract

Indian banking division is adequately capitalized and fine synchronized. The monetary and financial circumstances in the nation are far-off better to some former nation in the earth. Credit, marketplace and liquidity jeopardy revise propose that Indian banks are usually flexible and contain withstand the worldwide slump fine. Indian banking division have of late spectator the turnover elsewhere of ground-breaking banking mock-up similar to outgoings and tiny funding banks. In India, banks are showing a vital position in socio monetary advancement of the nation, especially subsequent to sovereignty. The banking division is leading in nation since it accounts for additional than not whole the possessions of the fiscal division. It is extremely significant for monetary growth of a nation that its money needs of deal, manufacturing and farming are meet with senior amount of promise and accountability. Consequently, the growth of a nation is integrally concurrent by means of the growth of banking. The Indian banking division has come out as solitary of the tough drivers of India's financial enlargement. The Indian banking business has complete exceptional progression in previous only some years, still throughout the era when relax of the ground was aggressive with monetary render down. India's monetary expansion and monetary segment liberalization include led to an alteration of the Indian banking segment more than the precedent two decades. India at the present has fine branch out trade sector jacket the complete variety of customer, middle and assets merchandise industries. The speedy development in industrialization has be escort by a matching enlargement in technical and professional recognize how for well-organized process of the mainly contemporary and complicated business and too for preparation, conniving and edifice of such trade. The dominance in the services sector is growing over the years. Which has been contributing significantly to the national exchequer in the last few years, this article discussing about the customer satisfaction of financial services offered by the Private and Public sector banks with Innovative Technology implementation to compete in the financial services?

Key Words: Credit, industrialization, Innovative Technology, Financial system

1. INTRODUCTION

Indian banking division is adequately capitalized and well-regulated. The financial and economic situation in the state is far greater to any other state in the world. Credit, market and liquidity threat studies propose that Indian banks are normally flexible and have withstood the worldwide downturn well. Indian banking division has presently witness the roll out of pioneering banking models like payments and small finance banks.

In India, banks are performing a vital role in socio-economic improvement of the state, mainly after sovereignty. The banking division is leading in India as it accounts for more than half the assets of the financial segment. It is extremely significant for economic growth of a state that it's financing needs of trade; industry and agriculture are met with higher degree of promise and accountability. Consequently, the progress of a state is integrally related with the advance of banking.

The Indian banking segment has come out as one of the strongest drivers of India's economic expansion. The Indian banking industry has prepared exceptional progress in last few years, even during the times when the other part of the world was struggling with financial meltdown. India's economic growth and financial division liberalization have led to a revolution of the Indian banking segment over the present two decades.

The progress of industrialization during the last five decades has been a considerable characteristic of the Indian economic growth. The method of industrialization, begin as conscious and purposeful policy under industrial policy Resolutions of 1984 and 1956 concerned intense investments in essential and heavy industries. As a consequence of the hard work for speedy industrialization, a firm industrial stand has been achieve and India has now turn into the tenth most industrialized country in the world.

India at the present has well- diversified industrial segment cover the complete variety of consumer, intermediate and capital commodities industries. The speedy growth in industrialization has been accompany by a consequent development in technological and managerial know- how for competent process of the largely contemporary and sophisticated industries and also for planning, designing and construction of such industries. The share of industry in the national income has been increasing steadily, and as also the number of people engaged in industrial activities. The industrial base developed over the years is providing a platform for the launch and development of service industries in the country, which of late has been in the forefront in driving the economic development of the country by creating more and more employment opportunities and generating revenues, particularly, by way of exports.

The dominance in the services sector is growing over the years. Banking is the service-oriented industry, which has been contributing significantly to the national exchequer in the last few years.

1.1 Recent development in Indian banking sector

In the current years, the banking sector has undergoing speedy transform which are showing in banking restructuring. Telecommunication and IT are the largely considerable areas which have transformed speedily. It has increase speed the broadcasting of financial information as a consequence of which lowering there is a reduction in the expenses of several financial performances. In the last few years banking segment has introduced new products: credit cards, A.T.M, tele-banking, M- banking electronic fund transfer, internet banking, cashless payment systems, green channels and mobile wallets. These innovative products raise the effectiveness of banks by decreasing transactions fee.

1.2 Services Sector

The industrial revolution is now paving the way for services revolution. Services are activities, process, and performances. Services comprise all economic deeds whose output is not a physical product or construction. It is usually used once it is created, and provide additional price in forms such as convenience, pleasure, timeliness, comfort or fitness and are essentially intangible. The contribution of services to the GDP in the developed economies is more than 75 per cent. The contribution of services to the Indian GDP has increased over the years and has reached 54.94 percent in 2007. The world economy is being dominated by the services. Services industries have overtaken the goods industries in the process of wealth creation. Service based companies are driving the world economy both in terms of value creation and employment generation. Services have emerged as the engine of economic growth.

1.3 Banking sector

A banking industry in India has passed through various phases. Presently the banking sector is entering new phase after ten years of liberalization of the economy. The Indian banking industry's development can be classified in to two stages.

- i) Pre-independence stage
- ii) Post-independence stage

1.3.1. Pre-independence stage

Banking in the modern sense started in India in the first half of the 19th century. Three Presidency banks were started for carrying out on government banking business and also for

issuing currency notes. But after 1976, the government served its links with the presidency banks. In 1921, the three Presidency banks were merged to form the commercial bank of India. The imperial bank of India carried out the functions of the Central Bank until the setting up of the Reserve Bank of India in April, 1935.

1.3.2. Post-Independence stage

The Banking industry during the pre- independence period confined its services to the urban areas only. The semi- urban and the rural areas were more or less ignored. After Independence the Government of India took measures to set right this anomaly. The various measures taken by the government since 1947 resulted in major changes in the banking sector. The major changes in the financial sector initiated by the government, which had a profound impact on the banking sector and some of the changes in the sector are

- a) The nationalization of reserve bank of India in 1949.
- b) The establishment of state bank of India in 1956.
- c) The establishment of development of financial institutions since the fifties.
- d) The establishment of co-operative banks.
- e) The establishment of regional rural banks since 1975 and NABARD in 1982.
- f) The nationalization of major commercial banks in 1969 and 1980.
- g) The liberalization of the Indian economy in 1991.

These actions of the government of India were necessitated because of the objectives of rapid industrialization of the country, rural development and the overall economic development of the country, and also the changing environmental conditions. The phase, which has particular relevance to the banking sector today, is the liberalization of the Indian economy had impacted the banking sector, and also the other sectors of the Indian economy. The liberalization has brought with it certain trends which have long term implications for the banking industry.

1.4 Trends in Banking Sector in India

The recent trends in the Indian Banking sector in the wake of the liberalization of the economy are.

- a) Re- emergence of private commercial banks.
- b) The entry of foreign commercial banks.
- c) Increased usage of plastic currency.
- d) Introduction of any time money (ATM) and any where money (AWM) concepts.
- e) Introduction of online banking.

- f) Increase in competition.
- g) Increase in credit creation, and
- h) Introduction of universal banking.

1.5 Significance of the study

This study examines customer satisfaction in the banking business. Indeed, an proficient customer service hold the key to overcome the firm rivalry in the banking. In the new customer-centric economy built by global markets, high need is felt by organizations to grow through by implementing customer and building one-to-one relationship. Further to the combat the fierce competitive market forces prevailing in the market, both, the public and private sector bank units are engaged in understanding the customer, measuring customer satisfaction and maintaining relationship with the customers. For this purpose, they are implementing the customer service evaluation in the organizations. The organization felt that there is a high need of building their related customer friendly policies by implementing one-to-one relationship. The proposed research project aims to study and understand these practices and compare the best practices followed by companies of different sectors.

Since the past decade, extensive research is taken up in the customer service domain but no substantial research has been carried out regarding the customer service evaluation in the public sector bank and private sector bank. There are very less studies, comparing customer service evaluation in public and private sector bank domains. Such a study will be beneficial for the banking sector.

2. Review of Literature

Samsunisa. A (2015) found that diverse age group of customers have dissimilar perception towards the e-banking services and the practice stage of these banks is dissimilar across different age group of customers. He concluded that banks are advised to focus on the entire the age group of customers for enhanced of e- banking. It has also seen that unlike occupation group of customers have dissimilar perception on the way to the e-banking services.

Amit P. et al., (2014) their study reveals the fact that consumers are know about m-banking service offered by their bank. Consumers are common about a range of banking dealings that can be made with the assist of mobile banking. Consumers think that m- banking is simple to exercise. According to them main benefit of m-banking is “Any where any time banking” and is flexible.

Amin et al., (2011) found that when customers are extremely pleased, they carry on trade with the bank, and give positive word of mouth thereby affect those they know. Similarly, when they are not satisfy, they will respond negatively and change to other service provider.

Mensah (2010) has found that there is a considerable association between customer satisfaction and trustworthiness. The high stage of customer satisfaction will consequence in improved loyalty for the firm and is positively related with repurchase intention, positive words of mouth and prosperity. It is found that customer satisfaction is the primary determinant of customer loyalty.

Khan et al., (2009) found that clients are pleased with 'reliability' but disappointed with 'user friendliness' and high percentage of young age group having computer literacy, showed that internet banking is going to be very crucial in India.

Debashish and Mishra (2005) have found that customer satisfaction was powerfully influenced by computerization in banks, accurateness in dealings, approach of personnel and availability of employees at relevant bank counter and promotion was the slightest impacting factor.

Ndubisi and Wah (2005) had found that banks can generate customer happiness through developing faith, assurance to service, delivering services efficiently and proficiently, handling possible and apparent conflict skilfully, and recuperating overall customer association quality.

Pickton and Broderick (2005) in their study found that customer satisfaction is extremely significant to the relative price and proceeds of keeping present customers, compared with the high expenses of recruiting latest customers.

3. Statement of the problem

The banking sector continues to draw, hold and preserve qualified employees to fill their largely sensitive position to have customer assurance, credibility, and trustworthiness and be additional attractive to customers. If this claim is to be held, then it is value investigating the significance of customer service in the banking business.

4 Objectives of the study

1. To study the awareness on various banking products and services.
2. To know the various aspects of services provided by the select banks.
3. To study the Customer satisfaction of financial services provided by the select banks

5 Hypothesis of the study

1. **H₀**: There is no significant difference among the public and private sector banks on the service quality factors.
2. **H₀**: There is no significant difference of service quality among the public sector banks.
3. **H₀**: There is no significant difference of Customer satisfaction and banks

6 Scope of the study

The study encompasses customer satisfaction of two types of banks namely public and private banks of Twin cities of Telangana State .The study covers the two types of bank customers. The customers belong to various professions, various places, of both genders, with varied income groups and age groups. The study has been covered the latest sources such as net banking, mobile banking, mobile wallet and so on.

7 Research Methodology

The entry of Pvt. and overseas banks and their nature of performance and promotional effort have changed the landscape of services that are noteworthy apparent dissimilarity. Hence this study on customer satisfaction of Indian banks looks for carry out the dissimilarity among perceptions of customers of these banks. This study is descriptive and analytical in nature.

Sources of data

The study relies on primary and secondary data. The source of the secondary data is drawn from R.B.I Publications and the sites of the banks to which respondents are customers.

Sample design

The population consists of all the customers of the study service organizations, which are operating in the Twin cities of Telangana. Study organizations have been selected from banking industry from both the public sector bank and private sector bank. For the purpose of sampling, the respondents have been selected using non- probability sampling technique of simple random.

Selected branches of the banks

Select Banking Institutions	Banking Sector	No. of Responses
State Bank of India	Public Sector	100
Canara Bank	Public Sector	100
B.O.B	Public Sector	100
ICICI Bank	Pvt. Sector	100
HD.F.C Bank	Pvt. Sector	100
Axis Bank	Pvt. Sector	100
Total no. of responses from both Public and Pvt. Sector Banks		600

8. Data Analysis and Interpretation

1. Gender

The respondents are asked to express about their Gender. The details are furnished in the following table and figure.

Gender

Type of Organization	Male		Female		Total
	N	%	N	%	
Public sector bank	199	66.3	101	33.7	300
Private sector bank	159	53	141	47	300
Total	358	59.7	242	40.3	600

From the above table, it is found that the 66.3 % of public sector bank customers are male, and 33.7 % are female. While 53.0 per cent of private sector bank customers are male and 47.0 per cent are female. Out of 600 respondents 59.70 % are male and 40.3 % are female. It is clearly shows that male customer's number is higher than female customers in the study banks.

2. Academic qualification

The respondents are asked to tell about their academic qualification. The details are furnished in the following table and figure.

Academic qualification

Type of Organization	S.S.C		Intermediate		Graduate		P.G		Total
	N	%	N	%	N	%	N	%	
Public sector bank	8	2.7	55	18.3	124	41	113	38	300
Private sector bank	8	2.7	48	16	101	34	143	48	300
Total	16	2.7	103	17.2	225	38	225	38	600

It is evident from the above table i.e. academic qualification, out of total 600 respondents 300 from the public sector banks out of this 8 (2.7%) are SSC, 55 (18.3%) are intermediate, 124 (41.3%) are graduates and 113 (37.7%) are post graduates. 300 from private sector bank banks out of which 8 (2.7%) are SSC, 48 (16.0%) are intermediate, 101 (33.7%) are graduates and 143 (47.7%) are post graduates. Out of 600 respondents 16 (2.70%) are SSC, 103 (17.2%) are intermediate, 225 (37.5%) are graduates and 256 (42.7%) are post graduates

3 Age in (years)

The respondents are asked to tell about their age in (years). The details are furnished in the following table and figure.

Age in (years)

Type of Organization	Below 20		21-30		31-40		41-50		Total
	N	%	N	%	N	%	N	%	
Public sector bank	80	26.7	157	52	47	16	16	5.3	300
Private sector bank	50	16.7	155	52	83	28	12	4	300
Total	130	21.7	312	52	130	22	28	4.7	600

It is observed from the above table. age in (years), out of total 600 respondents 300 from the public sector banks out of this 80 (26.7%) are age group of below 20, 157 (52.3%) are 21-30, 47 (15.7%) are 31-40 and 16 (5.3%) are 41-50. 300 from private sector banks out of which 50 (16.7%) are age group of below 20, 155 (51.7%) are 21-30, 83 (27.7%) are 31-40 and 12 (4.0%) are 41-50. Out of 600 respondents 130 (21.70%) are age group of below 20, 312 (52.00%) are 21-30, 130 (21.70%) are 31-40 and 28 (4.70%) are 41-50.

4 Annual income in (Lakhs)

The respondents are asked to tell about their annual income in (Lakhs). The details are furnished in the following table and figure.

Annual income in (Lakhs)

Type of Organization	Below Rs. 200000		200001 to 300000		300001 to 400000		400001 to 500000		Above Rs.500000		Total
	N	%	N	%	N	%	N	%	N	%	
Public sector bank	29	9.7	115	38	80	27	44	14.7	32	11	300
Private sector bank	5	1.7	27	9	59	20	87	29	122	41	300
Total	34	5.7	142	24	139	23	131	21.8	154	26	600

The above table representing that annual income in (lakhs) out of total 600 respondents 300 from the Public sector banks out of this 29 (9.7%) are Below Rs.200000, 115 (38.3%) are 200001 to 300000, 80 (26.7%) are 300001 to 400000, 44 (14.7%) are 400001 to 500000 and 32 (10.7%) are Above Rs. 500000. Whereas 300 from Private sector banks out of which 5

(1.7%) are Below Rs.200000, 27 (9.0%) are 200001 to 300000, 59 (19.7%) are 300001 to 400000, 87 (29%) are 400001 to 500000 and 122 (40.7%) are Above Rs. 500000.

Where out of 600 respondents 34 (5.70%) are Below Rs.200000, 142 (23.7%) are 200001 to 300000, 139 (23.2%) are 300001 to 400000, 131 (21.8%) are 400001 to 500000 and 154 (25.7%) are Above Rs. 500000.

5 Frequency of visit

The respondents are asked to express their opinion about the frequency of visit to bank in a month. The details are furnished in the following table.

Frequency of visit

Type of Organization	1 to 3		4 to 6		7 to 9		More than 9		Total
Public sector bank	N	%	N	%	N	%	N	%	
	72	24	154	51	41	13.7	33	11	300
Private sector bank	36	12	127	42	99	33	38	13	300
Total	108	180	281	47	140	23.3	71	12	600

It is observed that from above table 51.3 % of the public sector bank customers 4 to 6 times visit to the bank is the important factor of the statement, whereas 42.3 per cent of the Pvt. bank customers also mentioned the same time.

6. Services of Public Sector Banks

Services of Public sector banks		Very bad	Bad	Moderate	Good	Very Good	Total
E-banking	Count	66	154	154	173	653	1200
	Row N %	5.50%	12.80%	12.80%	14.40%	54.50%	100.00%
M-banking	Count	176	128	142	176	578	1200
	Row N %	14.60%	10.70%	11.80%	14.70%	48.20%	100.00%
Digital Wallets	Count	65	131	188	158	658	1200
	Row N %	5.50%	10.90%	15.70%	13.10%	54.80%	100.00%

The table reveals the services of Public Sector Banks opinion of respondents. E-Banking 66(5.50%) says very bad, 154 (12.80%) bad, 154(12.80%) moderate, 173 (14.40%) good, 653 (54.50%) very good, M-Banking 176 (14.60%) very bad, 128(10.70%) bad, 142 (11.80%)

moderate, 176 (14.70%) good, 578(48.20%) very good , digital wallets 65 (5.50%) says very bad, 131 (10.90%) bad, 188 (15.70%) moderate, 158 (13.10%) good, 658 (54.80%) respondents says very good by the public sectors banks

7. Services of Private Sector Banks

Services of Private Sector Banks		Very bad	Bad	Moderate	Good	Very Good	Total
E-banking	Count	155	185	524	158	178	1200
	Row N %	12.90%	15.40%	43.70%	13.20%	14.70%	100.00%
M-banking	Count	163	208	538	173	118	1200
	Row N %	13.60%	17.30%	44.80%	14.50%	9.90%	100.00%
Digital Wallets	Count	217	185	489	172	137	1200
	Row N %	18.10%	15.40%	40.80%	14.30%	11.40%	100.00%

The table reveals the services of private sector banks opinion of respondents. E-Banking 155(12.90%) says very bad, 185 (15.40%) bad, 524 (43.70%) moderate, 158 (13.20%) good, 178 (14.70%) very good, M-Banking 163(13.60%) very bad, 208 (17.30%) bad, 538 (44.80%) moderate, 173 (14.50%) good, 118 (9.90%) very good , digital wallets 217(18.10%) says very bad, 185 (15.40%) bad, 489 (40.80%) moderate, 172 (14.30%) good, 137 (11.40%) respondents says very good by the private sectors banks.

8. Privacy level using in Internet banking

Privacy Level using		Very bad	Bad	Moderate	Good	Very Good	Total
E-banking	Count	67	216	289	169	459	1200
	Row N %	5.60%	18.00%	24.10%	14.10%	38.20%	100.00%
M-banking	Count	67	204	307	151	471	1200
	Row N %	5.60%	17.00%	25.60%	12.60%	39.20%	100.00%
Digital Wallets	Count	83	184	271	148	514	1200
	Row N %	6.90%	15.40%	22.60%	12.30%	42.80%	100.00%

The table reveals the privacy level using Internet banking opinion of respondents. E-Banking 67 (5.60%) says very bad, 216 (18.00%) bad, 289 (24.10%) moderate, 169 (14.10%) good, 459 (38.20%) very good, M-Banking 67 (5.60%) very bad, 204 (17.30%) bad, 307 (25.60%) moderate, 151 (12.60%) good, 471 (39.20%) very good, digital wallets 83 (6.90%) says very bad, 184 (15.40%) bad, 271 (22.60%) moderate, 148 (12.30%) good, 514 (42.80%) respondents says very good

9. T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Services of Public sector banks in India	3.9054	599	1.0828	0.0304
	Services of Private Sector Banks in India	2.9225	599	0.896	0.0252

Paired Samples Test

		Paired Differentiations Mean	t	d.f.	Sig. (2-tailed)
Pair 1	Services of Public Sector Banks - Services of Private Sector Banks	.98293	32.739	1268	.000

From the statistics table it is presented mean, std. Deviation and from paired Samples Test d.f.= 1269, for

The Services of Public Sector Banks in India mean impact power is 3.9054 and standard deviation is 1.08279 and for Services of Private Sector Banks in India mean impact power is 2.9225 and standard deviation is 0.89603 paired differentiation mean is 0.98293. From the table $t = 32.739$ $p = 0.000 < 0.05$ hence reject the null hypothesis and conclude that there is a significant differentiation between Services of P.S.B in India - Services of Private Sector Banks

10. Correlations

		Technology Standards in these services	Purpose you prefer to use Digital Banking services
Technology Standards in these services	Pearson Correlation	1	0.01
	Sig. (2-tailed)		0.732
	N	600	600
Purpose you prefer to use Digital Banking services	Pearson Correlation	0.01	1
	Sig. (2-tailed)	0.732	
	N	600	600

It shows reveals that Technology Standards in the services has low significant relation with Purpose prefer to use Digital Banking services (0.010)

11. T-Test**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Services of Public Sector Bank	600	3.9054	1.08279	.03040

One-Sample Test

	Test Value = 3		
	t	d.f.	Sig. (2-tailed)
Services of Public Sector Bank in	29.788	1199	.000

From the statistics table it is presented mean, std. Deviation and from paired Samples Test d.f.= 1200, for

The Services of Public Sector Banks mean impact power is 3.9054 and standard deviation is 1.08279 and for Services of Private Sector Banks mean impact power is 2.9225 and standard deviation is 0.89603 paired differentiation mean is 0.98293. From the table $t = 32.739$ $p = 0.000 < 0.05$ hence reject the null hypothesis and conclude that there is a significant differentiation between Services of Public Sector Banks - Services of Private Sector Banks .

9. FINDINGS AND CONCLUSION

1. Findings

1. It is found that the 66.3 % of public sector bank customers are male, and 33.7 % are female. While 53.0 per cent of private sector bank customers are male and 47.0 per cent are female. Out of 600 respondents 59.70 per cent are male and 40.3 per cent are female. It is clearly shows that male customer's number is higher than female customers in the study banks.
2. In academic qualification, 300 from the public sector banks out of this 8 (2.7%) are SSC, 55 (18.3%) are intermediate, 124 (41.3%) are graduates and 113 (37.7%) are post graduates. 300 from private sector bank banks out of which 8 (2.7%) are SSC, 48 (16.0%) are intermediate, 101 (33.7%) are graduates and 143 (47.7%) are post graduates. Out of 600 respondents 16 (2.70%) are SSC, 103 (17.2%) are intermediate, 225 (37.5%) are graduates and 256 (42.7%) are post graduates
3. It is observed the age in (years), out of 300 public sector banks 80 (26.7%) are age group of below 20, 157 (52.3%) are 21-30, 47 (15.7%) are 31-40 and 16 (5.3%) are 41-50. 300 from private sector banks out of which 50 (16.7%) are age group of below 20, 155 (51.7%) are 21-30, 83 (27.7%) are 31-40 and 12 (4.0%) are 41-50. Out of 600 respondents 130 (21.70%) are age group of below 20, 312 (52.00%) are 21-30, 130 (21.70%) are 31-40 and 28 (4.70%) are 41-50.
4. It is observed that 51.3 % of the public sector bank customers 4 to 6 times visit to the bank is the important factor of the statement, whereas 42.3 % of the private sector bank customers also mentioned the same time.
5. It reveals the services of Public Division Banks opinion of respondents. E-Banking 66(5.50%) says very bad, 154 (12.80%) bad, 154(12.80%) moderate, 173 (14.40%) good, 653 (54.50%) very good, M-Banking 176 (14.60%) very bad, 128(10.70%) bad, 142 (11.80%) moderate, 176 (14.70%) good, 578(48.20%) very good , digital wallets 65 (5.50%) says very bad, 131 (10.90%) bad, 188 (15.70%) moderate, 158 (13.10%) good, 658 (54.80%) respondents says very good by the public sectors banks
6. It shows the services of private sector banks opinion of respondents. E-Banking 155(12.90%) says very bad, 185 (15.40%) bad, 524 (43.70%) moderate, 158 (13.20%) good, 178 (14.70%) very good, M-Banking 163(13.60%) very bad, 208 (17.30%) bad, 538 (44.80%) moderate, 173 (14.50%) good, 118 (9.90%) very good , digital wallets 217(18.10%) says very bad, 185 (15.40%) bad, 489 (40.80%) moderate, 172 (14.30%) good, 137 (11.40%) respondents says very good by the private sectors banks.

7. Analysis shows the privacy level using Internet banking opinion of respondents. E-Banking 67 (5.60%) says very bad, 216 (18.00%) bad, 289 (24.10%) moderate, 169 (14.10%) good, 459 (38.20%) very good, M-Banking 67 (5.60%) very bad, 204 (17.30%) bad, 307 (25.60%) moderate, 151 (12.60%) good, 471 (39.20%) very good , digital wallets 83 (6.90%) says very bad, 184 (15.40%) bad, 271 (22.60%) moderate, 148 (12.30%) good, 514 (42.80%) respondents says very good
8. The Services of Public Sector Banks in India mean impact power is 3.9054 and standard deviation is 1.08279 and for Services of Private Sector Banks in India mean impact power is 2.9225 and standard deviation is 0.89603 paired differentiation mean is 0.98293. From the table $t = 32.739$ $p = 0.000 < 0.05$ hence reject the H_0 and conclude that there is a sig. differentiation between Services of P.S.B in India - Services of Private Sector Banks
9. It shows that Technology Standards in the services has low significant relation with Purpose prefer to use Digital Banking services (0.010)
10. The Services of Public Sector Banks mean impact power is 3.9054 and standard deviation is 1.08279 and for Services of Private Sector Banks mean impact power is 2.9225 and standard deviation is 0.89603 paired differentiation mean is 0.98293. From the table $t = 32.739$ $p = 0.000 < 0.05$ hence reject the null hypothesis and conclude that there is a significant differentiation between Services of Public Sector Banks - Services of Private Sector Banks .

2. CONCLUSION

The study reveals that in the select bank organizations, majority customers are males and the rest are females. As per the academic abilities are concerned, the majority account holders education ability is SSC and above (Tenth class and above). Majority respondents in the public sector banks in which saving bank account holders are more are married. Majority account holders are employees and the least are business men. The majority of the respondents are using internet and having access with net. Majority of the respondents are receiving the financial services information from their respective banks and are satisfied with the service of the banks. The customer are using net banking for money transfer and majority for the online purchase

The responsiveness in private sector banks is higher than that of public sector banks. The mean functional value in private sector banks is higher than that of public sector banks, as the mean accessibility value in private sector banks is higher than that of public sector banks, while the mean online banking services value in private sector banks is higher than that of public sector banks Finally, it is opined that in the era of internet banking the study banks

need to ensure the stringent measures for the safety, confidentiality of the business transactions. The banks also need to create conducive atmosphere for building a cordial relationship between their employees and customers for higher customer satisfaction

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