



## CUSTOMER SATISFACTION OF NEW GENERATION BANKS IN INDIA (WITH SPECIAL REFERENCE TO TAMIL NADU)

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### Abstract

The present study is aimed at analyzing the customer satisfaction towards services offered by new generation banks, particularly in Tamil Nadu. In this regard, it is essential to understand whether the customers are aware of the services. In this study, an attempt has been made to assess the level of awareness of customers towards the services rendered by new generation banks. For this purpose, a structured interview schedule was framed to collect primary data. Both primary and secondary data were used. Primary data were analysed using appropriate statistical tool.

### 1. Introduction

The banking industry like many other financial service industries is facing a rapidly changing market, new technologies, economic uncertainties, fierce competition and more demanding customers and the changing climate has presented an unprecedented set of challenges. Banking is a customer oriented service industry, therefore, the customer is the focus and customer service is the differentiating factor. The banking industry in India has undergone sea changes since post independence. The business depends upon client services and the satisfaction of the customer and this is compelling them to improve customer services and build up relationship with customers.

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and service to service. The state of satisfaction depends on a number of both psychological and physical variables.

Satisfied customers are central to optimal performance and financial returns. In many places of the world, business organizations have been elevating the role of the customer to that of a key stakeholder over the past twenty years. Customers are viewed as a group whose satisfaction with the enterprise must be incorporated in strategic planning efforts. Forward-looking companies are finding value in directly measuring and tracking customer satisfaction as an important strategic success indicator. Evidence is mounting that placing a high priority on customer satisfaction is critical to improved organizational performance in a global market place. With better understanding of customers' perceptions, companies can determine the actions required to meet the customers' needs. They can identify their own strengths and weaknesses, where they stand in comparison to their competitors, chart out the path of future progress and improvement. Customer satisfaction measurement helps to promote an increased focus on customer outcomes and stimulate improvements in the work practices and processes used within the company. Customer satisfaction is quite a complex issue and there is a lot of debate and confusion about what exactly is required and how to go about it. Thus, this research is an attempt to review the necessary requirements, and discuss the steps that need to be taken in order to measure and track customer satisfaction.

### 2. Significance of The Study

The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviours such as return and recommend rate. The level of satisfaction can also vary depending on other options. With the phenomenal increase in the country's population and the increased demand for banking services speed, service quality and customer satisfaction are going to be key differentiators for each bank's future success. Thus, it is imperative for banks to get useful feedback on their actual response time and customers' service quality perceptions of retail banking, which in turn will help them take positive steps to maintain a competitive edge. Hence, the study on customers' satisfaction towards new generation banks has become significant.

### 3. Statement of The Problem

In the globalized economy, banks have grown in different dimensions by offering various value added services to the customers. The banking sector has become more customer service oriented. Customer relationship management has gained its momentum in the recent past. Accordingly, the banks have come forward to offer a variety of services to the customers. Since, there are plenty of public sector banks and old private sector banks in the industry they have established a strong

customer network. The new generation banks have to provide more quality services to the customers in order to satisfy them. Moreover, the entry of foreign banks has also posed the new generation banks to take a lot of measures to satisfy the customers.

In this context, it is a question before bankers and policy makers whether offering various services alone would satisfy the customers and to what extent the customers have been satisfied with the services or facilities offered by new generation banks. Hence, the level of satisfaction of customers on the services rendered by new generation banks should be assessed in this study.

#### 4. Objectives of The Study

1. To describe the socio-economic profile of the customer of new generation banks.
2. To assess the level of customer satisfaction derived by the customers on the services offered by the new generation banks.

#### 5. Research Methodology

The research methodology includes nature of the study, nature of data, data collection instrument, sample size determination, sampling technique, hypotheses and statistical tools used to analyse the primary data.

##### 5.1 Nature of the study

The study mainly aims to assess the level of customer satisfaction towards new generation banks in India with special reference to Tamilnadu. For this purpose, three banks are considered namely ICICI bank, HDFC bank and AXIS bank.

##### 5.2 Nature of Data

Both primary and secondary data were used in this study. The primary data were collected from the customers of three new generation banks, namely ICICI bank, HDFC bank and AXIS bank. A structured interview schedule was used to collect primary data from the respondents covering 13 districts of Tamilnadu. Secondary data were collected from the offices of the respective banks, websites, journals, magazines and dailies.

##### 5.3 Data Collection Instrument

The questions in the interview schedule were designed according to the statement of the problem and objectives of the study. The variables identified from review of literature were taken into account while drafting the interview schedule. Opinion from a panel of members comprising experts in the field of banking, economics, psychology and statistics was sought for at every stage of designing the final interview schedule. Reliability tests (Cronbach's Alpha test and confirmatory factor analysis) and validity tests [Content Validity and Construct Validity] are used to ensure the validity and reliability of the data collection instrument.

##### 5.4 Sample Size Determination

The following formula is applied to determine the optimum sample size.

$$n = \frac{Z\alpha/2 \cdot p \cdot q}{e^2}$$

Where,

$Z\alpha/2 = 1.96$  (as per table of area under normal curve for the given confidence level of 95%)

$e = 0.04$  (Since the estimate should be within 4% of the true value)

$P=0.5$  (It is calculated on the basis of result of a pilot study)

$q=0.5$

$$n = \frac{(1.96)^2 \cdot (0.5) (1-0.5)}{(0.04)^2}$$

Required sample Size (n) = 600

##### 5.5 Sampling Procedure

A well structured interview schedule was used to conduct the primary data. The customer of new generation banks in India with special reference to Tamil Nadu represents the population for the study. The sample respondents from districts of Tamil

Nadu have been selected by adopting simple random sampling method. Out of 32 districts of Tamil Nadu 13 districts were selected out of 32 by using lot system. Axis bank, HDFC bank and ICICI bank were purposely chosen for the study as these three new generation banks have opened more number of branches in these districts.

**Table 1, Selection of Sample Respondents From The Study Area**

S.No	Name of the District	ICICI Bank	HDFC Bank	AXIS Bank	Total
1.	Dharmapuri	10	10	10	30
2.	Erode	20	20	20	60
3.	Kanchipuram	10	10	10	30
4.	Namakkal	10	10	10	30
5.	Tiruchirapalli	20	20	20	60
6.	Tiruvannamalai	10	10	10	30
7.	Thanjavur	20	20	20	60
8.	Tirunelveli	20	20	20	60
9.	Tiruppur	20	20	20	60
10.	Teni	10	10	10	30
11.	Krishnagiri	10	10	10	30
12.	Salem	20	20	20	60
13.	Vellore	20	20	20	60
	Total	200	200	200	600

Source: Primary Data

The researcher has purposively given due weightage to the districts which have the status of city corporation than ordinary districts. Therefore, 20 respondents from each district were chosen from ICICI bank, HDFC bank and AXIS banks from Erode, Tiruchirapalli, Thiruppur, Tanjavur, Tirunelveli, Salem and Vellore. From the remaining eight districts, 10 respondents each were selected from the above three new generation banks for the study.

## 6. Period of The Study

The study was conducted during the period from 2012 to 2016. The course work and Part I and Part II examinations have been completed between January 2012 and December 2012. The review of relevant literature has been made from the sources like research journals and previous studies during the period from January 2013 to December 2013. Data collection instrument was prepared and finalized with the help of pilot study during the period from January 2014 to July 2014. The data required for the study was collected from August 2014 to July 2015. The data so obtained have been analyzed during the period from August 2015 to March 2016. The preparation of thesis writing or drafting the thesis and printing the thesis have been undertaken from April 2016 to December 2016.

## 7. Limitations

The present study consists of the following limitations:

1. The area covered for the present study includes the State of Tamil Nadu only due to the economic constraints of the researcher.
2. The sample size of the study has been limited to 600 respondents only owing to the time constraints of the researcher.
3. The study has covered only three new generation banks ICICI Bank, HDFC Bank and AXIS Bank.
4. Since the present study is mainly dependent on the primary data obtained from the respondents, it is subject to the inherent limitations of the present study since the choices and preferences of the respondents would change from time to time.

### 8. Satisfaction of Customers Towards Services/ Facilities

The level of satisfaction of customers towards services and facilities provided by new generation banks has been analysed in this study. In this regard, twenty three factors have been identified and considered for analysing the satisfaction of customers. The respondents were asked to state their level of satisfaction towards these factors in the five point rating scale as highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied. These responses have been assigned scores as 5 for highly satisfied, 4 for satisfied, 3 for neutral, 2 for dissatisfied and 1 for highly dissatisfied. The levels of satisfaction of customers of new generation banks have been compared with the socio-economic profile and banking profile of customers.

**Table 2, Gender And Level of Satisfaction – Two Way Table**

Gender	Frequency	Low	Medium	High	Total
Male	Number	130	243	55	428
	%	30.4	56.8	12.9	
Female	Number	38	108	26	172
	%	22.1	62.8	15.1	
Total		168	351	81	600

Source: Primary Data

It is found that the high level of satisfaction towards services rendered and facilities provided by new generation banks is found to be higher among female customers.

In order to understand the relationship between gender of the respondents and their level of satisfaction towards services rendered and facilities provided by new generation banks, the following null hypothesis has been framed and tested:

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between gender of the respondents and their level of satisfaction towards services rendered and facilities provided by new generation banks.

**Table 3, Gender And Level of Satisfaction – Chi Square Test**

Factor	Chi square value	DF	P value	Result
Gender	4.23	2	0.12	Not significant

Source: Primary Data

The hypothesis that 'gender of the respondents and their level of satisfaction on services rendered and facilities provided by new generation banks are not significantly related' holds good. It is concluded that gender of the respondents has no influence on their awareness on services rendered and facilities provided by new generation banks.

**Table 4, Age And Level of Satisfaction – Two Way Table**

Age	Frequency	Low	Medium	High	Total
Up to 25 years	Number	36	135	57	228
	%	15.8	59.2	25.0	
26 to 35 years	Number	109	139	9	257
	%	42.4	54.1	3.5	
36 to 45 years	Number	14	58	6	78
	%	17.9	74.4	7.7	
Above 45 years	Number	9	19	9	37
	%	24.3	51.4	24.3	
<b>Total</b>		<b>168</b>	<b>351</b>	<b>81</b>	<b>600</b>

Source: Primary Data

It is found that the high level of satisfaction towards services rendered and facilities provided by new generation banks is found to be higher among the customers belonging to the age group of less than 25 years.

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between age of the respondents and their level of satisfaction towards services rendered and facilities provided by new generation banks.

**Table 5, Age And Level of Satisfaction – Chi Square Test**

Factor	Chi square value	DF	P value	Result
Age	85.28	6	0.00	Significant @ 1%

Source: Primary Data

The hypothesis that age of the respondents and their level of satisfaction on services rendered and facilities provided by new generation banks are significantly related, holds good. It is concluded that the age of the respondents has a significant influence on their satisfaction on services rendered and facilities provided by new generation banks.

**Table 6, Marital Status And Level of Satisfaction – Two Way Table**

Marital status	Frequency	Low	Medium	High	Total
Married	Number	118	229	57	404
	%	29.2	56.7	14.1	
Single	Number	50	122	24	196
	%	25.5	62.2	12.2	
Total		168	351	81	600

Source: Primary Data

It is found that high level of satisfaction towards services rendered and facilities provided by new generation banks is found to be higher among the married customers.

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between marital status of the respondents and their level of satisfaction towards services rendered and facilities provided by new generation banks.

**Table 7, Marital Status And Level of Satisfaction – Chi Square Test**

Factor	Chi square value	DF	P value	Result
Marital Status	1.68	2	0.43	Not Significant

Source: Primary Data

The hypothesis that ‘marital status of the respondents and their level of satisfaction on services rendered and facilities provided by new generation banks are not significantly related’ holds good. It is concluded that marital status of the respondents has no influence on their awareness on services rendered and facilities provided by new generation banks.

**Table 8, Educational Level And Level of Satisfaction – Two Way Table**

Educational level	Frequency	Low	Medium	High	Total
School level	Number	53	59	10	122
	%	43.4	48.4	8.2	
UG level	Number	80	156	32	268
	%	29.9	58.2	11.9	
PG level	Number	26	112	29	167
	%	15.6	67.1	17.4	
Others	Number	9	24	10	43
	%	20.9	55.8	23.3	
<b>Total</b>		<b>168</b>	<b>351</b>	<b>81</b>	<b>600</b>

Source: Primary Data

It is found that high level of satisfaction towards services rendered and facilities provided by new generation banks is found to be higher among the customers with ‘others’ level education.

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between educational level of the respondents and their level of satisfaction towards services rendered and facilities provided by new generation banks.

**Table 9, Educational Level And Level of Satisfaction -Chi Square Test**

Factor	Chi square value	DF	P value	Result
Educational level	32.90	6	0.00	Significant @ 1%

Source: Primary Data

The hypothesis that 'educational level of the respondents and their level of satisfaction on services rendered and facilities provided by new generation banks are significantly related' holds good. It is concluded that the educational level of the respondents has significant influence on their awareness on services rendered and facilities provided by new generation banks.

**Table 10, Occupational Status And Level of Satisfaction – Two Way Table**

Occupational status	Frequency	Low	Medium	High	Total
Employee	Number	92	44	0	136
	%	67.6	32.4	0.0	
Businessman	Number	61	110	5	176
	%	34.7	62.5	2.8	
Professional	Number	11	173	19	203
	%	5.4	85.2	9.4	
Housewife	Number	3	8	12	23
	%	13.0	34.8	52.2	
Student	Number	1	16	45	62
	%	1.6	25.8	72.6	
Total		168	351	81	600

Source: Primary Data

It is found that the high level of satisfaction towards services rendered and facilities provided by new generation banks is found to be higher among student-customers.

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between occupational status of the respondents and their level of satisfaction towards services rendered and facilities provided by new generation banks.

**Table 11, Occupational Status And Level of Satisfaction Chi-Square Test**

Factor	Chi-square value	DF	P value	Result
Occupational Status	409.59	8	0.00	Significant @ 1%

Source: Primary Data

The hypothesis that 'occupational status of the respondents and their level of satisfaction on services rendered and facilities provided by new generation banks are significantly related' holds good. It is concluded that the occupational status of the respondents has a significant influence on their awareness on services rendered and facilities provided by new generation banks.

**Table 12, Monthly Income And Level of Satisfaction – Two Way Table**

Monthly income	Frequency	Low	Medium	High	Total
Below Rs.10000	Number	49	83	21	153
	%	32.0	54.2	13.7	
Rs.10000 to Rs.20000	Number	58	191	43	292
	%	19.9	65.4	14.7	
Rs.20001 to Rs.30000	Number	17	43	6	66
	%	25.8	65.2	9.1	
Above Rs.30000	Number	44	34	11	89
	%	49.4	38.2	12.4	
Total		168	351	81	600

Source: Primary Data

It is found that the high level of satisfaction towards services rendered and facilities provided by new generation banks is found to be higher among the customers with monthly income of Rs.10001 to Rs.20000.

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between monthly income of the respondents and their level of satisfaction towards services rendered and facilities provided by new generation banks.

**Table 13, Monthly Income And Level of Satisfaction – Chi Square Test**

Factor	Chi square value	DF	P value	Result
Monthly Income	33.51	6	0.00	Significant @ 1%

The hypothesis that ‘monthly income of the respondents and their level of satisfaction on services rendered and facilities provided by new generation banks are not significantly related’ holds good. It is concluded that the monthly income of the respondents has influence on their awareness on services rendered and facilities provided by new generation banks.

**Table 14, Name of The Bank And Level of Satisfaction – Two Way Table**

Name of the bank	Frequency	Low	Medium	High	Total
ICICI	Number	60	110	30	200
	%	30.0	55.0	15.0	
HDFC	Number	53	123	24	200
	%	26.5	61.5	12.0	
AXIS	Number	55	118	27	200
	%	27.5	59.0	13.5	
<b>Total</b>		<b>168</b>	<b>351</b>	<b>81</b>	<b>600</b>

It is found that the high level of satisfaction towards services rendered and facilities provided by new generation banks is found to be higher among the customers of ICICI bank.

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between the name of the bank of the respondents and their level of satisfaction towards services rendered and facilities provided by new generation banks.

**Table 15, Name Of The Bank And Level of Satisfaction – Chi Square Test**

Factor	Chi square value	DF	P value	Result
Name of the Bank	1.87	4	0.76	Not Significant

Source: Primary Data

The hypothesis that ‘name of the bank of the respondents and their level of satisfaction on services rendered and facilities provided by new generation banks are significantly related’ does not hold good. It is concluded that the name of the bank of the respondents has no significant influence on their awareness on services rendered and facilities provided by new generation banks.

**Table 16, Location Of The Branch And Level of Satisfaction – Two Way Table**

Location of the branch	Frequency	Low	Medium	High	Total
Rural	Number	77	88	27	192
	%	40.1	45.8	14.1	
Semi urban	Number	41	129	35	205
	%	20.0	62.9	17.1	
Urban	Number	50	134	19	203
	%	24.6	66.0	9.4	
<b>Total</b>		<b>168</b>	<b>351</b>	<b>81</b>	<b>600</b>

Source: Primary Data

It is found that high level of satisfaction towards services rendered and facilities provided by new generation banks is found to be higher among the semi-urban branch customers.

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between the location of the branch of the respondents and their level of satisfaction towards services rendered and facilities provided by new generation banks.

**Table 17, Location of The Branch And Level of Satisfaction – Chi Square Test**

Factor	Chi square value	DF	P value	Result
Location of the Branch	28.03	4	0.00	Significant @ 1%

The hypothesis that ‘location of the branch of the respondents and their level of satisfaction on services rendered and facilities provided by the new generation banks are significantly related’ holds good. It is concluded that the location of the branch of the respondents has a significant influence on their awareness on services rendered and facilities provided by new generation banks.

**Table 18, Type of Account And Level of Satisfaction – Two Way Table**

Type of account	Frequency	Low	Medium	High	Total
Current	Number	51	58	10	119
	%	42.9	48.7	8.4	
Savings	Number	77	150	35	262
	%	29.4	57.3	13.4	
Deposit	Number	29	109	25	163
	%	17.8	66.9	15.3	
Loan	Number	11	34	11	56
	%	19.6	60.7	19.6	
<b>Total</b>		<b>168</b>	<b>351</b>	<b>81</b>	<b>600</b>

It is found that the high level of satisfaction towards services rendered and facilities provided by new generation banks is found to be higher among the customers with loan account.

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between type of account of the respondents and their level of satisfaction towards services rendered and facilities provided by new generation banks.

**Table 19, Type Of Account And Level of Satisfaction – Chi Square Test**

Factor	Chi square value	DF	P value	Result
Type of account	25.30	6	0.00	Significant @ 1%

The hypothesis that ‘type of account of the respondents and their level of satisfaction on services rendered and facilities provided by the new generation banks are significantly related’ holds good. It is concluded that the type of account of the respondents has a significant influence on their awareness on services rendered and facilities provided by new generation banks.

**Table 20, Duration of Customership And Level of Satisfaction – Two Way Table**

Age of customership	Frequency	Low	Medium	High	Total
Less than 2 years	Number	41	97	27	165
	%	24.8	58.8	16.4	
2 to 4 years	Number	85	160	32	277
	%	30.7	57.8	11.6	
4 to 6 years	Number	25	50	10	85
	%	29.4	58.8	11.8	
More than 6 years	Number	17	44	12	73
	%	23.3	60.3	16.4	
<b>Total</b>		<b>168</b>	<b>351</b>	<b>81</b>	<b>600</b>

It is found that the high level of satisfaction towards services rendered and facilities provided by new generation banks is found to be higher among the customers with age group of customership of more than 6 years.

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between age of customership of the respondents and their level of satisfaction towards services rendered and facilities provided by new generation banks.



**Table 21, Age of Customership And Level of Satisfaction –Chi Square Test**

Factor	Chi square value	DF	P value	Results
Age of Customership	4.44	6	0.62	Not significant

The hypothesis that ‘age of customership of the respondents and their level of satisfaction on services rendered and facilities provided by the new generation banks are not significantly related’ holds good. It is concluded that the age of customership of the respondents has no significant influence on their awareness on services rendered and facilities provided by new generation banks.

### Factor Analysis

Factor analysis is the method used to transform a set of variables into a small number of linear composite, which have maximum correlation with original values. Factor analysis is used to study complex sources of satisfaction in order to identify the major characteristics (or factors) considered important by the respondents. The purpose of factor analysis is to determine the response to the several numbers of statements which are significantly correlated. If the responses to a number of statements are significantly correlated, it is believed that the statement measures some factors common to all of them.

**Table 22, KMO and Bartlett’s Test**

Kaiser-Meyer- Olkin Measure Sampling Adequacy		0.86
Barlett's Test of Sphericity	Approx. chi-Square	7939.3
	DF	253
	Sig	0

The KMO statistics (0.86) is also large and thus the factor analysis may be considered as an appropriate technique for analysing the correlation matrix.

### Determination of Factors based on Eigen Values

In this approach, only factors with Eigen values greater than 1.0 are included. Other factors are not included in the mode. Since there are five components possessing Eigen values which are greater than 1.0, These five factors have been extracted from the total of 23 Variables. Varimax method of rotation with Kaiser normalization has been used to identify the factor grouped under each of these five components.

**Table 23, Factor And Total Variance**

Component	Initial Eigenvalues			Extraction sums of Squared Loadings			Rotation sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Location of ATM	7.61	33.09	33.09	7.61	33.09	33.09	4.69	20.4	20.4
Availability of cash at ATM	3.12	13.57	46.66	3.12	13.57	46.66	2.92	12.69	33.09
Cheque drop box	1.66	7.2	53.86	1.66	7.2	53.86	2.8	12.15	45.25
Security at ATM	1.25	5.43	59.29	1.25	5.43	59.29	2.28	9.91	55.15
Balance enquiry	1.02	4.44	63.73	1.02	4.44	63.73	1.97	8.58	63.73
Printed statement of transaction	0.84	3.67	67.41						
Display of toll free contact number	0.76	3.32	70.73						
Availability of CCTV	0.73	3.19	73.92						
Working condition of ATM	0.69	2.99	76.91						
Account opening services at door steps	0.58	2.53	79.44						

Cash deposit machines	0.57	2.47	81.91						
Quick issue of cheque books	0.52	2.28	84.18						
Automatic renewal of deposits	0.51	2.22	86.4						
Quick process of loan applications	0.47	2.05	88.45						
SMS/Email alerts for loan installments due	0.45	1.94	90.39						
Online banking	0.43	1.87	92.26						
Mobile banking	0.41	1.77	94.02						
Online customer care	0.4	1.74	95.77						
Safety locker facility	0.39	1.68	97.45						
Shopping by use of cards	0.27	1.16	98.61						
D-mat account transactions	0.2	0.85	99.46						
Payments of utility bills	0.08	0.36	99.82						
Attitude of bank staff	0.04	0.18	100						

Source: Primary Data

The rule of thumb is applied to choose the number of factor for which “Eigen Values” with greater than unity is taken by principal component analysis (PCA) method. The component matrix so framed is further rotated orthogonally using Varimax rotation algorithm. All the 23 statements are added on the five factors. The first factor which accounts for 20.4 percent of variance is the prima criteria considered to study the customers’ level of satisfaction. The second factor, third factor, fourth factor and fifth factor account for 12.69, 12.15, 9.91 and 8.58 respectively. The cumulative variance of the five factors is 63.73.

**Table 24, Rotated Component Matrix**

Factors	Component				
	1	2	3	4	5
Location of ATM			0.758		
Availability of cash at ATM			0.508		
Cheque drop box			0.760		
Security at ATM			0.597		
Balance enquiry					0.749
Printed statement of transaction					0.699
Display of toll free contact number				0.561	
Availability of CCTV				0.568	
Working condition of ATM				0.689	
Account opening services at door steps				0.599	
Cash deposit machines		0.778			
Quick issue of cheque books		0.589			
Automatic renewal of deposits		0.833			
Quick process of loan applications			0.751		
SMS/Email alerts for loan installments due		0.538			

Online banking	0.607				
Mobile banking	0.557				
Online customer care	0.847				
Safety locker facility	0.602				
Shopping by use of cards	0.925				
D-mat account transactions	0.487				
Payments of utility bills	0.614				
Attitude of bank staff	0.863				

Source: Primary Data

According to table 24, component 1 consists of eight variables – online banking, mobile banking, online customer care, safety locker facility, shopping by use of cards, D-mat account transactions, payment of utility bills and attitude of bank staff. Component 2 comprises four variables – cash deposit machines, quick issue of cheque books, automatic renewal of deposits and SMS/email alert for loan instalments due, while the component 3 consists of five variables which include location of ATM, availability of cash at ATM, cheque drop box, security at ATM and quick process of loan applications. Component 4 comprises four variables namely display of toll free number, availability of CCTV camera, working condition of ATM and account opening services at door steps while component 5 consists of 2 namely including balance enquiry and printed statement of transactions.

These components have been grouped and named as Component 1- ‘Technological services’, Component 2 – ‘Loan and deposit related services’ Component 3 – ‘ATM services’. The Component 4 has been named as ‘Customer Relationship Services’ and component 5 as ‘Transaction evidence services’. Thus, it is observed that Technological services contribute more towards the satisfaction of customers towards services rendered and facilities provided by new generation banks. All the 23 statements with score and rank are provided in the following table.

**Table 25, Statement with Rank and Score**

Sl. No.	Statement	Score	Rank
1.	Shopping by use of cards	0.925	I
2.	Attitude of bank staff	0.863	II
3.	Online customer care	0.847	III
4.	Automatic renewal of deposit	0.833	IV
5.	Cash deposit machine	0.778	V
6.	Cheque drop box	0.760	VI
7.	Location of ATM	0.758	VII
8.	Quick process of loan application	0.751	VIII
9.	Balance enquiry	0.749	IX
10.	Printed statement of transaction	0.699	X
11.	Working conditions of ATM	0.689	XI
12.	Payment of utility bills	0.614	XII
13.	Online banking	0.607	XIII
14.	Safety locker facility	0.602	XIV
15.	Account opening services at door steps	0.599	XV
16.	Security of ATM	0.597	XVI
17.	Quick issue of cheque books	0.589	XVII
18.	Availability of CCTV	0.568	XVIII
19.	Display of toll free contact numbers	0.561	XIX
20.	Mobile banking	0.557	XX
21.	SMS/Email alerts for loan installments date	0.538	XXI
22.	Availability of cash at ATM	0.508	XXII
23.	D-mat account transactions	0.487	XXIII

Table 25 describes the most as well as latest issues relating to customer satisfaction. Out of the 23 statements pertaining to customer satisfaction, "Shopping by use of cards" has influenced the customer to have high level of satisfaction and this statement is placed first. The statement namely, "Demat Account transactions" has influenced the customer to have low level of satisfaction and this statement is placed 23<sup>rd</sup>.

## 9. Findings

1. It is found that high level of satisfaction towards services rendered and facilities provided by new generation banks is found to be higher among the female customers. The gender of the respondents has no influence on their awareness towards services rendered and facilities provided by new generation banks.
2. The age of the respondents has a significant influence on their satisfaction towards services rendered and facilities provided by new generation banks.
3. The educational level of the respondents has a significant influence on their awareness towards services rendered and facilities provided by new generation banks.
4. The occupational status of the respondents has a significant influence on their awareness towards services rendered and facilities provided by new generation banks.
5. The occupational status of the respondents has a significant influence on their awareness towards services rendered and facilities provided by new generation banks.
6. It is found that the name of the bank of the respondents has no significant influence on their awareness on services rendered and facilities provided by new generation banks.
7. The type of account of the respondents has a significant influence on their awareness towards services rendered and facilities provided by new generation banks.
8. The components of factors influencing of customers have been grouped and named as component 1 – 'Technological services' Component 2 – 'Loan and deposit related services' and ( component 3 – 'ATM related services and facilities'. The component 4 has been named as 'Customer Relationship Services' and the Component 5 as 'Transaction evidence services'.
9. Out of the 23 statements pertaining to customer satisfaction "Shopping by use of cards" has influenced the customer to have high level of satisfaction and this statement is placed first. The statement namely, "Demat Account Transactions" has influenced the customers to have low level of satisfaction and this statement is placed 23<sup>rd</sup>.

## 10. Conclusion

The factors namely age, educational qualification, occupation, monthly income, location of the branch, and type of account have significant relationship with customers' satisfaction. So these three banks should consider the above socio-economic variables while designing the new schemes Products [Chi-square]. Out of the 23 variables, "shopping by use of credit cards" has influenced the customer to have high level of satisfaction and this statement is placed first. The statement namely "Demat account transactions" has influenced the customer to have low level of satisfaction and this statement is placed 23<sup>rd</sup>. Therefore, these three banks should give high priority to issue of plastic cards for shopping purpose and to impart adequate trainings to bank staff for forming right attitude [Factor Analysis].

It is concluded that as far as level of customer satisfaction is concerned, these three banks should extend high priority based services. First priority will be given to issue of plastic cards for shopping purpose and second priority should be provided to impart required training to bank employees for forming and developing right attitude to enhance customer satisfaction. Increased customer satisfaction can bring up prospects for growth to these three new generation banks of India in future.

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