

A STUDY ON CUSTOMER SATISFACTION REGARDING BANKING SECTOR

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ABSTRACT

Long term practice, leadership training, theoretically, there is no money; to preserve the real working environment organization, management, and practical training for students. These courses will provide a basis for the concept of education and organizational activities.

Summer training in Business Administration (M.B.A), of course, is an important part. This implementation of an organization's visual analysis and at the same time allows students to promote the best understanding.

This was a special HDFC Bank. the first phase of the research project, and information about the company and product recognition by HDFC Bank. Then the market and a survey of 100 people were limited Gurdaspur come. Here, in my research, I contacted to help with personal interviews and surveys. The main goal is to satisfy customers and the degree of their opinions about HDFC Bank and HDFC Bank has created a product that must learn to understand the customer.

HDFC Bank should focus on advertising, print, and other media. industry to promote new products, packaging, and services. and distribution and marketing of new players looking for a new way. Most banks have a potential supplier for the middle class. Competitors do not care about the product in the market and prices. Until three years ago for recognition as possible, pensioners, women, children, and society began to be recognized

1. INTRODUCTION:

What is customer satisfaction?

They are received by any satisfaction providing customers with products or services for the benefit of our customers, the media. characteristics and skills, as well as customer satisfaction, not just on the types of expectations.

Customers can be described as a person

- If you have direct contact with or are directly affected by your body
- Acceptance or organization in connection with one or more companies or products.

The consumer, the consumer, or the consumer is defined as a man with the consumers. They can be individual or group. Business organizations have a culture of customer service is the emphasis on design, construction, and delivery. Customer organizations:

They are designed to determine the intention to listen to the customers, as the customers' expectations.

They work with the customer, taking into account the value of assessing customers' actions and ideas.

OBJECTIVES OF THE STUDY

1. To satisfy customers and HDFC Bank to a number of their views on the processing.
2. To get information about their products on subscriber information.

3. Banking services and other projects of interest income.
4. Chain knew about the business of customers.
5. We know the problems of banking problems.

2. RESEARCH METHODOLOGY

Using market research data, such as education, scientific truths are in search of a unique study or research. This should prevent the problem: information gathering, analysis of results: check and conduct data collection and find the results and the effects.

Issues scientific researchers take steps to solve the problem, why should know that it can be achieved in any period.

RESEARCH DESIGN

A chart or based on research projects. The process information and/or to provide the information needed to solve the difficulties researchers are described as a keyword. The implementation of the project will form the basis of the research project. The results of the study will be carried out by an effective research design. Usually, these elements are part of a function in the body or a studio in::

1. Contact details are required.
2. Design created.
3. Raise wages to determine the scope and criteria.
4. Create and submit a survey or data collection.
5. to determine procedures and measure their volume.
6. Develop a map of the data analysis.

Data Collection: - The project aims to be successful in the primary and secondary data. Therefore, the implementation of the project for

primary and secondary data. collection of primary data, journals, books, magazines, and websites for the study and the second is the source of the information.

1. **Primary Data:** baseline data HDFC Bank is collected to determine customer satisfaction and opinions. Based on the responses received and collected through surveys of the customer base for an investigation. The survey has been developed to measure the amount of confidence in the user and the user can write simple answers.

2. **Secondary Data:** to gather information, new areas of research, and development to achieve its objectives in the second position.

Sample size –

100 customers were selected.

Sampling Technique –

Convenient sampling.

3. DATA ANALYSIS & INTERPRETATION

Analysis and Interpretation

After gathering information, organized and indexed, and with the help of a computer developed. complemented by methods and image design.

1. You can go to HDFC Bank?

Interpretation:

The picture above HDFC Bank is part of the requested 37% a year ago; 2% of responses, 29% HDFC Bank is part; The odds of responding 14% of respondents in the last 6 months and 6% HDFC Bank have come in the last 2 years.

2. What is the main reason for the sales?

Interpretation:

Picture of the business part of the majority of respondents, 40%, HDFC Bank, shows that, because of the picture, because of 25%; The reason for high duty and comfortable, because of 25% of these three elements.

3. HDFC Bank, offered by the various services?

Interpretation:

Most of these respondents know the products and services offered by HDFC Bank and which can be seen in the image above. candidates with 91% and 9%, respectively, HDFC Bank was not aware of the services provided.

4. Why can we act after the bank?

Interpretation:

Most of these 100% responders are shown in the image above. A / FD & C store 53% of A / C, 5% of a riddle, A / C, 25% of credit cards, funds, 16% and 95%. % Credit bright.

5. Do you use any of these tools?

Interpretation:

Most of the picture above is a record in C / C 40% 65% 58% FD, lighting, a / c, 3% of the time / h 0% credit cards, funds, and credit, and 47% to 10%.

6. Which is your favorite?

Interpretation:

Image without the interest of higher than answers Model FD 24%, which saves 20%, a / c, A / C, 40%, 23%, 19% of the funds, shows that credit card debt and interest rates. A / C Demat.

7. Why is it good to be able to manage to the bank, what can they do??

Interpretation:

As shown in the diagram, a 33% response rate/hour of product. 40% of FD well. 12% a / C.10% credit and no credit/hour and a credit card, said: dana.5.5 funds.

8. Why is it important? Do you know about the additional services offered by the bank??

Interpretation:

The rest of the diagram above, about 69% of the surveyed work shows that they did not know about it..

4. FINDINGS OF THE STUDY

- Satisfied with customers in many large HDFC Bank.
- HDFC Bank customers additional services available in a variety of religious duties and know. But, of course, all the work.
- What are the average many business customers?
- Most of the respondents were found to be good customer relations.
- They are the beginning of the times and recall barriers by the respondents indicate that there is a problem with the number of customer places.
- Many consumers, were also dissatisfied with the bank offers banking products, the bank with customers in the bank is very good.
- simple and low corporate taxes, banks, ATMs, and mobile payment banking.
- Many customers are interested in more money FD, funds.
- Many of that uses a lot of viewers.
- Customer marketing is to focus on the core banking business.
- Customers often a / c, FD, is the use of a / c and credit records.

5. SUGGESTIONS AND REFERENCES

- Pay more attention to advertising and exhibition activities.
- The need for greater efforts to improve customer relationships.
- The bank must expand to meet the needs of corporate customers.
- Bank to take seriously.
- If you want to know if other customers in the banking business should work.

- www.bnknetindia.com/banking/finance
- <http://en.wikipedia.org/wiki/bankingfinancialcompany>
- www.hdfcbank.com
- www.hdfcbank/products/finance
- www.google.com
- www.iloveindia.com.

6. LIMITATIONS OF THE STUDY

This is true but said: "worthless" in this work, and I can be a few drawbacks. Entrepreneurs to separate a narrow, but it did not restrict the reader. In other words::

- Research is done in the short term.
- Size.
- The limited information they requested and some may not provide accurate information as to why.
- Some respondents do not want to share the information.

7. CONCLUSION

Finally, I was the banking market in India growing and properties and \$ 1000 billion in 2010 was expected to sell HDFC Bank in India, 528 branches of 1,142, and 3295 I would like to summarize that there is a network of electronic machines. Many audience figures. But not a customer at the bank, he asked. Subscribers to the bank, but the banks must strive to create awareness among the population. For HDFC Bank, advertising, and other media, more needs to be emphasized. The consumer is in many ways the prostitutes and their time, and at the same time, because in general, it must be reduced