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## A STUDY ON ANALYSIS OF JOB SATISFACTION AND EMPLOYEE MORALE IN COMMERCIAL BANK- AXIS BANK”

Simran Gupta, Siddeshwar Pachori, Prof. Rinki

### CHAPTER – 1 INDUSTRY STUDY



## 1.1 INTRODUCTION OF BANKING INDUSTRY



In today's competitive business world, satisfied employees are treated as the essential human capital. Though, it is very easy to measure the financial performance of a firm by using various financial tools and techniques, but it is very difficult to determine whether the organization is doing the right thing for its employees to remain satisfied in their workplace. There was so many extensive research conducted to measure job satisfaction of employees working in different organization. During the last few decades banking sector plays a dominant role in the financial service industry. At present, there are forty- nine (48) schedule banks among those, three (3) are Nationalized Commercial Banks (NCBs)\*, five (5) are Specialized Banks (SBs), thirty-one (31) are Private Commercial Banks (PCBs) and nine (9) are Foreign Commercial Banks (FCBs). Among those 31 PCBs and 9 FCBs there are 6 and 1 i.e., total 7 Islamic Banks (IBs) operating in Bangladesh. After March 2005 there are six thousand three hundred eight (6308) branches of schedule bank in our country (MOF, 2006). In spite of thousands of people working in this sector, there is not enough research going on to know the actual job satisfaction of employees.

Job satisfaction can be defined as an individual's general attitude toward his or her job. (Robbins, 2003, p-78); Job satisfaction has been defined as the degree to which employees have a positive affective orientation towards employment by the organization (Price, 1997). Another defines job satisfaction as an affective (emotional) reaction to a job that results from the incumbent's comparison of actual outcomes with those that are desired (Cranny, Smith, Stone, 1992, p.1).

A bank is defined as "accepting deposits from the public that can be repaid on demand and withdrawn by check, draft, or otherwise for the purpose of lending or investing."

Banks are an industry that involves the processing of cash, lending, and other financial transactions. Banks provide a safe place to store extra cash and balances. They offer savings accounts, certificates of deposit, and check accounts. Banks use these deposits to make loans. These loans include mortgages, personal loans, business loans, gold loans and car loans.

Banking sector is one of the crucial pillars of an economy; the stronger the banking sector is the stronger

will be the economy. So, it becomes very important to study this sector in this technological oriented century. (Dr. Viral Bhatt, Farana Kureshi, 2018). The banking industry has been continuously upgrading its operation by making use of technology. With the advancement of this technology, banks have implemented various systems to carry banking transactions easily and quickly. In a developing country like India, where customers possess a varied form of needs and desires it becomes legitimate for the banks and service providers to offer quality services speedily and efficiently to meet the customer's expectation. (Jyotsna Sharma, Jagdeep Singh, Amandeep Singh, 2020)

The banking industry is under increasing pressure to demonstrate that their services are customer – focused and that continuous performance improvement is being delivered. However, in introducing improvement, banks need to ensure that their customer satisfaction are met. (Wan Nur Syafinas Jaafar, 2020)

The Reserve Bank of India (RBI), as the central bank of the country, closely monitors developments in the whole financial sector. The banking sector is dominated by Scheduled Commercial Banks (SCBs). As at end-March 2002, there were 296 Commercial banks operating in India. This included 27 Public Sector Banks (PSBs), 31 Private, 42 Foreign and 196 Regional Rural Banks. Also, there were 67 scheduled co-operative banks consisting of 51 scheduled urban co-operative banks and 16 scheduled state co-operative banks. Scheduled commercial banks touched, on the deposit front, a growth of 14% as against 18% registered in the previous year. And on advances, the growth was 14.5% against 17.3% of the earlier year. State Bank of India is still the largest bank in India with the market share of 20% ICICI and its two subsidiaries merged with ICICI Bank, leading creating the second largest bank in India with a balance sheet size of Rs. 1040bn. Higher provisioning norms, tighter asset classification norms, dispensing with the concept of 'past due' for recognition of NPAs, lowering of ceiling on exposure to a single borrower and group exposure etc., are among the measures in order to improve the banking sector. A minimum stipulated Capital Adequacy Ratio (CAR) was introduced to strengthen the ability of banks to absorb losses and the ratio has subsequently been raised from 8% to 9%. It is proposed to hike the CAR to 12% by 2004 based on the Basle Committee recommendations. Retail Banking is the new mantra in the banking sector. The home loans alone account for nearly two-third of the total retail portfolio of the bank. According to one estimate, the retail segment is expected to grow at 30- 40% in the coming years. Net banking, phone banking, mobile banking, ATMs and bill payments are the new buzz words that banks are using to lure customers. With a view to provide an institutional mechanism for sharing of information on borrowers / potential borrowers by banks and Financial Institutions, the Credit Information Bureau (India) Ltd. (CIBIL) was set up in August 2000. The Bureau provides a framework for collecting, processing and sharing credit information on borrowers of credit institutions. AXIS are the promoters of the CIBIL. The RBI is now planning to transfer of its stakes in the SBI, NHB and National bank for Agricultural and Rural Development to the private players. Also, the Government

has sought to lower its holding in PSBs to a minimum of 33% of total capital by allowing them to raise capital from the market. Banks are free to acquire shares, convertible debentures of corporate and units of equity-oriented mutual funds, subject to a ceiling of 5% of the total outstanding advances (including commercial paper) as on March 31 of the previous year. The finance ministry spelt out structure of the government-sponsored ARC called the Asset Reconstruction Company (India) Limited (ARCIL), this pilot project of the ministry would pave way for smoother functioning of the credit market in the country. The government will hold 49% stake and private players will hold the rest 51%— the majority being held by ICICI Bank (24.5%).

## 1.2 MARKET SIZE

The Indian banking system consists of 12 public sector banks, 22 private sector banks, 46 foreign banks, 56 regional rural banks, 1485 urban cooperative banks and 96,000 rural cooperative banks in addition to cooperative credit institutions. As of September 2021, the total number of ATMs in India reached 213,145 out of which 47.5% are in rural and semiurban areas.

In 2020-2022, bank assets across sectors increased. Total assets across the banking sector (including public and private sector banks) increased to US\$ 2.67 trillion in 2022.

In 2022, total assets in the public and private banking sectors were US\$ 1,594.51 billion and US\$ 925.05 billion, respectively.

During FY16-FY21, bank credit increased at a CAGR of 0.29%. As of FY21, total credit extended surged to US\$ 1,487.60 billion. During FY16-FY21, deposits grew at a CAGR of 12.38% and reached US\$ 2.06 trillion by FY21. Bank deposits stood at Rs. 165.74 trillion (US\$ 2.11 trillion) as of May 20, 2022.

According to India Ratings & Research (Ind-Ra), credit growth is expected to hit 10% in 2022-23 which will be a double-digit growth in eight years. As of July 29, 2022 bank credit stood at Rs. 123.69 lakh crore (US\$ 1,553.23 billion).

As of July 29, 2022 credit to non-food industries stood at Rs. 123.36 lakh crore (US\$ 1.54 trillion)

## 1.3 INVESTMENTS

Key investments and developments in India's banking industry include:

- On June, 2022, the number of bank accounts—opened under the government's flagship financial inclusion drive 'Pradhan Mantri Jan Dhan Yojana (PMJDY)'— reached 45.60 crore and deposits in the Jan Dhan bank accounts totalled Rs. 1.68 trillion (US\$ 21.56 billion).

- In April 2022, India's largest private bank HDFC Bank announced a transformational merger with HDFC Limited.
- On November 09, 2021, RBI announced the launch of its first global hackathon 'HARBINGER 2021 – Innovation for Transformation' with the theme 'Smarter Digital Payments'.
- In November 2021, Kotak Mahindra Bank announced that it has completed the acquisition of a 9.98% stake in KFin Technologies for Rs. 310 crore (US\$ 41.62 million).
- In July 2021, Google Pay for Business has enabled small merchants to access credit through tie-up with the digital lending platform for MSMEs—Flexi Loans.
- In December 2020, in response to the RBI's cautionary message, the Digital Lenders' Association issued a revised code of conduct for digital lending.
- On November 6, 2020, WhatsApp started UPI payments service in India on receiving the National Payments Corporation of India (NPCI) approval to 'Go Live' on UPI in a graded manner.
- In October 2020, HDFC Bank and Apollo Hospitals partnered to launch the 'Healthy Life Programme', a holistic healthcare solution that makes healthy living accessible and affordable on Apollo's digital platform.
- In 2019, banking and financial services witnessed 32 M&A (merger and acquisition) activities worth US\$ 1.72 billion.
- In March 2020, State Bank of India (SBI), India's largest lender, raised US\$ 100 million in green bonds through private placement.
- In February 2020, the Cabinet Committee on Economic Affairs gave its approval for continuation of the process of recapitalization of Regional Rural Banks (RRBs) by providing minimum regulatory capital to RRBs for another year beyond 2019- 20 - till 2020-21 to those RRBs which are unable to maintain minimum Capital to Risk weighted Assets Ratio (CRAR) of 9% as per the regulatory norms prescribed by RBI.



## 1.4 PORTER'S FIVE FORCES OF BANKING INDUSTRY



### Threat of New Entrants

Despite the regulatory and capital requirements associated with setting up a new bank, between 1977 and 2002, an average of 215 new banks were opened each year. With so many new banks entering the market every year, the threat from new entrants is very high. However, due to bank mergers and bank failures, the average total number of banks is decreasing by about 253 banks per year. One of the main reasons for this, arguably the biggest barrier to entering a bank, is unsecured. Because the industry handles other people's money and financial information, new banks will have a hard time getting started. Due to the nature of the industry, people are more willing to trust large, well-known and established banks that they consider trustworthy. The banking industry has undergone a process of consolidation in which the major banks sought to meet all of their customers' financial needs under their roof. This consolidation reinforces the role of trust as a barrier to entry for new banks looking to compete with the big banks, as consumers are more likely to allow one bank to hold all of the money, both their accounts and meet their financial needs. In general, barriers to entry into the banking industry are relatively low. While new entrants into the field of providing the confidence and full services of a large bank are nearly impossible, opening a smaller bank that operates at the regional level is quite easy.

### Power of Suppliers

Capital is the primary resource on any bank and there are four major suppliers (various other suppliers [like fees] contribute to a lesser degree) of capital in the industry. 1. Customer deposits. 2. Mortgages and loans. 3. mortgage-backed securities. 4. loans from other financial institutions. By utilizing these four

major suppliers, the bank can be sure that they have the necessary resources required to service their customers' borrowing needs while maintaining enough capital to meet withdrawal expectations. The power of the suppliers is largely based on the market, their power is often considered to fluctuate between medium to high.

### **Power of Buyers**

The individual doesn't pose much of a threat to the banking industry, but one major factor affecting the power of buyers is relatively high switching costs. If a person has one bank that services their banking needs, mortgage, savings, checking, etc, it can be a huge hassle for that person to switch to another bank. To try and convince customers to switch to their bank they will often times lower the price of switching, though most people still prefer to stick with their current bank. The internet has greatly increased the power of the consumer in the banking industry.

The internet has greatly increased the ease and reduced the cost for consumers to compare the prices of opening/holding accounts as well as the rates offered at various banks. ING Direct has introduced a high-yielding savings account to get shoppers' attention, but it goes one step further and makes it much easier for customers to transfer money from their current bank to ING. ING succeeded in this attempt because it was able to keep switching costs very low in terms of time and capital.

### **Availability of Substitutes**

Some of the biggest threats to alternatives in the banking industry come from nonfinancial competitors, not from competing banks. The industry does not suffer the real threat of alternatives in terms of deposits and withdrawals, but insurance, investment trusts and bonds are part of many banking services that are also offered by non-banks. In addition, there is a threat of payment and loans are relatively high for the industry. For example, well-known electronics retailers, jewellery stores, car dealers, etc. tend to offer preferential lending to "big" merchandise. Often, these non-banking entities offer payments at lower interest rates than consumers receive from traditional bank loans.

### **Competitive Rivalry**

The banking industry is considered to be highly competitive. The financial services industry has been around for hundreds of years, and almost everyone in need of banking services is already using financial services. For this reason, banks must try to trick customers from competing banks. They do this by offering lower funding, higher interest rates, investment services, and more convenience than their competitors. Bank competition often competes for which banks can offer both the best and fastest services, but as a result, the ROA (return on assets) of banks is declining.

Given the nature of the industry, the banking sector is likely to be further integrated. Large banks tend to prefer to buy or merge with other banks rather than spending money on marketing or advertising.

## 1.5 CHALLENGES OF BANKING INDUSTRY

- **Asset quality:**

The biggest risk to India's banks is the rise in bad loans. The slowdown in the economy in the last few years led to a rise in bad loans or non-performing assets (NPAs). These are loans which are not repaid back by the borrower. They are, thus, a loss for the bank. Net NPAs amount to only 2.36% of the total loans in the banking system. This may not seem like an alarming figure. However, it does not take into restructured assets - when a borrower is unable to pay back and the bank makes the loan more flexible to be paid back over a longer period of time. Restructured assets too put pressure on a bank's profitability. Together, such stressed assets account for 10.9% of the total loans in the system. And these are just loans which are identified as stressed assets. 36.9% of the total debt in India is at risk, according to an IMF report. Yet, banks have capacity to absorb only 7.9% loss. So, if these debts turn bad too, banks will face major losses.

- **Capital adequacy:**

One way a bank tries to ensure it is protected from bad loans is by setting aside money as a 'provision'. This money cannot be used for any other purposes including lending. As a result, banks have lower capital available to use for its various operations. The Capital Adequacy Ratio measures how much capital a bank has. When this falls, the bank has to borrow money or use depositors' money to lend. This money, however, is riskier and costlier than the bank's own capital. For example, a depositor can withdraw his/her money any time they want. So, a fall in CAR (often called as CRAR or Capital to Risk Assets Ratio) is worrisome. In the last few years, CRAR has declined steadily for Indian banks, especially for public-sector banks. Moreover, banks are not able to raise money easily, especially public-sector banks which have higher number of bad loans. If banks do not shore up their capital soon, some could fail to meet the minimum capital requirement set by the RBI. In such a case, they could face severe issues.

- **Unhedged forex exposure:**

"The wild gyrations in the forex market have the potential to inflict significant stress in the books of Indian companies who have heavily borrowed abroad," Mundra said in his speech. This stress can affect their ability to pay back debt to Indian banks. As a result, the RBI wants banks to ensure companies they lend to do not expose themselves to unnecessary debt in dollars.

- **Employee and technology:**

Public-sector banks are seeing more employees retire these days. So, younger employees are replacing the elder, more-experienced employees. This, however, happens at junior levels. As a result, there would be a virtual vacuum at the middle and senior level. "The absence of middle management could lead to



adverse impact on banks' decision making process as this segment of officers played a critical role in translating the top management's strategy into workable action plans," the deputy governor said. Moreover, banks - especially government-owned banks - need to embrace technology to offer better products. This will also help make banks more efficient.

- **Balance Sheet management:**

In the past few years, many banks have tried to delay setting aside money as provisions (for future bad loans). One reason for this is that a bank's chief executives have a short tenure, during which time they want to post higher net profits and cheer investors. "It must be appreciated that CEOs/ CMDs would come and go but the institutions are perpetual entities. The only thing which can perpetuate their existence is a stronger and healthier balance sheet," Mundra said. Deferring provisioning is harmful in the long term. It reduces the bank's ability to withstand financial pressures. This is even more problematic considering the poor capital adequacy in Indian banks. In fact, investors would be happier if the management addresses and sorts out problems rather than posting high net profits that cannot be sustained in the long term, the deputy governor said.

## 1.6 MAJOR BANKS OF THE BANKING INDUSTRY

### 1. State Bank of India

State Bank of India is the biggest **commercial bank in India** with 24,000+ branches across various locations in India as well as 190+ overseas branches in 36 countries. SBI boasts of 25% share of the entire loans and deposits market in India along with 23% of market share in assets. SBI also features in the Fortune Global 500 list of biggest corporations in the world. Government of India holds 61.23% of the ownership of the bank as of March 2019.

### 2. HDFC Bank

HDFC Bank is a leading private sector bank and is in the list of **top 5 commercial banks in India** right now. It started its operations in 1994. Presently, the bank boasts of 5,100+ branches across various cities in India. Thanks to its excellent customer service and innovative products, HDFC has won several awards over the years including the award for best bank in India in 2019 by Finance Asia magazine. With 1,00,000+ employees and total market assets of more than 11,89,432 crores, HDFC Bank is indeed a leading name in the Indian banking sector.

### 3. ICICI Bank

ICICI Bank is a prominent private sector Commercial Bank which was established in the year 1994. It is among the top **5 commercial banks** in India currently. At present, ICICI Bank has more than 4,800 branches and 14,000+ ATMs across various cities in India with a presence in 17 international locations.

ICICI Bank employs 84,000+ employees and has annual revenue of more than Rs. 77,900 crores. The total market assets of the bank as of 2019 are Rs. 9,29,652 crores.

#### 4. Kotak Mahindra Bank

Kotak Mahindra Bank is a premier private sector bank in India which began its operations in the year 2003. With total assets of more than Rs. 2.14 trillion, it is the second-largest private sector bank in India. Kotak Bank employs 33,000+ employees and has more than 1,300 branches across India. The annual revenue of the bank is more than Rs. 285 billion.

#### 5. Bank of Baroda

Bank of Baroda is a leading public sector bank of India and was founded in the year 1908. As of 2019, the bank has 9500+ branches and employs more than 85,000 personnel. It is India's second-largest bank by market capitalisation, which as of March 2019, stands at Rs. 3.58 trillion. With the recent merger of Bank of Baroda, Dena Bank, and Vijaya Bank, the new entity is now the third-largest bank in India.

### **AXIS BANK INTRODUCTION –**

Axis Bank is the third largest private sector bank in India. The Bank offers the entire spectrum of financial services to customer segments covering Large and Mid-Corporates, MSME, Agriculture and Retail Businesses.

The Bank has a large footprint of 4,758 domestic branches (including extension counters) with 10,990 ATMs & 5,972 cash recyclers spread across the country as of 31st March 2022. The Bank has 6 Axis Virtual Centres with over 1,500 Virtual Relationship Managers as of 31st March 2022. The Overseas operations of the Bank are spread over eight international offices with branches in Singapore, Dubai (at DIFC), and Gift City-IBU; representative offices in Dhaka, Dubai, Abu Dhabi, Sharjah and an overseas subsidiary in London, UK. The international offices focus on Corporate Lending, Trade Finance, Syndication, Investment Banking, Liability Businesses, and Private Banking/Wealth Management offerings.

Axis Bank is one of the first new generation private sector banks to have begun operations in 1994. The Bank was promoted in 1993, jointly by Specified Undertaking of Unit Trust of India (SUUTI) (then known as Unit Trust of India), Life Insurance Corporation of India (LIC), General Insurance Corporation of India (GIC), National Insurance Company Ltd., The New India Assurance Company Ltd., The Oriental Insurance Company Ltd., and United India Insurance Company Ltd. The shareholding of Unit Trust of India was subsequently transferred to SUUTI, an entity established in 2003.

After the liberalization, privatisation and globalization, banking industry has expanded its wings across the globe. Axis bank is one such bank which is providing multi varied services to its customers. In the

process of satisfying their customers employees are undergoing lot of stress. This stress is leading to dissatisfaction among employees. The researcher is making an attempt to find out the job satisfaction levels of employees associated with Axis bank. The major objectives of the study are 1. To find out the impact of demographic variables like age, gender, designation and work experience on the satisfaction levels of Axis bank employees and 2. The factors influencing the job satisfaction. 250 employees from 12 branches in five major cities of Andhra Pradesh were surveyed. Convenience sampling method was used to collect the data. A structured questionnaire was administered to collect the data. ANOVA, Chi-square, standard deviation and regression analysis were used to analyse the data. From the analysis it was found that, demographic variables are having a greater impact on the employee satisfaction levels. Factors like pay, Pay, Promotion, Supervision etc. are having significant roles in deciding the satisfaction levels.

The productivity of any organization largely depends upon the job satisfaction which employees achieve in an organization. In some way or the other job satisfaction is also linked with life satisfaction. Every person spends a large portion of his day, working in an organization. If a person is able to derive satisfaction from his job, he will be satisfied in his personal life as well. Many researches have pointed out that the job satisfaction plays an important role in motivating employees, increasing his morale, enhanced work performance etc. job satisfaction means the level of contentment a person has from his job. In other words, if an employee is satisfied from his job means he like his and vice-versa. Locke (1976) says that the job satisfaction is an emotional state which is positive due to positive experience in job. As per the study conducted by Lease (1998), less absent from the job, more efficient, more commitment is a result of job satisfaction. A. Company profile – Axis bank Axis bank was formerly known as UTI bank. Axis bank is the third largest private sector bank operating in India. The bank offers various services to its customers. The customer of Axis bank varies from individuals, MSME, business related to agriculture, companies etc. The registered office of Axis bank is in Ahmedabad. The Axis bank has its branches in eight foreign countries including Hong Kong, Singapore and Dubai. The Axis bank offers services in four segments; treasury operations, retail banking, corporate banking and other banking business. Investment in corporate debt, shares, mutual funds, derivative trading are the services included in treasury operations. Retail banking include services like loans, deposits, locker facility, internet banking, ATM facility, RTGS, financial advisory services etc. The bank offers capital market related services, appraisals of project, cash management services and management of private issue under corporate banking. Other banking services include banking facilities provided to NRIs.

The present study was carried out with an aim to help decision makers to improve job satisfaction among expatriate employees of Axis Bank through employee's empowerment. Many studies on employee's empowerment provide a conceptual framework about the impact of employee's empowerment on job satisfaction. Therefore, there is an urgent need for more systematic and empirical efforts to investigate the role of empowerment among employees. The Axis Bank, a private commercial bank having branches in New Delhi. It covers employees working in the Axis bank. The employees belong to different

categories such as officers, clerical staff and support-staff. The study explores level of employee empowerment among team working in the Axis Bank and examine it in organizational context, such as, rewards, promotion policies, working conditions, career development, inter-relationships etc., which affect job satisfaction, motivation. Hence, another important question emerges, to what extent employees are satisfied with the organization structure? Above all, it can be said, that empowerment is very important for the individual and as well as an organizational concern. In today's competitive work environment with diversity in human resource, technological interventions, changing nature of job, differential expectations, new management practices, demands for specialized skills etc., the success and growth of any organization, to a great extent, depends on its employees. In this phase when employee's expectations are not met by the organization and vice versa then various disputes take place. These disputes may cause loss of workforce, wages and production. This is also true to the banking sector

## 1.7 MAJOR PRODUCTS

- Saving Account
- Family Wealth Account
- Car Loans
- Home Loans
- Foreign Exchange Services
- Demat Account
- Vehicle Loan
- Net Banking
- Customer Care



# Banking in India



## CHAPTER – 2 LITERATURE REVIEW



1. Manish Mittal and Arunna Dhademad (2005) they found that higher profitability is the only major parameter for evaluating banking sector performance from the shareholders point of view. It is for the banks to strike a balance between commercial and social objectives. They found that public sector banks are less profitable than private sector banks. Foreign banks top the list in terms of net profitability. Private sector banks earn higher non-interest income than public sector banks, because these banks offer more and more fee-based services to business houses or corporate sector. Thus, there is urgent need for public sector banks to provide such services to stand in competition with private sector banks.

2. I.M. Pandey (2005): An efficient allocation of capital is the most important financial function in modern times. It involves decision to commit the firm's funds to the long-term assets. The firm's value will increase if investments are profitable and add to the shareholders wealth. Financial decisions are important to influence the firm's growth and to involve commitment of large amount of funds. The types of investment decisions are expansion of existing business, expansion of new business and replacement and modernization. The capital budgeting decisions of a firm has to decide the way in which the capital project will be financed. The financing or capital structure decision. The assets of a company can be financed either by increasing the owners claims on the creditors' claims. The various

means of financing represent the financial structure of an enterprise.

3. Medhat Tarawneh (2006) financial performance is a dependent variable and measured by Return on Assets (ROA) and the intent income size. The independent variables are the size of banks as measured by total assets of banks; assets management measured by asset utilization ratio (Operating income divided by total assets) operational efficiency measured by the operating efficiency ratio (total operating expenses divided by net income)

4. Vasant Desai (2007): The Reserve Bank of India plays a very vital role. It is known as the banker's bank. The Reserve Bank of India is the head of all banks. All the money

formulations of commercial banks are done under the Reserve Bank of India. The RBI performs all the typical functions of a good central bank as it is involved in planning the economy of the country. The main function is that the RBI should control their credit. It is mandatory for the Bank to maintain the external value of the rupee. Major function is that it should also control the currency

5. K. C. Sharma (2007) Banking has entered the electronic era. This has been due to reforms introduced under the WTO compliances. Private sector banks have been permitted to open their shops in the country. These banks are either foreign or domestic banks with foreign partnerships. Some of them have been set up by Development Financial Institutions in order to embrace concept of universal banking, as practiced in advanced countries. The private sector on the other hand have begun their high tech operations from the initial stage and made the elite of the country to taste the best banking practices that happens in the western countries. They have foreseen the digital world and have seen the emerging electronic market, which has encouraged them to have a better customer service strategy that would be able to deliver the things as per customer's requirement.

6. Hr Machirajn international publishers (2009): Efficiency can be considered from technical, economical or empirical considerations. Technical efficiency implies increase in output. In the case of banks defining inputs and output is difficult and hence certain ratios of costs to assets or operating revenues are used to measure banks efficiency. In the Indian context public sector banks accounts for a major portion of banking assets, it is necessary to evaluate the financial decisions of these banks and compare them with private sector banks to know the quality of financial decisions on its impact or performance of banks in terms of efficiency, profitability, competitiveness and other economic variables.

7. DR.S. Guruswamy (2009): One of the key elements of importance for shaping the financial system of a country is the pension fund. The fund contributes to the development of social security systems of a country is the pension fund. The fund contributes to the development of social security system of a country. A fund is established by private employers, governments, or unions for the payment of retirement benefits. Pension funds are designed to provide for poverty relief, consumption smoothing etc.

Pension funds not only provide compensation for the loyal service rendered in the past, but in a broader significance. Works as a measure of socio-economic justice. Pension system refers to the framework of arrangement under which individuals gain specified entitlements to a regular income in retirement called pension.

8. Dangwal and Kapoor (2010) also undertook the study on financial performance of nationalized banks in India and assessed the growth index value of various parameters through overall profitability indices. They found that out of 19 banks, four banks had excellent performance, five banks had good performance and six banks had poor performance. Thus, the performance of nationalized banks differs widely

9. Prasanna Chandra (2010): Fundamental of financial management covers all the aspects of the subject from the basics overview of the financial environment to the financial analysis and financial planning. The basic consists of forms of business organization which gives detailed information about the financial management of the organization. After the analysis part budgeting of capital and fundamental valuation of concept is in detail. It provides an introduction to the financial management and to the financial environment. The fundamental of financial management provides a good coverage of the basic concepts relating to the financial environment. The topics are explained with various examples like the tax system, financial institution, banking arrangement & the regulatory framework. All the concepts are explained using numerous examples & illustration besides the illustration given within the chapter, additional concepts, tools & technique with illustration are provided at the end of chapter section. The book takes an analytical approach and explains the various analytical methods in context.

10. Jha DK and D S Sarangi (2011): The financial performance of seven public sector and private sector banks during the period 2009-10. They used three sets of ratio, operating performance ratio, financial ratio and Efficiency ratio. The study revealed that Axis bank was on the top of these banks followed by ICICI, BOT, PNB, SBI, IDBI and HDFC.

11. Neeru Mundrai, Kamni Tandon, Nidhi Malhotra (2011) excels books found that there is significant impact on the SBI's performance due to entry of new private sector banks as the new banks are profit oriented institutions while traditional banks are operating with the shackles of social responsibility towards the society. The other reasons that can be attributed are slow technological up gradation, poor staffing and employment practices which affect long term profitability of public sector banks. The study revealed that profitability of SBI is lower than that of private sector banks even predicting of private sector banks (business per employee) is higher than state banks.

12. Fernando Ferreng (2012) it is generally agreed that recent economic crisis intensified worldwide competition among financial institution. This competition has direct impact on how bank deal with their customer and achieve its objectives performance evaluation of banks is the key function for improving



banks performance. Banks profitability and success to a large extent depends on bank branch financial performance

13. Ramchandani Azhagasahi and Sandanvn Gejalakshmi (2012): In their study found the impact of assets management operational efficiency and bank size on the financial performance of the public sector and private sector bank. The research revealed that bank with higher total capital deposits and total assets do not always mean that they have better financial performance. The overall banking sector is strongly influenced by assets utilization, Operational efficiency and interest income.

14. Nutan Troke and P K Pachorkar (2012): The study related that the private sector banks the percentage of other income in the total income is higher than public sector bank. Public sector bank depends on interest income for their efficiency and performance. The operational efficiency of private sector banks is better than public sector banks. Private sector bank uses their assets quality better than public sector banks.

15. Dr. Dhanabhakya & M. Kavitha (2012) in their research used some important ratio to analyse the financial performance of selected public sector banks such as ratio of advances to assets, ratio of capital to deposit, ratio of capital to working fund, ratio of demand deposit to total deposit, credit deposit ratio, return on average net worth ratio, ratio of liquid assets to working fund etc. The ratio of advances to assets shows an increasing trend for most of the public sector bank. It shows aggressiveness of bank in lending which ultimately result in high profitability. The ratio of capital to deposit also indicates an increasing trend in the capital of banks. This ratio enables the bank to meet the contingencies of repayment of deposit. The ratio of capital to deposit in decline. The ratio capital to working fund also indicate that the overall efficiency of the selected public sector banks is good. On the other hand, the ratios of demand deposit to total deposit is declining. This indicates better liquidity position of bank. The credit deposit ratio of most of the bank shows an increasing trend. It shows that the profitability of the banks in government. The return on average net worth also shown an increasing trend.

16. Debashish Sur (2012) a financial statement is a collection of data organized in form of some laid down accounting procedures. Financial statements are blue print of the working or performance of any organization. The users of financial statements are direct users and indirect users. The direct users are – Owners of business – Management – Creditors – Tax authorities – Customers. Indirect users are – Stock exchanges – Financial analysis – Trade associations – Competitors – Financial press – General public.

17. Ravinder Kaur (May 2012): A comparative study of SBI and ICICI Bank, the author has written an International Multidisciplinary Research Journal. Due to globalization, banking sector has developed a lot. The banking sector in India has very large network. One of the popular banks is the State Bank of India. The SBI has over 16,000 branches over a wide range of banking. The main objective of study is

to examine the financial performance of SBI and ICICI Bank. SBI is a public sector bank and ICICI bank is a private sector bank. Ratio analysis was applied to analyze and to compare the trends in banking business and financial performance.

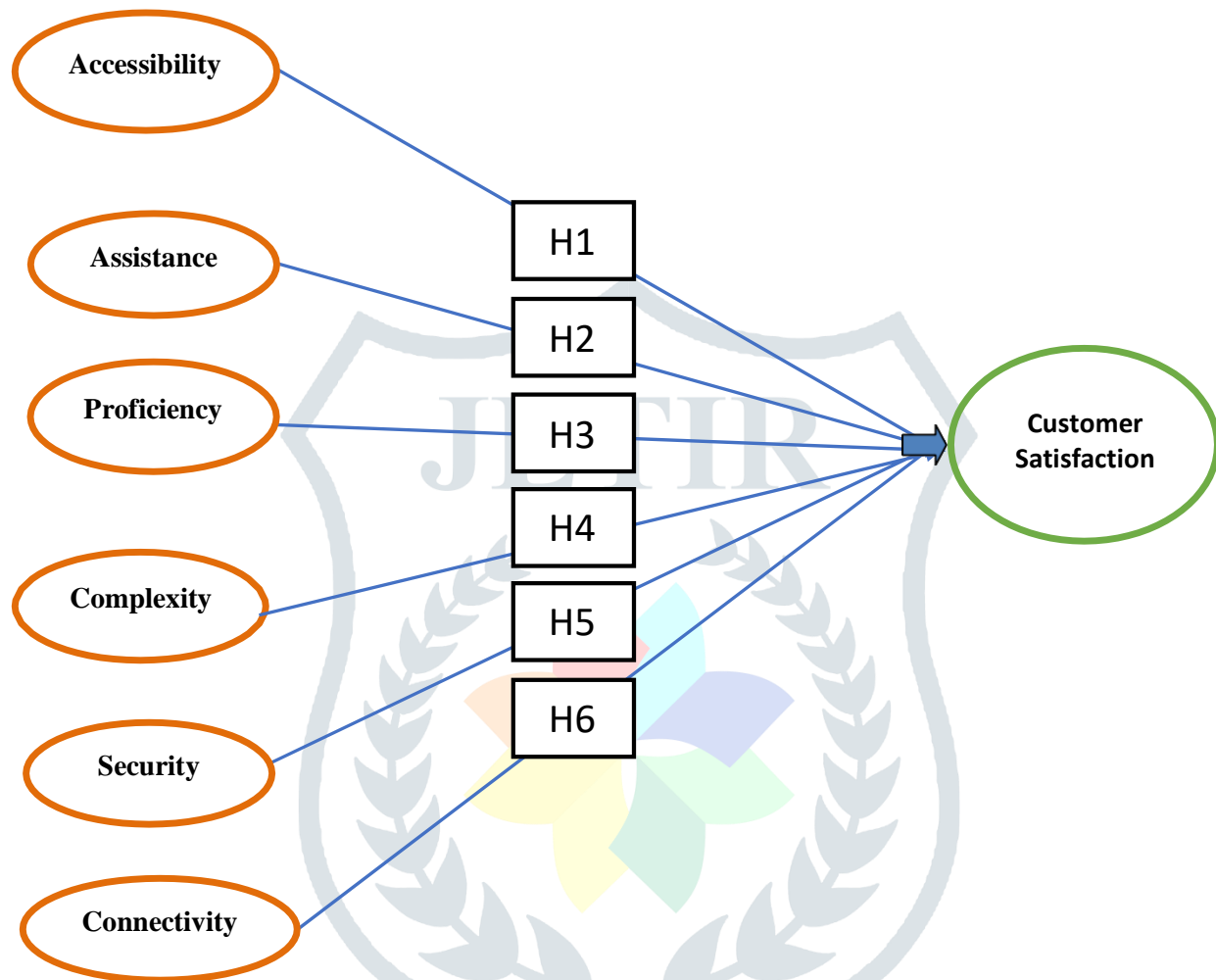
18. Dr. Anurag B Singh and MS. Priyanka Tandon (2012): The researcher has mentioned the importance of the banking sector in the economic development of the country. In Indian banking system is featured by large network of Bank branches, serving many kinds of financial services of the people. The research Methodology used by there is a comparative analysis of both the banks based on the mean and compound growth rate (CGR). The study is based on secondary data collected from magazines, journals & other published documents. Which was a limitation since it's difficult to prove the geniuses of the data.

19. Pawan Kumar Adhanom and Srinivas Kolluru, Ramakrishna Fonnd, (2013) in their study that state bank group other than SBI home finance has performed better throughout the period of study. Though there was a decline in PAT for the year 2000-01 but then there was continuous rise in PAT. Most public sector banks have performed better over year.

20. Vasant Desai, (2013): The performance of a bank can be assessed in their broad dimension viz. business development, customer service and housekeeping. The resources that a branch has are manpower, premises, planning, system procedure, organizational structure and general administration. The efficiency of a branch would be measured by the extent which it has balanced between three parameters

21. William George A J and Dr. Manoj P K (2013): This research paper is a study of the modern management philosophy of customer relationship management (CRM) which deals with the maintenance of a sound relationship with the customers. The study is carried out in the Kerala based commercial banks. Also, this study compares the CRM between the public and private sector banks of the same region. Kerala has been very conducive and of great benefit for the development of banking sector. The Indian banking sector is undergoing many changes and the banks are facing many challenges. Customers switch banks and go to other banks where they find better services and thus the find it difficult to retain their old customers.

## HYPOTHESIS



H1 – Accessibility significantly contributes to Banking customer satisfaction  
H2 – Assistance significantly contributes to Banking customer satisfaction  
H3 – High Proficiency contributes to banking customer satisfaction

H4 – Low Complexity significantly contributes to Banking customer satisfaction  
H5 – Better Security significantly contributes to Banking customer satisfaction

H6 – Good Connectivity significantly contributes to Banking customer satisfaction

# CHAPTER – 3 Research Methodology





## RESEARCH DESIGN

Research means finding something new or providing a solution to an existing problem. Nowadays, research day is becoming more and more important because people's needs, wants and expectations are changing rapidly. People want something new every day.

Research helps an organization provide goods and services based on people's needs. Research is a systematic process of gathering knowledge and facts to find a solution to a problem. Research method is a systematic way of solving a research problem. It includes the overall study design, sampling procedures, data collection methods, and analytical procedures.

### 3.1 RESEARCH OBJECTIVES

- 1) To analyze different forms of E- banking services. What are the services that a customer demands from the banks. By the research small variations can be known which can give better growth to the banking sector
- 2) To analyze the different factors effects the customer satisfaction on E –Banking services. By the research it can be found whether which factor has how much impact the satisfaction level of customer.
- 3) To examine the influence of various demographic factors on E – Bankingservices. Demographic factor place an important role in satisfactory level in E – Banking services.

### 3.2 RESEARCH DESIGN

Research Design defined as the detailed outline of the study which helps in achievement of the research objectives and decisions related to research process and data collection methods used. (Dr. Viral Bhatt, Dhawal. S. Jadhav, Dr. Keyur Nayak, 2021)

#### **Descriptive research:**

Descriptive research design helps to describe the various characteristics of people under study, helps to predict behaviour in a specific situation as well as variables, helps to identify clear research question, problem statements and helps to analyze hypotheses. (Jigar N, Dr Keyurkumar Nayak, Dr Viral Bhatt., 2021)

Descriptive research is used to describe characteristics of a population or phenomenon being studied it does not answer question about how/when/why the characteristics occurred rather it addresses what question. The descriptive research design used here is through survey method in form of questionnaire data is collected.

A detailed picture regarding the situation can be only studied with the help of descriptive research. A

descriptive study is one in which information is collected without changing the environment. It is used to obtain information concerning the current status of the occurrences to describe "what exists" with respect to variables or conditions in a situation.

Cross sectional research:

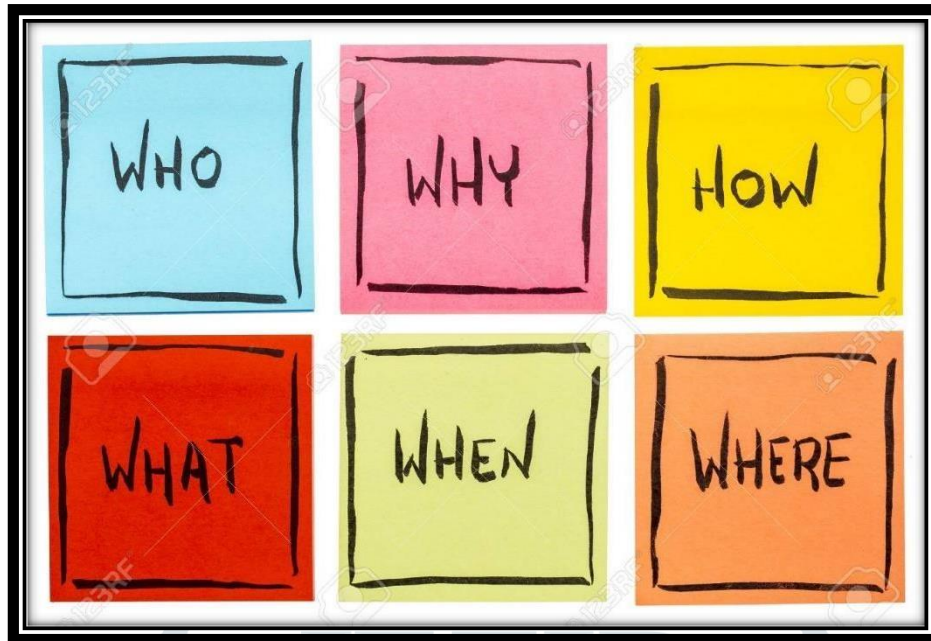
This is a cross sectional attempt of researcher to understand a classification of senior personnel with respect to psychographic and demographic aspect of workplace stress in financial services. This is unique attempt made by researcher trying to derive new conclusions with fresh collection of data in different geographical region, demographic profile and with different techniques. (Ms. Hiral Borikar, Dr.Viral Bhatt, 2020)

A cross-sectional study involves looking at data from a population at one specific point in time. The participants in this type of study are selected based on particular variables of interest. This type of research can be used to describe characteristics that exist in a community, but not to determine cause-and-effect. This method is often used to make inferences about possible relationships or to gather preliminary data to support further research and experimentation.

### **Cross-sectional study**

design is a type of observational study design. In a cross-sectional study, the investigator measures the outcome and the exposures in the study participants at the same time. Unlike in case-control studies (participants selected based on the outcome status) or cohort studies (participants selected based on the exposure status), the participants in a cross-sectional study are just selected based on the inclusion and exclusion criteria set for the study. Once the participants have been selected for the study, the investigator follows the study to assess the exposure and the outcomes. Cross-sectional designs are used for population-based surveys and to assess the prevalence of diseases in clinic-based samples. These studies can usually be conducted relatively faster and are inexpensive.

### **6W's**



### **What are you studying about?**

This survey looks at customer satisfaction with electronic banking services. This study is primarily aimed at analyzing the satisfaction of the electronic banking services based on various variables. This study analyzes the different impacts of different variables such as accessibility, support, capabilities, complexity, connectivity, security, and customer satisfaction.

### **Why is this study required?**

This study is necessary to know which variables have a positive impact on customer satisfaction using e-banking services and which variables have a negative impact on satisfaction with e-banking services. Therefore, research is necessary to know what factors affect users of e-banking services.

### **Who is the respondent?**

Subjects of the survey are users of e-banking services provided by banks. Here, we only take data from people who have used the E-Banking service. Respondents are those who directly or indirectly use e-banking services.

### **What factors are being considered in this study?**

This study explores various factors such as accessibility, support, capabilities, complexity, connectivity, security, and customer satisfaction. This survey identifies the factors that influence and the few factors that affect customer satisfaction with electronic banking services.

## When was the survey conducted?

Whether it is appropriate time to study the subject finalized for the research? If the study is too early the outcome will be immature and in case if it is too late then the results will not be that much useful. Conducting the research at the right time makes it most beneficial for the parties concerned. This survey will be conducted over a 23-month period and data will be collected and analyzed.

## How was the study done?

This question is sub-set of the previous question "Which". The data collected needs to be analyzed appropriately in order to get the reliable and genuine results. The question here arises how to analyze the data. Answers were collected in online mode, which contains only data for bank customers using electronic banking services to ensure correct answers and reduce the likelihood of errors.

### 3.3 DATA COLLECTION

#### SOURCE OF DATA

##### Primary data:

Primary data are devised by the research scholar for specifically for their research. Basically primary data is collected through marketing research. In this research the data is collected through structured questionnaire method. (Hiral Vora, Dhawal Jadhav, Viral Bhatt, 2020). Primary data, also known as raw data, has its own characteristics because it is collected directly by researchers for a particular study. Simply put, it is the first time a researcher has used it. There are many ways to collect primary data for research. The researchers took the time to create the questionnaire. The questions are based on your knowledge of e-banking services.

To achieve the above objectives an empirical study was conducted to test the relationship among the construct. A structured questionnaire based on the contributions of previous related studies. The questionnaire was designed in two parts. Part 1 consisted of data and information related to the demographics of the respondents such as age, educational qualification, occupation, monthly income and so on. In part 2 the core variables are studied through extensive literature review. (Dhawal S. Jadhav, Neha Upadhyay, Dr. Viral Bhatt, 2021)

##### Secondary data:

The study is based on secondary data which were collected from business reports of the respective banks, data of the reserve bank of India, publications of the Indian Banks Association, magazines, magazines,

to documents and other published information (Bindiya Baxi Chhaya, Dr. Viral Bhatt) . The researcher also used secondary data for more clarification. The Secondary data was collected from:-

1. Journals 2. Articles 3. Websites 4. Thesis

### **MEASUREMENT:**

The scale adopted in this research is 7-point Likert scale. The degrees of the scale are given as follows: -

“Strongly Disagree”

“Disagree” “Somewhat disagree”

“Neutral” “Somewhat agree” “Agree”

“Strongly Agree”

The Reason behind taking this scale is that here we have done research on the behaviour of the customers. 7 - point Likert scale is considered as accurate in structured questionnaire. Due to this scale, we can differentiate a minor difference in the behaviour of respondents. It differentiates the somewhat agree and somewhat disagree option from the 5 - point Likert scale. The factors which are considered during studies are as follows:

1) Accessibility 2) Assistance 3) Proficiency 4) Complexity 5) Security 6) Connectivity 7) Customer Satisfaction



## . Demographic

There are various demographic taken in the research which are mentioned and explained as follows:

-

### 1. Gender

Here in this demographic, the gender options include the basic classification of male and female.

### 2. Age

The age groups are divided into three age categories, 18-30 and 31-45, the last one being over 45 years old. The reason for using these age groups is that satisfaction varies from age group to age group. The first age group includes young people who can see the greatest uses of electronic banking. The second age group is middle-aged people who use electronic banking, but not the first group. The last group includes seniors, but few are using electronic banking services because they are struggling to embrace digitalization.

### 3. Monthly income

The monthly income demographic is being divided into 4 parts which are mentioned as follows:

- 0 – 25,000
- 25,000 – 50,000
- 50,000 – 1,00,000
- Above 1,00,000

The reason behind taking monthly segment is that we wanted to research that whether the change in income have some effect on the satisfaction level of E – Banking services.

### 4. Marital Status

Marital status demographics are an important demographic factor that includes two options for respondents to be married or unmarried. This is an important factor as it is a common perception to analyze whether there is a change in respondents' satisfaction with marriage or singleness. Here, we wanted to analyze how marriage status affects the satisfaction of electronic banking services.

### 5. Educational Qualification

A demographic qualification degree includes three options: undergraduate, graduate, and graduate. The reason for this option is to analyze whether the use of electronic banking services provided by banks varies with different levels of education.

## 6. Occupation

There are 5 options available for respondents, i.e. Job, Business, Professional, Student and other. The reason behind these classifications in occupational demographics is that the preference for banking services varies by occupation. Student and job are occupations where banking services are less than professionals and businessman.

### 3.4 SAMPLING DESIGN

Here non- probability convenience sampling is used for the researcher.

#### Non-probability Convenient Sampling:

Convenience sampling is a type of non probability sampling in which people are sampled simply because they are "convenient" sources of data. Researchers use this approach widely to collect samples from the target population. In this method researcher select the sample unit and collect the data on the bases of convenience.

#### SAMPLING CHARACTERISTICS

- Every individual's choice is different because everyone's usage depends on their preferences.
- Individuals who do not normally use many E-Banking services or who will not use services regularly were also included in the study.
- services use E-Banking services.
- Samples were taken during the study so that they could provide us with accurate and complete results.
- Here, the main feature of the samples is that the data is taken about specific people who are users of the E-banking service.
- The main focus is on people who are already using the bank's electronic banking services.
- Majority of the earning members of the family use the services in order to perform Day – to – day financial transactions are included can be seen in this study.
- Graduate and graduate respondents are more common in their responses, as it is widely believed that higher educated people can easily embrace new trends.

#### DETERMINE SAMPLE SIZE AND JUSTIFICATION

Sample size determination is a very important decision for any kind of research as correct or rather

appropriate sample size will lead to much reliable results which portray the picture of the present situation of the area under study and in case of inappropriate or lesser samples the results will not portray the correct picture.

The research has been conducted with the sample size of 300 respondents. In general terms if a research is being conducted with 95% confidence interval the sample size should be 300-400 so that the result can be accurate and generalized. So here we have taken the 95% confidence interval in our data analysis so we have taken the data of 300 respondents.

## TOOLS AND TECHNIQUES

The tools and techniques used in the research are mentioned as follows: -

1. Microsoft Excel
2. IBM SPSS – 25

The various statistical tools used in SPSS are as follows: -

1. Crosstabs
2. Correlation
3. Regression
4. One way ANOVA
5. Chi-square test
6. Independent T-test
7. Graphical – Pie Chart

## Sample Size

To score the population of survey 120 respondents, 30 each from our target banks selected from 2 central public sector banks, State Bank of India, Lucknow, India head office branch and another one Punjab National Bank, head office branch Lucknow. While two private sector banks, ICICI and HDFC head offices, Lucknow, India selected.

## Research Questionnaire Method

To observe their responses, 5 points Likert scale questionnaire was constructed, and for the analysis and interpretation, SPSS is used to fulfil the research objective to measure job satisfaction among public and private sector employees in the selected banks.

## Tools for Data Analysis

Testing of hypothesis by using one way ANOVA in order to know job satisfaction of employees in the selected banks.

## Data Collection

The study has been done using the collection of data through primary sources and secondary sources. The secondary data has been collected with the help of various books, websites and information from Axis Bank. The primary data have been collected using structured questionnaire. The questionnaire was prepared so as to fulfil the objectives of the study. The first part of the questionnaire was related to the demographic data of the respondents. The other part of the questionnaire was related to the factors effecting job satisfaction of the employees of Axis Bank. In this study Simple Random Sampling Technique has been used. In this study, total 80 questionnaires were given to the employees of Axis Bank.

## DATA ANALYSIS -



1. How you find the services of your bank?

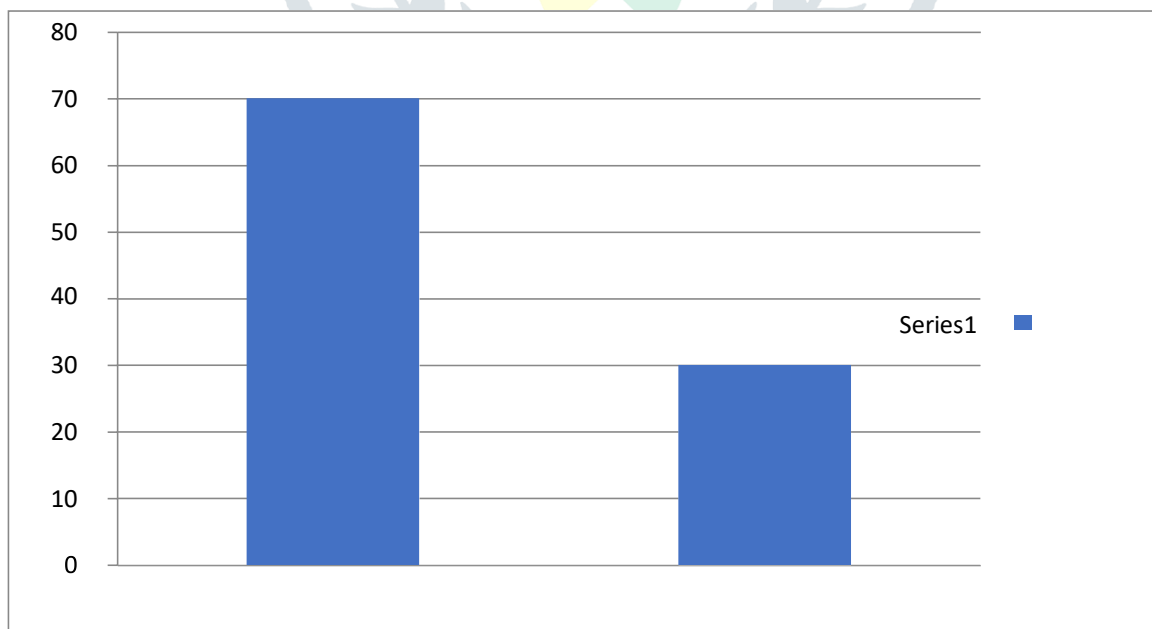
### SERVICES AXIS BANK

<b>Excellent</b>	<b>20</b>
<b>Very good</b>	<b>20</b>
<b>Good</b>	<b>20</b>
<b>satisfactory</b>	<b>30</b>
<b>Poor</b>	<b>10</b>
<b>TOTAL</b>	<b>100</b>



2. Do you use any product of bank?If yes which product?

PRODUCT	AXIS
Mobile Banking	30%
E. BANKING	70%
TOTAL	100%

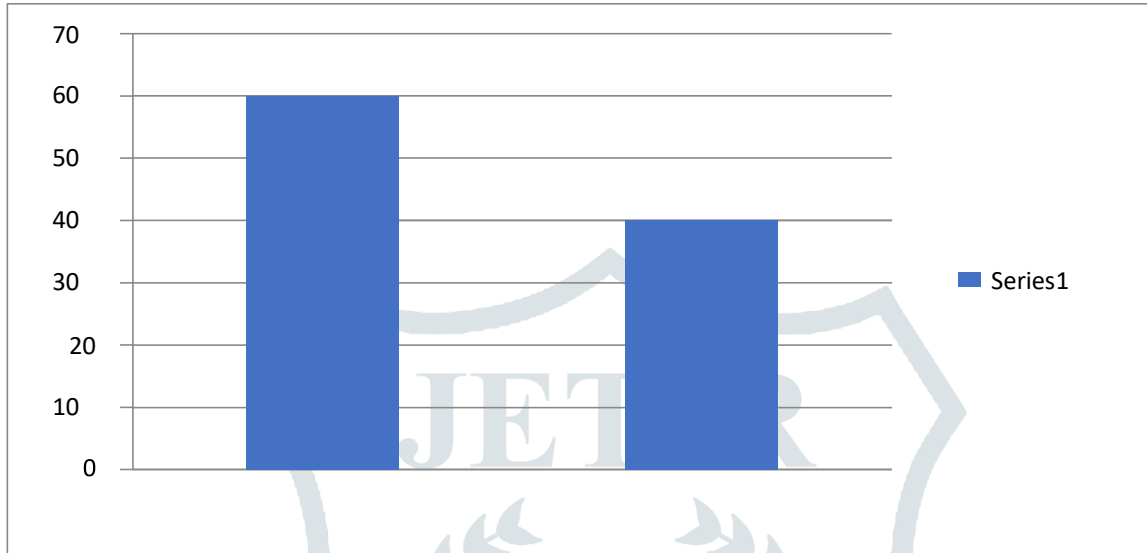


3. Are you satisfied with the services provided by the bank?



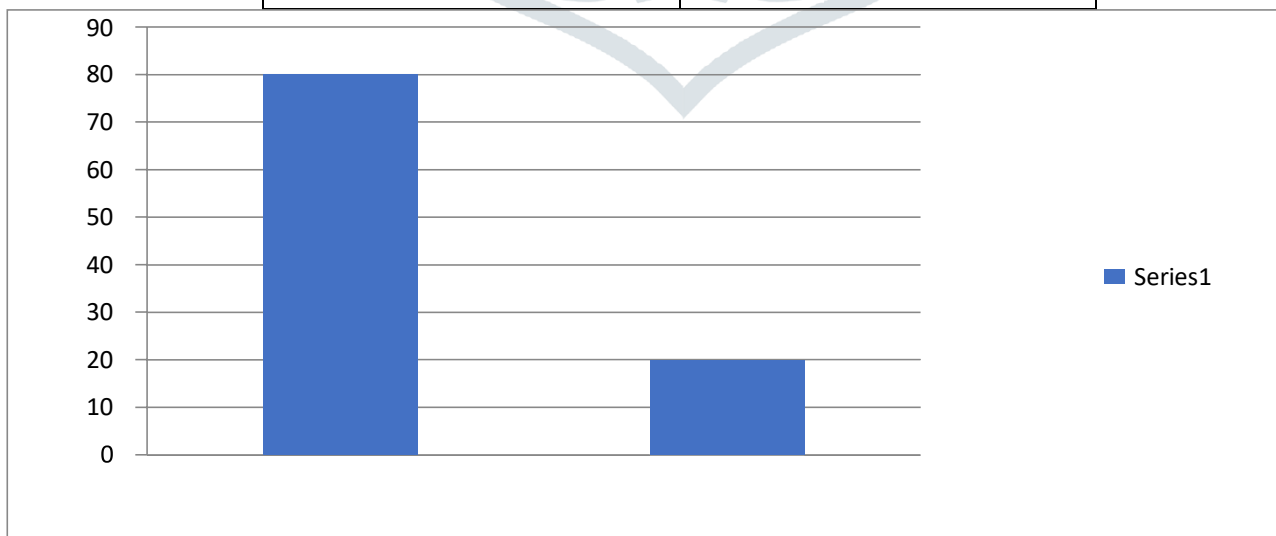
SERVICES AXIS

YES	60%
NO	40%
TOTAL	100%



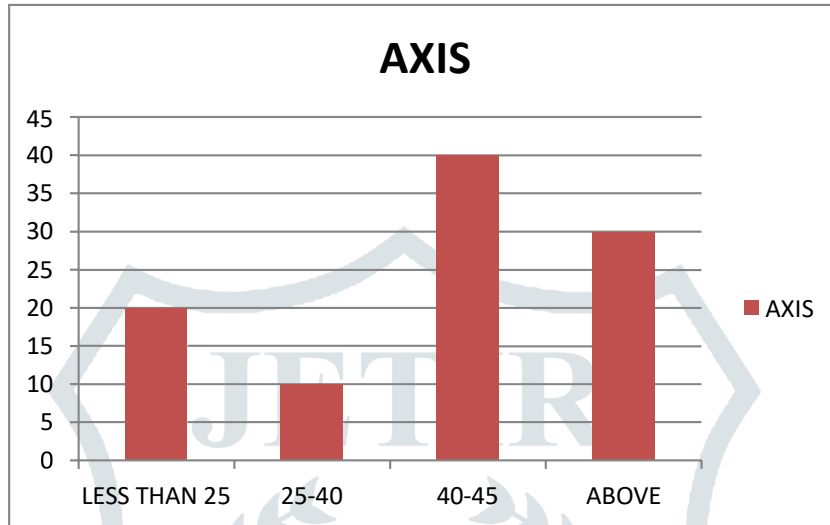
4. Does your bank offer flexibility in their product?

SERVICES	AXIS
YES	20%
NO	80%
TOTAL	100%



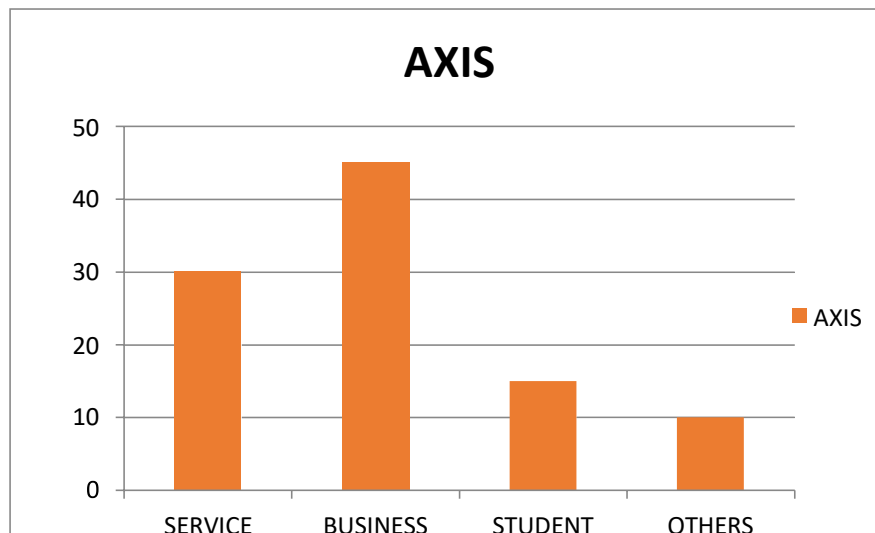
5. Which age group do you belong?

AGE GROUP	AXIS
LESS THAN 25	20
25-40	10
40-45	40
ABOVE	30



6. What is your occupation?

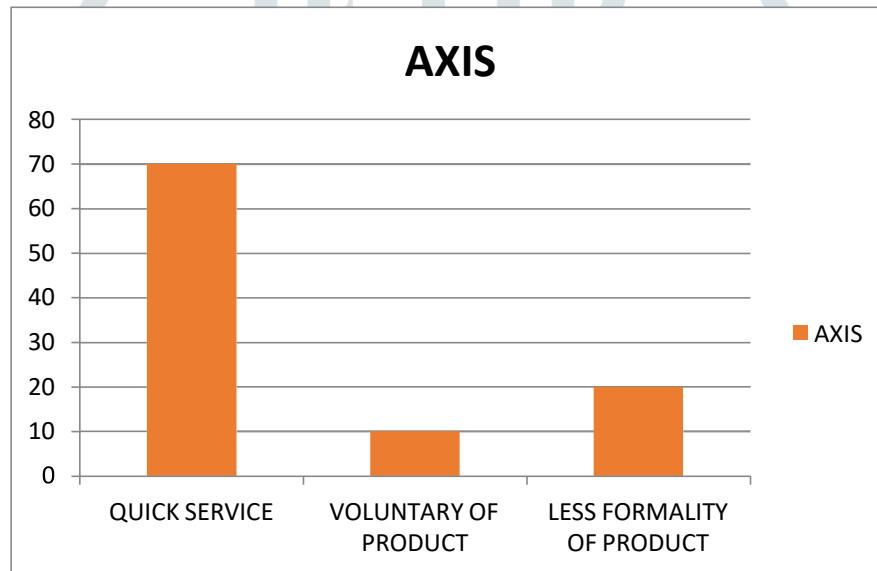
OCCUPATION	AXIS
SERVICES	30
BUSINESS	45
STUDENT	15
OTHERS	10
TOTAL	100



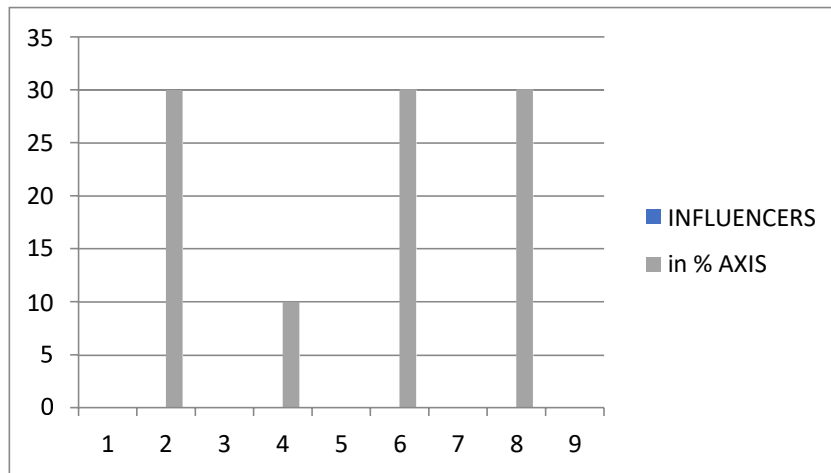
7. What features, attribute while opening of account do you expect by bank?

FEATURE/ATTRIBUTES	AXIS
QUICK SERVICES	70
VAREITY OF PRODUCTS	10
LESS PAPER FORMALITY	20
TOTAL	100

8. Who influence you to open this account?



INFLUENCERS	SBI	AXIS
BANK EMPLOYEE	20%	30%
PROSPECTOR	30%	10%
ADVERTISEMENT	10%	30%
FRIENDS AND RELATIVES	40%	30%
TOTAL	100%	100%



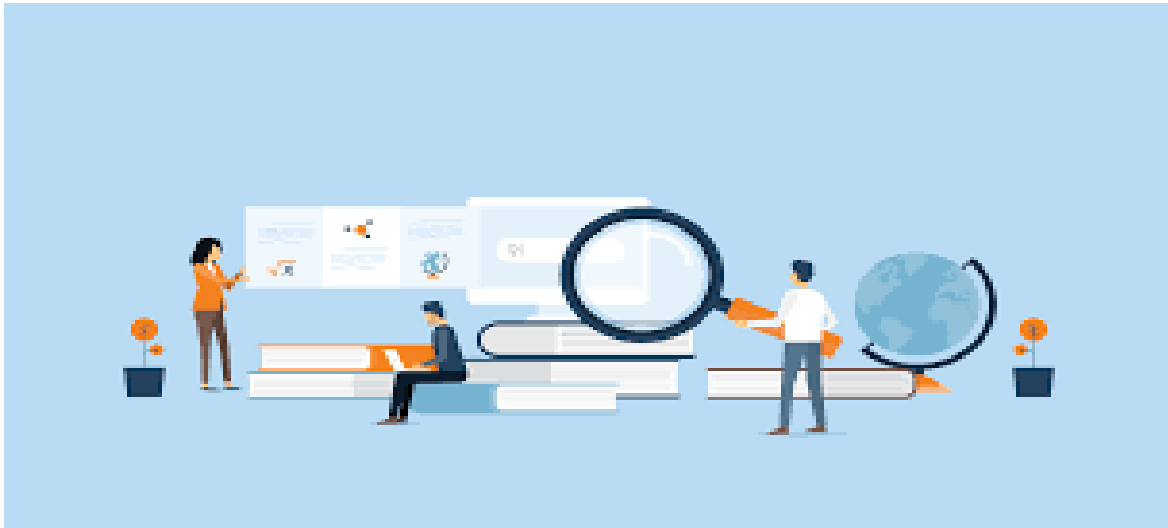
9.The service of bank is?

SERVICES	SBI	AXIS
EXCELLENT	20%	30%
AVERAGE	40%	20%
GOOD	40%	50%
TOTAL	100%	100%

	SBI	AXIS
EXCELLENT	20	30
AVERAGE	40	20
GOOD	40	50



# CHAPTER-7 RESULTS AND FINDINGS



## RECOMMENDATIONS -

The impact of job satisfaction and morale in the performance of the employee is very implicit issue. Satisfied employees always motivated to perform their job in a better way as well as morale keep the employees to be committed to the organization. From the extensive study reveals that though employees are satisfied but there are some factors which should be taking into consideration:

- The top-level management of Bank should keep an eye on the existent pay structure, as study reveals that many respondents are not satisfied with their salary. So, the company should try to provide the competitive pay structure considering industry situation.
- It is recommended that the top-level manager should give enough decision-making authority and responsibility to the mid and lower level executives/officers so that they can act independently and make their best effort to increase their performance.
- Though, most of the employees are quite satisfied with the present promotional policy which is basically based on seniority and length of work. It is recommended that the company should try to implement the promotional policy based on both seniority as well as performance so that the young and energetic employees are motivated to perform better in their job.
- The study observed that there are some employees who are not competent enough to perform their job effectively and efficiently. That is why it is required to give



enough concentration by the top management while recruiting new employees and standard recruitment system should be followed.

## FINDINGS -

- AXIS has more satisfaction level of respondents for dimensions tangibility and empathy; whereas, responsiveness, and assurance.
- Most of the respondents for the bank are less satisfied as far as visually appealing physical facilities concerned and neat appearing employees are concerned.
- Insisting on error-free records was medium for AXIS. Also there is moderate for performing the service correctly the first time for AXIS. Hence AXIS needs to improve on these two factors as far as reliability dimension is concerned.
- For these three factors keeping promise to do something by certain time, providing the service at the time the service was promised and, performing the service correctly the first time the bank can improve the level of satisfaction as there were less number of respondents who were satisfied.
- For employees telling customers AXIS has to focus on this factor to improve score on responsiveness dimension.
- Employees telling customers exactly what services will be performed and employees are never too busy to respond to customers' request for these two questions the banks had less satisfaction of customers so by focusing on these two factors they can improve satisfaction level.

## CONCLUSIONS-

- AXIS needs to improve on mainly these three factors i.e., Promise, doing it right and Competency as these factors are more important for banking industry. AXIS should maintain these four factors i.e., Promptness, Willingness, Competency and Understanding as in these factors either AXIS is performing well or doing up to the mark and these four factors are important for banking industry.
- AXIS should deemphasize on factor Appearance and Approachable as in these factors they are performing well, but these factors have less importance as compared to other factors.
- AXIS should concentrate on insisting on error free records, on performing the service correctly the first time and employees telling customers exactly what services will be performed.

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▪ [www.AXISbank.com](http://www.AXISbank.com)

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# CHAPTER-9 APPENDIX



## QUESTIONNAIRE

1 Which age group do you belong?

- a) Less than 25
- b) 25-40
- c) 40-45
- d) All the above

2 What is your occupation?

- a) Services
- b) business
- c) Student
- d) other

3 How you find the services of your bank?

- a) Excellent
- b) Very good
- c) good
- d) satisfactory
- e) poor

4 Do you use any product of bank?  
If yes which product?

PRODUCT  
MOBILE BANKING

AXIS BANK  
30%

## E.BANKING

60%

5 Are you satisfied with the services provided by the bank?

- a. Yes
- b. No

6 Does your bank offer flexibility in their product?

- a. Yes
- b. No

7 What features, attribute while opening of account do you expect by bank?

- a) Quick services
- b) variety of products
- c) Less paper formality

8 Who influence you to open this account?

- a) Bank Employee
- b) Prospector
- c) Advertisement
- d) Friends & relative

9 The service of bank is?

- a) Excellent
- b) Average
- c) Good

10 Do you think number of counters available in banks is sufficient?

- a) Yes
- b) No

**Information**

1. Gender

- Male  Female

2. Age

- 25 years and below  26-35 years  
 36-45 years  above 45 years

3. Education

- Below H.S.C.  Completed school education  
 Graduate  Post Graduate