



AN EFFICACY OF PROBLEMS FACED BY CUSTOMERS WHILE USING BANKING SERVICES OFFERED BY SELECTED PUBLIC SECTORS BANKS IN ERODE DISTRICT

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ABSTRACT: Services in the banking industries has become even more important in improving customer perception, satisfaction in order to create a loyal customer base, especially in banking industries, agree that customer service is one of the most vital factors that contribute in establishment of reputation and credibility among the people. The present study attempts to examine the service quality techniques adopted by the banks and its impact on the customer perception. The study covers the selected public sector banks in Erode District. The aim of the study is to investigate the factors relating to customer perception and their effects on satisfaction. Moreover the study is made to measure the customer attitude towards banking activities and what are the problems faced by customers while using banking services offered by selected public sectors banks in the study area . It also aims at analyzing to know the socio-economic profile of the select respondents. Methodology is a way of systematically solving a research problem. The area selected for this study is Erode District. The results and findings are based on the opinion of the customers of Erode District and it cannot be generalized.

Key Words: Banking Services, Problems faced by customers and Public Sector Banks

I. INTRODUCTION

Banking being a service organization, it has the features of service marketing and guided by a larger extent. The intangibility of banking services remains a wider gap between customer expectation and management perception and vice versa about the delivery of various services and products. The banks can improve delivery mechanisms by adopting certain principles of service marketing. The distinctive demographic, geographic and socio-economic features of India, makes it different from the banking industry of other countries. Continuous changes in the economic scenario and intense global competition in business sphere mandates to undergo radical changes in business practices and the banking sector is not an exception to this. India's banking sector is constantly growing. Over the next decade, the banking sector is projected to create up to two million new jobs, driven by the efforts of the RBI and the Government of India to integrate financial services into rural areas. Also, the traditional way of operations will slowly give way to modern technology.

According to the RBI report, India's banking sector could become the fifth largest banking sector in the world by 2020 and the third largest by 2025. These days, Indian banks are turning their focus to servicing clients and enhancing their technology infrastructure, which can help to improve the customer experience as well as to give banks a competitive edge.

II. STATEMENT OF THE PROBLEM

Service of the banking sector dimensions leads to increase in the updating of technology in the banking sector. It is an unavoidable factor and it influences the customer's perception visibly and invisibly in the selected private sector and public sector banks. Though there are some studies in this field in the Indian scenario, this study is conducted to add to the existing literature of service quality, customer perception, customer satisfaction and customer loyalty taking into account the private sector and public sector banks in Erode District. The importance of customer perception is being examined more extensively with respect to the banking sector. Therefore, given the current focus to retain the customers and lack of academic activity in this area, there is clearly a need for research on this issue. This study investigates the customer perception and service quality strategies adopted by the banks and its effect on customer's satisfaction.

III. OBJECTIVES OF THE STUDY

The specific objectives are as follows:

1. To study the customers demographic characteristics and its impact on the banking services offered by selected public banks in Erode District.
2. To analyze the problems faced by customers while using banking services offered by selected public sectors banks in the study area.
3. To offer suitable suggestions to improve the banking services provided by public sector banks in the study area.

IV. HYPOTHESIS OF THE STUDY

H₀: There is no significance relationship between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of demographic factors of the respondents.

V. RESEARCH METHODOLOGY AND RESEARCH DESIGN

5.1 Sources of Data

The current study is descriptive in nature. The study is focused on problems faced by customers while using banking services offered by selected public sectors banks in Erode District. In this study two types of data have been used. There are primary data and secondary data. Primary data is a type of information that is obtained directly from first-hand sources by means of surveys, observation or experimentation. It is data that has not been previously published and is derived from a new or original research study and collected at the source.

The study mainly based on primary data. There are several methods of collecting primary data like questionnaire and case studies so on. The primary data was collected by the customers or respondents from selected public sector banks in Erode District through a well designed questionnaire. The data were collected from 200 respondents randomly from selected public sector banks operated in the study area.

5.2 Sample Selected for the Study

The study is to determine the problems faced by customers while using banking services offered by selected public sectors banks in Erode District. The sample banks have been selected on the basis of size and services provided by the public sector banks, which are utilized by the customers. There are several banks are operated in Erode District. The researcher selected only few as well as leading public sector banks based on simple random sampling method. Such as State Bank of India, Indian Bank, Indian Overseas Bank, Canara Bank and Bank of India are used. From the above mentioned public sector banks 200 customers or respondents were selected for the study by adopting the method of Non – probability purposive sampling technique.

5.3 Statistical Tools

The primary data collected from the respondents were analyzed and presented in the form of tables are used. The entire statistical test in this study was carried out at 5% and 1% level of significance. In this present study the following statistical tools are used i.e., Descriptive Analysis and Kruskal Wallis test.

VI. LIMITATIONS OF THE STUDY

- 1) The research study is limited to Erode District. The research findings may not generalize to other areas.
- 2) Totally 200 samples were taken under a Non – probability purposive sampling method. The result may not generalize to the total population.

VII. REVIEW OF LITERATURE

Review of literature has significant relevance with any research work due to literature review the possibility of repetition of study can be eliminated and another dimension can be selected for the study. Many researchers have been conducted to analyze the various aspects of problems faced by customers while using banking services offered by selected public sectors banks. But there are very few research and literature available on the subject related to problems faced by customers while using banking and value added services provided by selected public sectors banks in selected study area. The available literature related to customer satisfaction, perception and problems faced by customers in banking activities.

Mohammed and Ali (2022)¹ The research paper investigates the influence of service transparency on customer satisfaction in Indian public sector banks, examining transparency across bank charges, interest rates, communication practices, digital updates, transaction statements and handling of customer requests. The study explores how customers interpret transparency and how gaps in information affect satisfaction and trust. A primary finding of the work is that transparency is the strongest trust-building factor for public sector banks: customers place high value on clear communication, accurate statements and upfront disclosure of charges or procedural requirements. The research determined that dissatisfaction arises when customers encounter unclear fee structures, inconsistent explanations from staff members, delays in SMS alerts, confusing online statements, or lack of clarity in loan terms and service conditions. Younger users prefer digital transparency such as in-app fee visibility, instant updates and detailed breakdowns while elderly customers rely heavily on verbal explanations from staff and printed materials. The study also notes that inconsistent transparency across branches contributes to perceptions of unreliability. The authors recommend implementing automated communication tools, real-time digital statements, standardized verbal scripts for staff, and clear disclosure practices across all platforms. They conclude that transparency not only enhances satisfaction but also significantly strengthens customer trust and long-term loyalty in PSBs.

Noor and Sharma (2022)² The research paper investigates customer satisfaction with Omni-channel banking in Indian public sector banks, focusing on integrated service delivery across branch services, ATMs, mobile banking, internet banking and call centers. The study evaluates responses from 720 customers, analysing how customers perceive consistency across channels. A primary finding of the work is that consistency—same information, same support and same reliability across channels—is the strongest driver of satisfaction. The research determined that customers become dissatisfied when different channels offer contradictory information or when digital services fail during urgent needs. The study also found that call centers of PSBs often fail to resolve issues quickly, leading customers to rely heavily on physical branches. ATM downtime and app instability cause disruptions in customer experience. The authors recommend full integration of digital and physical service channels, omni channel support desks, better real-time data synchronization, and improved call centre responsiveness. They conclude that consistent multi-channel performance is essential for PSBs to maintain customer satisfaction in the digital era.

Parida and Mishra (2022)³ The research paper investigates how digital literacy affects customer satisfaction with digital services provided by public sector banks, examining awareness levels, technical familiarity, perceived usefulness, confidence in performing digital transactions and perceived security. The study highlights that digital adoption is uneven across age groups, income categories and regions, with rural and semi-urban customers demonstrating significantly lower digital readiness. A primary finding of the work is that digitally literate customers, who understand app navigation, OTP usage and UPI processes, report higher perceived usefulness, smoother experiences and greater satisfaction with digital banking services. The research determined that customers with limited digital skills experience fear of errors,

financial loss, mistaken transfers and interface confusion, which reduces their willingness to adopt digital channels even when they acknowledge convenience benefits. The paper notes that insufficient staff support—especially when dealing with failed transactions, login issues, or UPI activation problems—intensifies the digital divide. Lack of structured awareness programs and minimal guidance in rural branches further restrict digital adoption. The authors recommend regular digital literacy workshops, in-branch demo counters, simplified user interfaces, multilingual instructions and improved staff training to support digitally hesitant customers. They conclude that bridging the digital literacy gap is essential for improving satisfaction and for ensuring that digital transformation efforts in public sector banks benefit all customer segments equally.

Babu and Senthil (2022)⁴ The research paper investigates customer perception toward digital banking adoption in Tamil Nadu public sector banks, focusing on UPI, mobile banking apps, IMPS, e-passbook and AEPS services. The study evaluates opinions from 430 customers across rural and urban districts and analyses demographic influences on perception. A primary finding of the work is that perceived usefulness strongly influences adoption, but perceived risk—fraud fear, technical errors, delayed refunds—significantly moderates satisfaction. The research determined that rural customers face major barriers such as low digital literacy, weak connectivity and difficulty understanding English-only apps, while urban youth express frustration regarding application speed, interface design and security warnings. Customers consistently reported that staff rarely offer proactive guidance for digital services, causing hesitation among new users. The authors recommend multilingual mobile apps, simplified interfaces, in-branch digital support counters and robust awareness campaigns to educate first-time users. They conclude that digital transformation in PSBs will succeed only when customer trust, perceived usefulness and digital support services are strengthened simultaneously.

Joseph and Francis (2022)⁵ The research paper investigates consumer attitudes toward digital transformation initiatives implemented by public sector banks, focusing specifically on mobile banking, UPI services, internet banking, digital KYC processes, online loan application portals and other ICT-based service enhancements. The study evaluates differences in expectations, perceived ease of use and satisfaction levels between frequent digital users and occasional or first-time users to understand behavioural gaps in digital adoption. A primary finding of the work is that regular digital users appreciate speed and convenience but express consistent dissatisfaction with slow app loading time, outdated interfaces, transaction failures, server downtime, delayed OTP delivery and the absence of immediate support during technical disruptions. These users expect public sector banks to match the performance standards of private banks and fetch platforms. The research determined that occasional users experience digital anxiety, fear making irreversible mistakes, and therefore rely on in-person interaction with frontline staff, making them hesitant to transition to digital channels even when they recognize potential benefits. The study further highlights that perceived digital security—covering data privacy, fraud protection, secure authentication and clarity of digital policies—plays a critical role in sustaining continued usage, especially among elderly and rural customers. Customers who perceive the system as secure demonstrate significantly higher repeat usage compared to those who fear cyber threats or transaction errors. The authors recommend strengthening digital literacy programmes, increasing server capacity, employing modern UI/UX principles, and offering hybrid support models that combine staff guidance with digital self-service tools. They conclude that digital transformation in public sector banks will be successful only when technology reliability and human-assisted support evolve together to provide seamless and trustworthy user experiences.

Meena and Venkatesh (2022)⁶ The research paper investigates customer perception toward digital value-added services in public sector banks, including online bill payment, mobile wallets, UPI, digital KYC, e-passbook services and SMS alerts. The study evaluates adoption barriers and satisfaction drivers using data from customers in urban and rural locations. A primary finding of the work is that perceived usefulness alone does not guarantee satisfaction; customers require consistent system performance, real-time updates and simple interfaces to experience genuine value. The research determined that rural customers face significant barriers—poor internet connectivity, low awareness and difficulty understanding complex app interfaces—while urban customers mainly complain about slow loading apps, failed fund transfers and OTP delays. The study also finds that customers who frequently face delayed SMS alerts or unstable UPI performance develop negative perceptions not only toward digital services but toward the bank as a whole. The authors recommend expanding network support, enhancing app performance, integrating vernacular languages, conducting digital literacy workshops and providing digital support inside branches. They conclude that improving digital service reliability is essential for increasing customer satisfaction in PSBs.

Reddy and Rao (2022)⁷ The research paper investigates the determinants of trust in digital platforms of Indian public sector banks by analyzing perceived integrity, system security, transparency, privacy protection, transaction reliability and responsiveness after digital failures. The study evaluates customers in Hyderabad and nearby rural districts to understand how geographical and demographic differences shape trust perceptions. A primary finding of the work is that perceived integrity—defined as the belief that a bank will act fairly, protect customer interests and resolve issues promptly—is the strongest predictor of trust, even more influential than technological sophistication. The research determined that fears of cyber-attacks, phishing schemes, OTP theft, SIM swap frauds and identity leakage are widespread, particularly among elderly and rural customers who have limited digital literacy. The study reveals that delays in reversing failed UPI or IMPS transactions significantly undermine trust and discourage repeated digital usage. Many participants expressed concern that banks do not communicate clearly about digital risks or security measures. The authors recommend implementing visible security features, offering real-time fraud alerts, simplifying privacy terms, strengthening digital dispute-resolution frameworks, and conducting regular awareness sessions on safe digital behaviour. They conclude that building trust requires a combination of strong technical safeguards and proactive customer education, and that improving trust will directly elevate satisfaction and digital adoption in public sector banks.

Sahu and Rath (2022)⁸ The research paper investigates customer satisfaction with UPI and mobile payment services offered by public sector banks in India. The study evaluates the effect of transaction speed, app reliability, interface design, account-to-account transfer success rate, and fraud-prevention measures. A primary finding of the work is that failed UPI transactions and delayed reversals significantly reduce satisfaction, especially among younger customers who rely heavily on instant payments. The research determined that public sector bank apps struggle with high-traffic loads, slow servers and outdated UI designs compared to private bank apps. Customers appreciated the availability of UPI but criticised inconsistent performance during peak hours. Rural users faced additional barriers such as network issues and low awareness. The authors recommend improving server capacity, redesigning apps for usability, multilingual support and offering in-branch digital assistance. They conclude that UPI satisfaction depends heavily on reliability and speed.

Bansal and Singh (2022)⁹ The research paper investigates customer expectations and satisfaction regarding branch-based services in public sector banks, focusing on factors such as staff courtesy, communication clarity, waiting time, infrastructure and grievance handling. The study evaluates customer satisfaction across different age groups, income categories and geographical regions. A primary finding of the work is that customers perceive PSBs as trustworthy but bureaucratic; they appreciate the reliability and government backing but dislike long queues, slow file movement, inadequate staff strength and rigid procedures. The research determined that while digital alternatives exist, many customers—especially elderly and rural—still prefer branch banking and expect faster counter services. Staff behaviour strongly influences satisfaction: polite staff improves perception even when waiting time is long, while rude or indifferent behaviour creates dissatisfaction even if service speed is acceptable. The authors recommend staffing optimization, improved queue management systems, more passbook kiosks, better signage, and structured customer-handling training for employees. They conclude that modernizing branch operations is essential to retaining customer loyalty.

Nair and Soman (2023)¹⁰ The research paper investigates the role of digital financial inclusion in shaping customer satisfaction with public sector banks, focusing on underserved populations such as rural women, elderly customers and first-time digital users. The study evaluates how digital onboarding, Aadhaar-enabled services, biometric authentication, and UPI availability have influenced financial behaviour. A primary finding of the work is that digital financial tools significantly improve convenience, but actual usage remains low due to digital fear, connectivity issues and limited support from bank staff. The research determined that many rural customers depend on business correspondents rather than bank branches, yet agent-level service inconsistencies impact satisfaction. The study also reveals that customers appreciate AEPS withdrawals and direct benefit transfer (DBT) schemes but express concerns about biometric failures and delayed SMS alerts. The authors recommend improved digital literacy training, dedicated digital desks inside branches, and expansion of AEPS machines in remote locations. They conclude that digital inclusion can improve satisfaction, but only if service reliability and customer support are strengthened.

VIII. RESULTS AND DISCUSSIONS

8.1 DESCRIPTIVE ANALYSIS

One of the most commonly used statistical tools is descriptive analysis, which is primarily employed for the analysis and interpretation of primary data. It represents respondents' answers to specific questions in percentages derived from the total population selected for the study. Descriptive analysis is the simplest form of analysis and makes research findings easy to understand. It is widely used by commercial research organizations and is typically presented in tabular or pictorial form.

8.1.1 Gender

Gender normally plays a very important role as the new generation marketers are providing most significance to gender segmentation in order to offer new products and services. The Indian females are changing their clutches from house responsibility to building up good careers. This new identified economic independence allow them to take their decision by own and make proper use of banking services offered by banks. Hence, it is not viable to consider the role of gender in any research. For this purpose, gender has been divided into two namely male and female.

The table 1 identifies that out of all the respondents taken for the study, in this regard gender-wise classification of respondents it was found that out of the 200 respondents, 105 (52.30 per cent) were male respondents and the remaining 95 (47.70 per cent) were female. Hence, in the current study a majority 52.30 per cent of the respondents were male in the study area.

8.1.2 Age

The Age wise description is exposed in the Table 1. Middle age group customers are the modern, dynamic and energetic persons. Hence they will have more interest in selecting, analyzing and using the banking services offered by banks. Now –a-days all age group of customers are more aware of details of the services provided by banks.

Table 1 reveals that, the age of the respondents shows that the highest number of the respondents have age group from 36 years to 45 years with 33.80 per cent, the second highest number of the respondents are coming under the age group from 26 years to 35 years with 23.34 per cent, then third highest number of the respondents from 46 years to 55 years with 22.70 per cent, the fourth number of the customer or respondents are below 25 years with 12.24 per cent and fifth or last number of the respondents are above 55 years with 7.91 per cent.

It may be noticed that, highest numbers of the respondents are from 36 years to 45 years of the age group with 33.80 per cent. Hence it is stated that this age cluster dominates as well as guide the other age groups in the use of banking services provided by selected public sector banks in the study area.

8.1.3 Educational Qualification

Education has a major role and helps to adapt modern principles and techniques. For this concern, the educational status of the respondents is divided into five groups such as SSLC / HSC, Diploma, Under Graduate, Post Graduate and others. Education plays a vital role in improving the knowledge, attitude, tendency and temperament of the consumers.

Table 1 discloses that, 36.50 per cent of the respondents comes under graduates, 21.50 per cent of the respondents educational qualification at diploma holders, 16.00 per cent of the respondents are qualified post graduates, 15.50 per cent of the customers are from school level and remaining 10.50 per cent of the respondents are 'others' like not completed certificate courses or drop the schooling.

Hence, it is stated that the more number of the customers or respondents are graduates which is more sufficient to using banking services effectively.

8.1.4 Monthly Income

Monthly income is an important factor for all human beings since income is needed for day to day life. Individuals have to spend their hard-earned money on different products and services. In this research, the income of the respondents has been studied deeply to see its relationship with using banking activities. The respondents' income was analyzed under four different categories. For this purpose the monthly income level of respondents are classified

into five types such as below Rs.25,000, Rs.25,001 to Rs.50,000, Rs.50,001 to Rs.75,000, Rs.75,001 to Rs.1,00,000 and above Rs.1,00,000.

Table 1 clearly states that, the monthly income of the respondents at various levels did vary. It was obvious from the table 28.19 per cent of the respondents earned an income between Rs.25,001 to Rs.50,000 whereas Rs. 50,001 to Rs.75,000 was earned by 24.23 per cent of the respondents per month, followed by 20.92 per cent and 15.18 per cent of the respondents who had an income between Rs.75,001 to Rs.1,00,000 and below Rs.25,000 per month respectively. Lastly 11.48 per cent of the respondents earned above Rs.1,00,000.

Thus the greater part of the respondents (28.19 per cent) on an average earned an amount between Rs.25,001 to Rs.50,000 monthly.

8.1.5 Occupation / Employment

Occupation wise classifications of the respondents are classified based on their employment status. Occupation is a status symbol in society. Hence the respondents are streamlined into groups such as Private, Government, Businessmen, Professionals and Others.

Table 1 demonstrates that 29.46 per cent of the respondents are belongs to private sector employees, where as 24.49 per cent of the customers are Government employees, 23.72 per cent of respondents are professionals, 17.22 per cent respondents are looking after their business and last 5.10 per cent of the respondents are 'Others' like farmers, workers from unorganized sector etc.,

It shows majority of the respondents are private and Government employees are frequent user their banking services offered by selected public sector banks in Erode District.

8.1.6 Marital Status

Marital status of sample respondents is classified based on their social position, because in society the marital status is also one of the major factor as well as status symbol. Hence the respondents are classified into groups namely married and unmarried.

Table 1 shows the marital status wise classification of respondents. In total of 200 respondents, (130 customers) 64.92 per cent of the respondents are married. It is clear that, married respondents are more committed to using banking activities which are more useful like safety and time savings in the busy world. Next to unmarried respondents are (70 customers) 35.08 per cent.

That it shows most of the respondents belongs to the married category in the selected study area of Erode District.

8.1.7 Size of the Family

It represents the total number of family members living with the selected respondents. Since the family size of the customers may influence the level of the standard of living the respondents and it may have its own influence on their level of perception and utilization. The number of dependents in family in the present study is confined to up to Two Members, Three to Four Members, Five to Six Members and Above Six Members.

The table 1 indicates that, the important numbers of dependents in family members are up to two members which constitute 41.50 per cent, three to four members of the family are 27.50 per cent, five to six members of the families are 18.00 per cent. As a final point 13.00 per cent of the respondents constitute above six members in the family.

The analysis infers that the numbers of family members or size of the family, up to two members of the family are more (41.50 per cent) compare to others.

8.1.8 Locality

The locality or place of residence also plays a major role in the nature of using banking services. The respondents' culture and cost of living are main factor to determine the banking services and activities. For this purpose, the residential area of the respondents is classified into three categories namely, rural, semi-urban and urban.

The table 1 reveals that, the distribution of respondents as per their geographical area. In an urban area, 97 respondents have been taken for study which is 48.50 per cent. It is followed by semi urban side customers are from 36.00 per cent and rural side customers are 31 in number giving in 15.50 per cent out of the total respondents.

Finally the urban side customers or respondents (48.50 per cent) are more than the other area of the respondents.

8.1.9 Type of Account

All the banks offer several types of accounts to cater to different customer needs. The main types include savings bank account for the purpose of designed for individuals to save money, current account meant for businesses and professionals with frequent transactions, fixed deposit account stands a lump sum is deposited for a fixed tenure at a fixed interest rate, recurring deposit account means depositor invests a fixed amount every month for a fixed period and other account like NRI or some other accounts are included.

Table 1 illustrates that, the savings bank account holders are 29.50 per cent; this is the largest group, showing that a majority of people prefer savings accounts. Next to current account holders is 25.50 per cent that is significant portion of account holders use current accounts, indicating strong participation from businesses, traders and professionals who require frequent transactions. A notable percentage of customers invest in fixed deposits like 21.00 per cent, showing a preference for long-term, low-risk investments that offer higher interest rates compared to savings accounts. Recurring deposit account holders are in 17.00 per cent consists of individuals who prefer saving a fixed amount regularly. The remaining category may include holders of specialized accounts such as NRI accounts, student accounts, or joint accounts. Though smaller in number 7.00 per cent, this segment adds to the diversity of the banking customer base. In majority the savings bank account holders are 29.50 per cent; this is the largest group, showing that a majority of people prefer savings accounts. This reflects the popularity of these accounts due to ease of use, safety, and moderate interest earnings. It suggests that most individuals use banks primarily for saving and day-to-day transactions.

8.2 KRUSKAL WALLIS TEST

The Kruskal-Wallis H test is a rank-based non parametric test that is used to find if there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable framed. It is considered the nonparametric alternative is the one-way ANOVA, and an extension of the Mann-Whitney U test to allow the comparison of one or more than two independent groups. In other words, the Kruskal Wallis statistic measures is used to find how much the group ranks differ from the average rank of all groups.

8.2.1 Gender of the Respondents

Table 2 reflects that, values of the variables are ranked for each case. This table lists the ranking of each variable. Lower rank represents to the low values of the variables. In this study female respondents find lower values than the other variables with the mean rank of 91.67. In the mean time the male respondents secure larger values than the other variables which has the mean rank of 108.33. The outcome of the Kruskal Wallis test whether the average ranking differs across variables. Here, the problems faced by customers while using banking services offered by selected public sectors banks in the study area are based on gender.

H₀ : There is no association between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of gender of the respondents

H₁ : There is association between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of gender of the respondents

The table 2 shows that the result of the Kruskal Wallis test. Since the p-value is less than 0.05, hence the null hypothesis is rejected at 5% level of significance and accepted alternative hypothesis. So, there is association between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of gender of the respondents.

8.2.2 Age of the Respondents

Based on the test (Table 2); values of the variables are ranked for each case. This table states the ranking of each variable. Lesser mean rank shows to the low values of the variables. In this table the age group of above 55 years secured lower values than the other variables with the mean rank of 83.36. On the other side 36 to 45 years have larger values than the other variables with the mean rank of 118.16. The results of the test states whether the average ranking differs across variables. Here, the problems faced by customers while using banking services offered by selected public sectors banks are according to age.

H₀ : There is no important association between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of age of the respondents

H₁ : There is important association between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of age of the respondents

The table 2 indicates the result of the Kruskal Wallis test, since the p-value is less than 0.05, the null hypothesis is rejected and accepted alternative hypothesis at 5% level of significance. Hence, there is important association between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of age of the respondents.

8.2.3 Educational Qualification of the Respondents

In table 2, values of the variables are ranked for each case. This table represents the ranking of each variable. Lesser rank corresponds to the less value of the variables. Here the respondents' category of 'others' such as holders of certificate courses have lower values than the other variables with the mean rank of 86.96. Mean while the category of under graduate have larger values than the other variables with the mean rank or score of 110.98. The Kruskal Wallis test determines whether the average ranking differs across variables. Here, the problems faced by customers while using banking services offered by selected public sectors banks along with educational qualification of the respondents.

H₀ : There is no significant relationship between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of educational level of the respondents

H₁ : There is significant relationship between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of educational level of the respondents

The table 2 evident that the results of the Kruskal Wallis test which explains, since the p-value is less than 0.05, the null hypothesis is rejected and accepted alternative hypothesis at 5% level of significance. Hence, there is significant relationship between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of educational level of the respondents.

8.2.4 Average Monthly Income of the Respondents

The values of the variables are listed and ranked for each case and the table 2 reveals the ranking of each variable. Lesser rank corresponds to the less value of the variables. In this situation the respondents monthly income above ₹ 1,00,000 have secured lower value than the other variables with the mean rank of 86.45. Another side monthly income ₹ 25,001 to ₹ 50,000 have greater values than the other variables with the mean score of 117.28. Finally the Kruskal Wallis test describes whether the average ranking differs across variables. Here, the problems faced by customers while using banking services offered by selected public sectors banks in relation to monthly income of the respondents.

H₀ : There is no major connection between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of average monthly income of the respondents

H₁ : There is major connection between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of average monthly income of the respondents

The table 2 shows the outcome of the Kruskal Wallis test. Since the p-value is less than 0.05, the null hypothesis is rejected and accepted alternative hypothesis at 5% level of significance and accepted the alternative hypothesis. Hence, the researcher sum up there is major connection between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of average monthly income of the respondents.

8.2.5 Occupation or Employment of the Respondents

Table 2 indicates the values of the variables are listed based on rank for each case. The above mentioned table explains that the ranking of each variable. Lower rank represents to the low values of the variables. At this juncture respondents of 'others' category has lower values than the other variables with the mean rank of 76.10. Alternatively, the respondents working in private concern have larger values than the other variables with the mean rank of 118.98. The outcome of the Kruskal Wallis test finds out whether the average ranking differs across variables. Here, the problems faced by customers while using banking services offered by selected public sectors banks consistent with occupation or employment of the respondents in the study area.

H₀ : There is no major association between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of occupation or employment of the respondents

H₁ : There is major association between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of occupations or employment of the respondents

The table 2 result of the Kruskal Wallis test elucidate that, since the p-value is more than 0.05, the null hypothesis is accepted at 5% level of significance. Hence, there is no major association between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of occupation or employment of the respondents.

8.2.6 Marital Status of the Respondents

From the Kruskal Wallis test, values of the variables are ranked for each case. This table 2 determines the ranking of each variable. Lesser rank corresponds to the less value of the variables. In the table the respondents those who are unmarried have lower values than the other variables with the mean rank of 100.30. In the meantime, the respondents are married have larger values than the other variables with the mean rank of 100.82. The Kruskal Wallis test resolves whether the average ranking differs across variables. Here, the problems faced by customers while using banking services offered by selected public sectors banks are based on marital status.

H₀ : There is no close relationship between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of monthly income of the respondents.

H₁ : There is close relationship between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of monthly income of the respondents.

The table 2 designates the result of the Kruskal Wallis test, since the p-value is less than 0.05, the null hypothesis is rejected and accepted alternative hypothesis at 5% level of significance. Hence, there is close relationship between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of marital status of the respondents.

8.2.7 Size of the Family of the Respondents

With reference to the test, the values of the variables are ranked for each case and the table determines the ranking of each variable. Lower rank match up to the low values of the variables. At this point respondent belongs to above six members of the family has secured lower values than the other variables with the mean rank of 98.82. On the other part respondent belongs to up to two members of the family has secured larger values than the other variables with the mean rank of 119.27. The Kruskal Wallis test is use to whether the average ranking differs across variables. Here, the problems faced by customers while using banking services offered by selected public sectors banks in accordance with size of the family of the respondents.

H₀ : There is no association between problems faced by customers while using banking services offered by selected public sectors banks in accordance with the mean rank of size of the family of the respondents.

H₁ : There is association between problems faced by customers while using banking services offered by selected public sectors banks in accordance with mean rank of size of the family of the respondents.

The table 2 determines the output of the Kruskal Wallis test, since the p-value is less than 0.05, the null hypothesis is rejected and accepted alternative hypothesis at 5% level of significance. Hence, there is association between problems faced by customers while using banking services offered by selected public sectors banks in accordance with size of the family of the respondents.

8.2.8 Locality of the Respondents

The values of the variables are listed and ranked for each case and the table 2 reflects the ranking of each variable. Lesser rank corresponds to the less value of the variables. Here the place of residence, the rural area has got lower values than the other variables with the mean rank of 85.00. An additional the factors like urban has secured larger values than the other variables with the mean rank of 135.47. The Kruskal Wallis test is used to find whether the average ranking differs across variables. Here, the problems faced by customers while using banking services offered by selected public sectors banks according to locality of the respondents.

H₀ : There is no close connection between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of locality of the respondents

H₁ : There is close connection between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of locality of the respondents

The table 2 lists the result of the Kruskal Wallis test. Since the p-value is less than 0.05, the null hypothesis is rejected and accepted alternative hypothesis at 5% level of significance. Hence, the researcher conclude there is close connection between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of locality of the respondents.

8.2.9 Type of Account of the Respondents

The test, values of the variables are listed and ranked for each case and the table 2 reflects the ranking of each variable. Lesser rank corresponds to the less value of the variables. Here the respondents are using other accounts have got lower values than the other variables with the mean rank of 88.65. An additional the respondents are using savings account have secured larger values than the other variables with the mean rank of 105.18. The Kruskal Wallis test is used to find whether the average ranking differs across variables. Here, the problems faced by customers while using banking services offered by selected public sectors banks according to type of account.

H₀ : There is no close connection between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of type of account of the respondents

H₁ : There is close connection between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of type of account of the respondents

The table 2 lists the result of the Kruskal Wallis test. Since the p-value is more than 0.05, the null hypothesis is accepted at 5% level of significance. Hence, the researcher concludes there is no close connection between problems faced by customers while using banking services offered by selected public sectors banks and mean rank of type of account of the respondents.

IX. SUGGESTIONS AND RECOMMENDATIONS

This section discusses the practical recommendations of the study in line with the observed findings. On the basis of the findings, certain problems have been identified. An effort is made here to suggest recommendations which will help to reduce the problems faced by customers while using banking services offered by selected public sector banks. The recommendations are narrated below.

1. It is an important thing that customer is the king of the market. So feedback of customers must be analyzed as per customers' convenience, system and practices should be updated and facilities should be arranged to register their feedback in ATM and other service spots.
2. To understand the customer needs and their grievances to help them in opening an account for new clients a "may i help you" counter can be created.
3. Maintaining communication constantly with the customers is a method of attracting the customers. Network problem could be reduced by high tech servers.
4. Creating awareness among rural customers by conducting educational campaigns about E-banking services.
5. All E-banking services can be available in local languages.
6. Customer should follow the rules and regulations to avoid unnecessary frauds, misappropriation such as hackers etc.
7. A separate remedial and protective wing should be established to preserve the e-banking customers from zero crime losses due to wrong usage of ATM machines/ internet and avoid the offences in this regard.
8. The value added E-banking services should be introduced for rural and small entrepreneurs for their business development.
9. Build customers' recognition in utilizing internet banking and bring customer confidence and reliability of the services offered by public sector banks.
10. Banks must train all the employees in the areas of customer care, customer approach, body language, customer communication, customer need assessment and compliant management. This will help to pave the way

for maintaining cordial relationship and improve the banking services.

X. CONCLUSION

Public sector banks are providing voluminous services to their customers' in an effective and efficient way due to heavy competition among banks and to sustain their business in the banking industry. The performance of bank always depends on the quality of services they provide to their customers. This study has focused on the selected public sector banks services and their approaches to the customers. This study brought to light the fact that the customers were very much satisfied on the services of the selected public sector banks in Erode District but at the same time they expect a lot more from the public sector banks in the present scenario of technological developments in banks.

Now-a-days public sector banks provide good banking services and they have been successful in retaining its customers by providing better facilities than other private sector banks. But, still public sector banks need to go a long way to become customer's first preference. In an economy of innovative technologies and changing markets, each and every banking service has become important. New financial products and services have to be continuously introduced in order to stay competent.

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Table 1
Demographic Profile of the Respondents in Erode District

S.No	Factors	Classifications	Number of Respondents	Percentage
1	Gender	Male	105	52.30
		Female	95	47.70
2	Age	Up to 25 years	24	12.24
		26 – 35 years	47	23.34
		36 – 45 years	68	33.80
		46 – 55 years	45	22.70
		Above 55 years	16	07.91
3	Educational Qualification	SSLC / HSC	31	15.50
		Diploma	43	21.50
		Under Graduate	73	36.50
		Post Graduate	32	16.00
		Others	21	10.50
4	Average Monthly Income	Below ₹ 25,000	30	15.18
		₹ 25,001 to ₹ 50,000	56	28.19
		₹ 50,001 to ₹ 75,000	48	24.23
		₹ 75,001 to ₹ 1,00,000	42	20.92
		Above ₹ 1,00,000	23	11.48
5	Occupation / Employment	Private	59	29.46
		Government	49	24.49
		Businessmen	34	17.22
		Professionals	47	23.72
		Others	10	05.10
6	Marital Status	Married	130	64.92
		Unmarried	70	35.08
7	Size of the Family	Up to Two Members	83	41.50
		Three to Four Members	55	27.50
		Five to Six Members	36	18.00
		Above Six Members	26	13.00
8	Locality	Rural	31	15.50
		Semi-urban	72	36.00
		Urban	97	48.50
9	Type of Account	Savings Account	59	29.50
		Current Account	51	25.50
		Fixed Deposit Account	42	21.00
		Recurring Deposit Account	34	17.00
		Other Account	14	07.00

Sources: Primary Data

Table 2

Problems Faced by Customers while Using Banking Services offered by Selected Public Sectors Banks in Erode District

S.No	Factors	Classifications	N	Mean Rank	Test Statistics		
					X ²	df	Sig
1	Gender	Male	105	108.33	5.370	1	0.020
		Female	95	91.67			
2	Age	Below 25 years	24	102.42	13.384	4	0.000
		26 – 35 years	47	110.02			
		36 – 45 years	68	118.16			
		46 – 55 years	45	106.80			
		Above 55 years	16	83.36			
3	Educational Qualification	SSLC / HSC	31	97.03	8.124	4	0.000
		Diploma	43	108.72			
		Under Graduate	73	110.98			
		Post Graduate	32	106.62			
		Others	21	86.96			
4	Average Monthly Income	Below ₹ 25,000	30	96.33	13.533	4	0.009
		₹ 25,001 to ₹ 50,000	56	117.28			
		₹ 50,001 to ₹ 75,000	48	104.35			
		₹ 75,001 to ₹ 1,00,000	42	81.00			
		Above ₹ 1,00,000	23	86.45			
5	Occupation / Employment	Private	59	118.98	23.045	4	0.101
		Government	49	108.45			
		Businessmen	34	95.05			
		Professionals	47	100.50			
		Others	10	76.10			
6	Marital Status	Married	130	100.82	0.005	1	0.036
		Unmarried	70	100.30			
7	Size of the Family	Up to Two Members	83	119.27	27.845	3	0.000
		Three to Four Members	55	114.75			
		Five to Six Members	36	109.31			
		Above Six Members	26	98.82			
8	Locality	Rural	31	85.00	42.711	2	0.000
		Semi-urban	72	88.22			
		Urban	97	135.47			
9	Type of Account	Savings Account	59	105.08	2.077	4	0.035
		Current Account	51	101.17			
		Fixed Deposit Account	42	99.81			
		Recurring Deposit Account	34	94.67			
		Other Account	14	88.65			

Sources: Primary Data