

“TO STUDY THE CUSTOMER SATISFACTION IN HDFC BANK”

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Under the Faculty of Commerce

By

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Under the Guidance of

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**JNAN VIKAS MANDAL'S MEHTA COLLEGE
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CERTIFICATE

This is to certify that **MR. HARSH RAGHUNATH PADAVE** has worked and duly completed his Project Work for the degree of Bachelor in commerce (Accounting and Finance) under the Faculty of Commerce in the subject of “**PROJECT WORK IN Accounting and Finance**” and his project is entitled, “**TO STUDY THE CUSTOMER SATISFACTION IN HDFC BANK**” under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by his personal findings and investigations.

ASST. PROF. DR. KISHOR CHAUHAN.

Date of Submission:

Declaration by Learner

I the undersigned **MR. HARSH PADAVE** here by, declare that the work embodied in this project work titled "**TO STUDY CUSTOMER SATISFACTION IN HDFC BANK**" " forms my own contribution to the research work carried out under the guidance of **ASST. PROF. DR. KISHOR CHAUHAN** is a result of my own research work and has not been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, hereby further declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct.

MR. HARSH PADAVE

CERTIFIED BY :-

ASST. PROF. DR. KISHOR CHAUHAN.

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CHAPTER 1:
INTRODUCTION

1.1 INTRODUCTION

HDFC Bank Limited is an Indian financial services company incorporated in August 1994. HDFC Bank is the fifth or sixth largest bank in India by assets and the first largest bank by market capitalization as of November 1, 2012. The bank was promoted by the Housing Development Finance Corporation, a premier housing finance company (set up in 1977) in India.

Today's finicky banking customers will settle for nothing less. The customer has come to realize somewhat belatedly that he is the king. The customer's choice of one entity over another as his principal bank is determined by consideration of service quality rather than any other factor. He wants competitive loan rates but at the same time also wants his loan or credit card application processed in double quick time. He insists that he be promptly informed of changes in deposit rates and service charges and he bristles with customary rage" if his bank is slow to redress any grievance he may have. He cherishes the convenience of impersonal net banking but during his occasional visits to the branch he also wants the comfort of personalized human interactions and facilities that make his banking experience pleasurable. In short he wants financial house that will more than just clear his cheque and updates his passbook: he wants a bank that cares and provides great services.

So does HDFC bank meet these heightened expectations? What are the customers' perceptions of service quality of the banks? Which dimension of service quality of HDFC bank is performing well.

In the age of globalization, accomplishing the higher level of customer satisfaction is the challenging task especially in the service sector. In order to face this challenging task, many organizations have started to improve their service quality. Service quality is one of the serious components in any service sector because service quality helps to maintain competitive advantages in the marketplace. Therefore, service quality is the strategic tool to reinforce competitive advantages and increase profitability in business. So many service sectors are using this strategic component to attract and retain customers. Hence, service is determined through customer satisfaction, and customer satisfaction is determined through quality is customer loyalty. Similarly, to provide superior services to the clients, at first service providers must understand how clients perceive and evaluate their services.

After that, service providers can assume clients are facilitated by various services provided by service sectors.

The affinity between both service quality and customer satisfaction is highlighted in empirical research. Therefore, the relationship between customer satisfaction and service quality is very O critical service sectors like banking. In the case of the banking sector, clients are attracted by high-quality services.

Moreover, advancement in technology helps the banking sector to upgrade their service quality (for example: ATM, Online Banking, Mobile Banking, and Visa card). The point is that clients are loyal to those products which have a greater value as compared to those of competitors. Thus, banks can earn higher profits if they are one step ahead of their competitors in terms of services provided by them. For this reason, every banking institution should focus on service quality to satisfy customers and retain customer loyalty.

1.2 What is the customer satisfaction?

It is a measure of a customer's satisfaction (how pleased the customer is) with a service or product received from an agency. Satisfaction does not only depend on the quality and type of customer experience, but also on its expectations.

Definition of a customer:

- Someone who has mutual relationship with an agency and effected by an agency
- Require and depends on one or more products or services from an agency.

Consumers, service users or customers are usually referred to as personal services customers. Clients can be groups or individuals. Organizations that are motivated to provide excellent service to their customers gather feedback from consumers and work on delivering the best customer experience. Customer-focused organizations can.

- Listen to the customers as they design advertisements determining their expectation.
- Focus on evaluating customer feedback and customer service activities and performance measurement.

Why is it important?

It is necessary in the banking industry for several reasons:

- The existence of community service organization mainly depends on satisfaction of consumer's needs.
- Leaders in this sector are organizations that strive to exceed minimum standards and customer expectations.
- Customers assess the Quality of Service delivery and help those sectors in shaping service development.

It is important to measure customer satisfaction and obtain feedback on organizational performance in accordance to improve the quality and continuous improvement of the Services.

1.3 OBJECTIVES OF STUDY OF HDFC BANK

The major objectives of the present study are to know about financial strengths and weaknesses HDFC BANK.

The objective of studying HDFC Bank could vary depending on the context, but generally, it might include understanding its financial performance, analyzing its market position, evaluating its customer service strategies, assessing its risk management practices, or examining its impact on the broader banking industry. Additional objectives for studying HDFC Bank could involve exploring its corporate governance practices, investigating its technological innovations and digital transformation efforts, understanding its expansion strategies both domestically and internationally, examining its contribution to economic development, or analyzing its sustainability initiatives and social responsibility efforts.

The main objectives of the present study are as:

1. The essence of the study is that understand the capital structure of the HDFC bank.
2. The major objectives of the recent study are to know about the financial strengths and Weaknesses of HDFC BANK
3. To evaluate and analyze various facts of the financial performance of the company
4. To know the current market status of its shares and the face value of shares
5. To understand the liquidity, profitability, and efficiency positions of the company during the study period

- **Secondary Objectives**

1. To study the present financial system at HDFC BANK
2. To determine the Profitability and liquidity Ratios.
3. To analyze the capital structure of the HDFC bank
4. To understand the profile of the HDFC Bank
5. To summarise financial data in an understandable format

1.4 SCOPE OF THE STUDY

A study on customer satisfaction level regarding HDFC bank is a study of customer satisfaction level regarding various services provided by the HDFC bank. HDFC Bank provides various utility services to its customers.

The purpose of this study is to analyze the satisfaction level of the customer towards the services provided by HDFC Bank. The research covers the customer's opinions on banking services which will be helpful for further development and growth of the banking venture of HDFC Bank. This research focuses on the level of customer satisfaction derived from the banking services of HDFC Bank.

Banking means accepting deposits from customers for lending to the needy and extending other services as to issue of dd etc nowadays after the introduction of the private sector Bank have become a profit centre and their functions have changed now banks are doing the insurance and mutual funds also. but nationalized banks are still service-oriented in extending loans for Education loan, and rural development activities.

A Bank is an organization that lends money to the borrowers for a purposeful task and provides a facility to deposit and withdraw money when needed and charge for it.

INDUSTRY PROFILE

Banks are institutions that accept deposits from customers or the public to provide loans to the poor and expand other SD services. Now the private sector banks are introduced and their functions are changed. Private sector banks have become profit centers, insurance companies, and mutual funds. However, nationalized banks provide loans for rural development activities such as education and agriculture. Therefore, they are always service-oriented.

Banks offer facilities for depositing and withdrawing money when needed. It provides a safe place to save money and lends money to the borrower for a job well done.

They provide savings accounts, deposits, and loans using these deposits.

1.5_History:

The General Bank of India was established in the year 1786. Banks in Bengal and Hindustan have since been established. In 1809, the East India Company was called the Presidential Banks in 1843, when the Bank of Mumbai and Bank of Madras were established as independent banks in 1840. In 1920, these three banks emerged. Imperial Bank of India launched and founded European shareholders and individual shareholders.

The first exclusive bank in India was the Allahabad Bank which was founded in 1965. The Punjab National Bank Ltd. was founded in 1894 and is headquartered in Lahore. The Indian Bank, Canara Bank, Indian Bank, Mysore Central Bank in India, and Baroda Bank were established between 1906 and 1913, and in 1935 the Reserve Bank of India was established.

The growth at this phase was very slow and faced periodic failures between the years 1913 and 1948.

In 1949, the Indian Government proposed the Banking Companies Act to simplify the functions and activities of commercial banks. This law was later amended to become the Banking Regulations Act of 1949, under the amended Act of 1965. The Reserve Bank of India is authorized with wide power to supervise the banks in India.

At that time the public had low confidence in the bank. The mobilization of deposits was very slow in the wake. The postal service offered a better savings bank and was relatively safe.

Merchants also received more money. After independence, and the reform of the Indian banking sector by the government has reached important milestones. In 1955, in the urban and rural areas, the Imperial Bank of India was nationalized through large-scale banking facilities. The State Bank of India was created to manage federal and provincial government banking across the country and served as a key agent for RBI. On July 19, 1960, the seven banks constituting the subsidiaries of the State Bank of India were nationalized. Former Indian Prime Minister Indira Gandhi has made considerable efforts to nationalize the country's commercial banks.

Seven banks that continued the reform of the banking sector in 1980 were carried out during the second stage of nationalization. In India, 80% of the banking sector belongs to the government.

To regulate the banking system in India the Indian government has taken the following steps:

- The decree implementing the Banking Act dates from 1949.
- The State Bank of India was nationalized in 1955.
- The State Bank of India subsidiary was nationalized in 1959.
- The coverage of insurance was extended to deposits until 1961.
- 14 major banks were nationalized in 1969.
- In 1971 credit guarantee companies were established.
- A local rural bank was created in 1975.
- Seven banks with more than 200 deposits were nationalized in 1980

After the nationalization of banks, public sector agencies grew to about 800 percent of deposits, and a substantial increase of 11,000 percent thereafter.

Public banks have a lot of confidence in sustainability.

At this point, there was an introduction to facilities in the banking sector with more products. The committee was created in 1991 and was working on the liberalization of banking practices under the chairmanship of Mr Narasimham.

Foreign banks and ATMs flood the country.

More important than money over time, we have implemented more convenient online and telephone banking.

We strive to provide a satisfactory service to our customers.

The Indian financial system is highly resilient.

It is protected from crises caused by external macroeconomic shocks, as has been the case for other East Asian countries.

Indeed, they all have flexible exchange rates, high foreign exchange, and capital accounts but are not yet fully convertible. Banks and their clients have limited exposure to currency risk.

1.6 Indian Banking Industry

By 2010, the Bank of India is expected to have \$ 1 trillion in assets because of its phenomenal pace and growth. There are technological innovations to develop the banking sector in India and develop the economy and the middle class. There are more than 320 million middle-class people in this country. Some factors that promise continuous expansion of banks are raising incomes, increasing correlation with economic growth, improved living standards, and economic situation.

It is more focused on expanding retail banks and rural banks during the IT revolution. Stakeholders have more innovative ways to deliver new customer-focused financial products and services. Banks have begun to pay more attention to mergers and acquisitions to capitalize on economies of scale. Indian banking assets are expected to reach \$ 1 trillion by 2010 and foreign capital inflows are expected to increase. The focus should be on securing a small number of big players that can compete globally rather than securing a large number of fragmented players.

Banking means accepting deposits from customers for lending to the needy and extending other services as to issue of dd etc nowadays after the introduction of the private sector Banks have become a profit centre and their functions have changed. now banks are doing the insurance and mutual funds also. but nationalized banks are still service-oriented in extending loans for Education loan, and rural development activities.

A Bank is an organization that lends money to borrowers for a purposeful task and provides a facility to deposit and withdraw money when needed and charge for it.

Promoter

1. Housing Development Finance Corporation Limited (Indirect Foreign Holding)
– No of shares 432,307,917 i.e. 19.7%.
2. HDFC Investments Limited (Indirect Foreign Holding)
– No of shares 150,000,000 i.e. 6.87%.
3. HDFC Holding Limited (Indirect Foreign Holding)
– No of shares 5,000 i.e. 0%.

Mission Statement

Reposition the bank as the best Indian financial service group and take a strong global commitment to customer satisfaction, shareholder and employee satisfaction. Also play a leading role in the expansion & diversification of financial services with a focus on development.

Vision Statement

- Through high sustained earnings per share, maximize the share holder value.
- Be a pioneer of development finance (housing) in the country.
- To be a banking institution with mutual cultural attention and dedication.
- A satisfying and excellent work environment offering continuous learning opportunities.

Quality Policy

- Best customer service.
- Unbiased decisions in all dealings.
- Be ready to take on a challenge and be innovative.
- Team work.
- Honest and disciplined in the policy provided by the system.

1.7 ADVANTAGES OF CUSTOMER SATISFACTION

1 Customer Satisfaction Is the Largest Competitive Advantage for Banks

The banking industry is a commoditized space. With everyone offering nearly the same products and services without much room to compete on price, the experience customers have with their banks is what gives one bank a competitive advantage over another. There are two areas where banks can really look to stand out by delivering an incredible customer experience.

2 Interpersonal Service

In our experience, the relationship between a bank and their customer has the biggest impact on customer satisfaction. People want to be treated as if they matter. They want to form a relationship with their bank, and they want their bank to make an effort to get to know them instead of just pushing a product.

3 Consistent Omni-Channel Experience

In modern banking, there are many ways for customers to interact with a bank, including online and mobile banking, at an ATM, and over the phone. One of the biggest things we've seen is that a consistent experience across channels matters to customers. Whether it's transferring information quickly between channels or making sure deposit times are consistent no matter how a deposit is made, these things matter. To provide a great customer experience, banks need to deliver on the expectations their customers have in all channels.

4 Effective Problem-Solving

Customers are reasonable. They know that an occasional problem or mishap is possible. But they also expect that their bank will make the situation right. This means fixing the problem quickly and effectively.

5 Mistakes that Lower Customer Satisfaction for Banks

With our extensive experience measuring customer satisfaction for banks, we've seen some common mistakes that can really have a negative impact.

6 Treating a Call Center Like a Cost Center

Your call center is a safety net. A quality call center solution can really help to improve the customer experience. But when corners are cut to reduce costs, your call center can do more harm than good. By not giving your call center enough resources or outsourcing to the most affordable solution, you could risk providing a poor customer experience.

7 Avoiding Interpersonal Communication

Though this isn't as large a problem as it was in the recent past, banks that push customers out of branches and lean on digital space to reduce costs are missing the interpersonal communication and relationship building that is so important to banking customers. Having quality digital solutions is convenient for customers, but you still have to be committed to getting to know the people that bank with you.

1.8 DISADVANTAGES OF CUSTOMER SATISFACTION

- 1 Designing own and new financial products is very costly and time-consuming for the bank
- 2 Customers nowadays prefer net banking to branch banking. The banks that are slow in introducing technology-based products find it difficult to retain the customers who wish to opt for net banking.
- 3 Customers are attracted towards other financial products like mutual funds.
- 4 Though banks invest heavily in technology, they are not able to exploit it to the fullest.
- 5 Major disadvantages are monitoring and follow-up of huge volume of accounts, inducing banks to spend heavily in human resource department. Long queues and delay in their proper follow-up can become NPA.

1.9 COMPANY PROFILE



HDFC bank Ltd provides various financial products and services. It operates in three segments: Retail Banking, Wholesale Banking, and Treasury. The Retail banking segment provides various deposit products, including savings Accounts, current accounts, fixed deposits, and demat accounts. It also offers Auto, personal, commercial vehicle, home.gold. and educational loans; loans Against securities and property and health care finance Working capital finance, construction equipment finance, and warehouse Receipt loans, as well as credit cards, debit cards, depository, investment Advisory, bill payments, and transactional services. In addition, this segment Sells third party financial products, such as mutual funds and insurance, as well as distributes life and general insurance products through its tie-ups with insurance companies and mutual fund houses.

The wholesale banking Segment provides loans, non-fund facilities, and transaction services to large Corporate, emerging corporate. small and medium enterprise, supply chain, Public sector undertaking, central and state government departments, and Institutional customers. It offers deposit and transaction banking products, Supply chain financing, working capital and term finance, agricultural loans, and funded non-funded treasury, and foreign exchange products.

This segment's services include trade services, cash management, and money Market,

custodial, tax collection, and electronic banking In addition, it provides correspondent bank services to co-operative banks, private banks, foreign banks, and regional rural banks. The Treasury Services segment operates primarily in areas, such as foreign exchange, money market. interest rate trading, and Equities.

As of March 31, 2009 HDFC bank had a network of 1,142 branches And 3,295 automated teller machines in 528 cities in India. The company was founded in 1994 and is based in Mumbai, India.

1.10 Mergers and acquisitions

HDFC Bank merged with Times Bank in February 2000. This was the first merger of two private banks in the New Generation private sector banks category.[18] Times Bank was established by Bennett, Coleman and Co. Ltd., commonly known as The Times Group, India's largest media conglomerate

In 2008, Centurion Bank of Punjab (CBoP) was acquired by HDFC Bank. HDFC Bank's board approved the acquisition of CBoP for ₹95.1 billion in one of the largest mergers in the financial sector in India.

In 2021, the bank acquired a 9.99% stake in FERBINE, an entity promoted by Tata Group, to operate a Pan-India umbrella entity for retail payment systems, similar to National Payments Corporation of India.

In September 2021, the bank partnered with Paytm to launch a range of credit cards powered by the global card network Visa.

1.11 TOP FIVE REASON WHY CUSTOMER SATISFACTION

IMPORTANT

It is critical to comprehend the significance of client pleasure. Let's take a look at five crucial aspects that influence client happiness.

1) Returning customers

Customers that are happy with your service are more inclined to buy from you again. Customer satisfaction surveys are one simple method to find out. Ask them to rate their degree of satisfaction on a scale of 1 to 10, and see who will be willing to buy from you again. Customers who gave you a score of 7 or higher are satisfied and inclined to do business with you again. A score of 6 or below is cause for concern; these customers are unhappy with you and are a huge attrition risk.

2) Competition differentiator

Customer satisfaction is the key to making or breaking brands. In this competitive world of a huge number of brands, customer satisfaction has to be focal to your customer strategy. No amount of marketing campaigns and promotions will help you if your customers are not satisfied. Brands that have low levels of Customer satisfaction are likely to perish in the Future. Brands that have advocates are far likely to do better than brands that do not. You will have brand advocates when you have satisfied customers. So, as you see, it all begins and ends with customer satisfaction.

3) Reduce customer churn

Contrary to popular belief, pricing is not the main reason for customer churn. Yup, you guessed it right; it's customer service. We know of several brands that have a huge customer base despite high prices. You can use customer satisfaction scores and inputs from your CSAT Surveys to improve upon your customer service processes.

Poor customer service quality will hurt you and cost you customers in the long

4) Decrease negative word of mouth

According to McKinsey's research, an unhappy customer will tell about their experience to anywhere between 9-15 people. Considering the number of dissatisfied customers you may have, that's a lot of negative press. This will directly impact your business revenue and brand reputation. Repeat business rides on Customer satisfaction, and unhappy customers are detrimental to your business. There will always be customer churn, but you do not want to lose Customers based on bad word of mouth. Conducting regular CSAT surveys will help you measure customer satisfaction and identify factors that may be hampering your CSAT scores.

5. Retaining customers is cost effective

The cost to acquire new customers is 6-7 times more than retaining your current customers. This puts into perspective how vital customer satisfaction is. Rather than spending huge amounts of money on acquiring new customers, spend a fraction of it on improving your existing processes and systems to retain customers. This will go a long way in saving costs and growing your business revenue.

1.12 INTRODUCTION OF E-BANKING

Internet banking-Internet banking is changing the banking industry and is having major effects on banking relationships. Banking is now no longer confined to the branches where one has to approach the branch in person, to withdraw cash or deposit a cheque or request a statement of accounts. In true Internet banking, any inquiry or transaction is processed online without any reference to the branch (anywhere banking) at any time. Providing Internet banking is increasingly becoming a "need to have" rather than a "nice to have" service. Net banking, thus, now is more of a norm rather than an exception in many developed countries due to the fact that it is the cheapest way of providing banking services. The introduction of e-banking revolutionized the traditional banking landscape by leveraging technology to offer convenient and efficient financial services to customers. E-banking, also known as electronic banking or online banking, enables customers to conduct various banking activities remotely through electronic channels such as the Internet, mobile devices, or ATMs. This includes functions like checking account balances, transferring funds, paying bills, applying for loans, and accessing account statements, all from the comfort of one's home or office. E-banking has significantly enhanced accessibility, speed, and convenience in banking transactions, leading to improved customer satisfaction and operational efficiency for banks. It has also paved the way for innovative banking services and fintech collaborations, shaping the future of the financial industry.

WHAT IS E-BANKING?

E-banking is defined as the automated delivery of new and traditional banking products and services directly to customers through electronic, interactive communication channels.

E-banking includes the systems that enable financial institution customers, individuals or businesses, to access accounts, transact business, or obtain information on financial products and services through a public or private network, including the Internet.

Customers access e-banking services using an intelligent electronic device, such as a personal computer (PC), or personal digital assistant (PDA), automated teller machine (ATM), kiosk, or touch-tone telephone. While the risks and controls are similar for the various e-banking access channels, this booklet focuses specifically on Internet-based services due to the Internet's widely accessible public network. Accordingly, this booklet begins with a discussion of the two types of Internet websites: informational and transactional

Traditional banks offer many services to their customers, including accepting customer money deposits, providing various banking services to customers, and making loans to individuals and companies. Compared with traditional channels of offering banking services through physical branches, e-banking uses the Internet to deliver traditional banking services to their customers, such as opening accounts, transferring funds, and electronic bill payment.

E-banking can be offered in two main ways. First, an existing bank with physical offices can also establish an online site and offer e-banking services to its customers in addition to the regular channel. For example, Citibank is a leader in e-banking, offering walk-in, face-to-face banking at its branches throughout many parts of the world as well as e-banking services through the World Wide Web. Citibank customers can access their bank accounts through the Internet, and in addition to the core e-banking services such as account balance inquiry, funds transfer, and electronic bill payment, Citibank also provides premium services including financial calculators, online stock quotes, brokerage services, and insurance.

E-banking from banks like Citibank complements those banks' physical presence. Generally, e-banking is provided without extra cost to customers. Customers are

attracted by the convenience of e-banking through the Internet, and in turn, banks can operate more efficiently when customers perform transactions by themselves rather than going to a branch and dealing with a branch representative.

E-banking services are delivered to customers through the Internet and the web using Hypertext Markup Language (HTML). In order to use e-banking services, customers need Internet access and web browser software. Multimedia information in HTML format from online banks can be displayed in web browsers. The heart of the e-banking application is the computer system, which includes web servers, database management systems, and web application programs that can generate dynamic HTML pages.

One of the main concerns of e-banking is security. Without great confidence in security, customers are unwilling to use a public network, such as the Internet, to view their financial information online and conduct financial transactions.

Some of the security threats include invasion of individuals privacy and theft of confidential information. Banks with e-banking service offer several methods to ensure a high level of security: (1) identification and authentication, (2) encryption, and (3) firewalls.

First, the identification of an online bank takes the form of a known Uniform Resource Locator (URL) or Internet address, while a customer is generally identified by his or her login ID and password to ensure only authenticated customers can access their accounts.

Second, messages between customers and online banks are all encrypted so that a hacker cannot view the message even if the message is intercepted over the Internet. The particular encryption standard adopted by most browsers is called Secure Socket Layer (SSL). It is built in the web browser program and users do not have to take any extra steps to set up the program. Third, banks have built firewalls, which are software or hardware barriers between the corporate network and the external Internet, to protect the servers and bank databases from outside intruders. For example, Wells Fargo Bank connected to the Internet only after it had installed a firewall and made sure the firewall was sufficiently impenetrable.

HISTORY OF E-BANKING:

HDFC Bank pioneered e-banking in India, introducing Net Banking in the late 1990s. Over time, it expanded services to include mobile banking, prioritizing security with features like two-factor authentication. The bank consistently innovated, partnering with fintech companies and focusing on enhancing customer experience.

On October 1, 2000, the electronic signatures bill took effect, recognizing documents signed online as legal. Some banks plan to begin using electronic checks as soon as they can work out various security measures.

The range of e-banking services is likely to increase in the future. Some banks plan to introduce electronic money and electronic checks. Electronic money can be stored in computers or smart cards and consumers can use the electronic money to purchase small value items over the Internet. Electronic checks will look similar to paper checks, but they can be sent from buyers to sellers over the Internet, electronically endorsed by the seller and forwarded to the seller's bank for electronic collection from the buyer's bank. Further, banks seek to offer their customers more products and services such as insurance, mortgages, etc.

1.13 NEED FOR E-BANKING:

One has to approach the branch in person, to withdraw cash deposit a cheque, or request a statement of accounts in true Internet banking, any inquiry or transaction is processed online without any reference to the branch (anywhere banking) at any time. Providing Internet banking is increasingly becoming a "need to have" than a "nice to have" service. Net banking, thus, now is more of a norm rather than an exception in many developed countries because it is the cheapest way of providing banking services. Banks have traditionally been at the forefront of harnessing technology to improve their products, services, and efficiency. They have, over a long time, been using electronic and telecommunication networks to deliver a wide range of value-added products and services.

The delivery channels include direct dial-up connections, private networks, public networks, etc., and the devices include telephones, Personal Computers including the Automated Teller

Machines, etc. With the popularity of PCs, easy access to the Internet, and the World Wide Web (WWW), banks increasingly use the Internet as a channel for receiving instructions and delivering their products and services to their customers. This form of banking is generally referred to as Internet Banking, although the range of products and services offered by different banks vary widely both in their content and sophistication.

More and more people are using electronic banking products and services because a large section of the bank's future customer base will be made up of computer-literate customers, the banks must be able to offer these customers products and services that allow them to do them., banking by electronic means. If they fail to do this will simply, not. New products and services are emerging that are set to change the way we look at money and the monetary system.

1.14 FEATURES OF E-BANKING:

- E-Banking provides exceptional rates on Savings, CDs, and IRAs
- Checking with no monthly fee, free bill payment, and rebates on ATM
- credit cards with low rates
- Easy online applications for
 - all accounts, including
 - personal
 - mortgages
 - 24-hour account access > It provides Quality customer service with personal attention
 - It provides quick services to its customers.
 - Enables transfer of funds from one place to another(banks).
 - Exchange of statistics information amongst banks. > Enables foreign exchange operations.
 - Interbank applications like settlement of funds between banks.
 - Provides facilities like demat operation, ATM operation, and online banking.

1.15 BENEFITS OF E-BANKING:

Price In the long run a bank can save on money by not paying for tellers or managing branches. Plus, it's cheaper to make transactions over the Internet. **Customer Base-** The Internet allows banks to reach a whole new market and a well-off one too, because there are no geographic boundaries with the Internet. The Internet also provides a level playing field for small banks who want to add to their customer base, **Efficiency-** Banks can become more efficient than they already are by providing Internet access for their customers. The Internet provides the bank with an almost paperless system.

Customer Service and Satisfaction Banking on the Internet not only allows the customer to have a full range of services available to them but it also allows them some services not offered at any of the branches. The person does not have to go to a branch where that service may or may not be offered. A person can print information, forms, and applications via the Internet and be able to search for information efficiently instead of waiting in line and asking a teller. With better and faster options a bank will surely be able to create better customer relations and satisfaction

Image- A bank seems more state of the art to a customer if they offer Internet access. A person may not want to use Internet banking but having the service available gives a person the feeling that their bank is on the cutting image.

USAGE OF E-BANKING:

The rise in e-commerce and the use of the Internet in its facilitation along with the enhanced online security of transactions and sensitive information has been the core reason for the penetration of online banking in everyday life.

The latest official figures from the Office of National Statistics (ONS 2007) indicate that subscriptions to the Internet have grown more than 50% from 25 million in 2005 to 45 million in 2007 in India. It has also been estimated that 60% of the population in India use the internet in their daily lives.

NETBANKING SERVICES is the Bank's Service which provides access to account information, products, and other services as advised by the Bank from time to time to the Customers through the Internet. Net Banking service shall include the provision of the Demat accounts on the Internet.

The fundamental shift towards the involvement of the customer in the financial service provision with the help of the technology especially the internet has helped to reduce the costs of financial institutions as well as helped clients to use the service at any time and from virtually anywhere with access to an internet connection.

The use of electronic banking has removed personnel that facilitates the transactions and has placed additional responsibilities on the customers to transact with the service.

The computerization of banking operations has made maximum impact on internal Accounting System.

- Customer service
- Diversification of the system

1.16 Types of E-Banking

The common assumption is that Internet banking is the only method of online banking. However, this is not strictly the case, as several types of service are currently available:

- PC Banking - The forerunner to Internet banking has been around since the late 1980s and is still widely used today. Individual banks provide software that is loaded onto an SME's office computer. The SME can then access their bank account via a modem and telephone link to the bank. Access is not necessarily via the Internet.
- Internet Banking - Using a Web browser, a user can access their account, once the bank's application server has validated the user's identity.
- Digital TV Banking- Using the standard digital reception equipment (set-top box and remote control), users can access their bank account. Abbey National and HSBC services are available via Digital TV providers. One of its main selling points is that no account details are transmitted via the World Wide Web:
- Text Phone Banking - HSBC has introduced this service to allow customers with text phones to check their balance, pay bills, and transfer money.

1.17 ADVANTAGES & DISADVANTAGES OF E-BANKING

ADVANTAGES OF E- BANKING:

- Convenience. Unlike your corner bank, online banking sites never close; they're available 24 hours a day, seven days a week, and they're only a mouse click away. With pressures on time and longer traveling periods, more and more people find it tiresome to wait in queues.

People want flexibility, and Internet banking offers just that Ubiquity If you're out of state or even out of the country when a money problem arises, you can log on instantly to your online bank and take care of business, 24/7

- Transaction speed - Online bank sites generally execute and confirm transactions at or quicker than ATM processing speeds.
- Efficiency- You can access and manage all of your bank accounts, including IRA's, CDs, even securities, from one secure site,
- Effectiveness. Many online banking sites now offer sophisticated tools, including account aggregation, stock quotes, rate alerts, and portfolio managing programs to help you manage all of your assets more effectively. Most are also compatible with money management programs such as Quicken and Microsoft Money.

Cheaper alternatives With increasing competition, it seem to be the cost factor that is driving banks to offer the facility. The Internet is still a very cheap alternative to opening a physical branch, and most of the push seems to be coming from the supply side. The costs of banking services through the Internet form a fraction of costs through conventional methods. From snob value to necessity:- A couple of years ago, there was a belief even among bankers that customers opening new accounts wanted the online banking facility, just to "feel good" and very few of them used the services. Today, bankers believe that the trend from 'nice to have' is changing to need to have. The "snob value of banking with an organization that could offer service on the Internet has given way to a genuine necessity, he feels. "It all depends on how busy a person is."

DISADVANTAGES OF E- BANKING:

- Start-up may take time to register for your bank's online program, you will probably have to provide ID and sign a form at a bank branch. If you and your spouse wish to view and manage their assets together online, one of you may have to sign a durable power of attorney before the bank will display all of your holdings together.
- Learning curves Banking sites can be difficult to navigate at first. Plan to invest some time and or read the tutorials to become comfortable in your virtual lobby. Bank site changes- Even the largest banks periodically upgrade their online programs, adding new features in unfamiliar places. In some cases, you may have to re-enter account information.

1.18 BUSINESS STRATEGY

HDFC BANK's mission is to be "a World Class Indian Bank", benchmarking themselves against international standards and best practices in terms of product offerings, technology, service levels, risk management, and audit & compliance. The objective is to build sound customer franchises across distinct businesses so as to be a preferred provider of banking services for target retail and wholesale customer segments, and to achieve healthy growth in profitability, consistent with the Bank's risk appetite. The bank is committed to doing this while ensuring the highest levels of ethical standards, and professional integrity. corporate governance and regulatory compliance. Continuing to develop new products and technology is the main business strategy of the bank. Maintaining good relations with the customers is the main and prime objective of the bank.

HDFC BANK's business strategy emphasizes the following:

- Increase market share in India's expanding banking and financial services industry by following a disciplined growth strategy focusing on quality and not on quantity and delivering high-quality customer service.
- Leverage our technology platform and open scalable systems to deliver more products to more customers and to control operating costs.
- Maintain current high standards for asset quality through disciplined credit risk management.
- Develop innovative products and services that attract the targeted customers and address inefficiencies in the Indian financial sector.

Continue to develop products and services that reduce the bank's cost of funds.

Focus on high earnings growth with low volatility.

INSIDE HDFC BANK

WORKPLACE TRANSFORMATION FOCUSES ON EFFECTIVE WORKPLACE ORGANISATION.

Believe in" Small changes lead to large improvement"

Every successful organization has its strategy to win the race in the competitive market. They use some techniques and methodologies for the smooth running of business.

HDFC BANK also acquired the Japanese technique for the smooth running of work and effective workplace organization.

The five 'S' Part of Kaizen is the technique which is used in the bank For easy and systematic workplace and eliminating unnecessary things from the workplace.

BENEFIT OF FIVE

It can be started immediately. Everyone has to participate.

- Five "S" is an entirely people-driven initiative.
- Brings in the concept of ownership.
- All wastages are made visible.

FIVE 'S' Means:

1	SORT	SERI
2	SYSTEMATIZE	SEITON
3	SHINING	SEISO
4	STANDARDIZE	SEIKETSU
5	SUSTAIN	SHITSUKE

(1) SORT:

It focuses on eliminating unnecessary items from the workplace.

It is an excellent way to free up valuable floor space.

It segregates items as per "require and wanted".

(2) SYSTEMATIZE:

Systematize is focused on efficient and effective Storage methods.

That means it identifies, organizes, and arranges retrieval

It largely focuses on good labeling and identification practices.

Objective: - "A place for everything and everything in its place"

(3) SHINING:

Clean the workspace and all equipment, and keep it clean, tidy, and organized. After the first thorough cleaning when implementing SS, daily follow-up cleaning is necessary to sustain this improvement. A "Shining" work environment will lead to great efficiency gains.

(4) STANDARDIZED:

It focuses on simplification and standardization. It involves standard rules and policies. It establishes a checklist to facilitate autonomous maintenance of the workplace. It assigns responsibility for doing various jobs and decides on Five S frequency.

(5) SUSTAIN:

It focuses on defining a new status and standard of organized workplace. Sustain means regular training to maintain standards developed under S-4. It brings in self-discipline and commitment towards workplace organization.

CHAPTER:2
OBJECTIVES RESEARCH
AND
METHODOLOGY

2.1 NEED OF THE STUDY

To attain knowledge on customer satisfaction.

To know the perception of customers towards HDFC Bank's.

To study the satisfaction level of customers towards services and products offered to them.

To study the problems faced by the customers.

To improve customer service

Studying objective research and methodology is crucial for understanding how to conduct unbiased investigations and collect reliable data. It helps researchers ensure their findings are credible and can be trusted by others in the field. In addition to understanding how to conduct unbiased investigations and collect reliable data, studying objective research and methodology also helps researchers identify potential sources of bias, design experiments or studies effectively, and interpret results accurately. It lays the foundation for producing high-quality research that contributes meaningfully to the advancement of knowledge in various fields.

2.2 OBJECTIVES OF THE STUDY

1 Objective

- To study and analyze what customers think about digital banking.
- To study the shift of HDFC banks from traditional to digital banking.
- To study the challenges faced by HDFC Bank in the adoption of digital technology in banking
- . To understand the response, views, and understanding of the customer perception in the digital era.
- To find out the underlying factors of customer perception towards digital banking.
- To find out the customers preference out of the different products and services offered
- To compare various products and services provided by bank.

2.3 RESEARCH METHODOLOGY

Research is a careful investigation or inquiry especially through search for new facts in a branch of knowledge: market research specifies the information. Required to address these issues: designs the method for collecting information: manages and implements the data collection process, analyses the results and communicates the finding and their implications.

Research problem is the one which requires a researcher to find out the best solution for the given problem, that is to find out the course of action, the action the objectives can be obtained optimally in the context of a given environment.

RESEARCH DESIGN

A framework or blueprint for conducting the research project, it specifies the details of the procedures necessary for obtaining the information needed. structure and/or solve research problems. A good research design lays the foundation for conducting the project. A good research design will ensure that the research project is conducted effectively and efficiently. Typically, a research design involves the following components, or tasks

A quantitative research methodology was used so as to achieve the objectives of this study. This is because this method can be used to produce numerical measurement and evaluation of the adoption of mobile banking. Being part of the quantitative research methodology, survey questionnaires were used to allow for aggregation of the outcomes. The analysis was designed in such a way, so as to know if the independent variables have a statistically significant impact on the aspects affecting the adoption of m-banking. Thus, the independent variables were established from this study and they are: perceived usefulness, perceived ease of use, perceived cost, trust, and perceived risk on dependent variables being the adoption of mobile banking.

SAMPLE SIZE

A population is perceived as a summation of a group of people, stores, college students, companies or those sharing some set of characteristics. As far as this study is concerned, those having an account in local banks providing mobile banking services and at the same time owning a mobile phone were the targeted population. Only 3 banks were offering m-banking services in Mauritius: The Mauritius Commercial Bank Ltd (MCB), SBM Bank (Mauritius) Ltd (SBM) and Mau Bank Ltd (Mau Bank). Since there is no readily available data, for the purpose of this study, an estimation of a targeted population size of greater than 100,000 was made. In order to achieve a confidence interval of 95%, a sample size of 302 was therefore required. A margin error of 5% and a sample proportion of 27% were estimated and used.

Applying these figures in the below formula the required sample size was...show more content...

Anonymity of respondents was respected and respondents were not forced in any way to participate in the survey. Moreover, the study was carried out with the aim of having an insight on m-banking in Mauritius and not to criticise the m-banking service provided by local banks.

RESEARCH SAMPLE

SAMPLING PLAN:

It is not possible to study the whole universe; it becomes necessary to take sample samples from the universe to know about its characteristics.

- Sampling units: customer HDFC Bank.
- Sample technique: Random Sampling.
- Research Instrument: Structured Questionnaire.

CHAPTER-3

CONCEPTUAL BACKGROUND LITERATURE & REVIEW THE THEORETICAL BACKGROUND OF THE STUDY

3.1 INTRODUCTION

Customer satisfaction is a measure of a customer's satisfaction (how pleased the customer is with a service or product received from an agency. Satisfaction does not only depend on the quality and type of customer experience, but also on the customer's expectations.

A customer is defined as someone who has a mutual relationship with an agency and effected by an agency. Customers require and depend on one or more of their products or services from an agency

Consumers, service users or customers are usually referred to as personal services customers.

Clients can be groups or individuals. Organizations that are motivated to provide excellent service to their customers gather feedback from consumers as they plan and value service delivery. A customer-centric organization listens to the expectations of its customers when designing ads. It also appreciates customer feedback and focuses on providing customer service and measuring performance.

Features of Customer Satisfaction

Customer satisfaction is very crucial for the growth of any business. For the success of all the elements in the business the relationship between a business and its customers is important. Customer satisfaction is necessary for the group of the company and it is crucial to provide a favorable experience to increase the likelihood of gaining more customers.

Some of the features of customer satisfaction are the following:

3.2 Relationship between customer and business

Good quality customer satisfaction is very necessary to build a relationship between a business and a customer. By creating a quality relationship continuously, customers will continue to utilize business services and products and there will be regular business. Courtesy and respect is gained from the customers through good communication. A customer survey will help the customer service representative in understanding a customer in a better way which creates a positive relationship between both parties. Once the product is delivered to the customer a follow up with them will help in the likelihood of repeat business. This will indicate the purchaser that the company cares about customer satisfaction.

3.3 Factors influencing customer satisfaction

Accessibility

The company needs to ensure that customer doesn't have any barriers and friction while they are accessing the products. Customers must have effective access to products and services.

Making sure that the customer could reach the company and obtain good services easily. Always being available to assist the customer to make a purchase decision or to fulfill a customer query.

Navigation

One of the simple and straightforward process is navigating and browsing the company store. By helping the customers in identifying suitable products quickly and providing the users with what they want with an effective keyword search or filters with an integrating solution is one of the key foundation of a company. There will be repeated sales when the website is easy to navigate. There will be loss of potential customers when the website is difficult to navigate as it lead to customer frustration.

Page load speed

One of the important factors is page load speed because customer will move on to another store if the company website is slow. Therefore the faster the website loads, happier the visitors. Shoppers who experience a slow website is less likely to return to the site and buy products also they would tell a friend about the poor online shopping experience. This will lead to decrease in visitors and customers.

Language

Language is another key factor because customer won't have a good experience if the company doesn't speak their preferred language. It is pivotal for the company's business to speak to the customer in their preferred language. The company should avoid confusion so they should use more user-friendly language to connect well with customers. There will be no great customer satisfaction without great communication.

Convenience

This is another key factor of a positive customer experience. This influences on where to go, with whom to engage, how customers make decisions about what services to use and what services to buy.

There are 4 key variables in convenience:-

Benefit Convenience: What are the benefits the customer receives at a particular company?

Decision Convenience: How to decide what to shop at the store quickly and easily?

Access Convenience: How easily accessible is your store?

Transaction Convinces: How fast can the customer complete the whole payment

3.4 Ways to find out customer satisfaction

Once the customer has made a purchase or received a service from the company then the company tends to shop a customer satisfaction survey which is also known as a questionnaire. To measure the customer satisfaction there are five different situations and each of these serves a different purpose. Therefore asking the right question is very important.

1.Nirmaljeet Virk and Prabhjot Kaur Mahal (2012) :

This paper attempts to make a comparative analysis of level of customer pride in the direction of services offered by private and public region banks. The study has been carried out in Chandigarh city. A sample of 160 customers has been selected through questionnaire method. The statistical test are carried out at 5% and 1% degree of large the main statistical equipment are used. This study shows that the manager of public bank maintaining a relationship for winning their client's satisfaction.

2.Keyur M. Nayak * Poonam P. Yadav (2014):

Researchers want to explain about customer satisfaction in HDFC bank with ATM. In this paper both sources (primary and secondary) used and data were collected through questionnaire from 200 respondents at Vapi region. This study is based on descriptive research. The purpose of study is to analysed satisfaction level of customers using ATM in HDFC bank. The paper concluded the few clients are satisfied with service quality and dissatisfied with location of ATM.

3.Rajgopal Subashini and Velmurugan Gopaldasamy(2016):

The study explained the concept of customer satisfaction in banking sector. These days all non-public and public banks are play critical role in banking and offering lot of middle banking services to all their rural and urban customers to carry on their loyalty, retention. But few banks were observed that not providing importance to their clients. This paper is descriptive in nature and data were collected from websites, journal and magazines.

4. Anis Ali and L.S. Bisht(2018):

The researchers tries to find out the level of satisfaction of clients of private and public sector banks. The objective of the study is to identify the factors affecting the customer satisfaction and reason of dissatisfaction in both banks. The primary data were collected from the clients of both banks. It is observed by researchers that clients are happy with the services offered by banks but there are some reasons for dissatisfaction like employee's behaviour and service quality provided by public banks. It is concluded that public banks should focus on upgrading the level of satisfaction.

4. Dutta K. and Dutta A. (2009)

Investigated the perception of expectation of customers across all the banks in India. This study showed that customers are most satisfied with the services of foreign banks followed by private and public banks. This study suggested that Indian public banks should improve their banking services.

5. Uppal R.K. (2010)

Conducted studies on customer complaints and this research showed that excellent customer service and customer satisfaction help to sustain business growth. Furthermore it showed that customer complaints are continuously increasing in the public sector banks adversely affecting Customers' satisfaction and performance. This research also suggested that establishing a customer care center in all banks would help solve customer complaint on a priority basis.

6. Naveen Kumar and V.K. Gangal (2011) examined customer satisfaction in new generation banks showing customer expectations increasing rapidly in the banking industry of India. New customers looked for the best services at a reasonable price. The result revealed that the majority of Indian banks were not very diversified in terms of the product and services they offer. Further, it suggests that, in the competitive banking industry, banks have to implement a strategic focus on customer satisfaction for retaining as many customers as possible.

7.Edwin M. & Fathima S. (2011)

conducted a study on the impact of service quality and customer satisfaction in commercial banks. This study shows that there is a close link between the customers' perception on the service quality factor and customer satisfaction. It further showed that the impact of the service quality factor on customer satisfaction is unique. It brought the suggestion that bank managers have to formulate appropriate marketing strategies to satisfy their customers.

8.Nirmaljeet Virk and Prabhjot Kaur Mahal (2012)

Carried out a study on customer satisfaction in public and private banks of India. Private bank managers maintain better personal relationships with customers than the public bank managers and this factor determines the customers' satisfaction to a large extent.

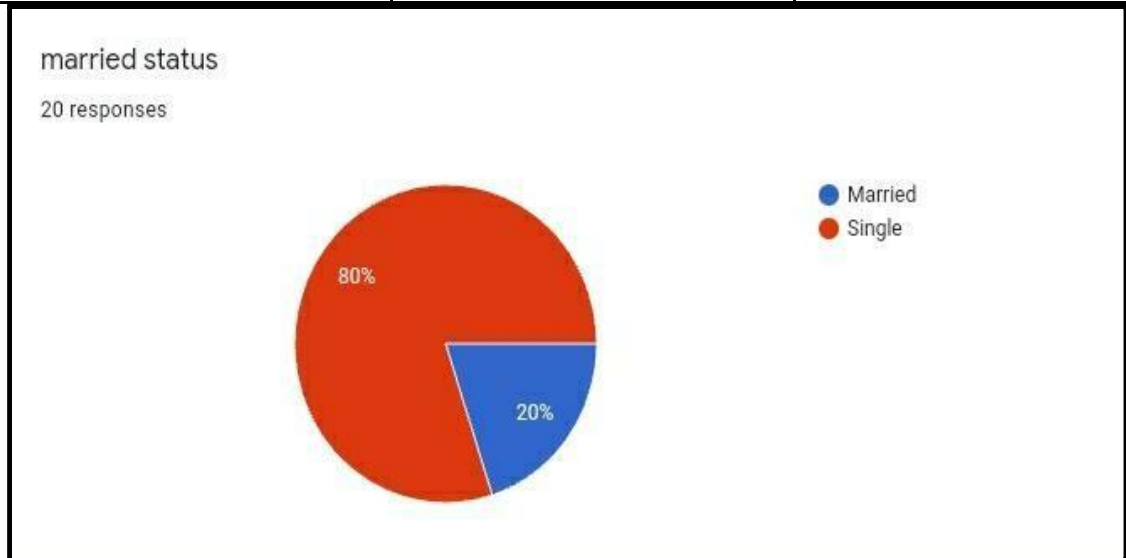
3.5 SWOT ANALYSIS

STRENGTH	WEAKNESS
<ul style="list-style-type: none">● Right strategy for the right product● Superior customer service vs. competitors● Great Brand Image● Product have required accreditation● High degree of customer satisfaction● Good place to work● Lower response time with efficient and effective services.	<ul style="list-style-type: none">● Some gaps in range for certain sectors.● Customer service staff needs training.● processes and systems,etc● Management cover insufficient.● Sectoral growth is constrained by low unemployment levels and competition for staff.

CHAPTER:4
DATA ANALYSIS
AND
INTERPRETATION FINDINGS

1 MARRIED STATUS

Particular	Sample	Percentage
Married	04	20%
Single	16	80%
Total	20	100%

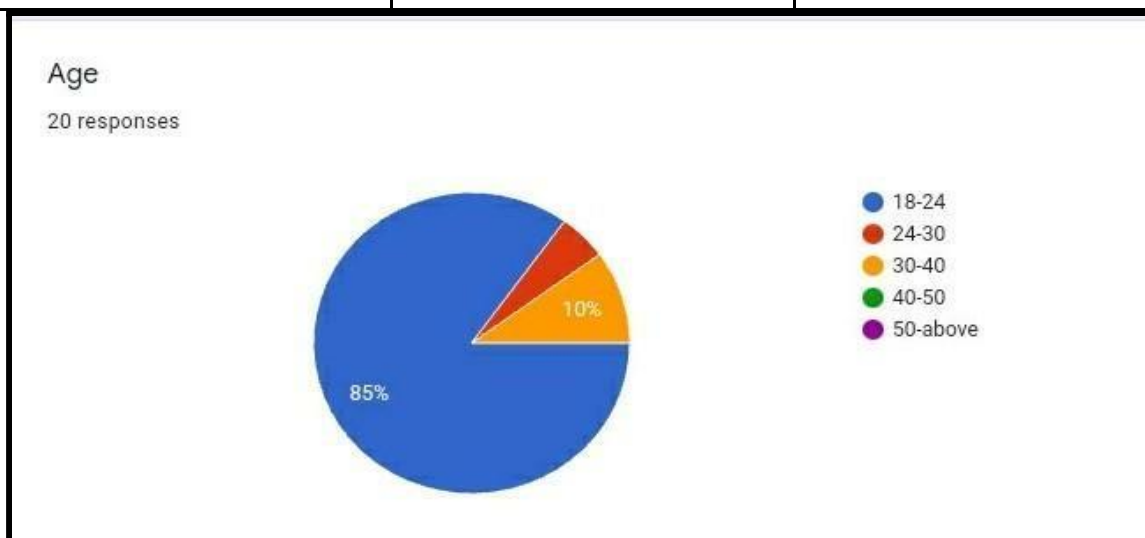


INTERPRETATION:

From the table pie chart shows that the people which I have served from 20 respondents. 16 (80%) singles and ,4 (20%) are married.

TABLE:4.2 .AGE

Particular	Sample	Percentage
18-24	17	85%
24-30	01	00
30-40	02	10%
40-50	00	00
50 above	00	00
Total	20	95%

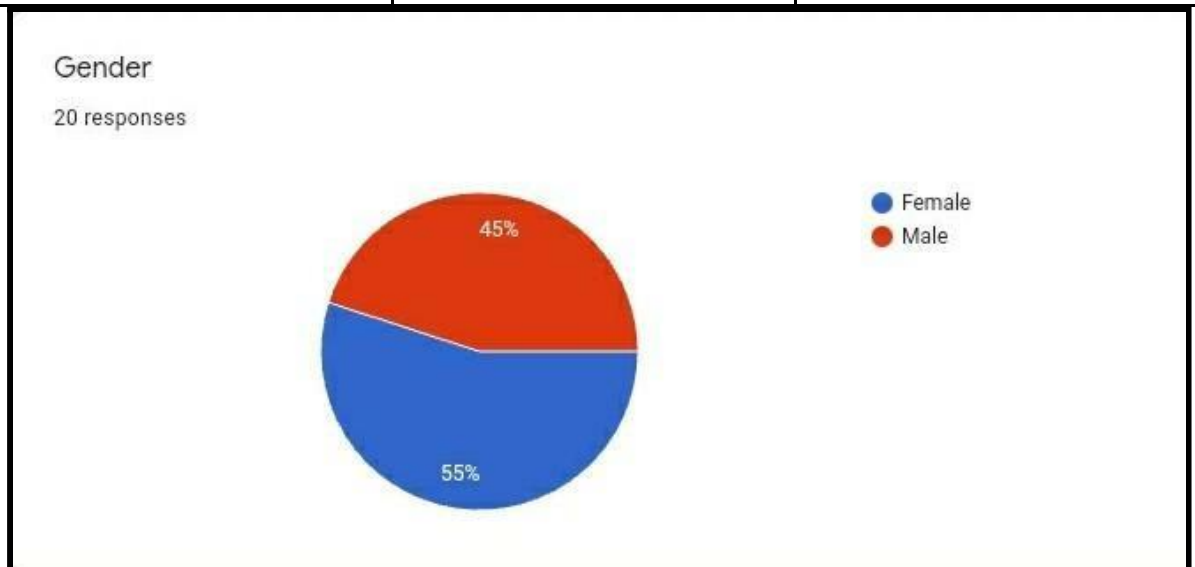


INTERPRETATION:

The above table shows that 20% of the respondents are of the age group. between 18-24, 85% of the respondents are of the age group between 24-30,of the respondents of age group between 30-40,10% and age group 40-50.

TABLE 4.3 GENDER

Particular	Sample	Percentage
Female	11	55%
Male	09	45%
Total	20	100%

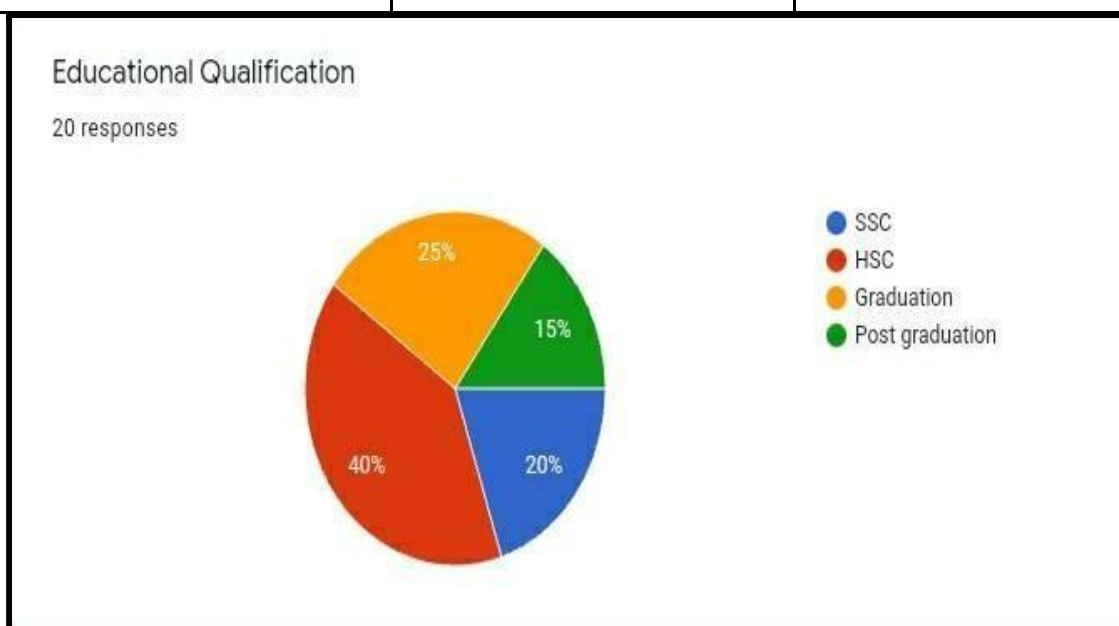


INTERPRETATION:

Observation the above table and pie chart shows that the people which I have surveyed are 45% of male and the rest 55% female.

TABLE:4.4 Educational Qualification

Particular	Sample	Percentage
Ssc	04	20%
Hsc	08	40%
Graduation	05	25%
Post graduation	03	15%
Total	20	100%

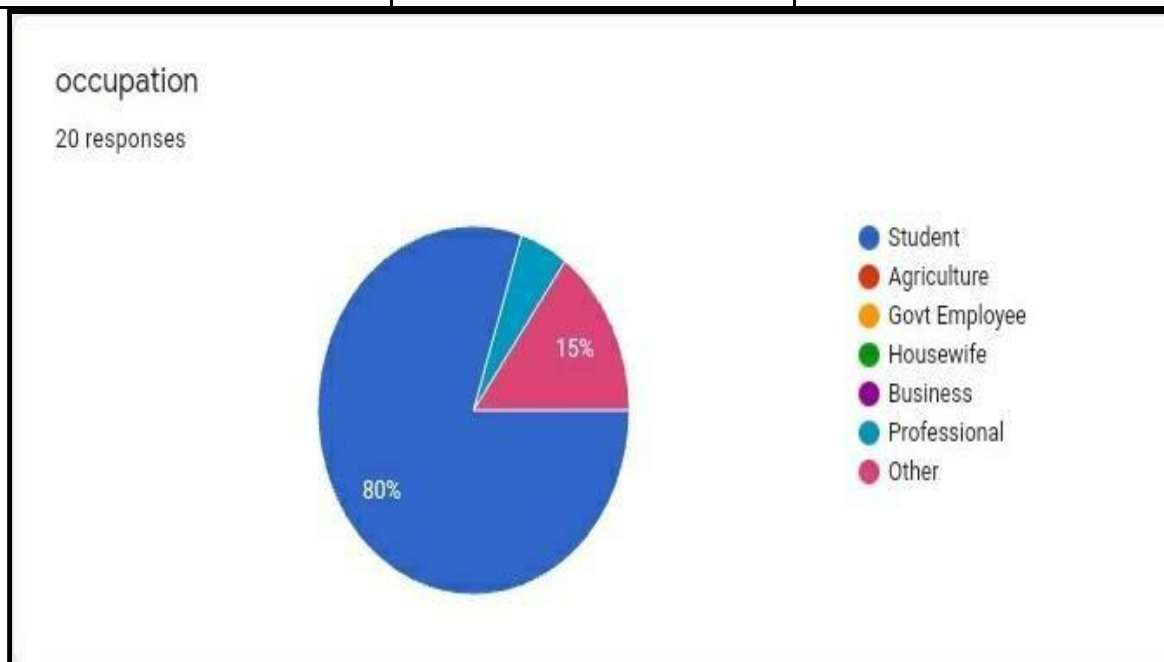


INTERPRETATION:

From The above table shows the qualifications of the respondents. According to our percentage 20% of the respondents are ssc,40% of the respondents are Below Hsc 25% of the respondents are graduations,15% of the respondents are post graduation.

TABLE:4.5 Occupation

Particular	Sample	Percentage
Student	16	80%
Agriculture	00	00
Govt Employee	00	00
Housewife	00	00
Business	00	00
Professional	01	00
Other	03	15%
Total	20	95%

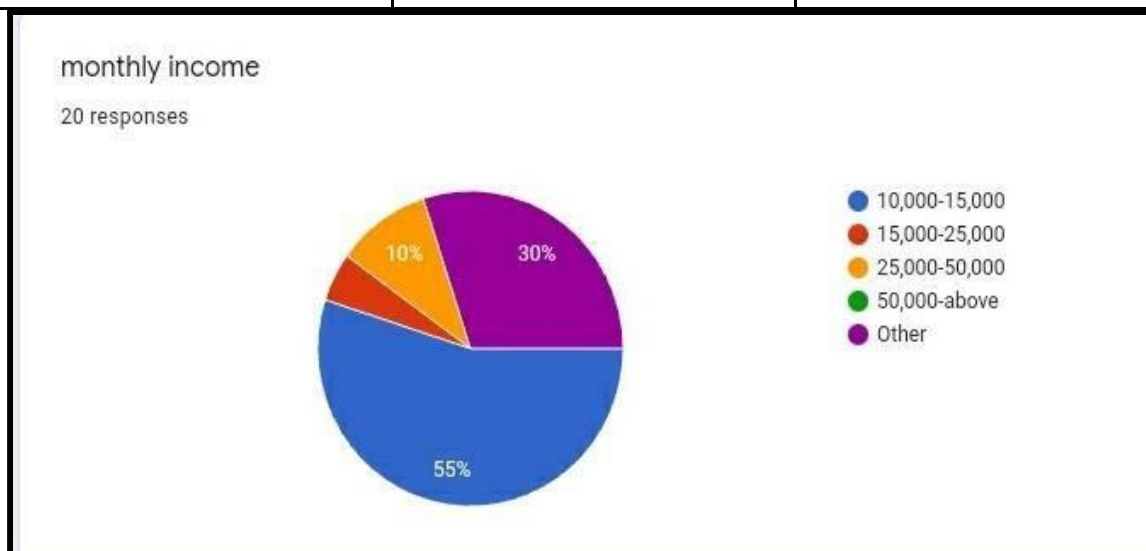


INTERPRETATION:

From the above table it was observed that 80% of the respondents have their students 15% of the respondents others.

TABLE 4.6. Monthly income

Particular	Sample	Percentage
10,000-15,000	11	55%
15,000-25,000	00	00
25,000-50,000	02	10%
50,000	00	00
Other	06	30%
Total	19	65%

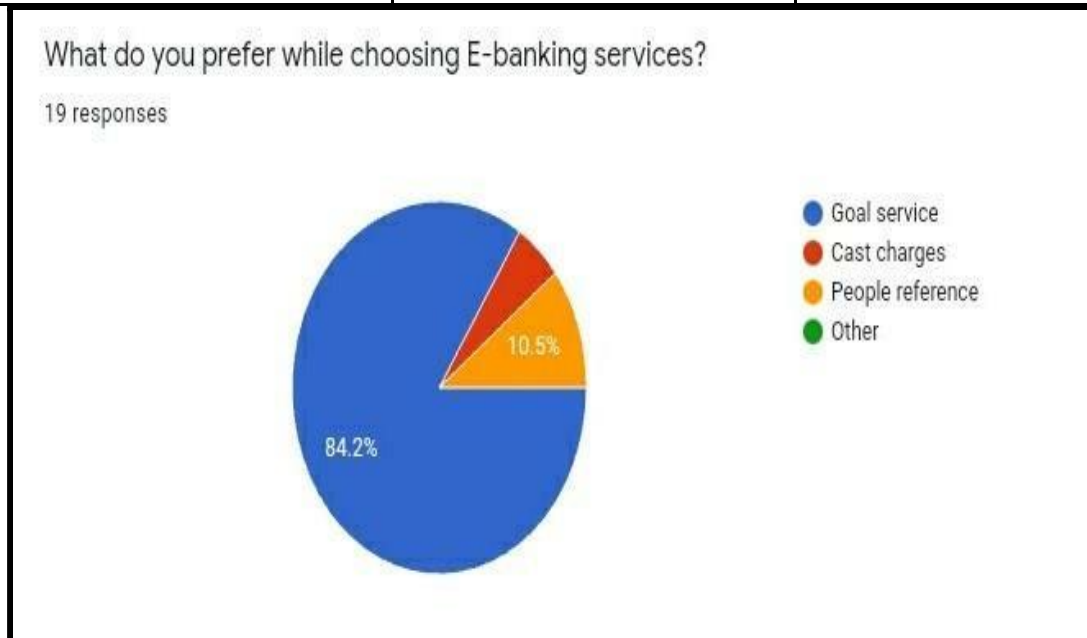


INTERPRETATION:

From the above mentioned table and pie chart it was observed that 55% of my respondents monthly family income is above 10,000-15,000% and 10% of the respondents monthly family income is 25,000 to 50,000 and 30% other.

TABLE:4.7 What do you prefer while choosing E-banking services?

Particular	Sample	Percentage
Goal service	16	84.2%
Cast charges	01	00
People reference	01	10.5%
Other	02	00
Total	20	94.7%



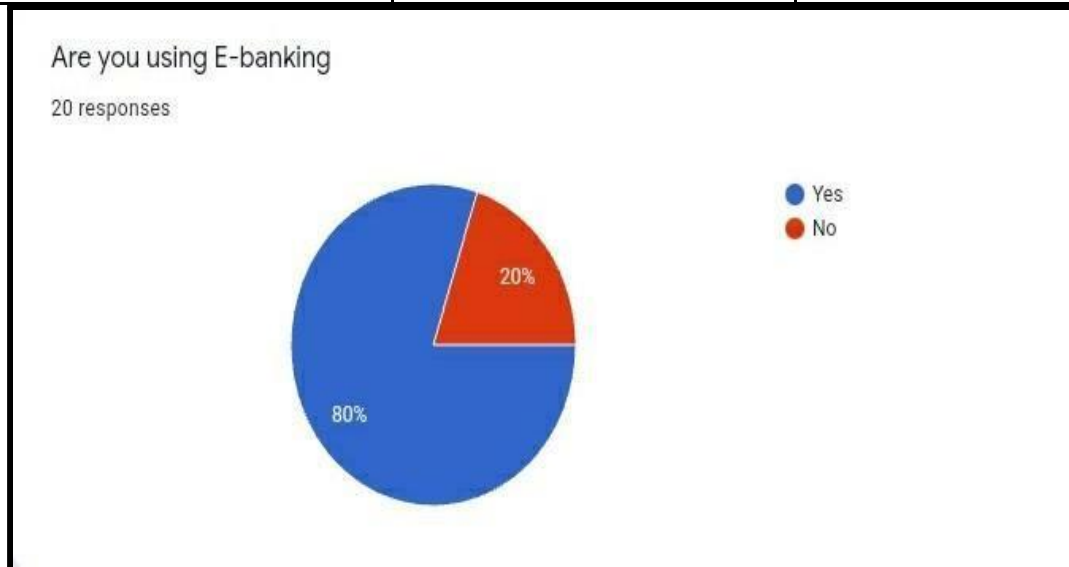
INTERPRETATION:

From the above table is shows that 19 respondents 16 (84.2%) customers

are selecting bank of Baroda because of good services 01(0%) customer are selecting bank of Baroda due to cast charges 01(10.5%) customer selecting Bank of Baroda because of other customers.

TABLE 4.8 Are you using E-banking

Particular	Sample	Percentage
Yes	16	80%
No	04	20%

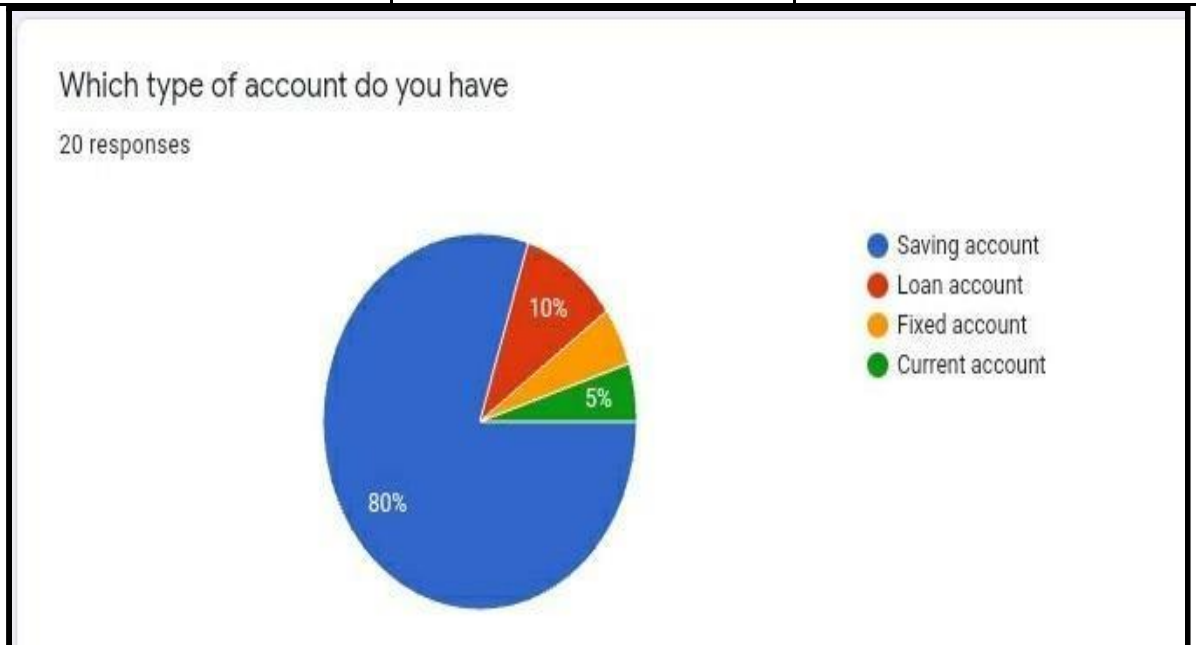


INTERPRETATION:

From the above table it shows that 20 respondents 16 (80%) customers are using E-banking services and the remaining 04 (20%) customers never using E-banking services.

TABLE.4.9 Which type of account do you have

Particular	Sample	Percentage
Saving account	16	80%
Loan account	02	10%
Fixed account	01	00
Current account	01	5%

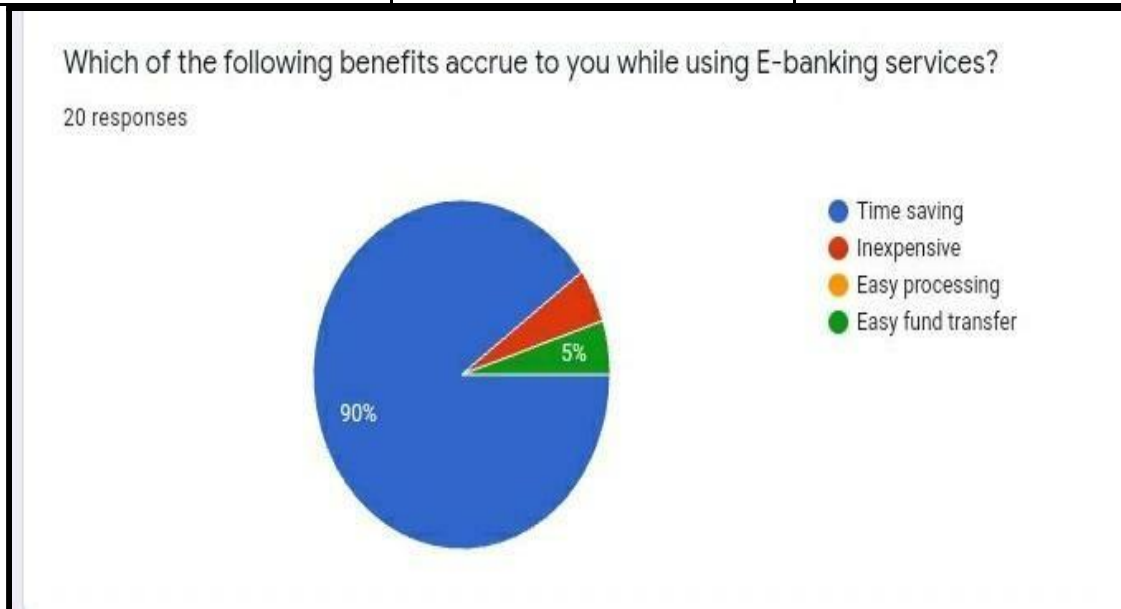


INTERPRETATION:

From the above table is shows that out of 20 respondents 16 (80%) of the sample respondents having a saving ac in hdfc bank, 02 (10%) of the respondents have loan account, 01(00) have a fixed account and 01 (5%) customers having a current account.

4.10. WHICH OF THE FOLLOWING BENEFITS ACCRUE TO YOU, WHILE USING E-BANKING SERVICES

Particular	Sample	Percentage
Time saving	18	90%
Inexpensive	01	00
Easy processing	01	00
Easy Fund Transfer	00	5%
Total	20	95%

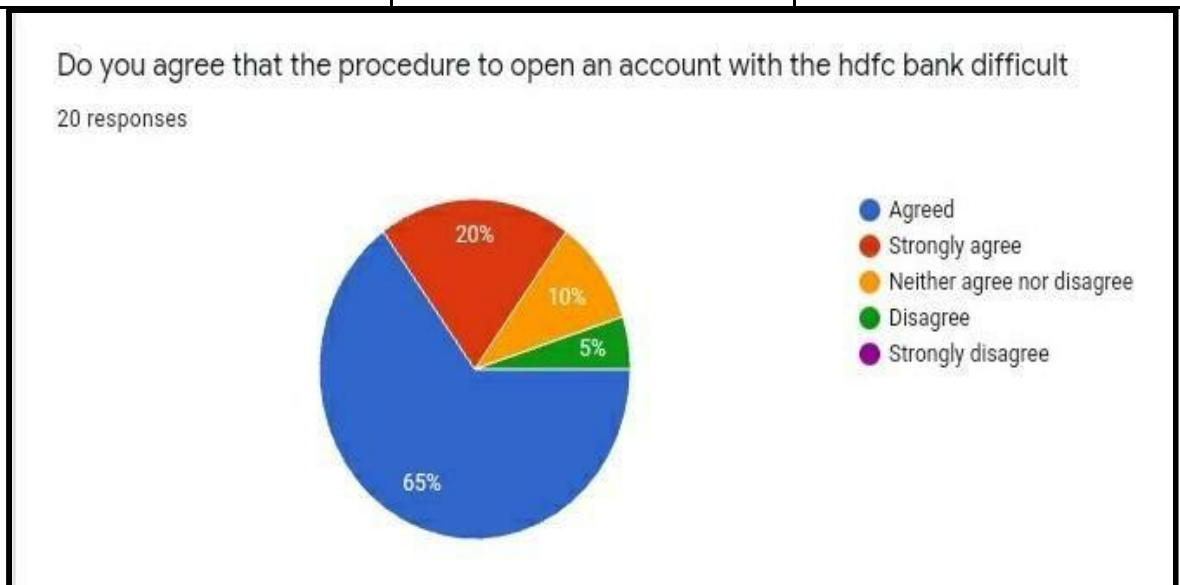


INTERPRETATION:

From the above pie chart we can see that people are thinking that time saving (90%) is very beneficial for e banking service than comes inexpensive (00%), easy processing (00%) and last comes to easy Fund Transfer (5%).

4.11.DO YOU AGREE THAT THE PROCEDURE TO OPEN AN ACCOUNT WITH THE HDFC BANK DIFFICULT

Particular	Sample	Percentage
Agreed	13	65%
Strongly Agree	04	20%
Neither Agree Nor Disagree	02	10%
Disagree	01	5%
Strongly Disagree	00	00
Total	20	100%



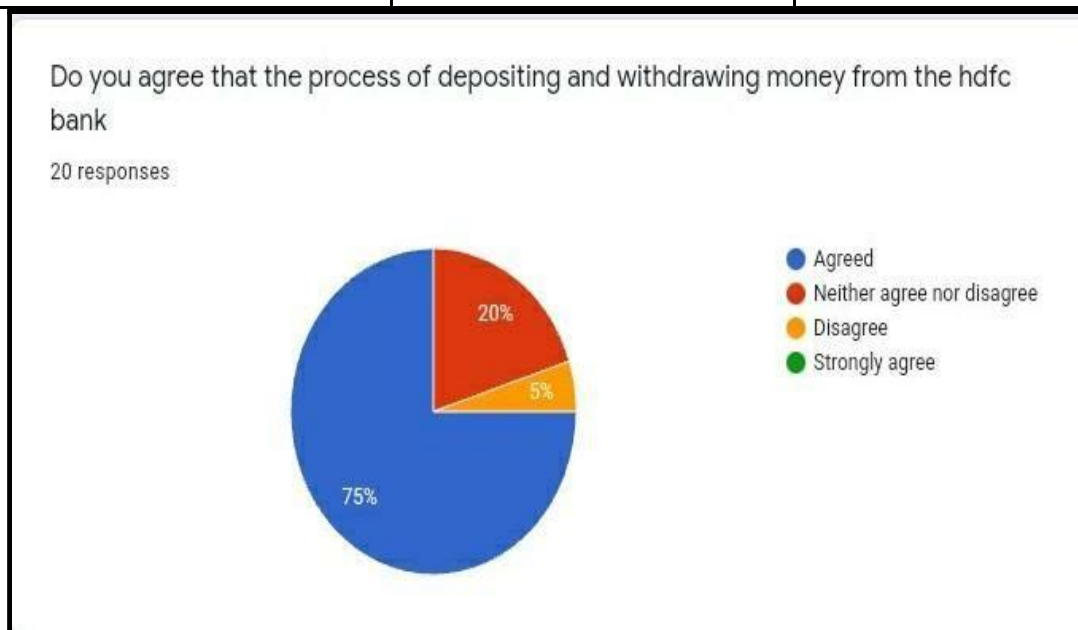
INTERPRETATION:

From the above graph it is clear that 65% / 20% of the respondents don't face any problem in the process of opening a new account. 10% respondents are neither

happy nor have any problem and remaining 5% respondents are dissatisfied with the procedure of opening a new account in the hdfc bank.

4.12. DO YOU AGREE THAT THE PROCESS OF DEPOSITING AND WITHDRAWING MONEY FROM THE HDFC BANK

Particular	Sample	Percentage
Agreed	15	75%
Strongly agree		00
Disagree	01	5%
Neither agree Nor Disagree	01	20%
Total	17	100%



INTERPRETATION:

From the above graph it is clear that 5% of the respondents feel that the process of depositing and withdrawing money from the hdfc bank isn't complex, 20% of respondents are neither happy nor have any problem.

CHAPTER:5
SUGGESTION CONCLUSION
AND
FINDING

5.1 SUGGESTIONS

- The bank need to create more awareness and give more information about e banking services to the general public
- The bank needs to inform their customers about various facilities in detail so that the general public will get the benefits.
- Every bank should provide the facility of e banking services so every needy person can get a loan online.
- Due to their intensive competitions in the banking sector, the hdfc bank should adopt better strategies to attract more customers.
- It has been seen that the majority of the loan-wishers are male. With government waiving off interest
- rates for female applicants, banks should go ahead and launch some schemes that should attract female applicants to come forward and apply for loans It has been seen that respondents were more comfortable in approaching private banks as J&K Bank and HDFC Bank for their loan preferences but few people were there out of the sample who were not happy with the ongoing thing.
- To make people aware about the safe reasons, banks should launch some advertisement plans to convey the loan schemes to broader people and get things done.
- It has been seen that personal loans are getting more taken from the applicants and the banks.
- should go ahead and get other loans a visibility thing so that people come aware about other loans that they can take as well from the banks and doing the same will give rise to other loans as well.
- It has been seen that HDFC Bank Ltd, is more preferred by the respondents in terms of getting their loan disbursed and passed.

- The respondents were more happy with the interest charges and loan disbursal process being adopted by the HDFC Bank whereas there were some customers who preferred J&K Bank's loan interest charges and disbursal process to be the best. This goes different as there are some individual differences.
- Banks should adopt simple and clean policies to make sure that the people get things done and their loans disbursed.
- It has been seen that people are a bit afraid of having online loan applications and disbursal policies. Banks should go ahead and get things done
- Banks should make the process simple with regards to the display of loan charges and interest pay offs with relation to the different clauses that one has to take care while applying for the loan.

5.2 CONCLUSION

Almost all the Banks offer similar features and facilities with their Savings accounts. There are certain reasons for existing customers of the Saving Account of any Bank to shift to another Bank. The level of service in terms of delivering whatever is promised, fast response in case of problems, is the most important benefit that the customers seek, from the Bank they have a Saving Account with Network reach and visibility of a Bank is a very important criterion for the customer while opening a Saving Account. We can also conclude from our analysis that network reach in terms of Branches and ATMs is directly proportional to the market share in case of Private

Players. In case of a new customer, if a bank approaches it first for opening a Saving Account with them, then there is a good chance for the bank of getting many future businesses and cross sales from the deal. Aggressive Marketing is the key to increasing the market share in this area, since the market has a lot of potential both in terms of the untapped market.

Financial Inclusion is delivery of banking services at an affordable cost to the vast sections of disadvantaged and low income groups. The Financial Inclusion Plan aims at providing easy access to financial services to those sections of the society who are deprived of it so far at affordable cost thereby bringing them into the mainstream financial sector. Implementation of Financial Inclusion is not a new concept for your Bank. Financial Inclusion activities are been implemented by your Bank since inception through various government sponsored programmes, lending to the poorest of the poor, lending to the minority communities, lending to SC/ST lending to priority sectors, etc. However, the RBI formalized the concept of Financial Inclusion in 2005, when it permitted rendering of banking services through Business Correspondent. At the end i would like to conclude that The Indian banking market is growing at an astonishing rate, with Assets expected to reach USSI trillion by 2010. HDFC bank had a network of 4,014 branches And 11,766 automated teller machines in 2,464 cities in India.. The majority of customers are satisfied But the bank should target the rest of

the customers who are not satisfied. The customers are aware about the bank's services but the Bank should try to create more awareness among people. HDFC Bank should lay more stress on advertisements, both in print as well as in other media for this purpose, Number of formalities should reduce, as customers feel irritated with lots of formalities and it will save. the time of customer and Bank also.

5.3 LIMITATIONS OF THE STUDY

It is said, "Nothing is perfect " and if the quote is true, I am sure that there would be few shortcomings in this project also. Sincere efforts have been made to eliminate discrepancies as far as possible but few would have remembered due to limitations of the study.

- The research was carried out in a short period.
- Limited sample size.
- The information given by the respondent might be biased some of them might not be interested to give correct information.
- Some of the respondents of the survey were unwilling to share information.

5.4 FINDING

- Majority of the customers are satisfied with HDFC Bank
- Majority of the customers are aware of services and extra services offered by HDFC Bank. But not all the services.
- The majority of the customers found services of the bank are average.
- Majority of the respondents found the bank is average in maintaining the good customer relationship.
- Majority of the respondents said that they are facing the problem of timeliness and rest are facing problems of customer relationship and infrastructure.
- The perception of the majority of the customer regarding the bank is good because majority of the customers are satisfied with the bank and they also recommend the products of the bank.
- The most preferable extra service is ATM's and the less preferable services are bills payment, net banking and phone banking.
- The majority of customers are more interested in FD's, mutual funds and saving a/cs.
- The majority of the customers are satisfied with the dealing of the officials upto some extent.
- Main factor that attract customers towards bank is the services of the bank.
- Services that are most used by the customer are saving a/c, FD's, current a/c and loans.

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APPENDIX

Questionnaire

1 Name

2. Age

A] 18-24

B] 24-30

C] 30-40

D] 40-50

E] 50 above

3. Gender

A] Male

B] Female

4. Married status

A] Married

B] single

5. Educational Qualification

A] SSC

B] HSC

C] Graduation

D] post graduation

6. Occupation

A] student

B] Agriculture

C] Govt Employee

D] House wife

E] Business

F] professional

G] other

7. Monthly income

A] 20,000-35,000

B] 51,000-65000

C] 36,000-50,000

D] 66,000-80,000

8. What do you prefer while choosing E-banking services?

A] Goal services

B] cast charges

C] people reference

D] other

9. Are you using E-banking

A] yes

B] No

10. Which type of account do you have

A] saving account

B] Loan account

C] Fixed account

D] current account

11. Which of the benefits accrue to you while using E-banking services?

A] Time saving

B] In expensive

C] Easy processing

D] Easy fund transfer

12. Do you agree that the procedure to open an account with the hdfc bank difficult

A] Agreed

- B] strongly agree
- C] Neither agree nor disagree
- D] Disagree
- E] strongly Disagree

13. Do you agree that the process of depositing and withdrawing money from the hdfc bank

- A] Agreed
- B] Neither agree nor Disagree
- C] Disagree
- D] strongly agree