A STUDY ON CUSTOMER AWARENESS AND SATISFACTION TOWARDS INDIAN OVERSEAS BANK WITH SPECIAL REFERECE TO TIRUNELVELI BRANCH

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ABSTRACT

A customer is an individual or business that purchases another company's goods or services. Most public-facing businesses compete with other companies to attract customers, either by aggressively advertising their products or by lowering prices, in an effort to expand their customer bases. We often refer to customers who have a relationship with the supplier as clients. Also people who hire the services of a professional are clients, not customers. For example a lawyer has clients. When a customer buys something, the seller immediately focuses on the next one. However, with a client, the aim is to cultivate the relationship.

INTRODUCTION

Customer service is the support you offer your customers by both before and after they buy and use your products or services that help them have an easy and enjoyable experience with you. Offering amazing customer service is important if you want to retain the existing customers and grow your business. Today customer service goes far beyond the traditional telephone support agent. It's available via email, web sites, text messages, and social media. Many companies also provide self-service support, so customers can find their own answers at any time. Customer support is more than just providing answers it is an important part of the promise your brand makes to its customers.

IMPORTANCE OF CUSTOMER SERVICE

Customer service is critically to competing effective one. The people chose which companies they did business with based on price, or goods or service offered, but today the overall experience is often the driver. A Good customer support drives an amazing customer experience, especially when your support team moves beyond just reacting to problems and toward anticipating customer's problems. When support agents are empowered to go above and beyond with customers can create winning experiences that help you stand out from the competition.

OBJECTIVES OF THE STUDY

The objectives of the study are as follows.
[1] To deduct the customer interrelation with banks.
[2] To know how far that customer is attentive regarding different services provides by the bank.
[3] To know level of satisfaction of customer from the services rendered by selected banks.

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[4] To know employees attitude regarding promoting many services and customer proceedings.
[5] To offer appropriate recommendations or suggestions for overall development based on the findings of the study.

RESEARCH METHODOLOGY

The present study is descriptive one and it is based on the customer satisfaction with services provided by in IOB. The Tirunelveli branch is considered as the geographical area for the research. Before undertaking the study in full-fledged scale, a pilot study was held in various place order to know the scope and problems involved in the present study

SOURCE OF DATA

The present study is based on both primary and secondary sources of data for collecting ideas and thoughts of the respondents relating to customer services rendered by the bank.

PRIMARY DATA

The primary data is collected with the help of structured and pre-defined questionnaire and interview schedule. The researcher should identify the educated customer he can used questionnaire and when the researcher faced illiterate customer he can used interview schedule. To get the relevant data from the respondents about the customers service rendered by the bank.

SECONDARY DATA

Secondary data is collected from previously published literature, books, articles, journals, magazines and specialized banking periodicals and various websites available in field.

SAMPLE SIZE

The size of sample greatly depends upon the type of the study undertaken and the customer satisfaction with service provided in the bank. The research sample size as 100is based on convenience.

SAMPLING

Simple Technique is the basic one of all scientific samples. It is the basic probability sampling design. All other methods of scientific sampling are variations of the sampling random sampling. Simple random sampling refers to the sampling technique in which each and every item or each sample combination in the whole population has on equal and independent chance being included in the sample. The underlying principle of a random sample is that the personal is eliminated in the selection of the sample as the investigation does not exercise his discretion in the choice of services.

PERIOD OF THE STUDY

The study period is not quite enough to measure the customer satisfaction regarding the services provided by the sample units.

CHI SQUARE AND CORRELATION ANALYSIS:

Influence Of Gender On Customer Service Awareness And Utility

Chi Square Test & Correlation: Impact of Gender on Customer Service Awareness and Utitlity

GENDER * CUSTOMER SERVICE AWARENESS			
Pearson Chi-Square	30.286[a]	4	.000
Pearson's R	-.158		.000[c]

From the above Table it is clear that the chi square and correlation analysis is made to measure the impact of gender on the customer service awareness and utility of the respondents between the various services such as deposits, loans, discounting of bills, collection of cheques etc.

As regards the deposits is concern the chi square value is 15.124 and the significant value is 0.004 which is less than 0.05 and so it is significant. Hence we accept the alternate hypothesis and reject null hypothesis and conclude that there is association between gender and deposit service awareness of the bank and regarding the correlation value (R) is 0.018 there is a positive correlation

between gender and deposit service awareness of the bank and there is no significant relation between the deposit and gender.

Regarding loans the chi square value is 7.154 and the significant value is 0.128 which is greater than 0.05 and so it is not significant. Hence we accept the null hypothesis and reject alternate hypothesis and determine that there is no association between gender and loan service awareness of the bank and R value is -0.081 there is a negative correlation between gender and loan service awareness and there is no significant relationship between gender and loan service awareness of the bank.

Regarding discounting of bills the chi square value is 3.502 and the significant value is 0.478 which is greater than 0.05 and so it is not significant. Hence we accept the null hypothesis and reject alternate hypothesis and determine that there is no association between gender and discounting of bills service awareness of the bank and R value is -0.060 there is a negative correlation between gender and discounting of bills service awareness and there is no significant relationship between gender and discounting of bills service awareness of the bank.

As regards the collection of cheques is concern the chi square value is 31.092 and the significant value is 0.000 which is less than 0.05 and so it is significant. Hence we accept the alternate hypothesis and reject null hypothesis and conclude that there is association between gender and collection of cheques service awareness of the bank and regarding the correlation value (R) is -0.184 there is a negative correlation between gender and collection of cheques service awareness of the bank and there is significant relation between the collection of cheques and gender.

Regarding ATM/Debit cards the chi square value is 5.414 and the significant value is 0.247 which is greater than 0.05 and so it is not significant. Hence we accept the null hypothesis and reject alternate hypothesis and determine that there is no association between gender and ATM service awareness of the bank and R value is -0.016 there is a negative correlation between gender and ATM service awareness and there is no significant relationship between gender and ATM service awareness of the bank.

As regards the credit card service is concern the chi square value is 11.497 and the significant value is 0.022 which is less than 0.05 and so it is significant. Hence we accept the alternate hypothesis and reject null hypothesis and conclude that there is association between gender and credit card service awareness of the bank and regarding the correlation value (R) is -0.049 there is a negative correlation between gender and credit card service awareness of the bank and there is no significant relation between the credit card services and gender.

As far as the safety locker facility service is concern the chi square value is 17.376 and the significant value is 0.002 which is less than 0.05 and so it is significant. Hence we accept the alternate hypothesis and reject null hypothesis and conclude that there is association between gender and safety locker facility service awareness of the bank and regarding the correlation value (R) is -0.00023 there is a negative correlation between gender and safety locker facility service awareness of the bank and there is no significant relation between the safety locker facility services and gender.

As far as the E-banking/NEFT service is concern the chi square value is 22.240 and the significant value is 0.000 which is less than 0.05 and so it is significant. Hence we accept the alternate hypothesis and reject null hypothesis and conclude that there is association between gender and E-banking service awareness of the bank and regarding the correlation value (R) is -0.149 there is a negative correlation between gender and e-banking facility service awareness of the bank and there is significant relation between the e-banking services and gender.

As regards the ECS (Electronic Clearing Service) is concern the chi square value is 17.482 and the significant value is 0.002 which is less than 0.05 and so it is significant. Hence we accept the alternate hypothesis and reject null hypothesis and conclude that there is association between gender and ECS system awareness of the bank and regarding the correlation value (R) is -0.030 there is a negative correlation between gender and ECS system awareness of the bank and there is no significant relation between the ECS system and gender.

As regards the Portfolio management services is concern the chi square value is 17.146 and the significant value is 0.002 which is less than 0.05 and so it is significant. Hence we accept the alternate hypothesis and reject null hypothesis and conclude that there is association between gender and portfolio management services awareness of the bank and regarding the correlation value (R) is -0.141 there is a negative correlation between gender and portfolio management service awareness of the bank and there is significant relation between the portfolio management service awareness and gender.

As regards the underwriting services is concern the chi square value is 17.708 and the significant value is 0.001 which is less than 0.05 and so it is significant. Hence we accept the alternate hypothesis and reject null hypothesis and conclude that there is association between gender and underwriting services awareness of the bank and regarding the correlation value (R) is -0.168 there is a negative correlation between gender and underwriting service awareness of the bank and there is significant relation between the underwriting service awareness and gender.

So it is clear that as far as the overall customer service awareness is concern the chi square value is 30.286 and the significant value is 0.000 which is less than 0.05 and so it is significant. Hence we accept the alternate hypothesis and reject null hypothesis and conclude that there is association between gender and over all service awareness of the bank and regarding the correlation value (R) is -0.158 there is a negative correlation between gender and overall customer service awareness of the bank and there is no significant relation between the overall customer service awareness and gender.

SUGGESTIONS

From the above findings of the study the following suggestions were given to the bank

- ❖ The customer satisfaction regarding the various services provided, CRM practices, updation of modern technology, customer accessibility to banks and customer grievances and redressal must be improved.
- ❖ Proper queue system to be followed to avoid waiting time of the customers by issuing token systems.

CONCLUSION

Each and every individual must have bank accounts to receive the financial subsidies offered by the Government. People ought to have PC learning or information of cell phone to appreciate the genuine advantage of e-banking administrations. Customers in rural areas are looking for help of intermediaries to avail the benefit of the banking facilities and that will bear an extra expense to avail such facilities. To stay away from such a circumstance, it is the obligation of the Government and social foundations and associations to instruct the people to acquire information of PCs and cell phones for banking. In this unique situation, investors must be very much aware of the changing needs and prerequisites of the considerable number of fragments of clients while creating development in banking to fulfill the client's advantage. These service channels are intended for bank clients and subsequently their degree of fulfillment is to be estimated intermittently to improve the services offered to the customers.

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