

Project Report (17MBAPR407)

on

“A Study on Customer Satisfaction at HDFC Bank, Vijayapura”

BY

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1AY17MBA45

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

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EXTERNAL GUIDE

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March 2019



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This is to certify that **Rudolf Shetty** (1AY17MBA45), MBA student of Acharya Institute of Technology, Bangalore has successfully completed the internship entitled “ **Study on Customer Satisfaction HDFC Bank**” Vijayapur, for period of 06 weeks i.e. from 03rd January 2019 to 16th February 2019.He has worked satisfactorily towards completion of project assigned to him.

During the course of training we found him sincere, enthusiastic and punctual, well behaved and obedient in nature.

We wish all the best for his future.

Authorized person

Place: Vijayapur

A handwritten signature in blue ink is written over a circular blue stamp. The stamp contains the text 'HDFC BANK' and 'VIJAYAPUR'.



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 04/04/2019

CERTIFICATE

This is to certify that **Mr. Rudolf Shetty** bearing USN **1AY17MBA45** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Customer Satisfaction at HDFC Bank, Vijayapura**” is prepared by him under the guidance of **Prof. Suhas Patel**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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DECLARATION

I, **Rudolf Shetty**, hereby declare that the Project report entitled "Study on Customer Satisfaction" with reference to "HDFC Bank Vijayapura" prepared by me under the guidance of Mr. Suhas Patel, Assistant Professor Department of MBA, Acharya Institute of Technology and external assistance by Mr. S.M.Nimbal, Deputy Manager, HDFC Vijayapura. I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Place: Bengaluru
Date: 08/04/2019



Signature of the student

ACKNOWLEDGEMENTS

I wish to express my sincere thanks to our respected Principal **Dr. Prakash M R**, beloved Dean-Academics, **Dr.Devarajaiah R M**, and deep sense of gratitude to **Dr.M MBagali**, HOD, MBA, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Project.

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Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bengaluru

Date: 08/04/2019

Rudolf Shetty

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TABLE OF CONTENTS

CHAPTERS	TITLES	PAGE NUMBERS
1	INTRODUCTION	1 – 21
1.1	INTRODUCTION	1 – 2
1.2	INDUSTRY PROFILE	2 – 7
1.3	COMPANY PROFILE	7 – 21
2	CONCEPTUAL BACKGROUND & LITERATURE REVIEW	22 – 35
2.1	THEORETICAL BACKGROUND OF THE STUDY	22 – 29
2.2	LITERATURE REVIEW WITH RESEARCH GAP	30 – 35
3	RESEARCH DESIGN	36 – 41
3.1	STATEMENT OF THE PROBLEM	36
3.2	NEED FOR THE STUDY	36
3.3	OBJECTIVES OF THE STUDY	36
3.4	SCOPE OF THE STUDY	37
3.5	RESEARCH METHODOLOGY	37
3.6	HYPOTHESES	39
3.7	LIMITATIONS OF THE STUDY	40
3.8	CHAPTER SCHEME	40 – 41
4	ANALYSIS & INTERPRETATION	42 – 64
5	FINDINGS, SUGGESTIONS AND CONCLUSION	65 – 67
5.1	FINDINGS	65
5.2	SUGGESTIONS	66
5.3	CONCLUSION	67
	BIBLIOGRAPHY	68 – 71
	QUESTIONNAIRE	72 – 77

LISTS OF TABLES

TABLE NUMBERS	PARTICULARS	PAGE NUMBERS
1.1	Table showing scheduled commercial banks	5
1.2	Table showing scheduled cooperative banks	5
1.3	Table showing personal banking products and services	10 – 11
1.4	Table showing wholesale banking products and services	12
1.5	Table showing NRI services	13 – 14
1.6	Table showing competitors information	16
1.7	Table showing financial statement	20 – 21
2.1	Table showing literature review with research gap	30 – 35
3.1	Table showing the hypotheses testing	39
4.1	Table showing gender of the respondents	42
4.2	Table showing age of the respondents	43
4.3	Table showing occupation of the respondents	44
4.4	Table showing income of the respondents	45
4.5	Table showing preferred bank of the respondents	46
4.6	Table showing preferred product or service	47
4.7	Table showing how the staff are on the basis of skills and knowledge	49
4.8	Table showing how the staff are on the basis of being friendly and behaving in a courteous manner while dealing	50
4.9	Table showing how the staff are on the basis of behaving professional and having a pleasing and presentable appearance	51
4.10	Table showing how the staff are on the basis of listening and responding to the needs on	52

	time	
4.11	Table showing the appearance of the branch	53
4.12	Table showing if the branch has sufficient and comfortable seating arrangements	54
4.13	Table showing if the branch has sufficient customer representatives	55
4.14	Table showing if the branch has convenient working hours and is located at the right location	56
4.15	Table showing HDFC Bank's online banking channels	57
4.16	Table showing the satisfaction of the number of online service	58
4.17	Table showing how are the services offered by HDFC Bank	59
4.18	Table showing the dealing with HDFC Bank officials	60
4.19	Table showing problems faced by the customers	61
4.20	Table showing if the customer would recommend HDFC Bank to someone	62
4.21	Table showing how good is the bank on the basis of maintaining good customer relationship	63
4.22	Table showing overall satisfaction level	64

LISTS OF CHARTS

CHART NUMBERS	PARTICULARS	PAGE NUMBERS
4.1	Chart showing gender of the respondents	42
4.2	Chart showing age of the respondents	43
4.3	Chart showing occupation of the respondents	44
4.4	Chart showing income of the respondents	45
4.5	Chart showing preferred bank of the respondents	46
4.6	Chart showing preferred product or service	48
4.7	Chart showing how the staff are on the basis of skills and knowledge	49
4.8	Chart showing how the staff are on the basis of being friendly and behaving in a courteous manner while dealing	50
4.9	Chart showing how the staff are on the basis of behaving professional and having a pleasing and presentable appearance	51
4.10	Chart showing how the staff are on the basis of listening and responding to the needs on time	52
4.11	Chart showing the appearance of the branch	53
4.12	Chart showing if the branch has sufficient and comfortable seating arrangements	54
4.13	Chart showing if the branch has sufficient customer representatives	55
4.14	Chart showing if the branch has convenient working hours and is located at the right location	56
4.15	Chart showing HDFC Bank's online banking channels	57
4.16	Chart showing the satisfaction of the number of online service	58
4.17	Chart showing how are the services offered by HDFC Bank	59
4.18	Chart showing the dealing with HDFC Bank officials	60
4.19	Chart showing problems faced by the customers	61
4.20	Chart showing if the customer would recommend HDFC Bank to someone	62
4.21	Chart showing how good is the bank on the basis of maintaining	63

	good customer relationship	
4.22	Chart showing overall satisfaction level	64

EXECUTIVE SUMMARY

This report includes an organizational study on HDFC Bank - Vijayapura. The title of the report is "CUSTOMER SATISFACTION at HDFC Bank".

This report provides general information about the banking sector and HDFC company profile. It also includes information that customers know about HDFC Bank's services and products.

Through the following study customer satisfaction at HDFC Bank was found.

A structured questionnaire was the methodology adopted in the study. In which different people in and around HDFC Bank - Vijayapura were targeted. In this study, I took a sample of 100 people. The data collected at sample size 100 is thoroughly analyzed and displayed in tabular and graphical form.

Business loans, credit cards, personal loans, debit cards, educational loans, fixed deposits, savings accounts, gold loans, home loans, bank loan against property and car loans are some of the popular products offered by HDFC Bank.

The two main reasons people invest in banks are security and returns. Indian consumers have a mistaken perception of private banks - they think it's not safe. This perception can be changed by satisfying consumers and making them feel safe when it comes to banking.

Empower employees, provide excellent self-service support, segment customers and create personalized customer experiences, stay consistent with all points of contact, educate customers on financial literacy, improve financial technology and not be just a lender, but also be a advisor for small businesses. These are some ways in which customer satisfaction levels could be increased at HDFC Bank.

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

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 a 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 service.

1.2 INDUSTRY PROFILE

Introduction of Banking

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 the job well done. They provide savings accounts, deposits and loans using these deposits.

History of Banking in India

Phase - I

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 Indi launched and founded European shareholders and individual shareholders.

The first exclusive bank in India was the Allahabad Bank and 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, 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, in accordance with 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.

Phase - II

After independence, 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 the year 1969.
- In 1971 credit guarantee companies were established.
- Local rural bank was created in 1975.
- Seven banks with more than 200 deposits were nationalized in 1980.

After 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.

Phase III

At this point, there was an introducing 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 rate, high foreign exchange, capital accounts but are not yet fully convertible. Banks and their clients have limited exposure to currency risk.

Indian Scheduled Banks

TABLE NO – 1.1 (A) Scheduled Commercial Banks in India.

Public sector Banks (29)	Private sector Banks (28)	Foreign Banks in India (30)	Regional Rural Bank (103)
<ul style="list-style-type: none">• Other Public Sector Banks (PNB)• Nationalized Bank• State Bank of India and its Associates			

TABLE NO – 1.2 (B) Scheduled Cooperative Banks in India.

(55) Scheduled Urban Cooperative Banks	(31) Scheduled State Cooperative Banks
---	---

There is competition between private banks. In the banking sector there are a total of twenty seven private sector banks. Eight of these are new, actively selling products and introducing advanced technology, and the remaining 19 are former private sector banks. These days there is always a competition between the new private sector bank and public sector banks. The new personal space will be referred to the bank created in the 1990s in accordance with the guidelines of the Narasimham Committee Bank.

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 in 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 the 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 in order 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.

Growth of Foreign Banks in India

There will be more names added to the list of foreign banks of India by 2019 to 2020. The best private bank in the world is the UBS Bank Swiss by EURO Money.

Following are the foreign banks to establish their business in India.

- **Kookmin Bank South Korea**
- **Royal Bank of Scotland**
- **Nonghyup Bank**
- **Netherlands Cooperative Rabo Bank**
- **Industrial and Commercial Bank of China**
- **US-based GE Capital**
- **Credit Suisse Group**
- **Switzerland's UBS**

1.2 COMPANY PROFILE

HDFC BANK

The Reserved Bank of India approved "in principle" the first housing development company in the year 1944, HDFC who were the first among the others to establish a private sector bank as part of the liberal Indian banking sector by RBI. . On August 1944, it was registered with an office based Mumbai and received the name of "HDFC bank limited". In January 1995, HDFC Bank began operating as a planned commercial bank.

HDFC is proud of its incredible performance not only in India but also in other international markets. It is well known as the premier executive housing finance company in India. To be the leader in mortgage credit market the company has maintained a reliable growth from its inception in 1977. HDFC has secured a broad client base from the corporate sector for its home-based credit facilities and retail mortgage expertise in advanced and other market segments. It is

well positioned to promote the bank in the Indian market because of its strong market reputation and its highly qualified experience in the financial markets.

In 1995, the facile mission, ‘World Class Indian Bank’ had been the starting point for the HDFC bank to begin its operations. They soon came to the realisation that an individually driven mind that put great emphasis on the product quality and service excellence would be the only way to achieve their mission. As for today, the bank can proudly declare that they are not far from reaching their goals.

Promoters

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.

Products & Services Profile

PERSONAL BANKING

TABLE NO – 1.3

Loan Product	Deposit Product	Investment & Insurance
<ul style="list-style-type: none">• Construction Equipment• Health Care• Vehicles• Home loans• Retail business banking• Loan Against Property• Personal loan• Auto Loan• Loan Against Security• Credit card• 2-wheeler• Education• Gold• Commercial• Tractor• Working Capital Finance	<ul style="list-style-type: none">• Safe Deposit Lockers• Fixed deposit• Demat a/c• Saving a/c• Current a/c	<ul style="list-style-type: none">• Knowledge Centre• Equity and Derivatives• Mudra Gold Bar• Insurance• Mutual Fund• Bonds• General and Health Insurance

Cards	Payment Services	Access To Bank
<ul style="list-style-type: none"> • Credit Card • Debit Card • Prepaid Card 	<ul style="list-style-type: none"> • Net Safe • E–Money Electronic Funds Transfer • Online Payment for Direct Tax • Merchant • Prepaid Refill • Direct Pay • Visa Money Transfer • Bill pay • Visa Bill pay • InstaPay 	<ul style="list-style-type: none"> • Instant Alert Mobile Banking • ATM • Phone Banking • Net Banking • One View • Branch Network • Email Statements
<p style="text-align: center;">Forex Services</p>		
<ul style="list-style-type: none"> • Product & Services • Forex service Branch Locater • RBI Guidelines • Trade Services 		

WHOLESALE BANKING

TABLE NO – 1.4

Corporate	Small and Medium Enterprises	Financial Institutions and Trusts
<ul style="list-style-type: none"> • Funded Services • Internet Banking • Non Funded Services • Value Added Services 	<ul style="list-style-type: none"> • Specialized Services • Funded Services • Internet Banking • Non Funded Services • Value added services 	<p style="text-align: center;"><u>BANKS</u></p> <ul style="list-style-type: none"> • Fund Transfer • ATM Tie-ups • Clearing Sub-Membership • Tax Collection • RTGS – sub membership • Corporate Salary a/c <p>Trusts</p> <p>Stock Brokers</p> <p>Insurance Companies</p> <p>Financial Institutions</p> <p>Mutual Funds</p> <p>Commodities Business</p>

NRI SERVICES

TABLE NO – 1.5

Accounts & Deposits	Remittances
<ul style="list-style-type: none"> • Accounts for Returning Indians • Rupee Saving a/c • Foreign Currency Deposits • Rupee Current a/c • Rupee Fixed Deposits 	<ul style="list-style-type: none"> • Africa • North America • South East Asia • Middle East • UK • Europe • Others
	<p>Cheque Lockbox</p> <p>Funds Transfer Cheques/DDs/TCs</p> <p>India Link</p> <p>Quick remit</p> <p>Telegraphic/Wire Transfer</p>
Investment & Insurances	Loans

<ul style="list-style-type: none"> • Private Banking • Portfolio Investment Scheme • Mutual Funds • Insurance 	<ul style="list-style-type: none"> • Loans Against Deposits • Home Loans • Gold Credit Card • Loans Against Securities
<p>Payment Services</p>	<p>Access To Bank</p>
<ul style="list-style-type: none"> • Net Safe • Online Donation • Direct Pay • Visa Money • Bill Pay • InstaPay 	<ul style="list-style-type: none"> • InstaAlert • ATM • Net Banking • One View • Email Statements • Branch Network • Phone Banking

Areas of Operation

- All over India. (Headquartered in Mumbai, Maharashtra)
- Bahrain
- Hong Kong
- Dubai

Key Executives

Abhay Aima - Group Head

Aditya Dhananjai Kumat - Senior Manager

Aditya Puri - CEO

Aditya Puri - Managing Director

Ankush Pitale - Executive Vice President

Arup Kumar Rakshit - Senior Executive Vice President

Cheshta Chopra Sharma - Vice President

Kaizad Bharucha - Executive Director

Keki Mistry - Director

Malay Patel - Director

MD Ranganath - Addnl. & Ind.Director

Rajesh Kumar Rathanchand - Group Head

Ravi Narayan - Group Head

Samrat Bose - Senior Vice President

Sashidhar Jagdishan - Chief Financial Officer

Shyamala Gopinath - Chairperson

Silvestre Anthony Pereira - Vice President

Srikanth Nadhamuni - Director

Umesh Chandra Sarangi - Director

Vitthal Mangesh Kulkarni - Senior Vice President

Competitors Information

TABLE NO – 1.6

Company	Leadership	CEO Score	Employees	Total funding	Revenue
HDFC BANK	Aditya puri CEO	87/100	94,907(2018)	\$ 3.1 B	\$ 8.7 B
KOTAK MAHINDRA BANK	Uday S kotak CEO	76/100	33,013(2017)	\$250 M	\$ 4.3 B
IDBI BANK	Rakesh Sharma CEO	88/100	27,570 (2016)	\$783.5 M	\$ 3.4 B
IDFC BANK	V.Vaidyanathan CEO	88/100	7043 (2018)	-	\$ 1.4 B
INDUSIND BANK	Romesh Sobti CEO	95/100	25314 (2017)	\$925 M	\$ 3.5 B
SBI	Hardayal Prasad CEO	81/100	264041(2018)	-	\$ 573.1 M
AXIS BANK	Amitabh Chaudhry CEO	86/100	59,600 (2018)	\$1.9 B	\$ 2.3 B
TATA CAPITAL	Rajiv Sabharwal CEO	90/100	3407	-	\$ 81.6 M
ICBC	Gu Shu President	--	461749(2016)	\$500 M	\$ 104 B
ADITYA BIRLA NUVO	Lalit Naik Managing Director	56/100	20250	-	\$ 28.4 B
AU ALL SMALL FINANCE BANK	Sanjay Agarwal Managing Director	77/100	8515(2017)	\$ 46 M	\$ 45M

SWOT Analysis

Strength

- The second largest private bank in India is HDFC. Across India this private sector has 13,160 automated teller machines HDFC Bank is successfully running 4,963 branches in 2,727 cities.
- HDFC ATM bank cards are a popular choice online transactions and shopping, one of the reasons being that the cards are internationally compatible with all MasterCard/ Visa, Visa electron / Maestro and American express cards. In comparison to other private banking branches HDFC have a high of customer satisfaction rate.
- HDFC provides highly skilled staff who are able to help customers make sensible investments. Working in private banking can be a stressful and draining job however the attrition rates at HDFC making it one of the better companies to work for within the private banking sector.
- HDFC has a good recognition among the people and they have received a lot of awards:-
- The guidance of HDFC Bank's financial advisors are good when it comes to guide the customers to make the right investments.

Weakness

- In contrast, HDFC still have difficulties with competitors for example in rural areas ICICI bank has a stronger presence and popularity.
- Individuals using private banking in rural areas feel safe and secure with their bank, which makes it difficult for HDFC to be considered for banking with them.
- HDFC has created doubt in investors' minds and may have lost out on investors due to their constant increasing and decreasing of share prices.
- There is lack in performance in the banks product categories and it is not reached in the market.
- High end clients are only been focused by the banks. Middle class and others are been ignored most of the time.

Opportunities

- When it comes down to debt HDFC have more opportunities compared to the other government banks this is due to the fact that they have worked to recover from its bad debt and improve its bad debt portfolio.
- HDFC have many branches in different countries and continue to prosper and gain more opportunities abroad.
- The company has the opportunity for a growth in profit rate, due to the fact that the assets quality parameters are beneficial when compared to government banks.
- Due to strong financial positions there are greater scope for acquisitions and strategic alliances.

Threats

- ICICI still remain a threat to HDFC which makes it difficult to widen market share.
- Government banks are constantly working on ways to become more modernized which is increasing the competition between government and private banks such as HDFC.
- Foreign banks have received up to 74% from the RBI for bank investments within India this will threaten banks such as HDFC
- Private Banks, new age banks and non-banking financial companies are increasing in India.
- There is an increase of 0.18% to 0.20% in the non-performing assets (NPA) of HDFC. Even though it is a minor change in terms of financial health of the bank it isn't a good sign.

Future Growth & Prospects

HDFC Bank has increasing net profit of 20% year on year backed by robust growth in loan book. They are one of the most profitable private institution banks and one of the largest. There is an increase in the net interest income of 22% and a stable net interest margin of 4.3%. Further there was an increase in the Non-interest income of 27% YoY

Additionally there is a massive growth in the bank's operating leverage. Significantly there is a decline in its core cost-to-income of 39.5% as against 41.2%. There is a controlled growth in the digital initiatives and branch network. HDFC Bank made some contingent provisions on its agriculture lending books which leads to the increase in the provisions by 64% YoY.

In comparison to the year 2017 there is an increase of 24% in the total advances in the year December 2018 as HDFC Bank reported total advances of Rs780, 951 Cr. There is a robust growth of 24% each in the domestic retail and corporate in total advances. The Bank continues to grow its loan book at much ahead of system and their performance is commendable.

There is a growth of 13% YoY in Banks current and savings account compared to the growth in time deposits was much stronger as there is an increase of 29% YoY. Due to this the CASA ratio declined slightly to 41% as compared to 42% in last quarter. At the end of December 2018 the impeccable asset quality with gross and net non-performing assets are at 1.4% and 4% respectively. The bank is maintaining this continuously.

For many years HDFC Bank has been the most consistent performer on the street. They are the most profitable bank and they are continuously growing day by day and they are delivering earnings growth in the high-teens. Ahead of the industry the growth of the loan is continuously strong, its margin is steady and asset quality remains as pristine as ever. Not only withstanding its huge size, HDFC Bank is also gaining market share at a growing pace aiding sustainable high earning growth.

Financial Statement

TABLE NO – 1.7

	31/03/18	31/03/17	31/03/16	31/03/15	31/03/14
Capital and Liabilities:					
Total Share Capital	519.0	512.5	505.6	501.3	479.8
Equity Share Capital	519.0	512.5	505.6	501.3	479.8
Reserves	105,775.9	88,949.8	72,172.1	61,508.1	42,998.8
Net Worth	106,295.0	89,462.3	72,677.7	62,009.4	43,478.6
Deposits	788,770.6	643,639.6	546,424.1	450,795.6	367,337.4
Borrowings	123,104.9	74,028.8	53,018.4	45,213.5	39,438.9
Total Debt	911,875.6	717,668.5	599,442.6	496,009.2	406,776.4
Other Liabilities & Provisions	45,763.7	56,709.3	36,725.1	32,484.4	41,344.4
Total Liabilities	1,063,934.3	863,840.2	708,845.5	590,503.0	491,599.5
	31/03/18	31/03/17	31/03/16	31/03/15	31/03/14
Assets					
Cash &	104,670.4	37,896.8	30,058.3	27,510.4	25,345.6

Balances					
Balance with Banks, money at Call	18,244.6	11,055.2	8,860.5	8,821.0	14,238.0
Advances	658,333.0	554,568.2	464,593.9	365,495.0	303,000.2
Investments	242,200.2	214,463.3	163,885.7	166,459.9	120,951.0
Gross Block	3,607.2	3,626.7	3,343.1	3,121.7	2,939.9
Net Block	3,607.2	3,626.7	3,343.1	3,121.7	2,939.9
Other Assets	36,878.7	42,229.8	38,103.8	19,094.9	25,124.6
Total Assets	1,063,934.3	863,840.2	708,845.5	590,503.0	491,599.5

CHAPTER 2: CONCEPTUAL BACKGROUND & LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY

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:-

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 a 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.

Reliability

Reliable to its customers is the main foundation of a company. By responding quickly to questions or problems, keeping promises, providing replacement products or services in a timely fashion indicate to customers that the company is committed to reliable customer satisfaction. Once the customers believe that a business can be counted on in the event of a problem, they are more likely to buy the product or service of a particular business in the future.

Product Knowledge

For the effective customer satisfaction extensive knowledge of the products and services is important. Customer would want proper information regarding their purchases before they buy therefore knowledge about the service and products is necessary, By updating the customer regularly about the new products and providing extensive FAQs on a company website will show the customer that the employee are thorough with their knowledge and customer will be satisfied.

Ease of doing business

Customer should have no problem acquiring whatever goods or services a business provides. Customer satisfaction will be decreased if the description, forms and purchasing procedure of the products is overly complicated. This will ultimately reduce the likelihood of a sale.

The Importance of Customer Satisfaction

Success of any business depends on several factors and one of the most important factor is customer satisfaction. Customers won't care about the company's service and products if they don't care about the customer.

More than price customer satisfaction matters

Even if the company offers higher price over a cheap product or service as long as they are treated right majority of customer will choose the company that keeps them satisfied. Therefore it is necessary to satisfy customers with good service than offering them lucrative prices.

Customer satisfaction promotes customer loyalty

By good trust and by being loyal with the customers they will keep on coming back to buy the product from the company

The feedback of customer satisfaction

Through constant feedback from the customer satisfaction it will help in the improvement of the product. By simply asking the customer it will help the company to understand what are they lacking and both positive and negative feedback which will help them in improvising their product.

Objectives of Customer Satisfaction Survey program

Set of objectives are necessary for any customer survey program. Customer survey should meet the most objectives and some of the most basic objectives are the following:-

- To know the expectations and necessities of customers.
- To determine the satisfaction of the customers towards the product of the company and improve on their expectation and requirements.
- Based on the findings develop service and product
- In order to take action on a timely basis examine the trend over time
- To know how well the company meet these goals by establishing priorities and standards to judge.

Show your customer you value them

Customer's experience with the company demonstrates the value of the company's place. Customer will have a better impression when the company pre-emptively strives to satisfy the

customer. A long of loyalty of customer and repeat sales will be seen when the company consider customers opinion

Collection of customer demographics

To form a clear concept of the company's demographics customer satisfaction surveys will be excellent. To help tailor the company's products, services, marketing and communications material the surveys will help in finding the customers age, gender, occupation and their statistics.

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 a customers. There will be no great customer satisfaction without a 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 benefit the customer receives at a particular company?

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

Access Convenience: How easy accessible is your store?

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

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 questionnaire. To measure the customer satisfaction there are five different situation and each of these serves a different purpose. Therefore asking the right question is very important.

Some of the customer satisfaction surveys are the following:-

1) NPS Survey Template

To measure the customer satisfaction or loyalty an NPS or Net Promoter Score survey can be used by asking a single question. For example how satisfied are you with our company product? Customers can score from 0 to 10.

To measure the customer satisfaction, loyalty and overall customer sentiment NPS is used instead of feedback on a specific product or experience. NPS is a good tool to measure customer loyalty and satisfaction against competitors as they are widely used across many industries.

Customers receive NPS survey through email surveys or text messages. It can also appear as a pop-up or chat box on the site for online business sometimes. An example of a customer's feedback software that provides business with NPS insights and collects NPS data is AskNicely.

Based on the customers answer to the question they are placed into three categories:

Detractors- Customers are considered as detractors if their response is in between 0 and 6. These people are more likely to impede the growth of the company's business through negative word of mouth and the company are more likely to lose these customers.

Passives- Customers are considered as passives if their response is in between 7 and 8. They are satisfied with the services and products offered by the company but they are not raving fans of the company. Passive customers could be converted into raving fan or they could even leave your company for a competitor.

Promoters- Customers are considered as promoters if their response is in between 9 and 10. These customers will help in the growth of the business through referrals and they are loyal customers.

The NPS score can be anywhere from -100 to 100. 50 NPS score is considered as great and above 70 NPS score is considered as world class. NPS is a great tool to identify and reward loyal customers as well as identify unhappy customers to improve their experience in a small business.

2) **Customer Satisfaction Survey (CSAT)**

Unlike NPS, which is used to gauge customer loyalty CSAT, or customer satisfaction survey is used to measure how satisfied the customer is with the product or service. For example for the question will you recommend our product to colleagues, friends and other family member? The answer will be from a scale of 1-5.

To calculate the CSAT score, you need to take the number of satisfied customers and divide by the total number of respondents and multiply by 100. To fix individual customer service issues and look at how specific products and services are performing overall CSAT survey are used.

3) **Post-Purchase Survey**

Once the customers have bought a product or a service from the company, post purchase survey is been sent. This survey will help in getting feedback on the specific experience the customers had with their transaction.

For the improvement of the company these survey are been used as this helps in pinpointing the specific areas of the business that needs to be improved. Post purchase surveys can be used to understand whether they need to focus their attention on their customer service or quality of products if the NPS score is low.

Post purchase survey consist of open ended questions typically to rank the experience the customer faced on a scale of “ Strongly agree” to “Strongly disagree” or “Poor to Excellent”. These surveys are typically sent via a link in an email as they consist of longer than one question

4) **Product or Service Development Survey**

Product or Service Development survey is also known as concept testing. Once the company launch a new product this survey is been sent to the customers to get a feel and to see how likely existing customers are to purchase the product. By receiving the feedback from the survey the company can make improvements on the products before launching it.

The company needs to provide a sample of the product they are testing either in person or online, including price for this survey. It is better to send these surveys to the company's most loyal and highest spending customers to get a better feedback.

5) Usability Survey

These surveys are also called as experience survey. To create a better experience for the customer the company uses online business to receive feedback on their website. When the customer or shopper is on the company's site these surveys will pop up with questions. The questions could be multiple choice questions, open ended questions or even live messaging that provides the information for the customer that they are looking for. These surveys helps in improving the customer experience, streamline content and to improve the website navigation.

2.2 LITERATURE REVIEW WITH RESEARCH GAP

TABLE NO – 2.1

SL No.	Author/Researcher	Title of the Article/Study	Objectives, Outcomes or Findings	Gap Identified
1.	Karen M File, Russ A Prince	Positive word-of-mouth: Customer satisfaction and buyer behavior.	Customer satisfaction through word of mouth.	The study differs because it only talks about word of mouth.
2	John T Bowen, Shiang – Lin Chen	The relationship between customer loyalty and customer satisfaction.	To know the relationship between customer loyalty and how satisfied the customer is.	The gap in this study is that it doesn't talk about customer satisfaction level.
3.	Gilbert A Churchill Jr, Carol Surprenant	An investigation into the determinants of customer satisfaction.	Determinants of customer satisfaction.	This study only talks about the determinants of customer satisfaction.
4.	Claes Fornell	A national customer satisfaction barometer: The Swedish experience.	Customer satisfaction barometer.	This study doesn't talk about how to increase customer

				satisfaction.
5.	Claes Fornell, Michael D Johnson, Eugene W Anderson, Jaesung Cha, Barbara Everitt Bryant	The American customer satisfaction index: Nature, purpose and findings.	Nature and purpose of customer satisfaction.	This study only talks about the nature and purpose of customer satisfaction and not customer satisfaction level.
6.	Eugene W Anderson, Claes Fornell, Donald R Lehmann	Customer satisfaction, market share and profitability: Findings from Sweden.	In depth knowledge on customer satisfaction, market share and profitability.	This study doesn't talk about the customer satisfaction in the banking sector.
7.	Christian Homburg, Annette Giering	Personal characteristics as moderators of the relationship between customer satisfaction and loyalty – an empirical analysis.	Relationship between customer satisfaction and loyalty.	The gap in this study is that it doesn't talk about customer satisfaction level
8.	Mark M Davis, Thomas E Vollmann	A framework for relating waiting time and customer satisfaction in a service operation.	Relating wait time and customer satisfaction in a service.	This study doesn't talk about customer satisfaction in the banking sector.
9.	Jagdeep Singh, Robert	What occurs once	Understanding	This study only

	E Widing	consumers complain? A theoretical model for understanding satisfaction/dissatisfaction outcomes of complaint responses.	customer complaints.	talks about customer complaints and does not talk about how to increase customer satisfaction.
10.	Claes Fornell, Roland T Rust, Marnik G Dekimpe	The effect of customer satisfaction on consumer spending growth, Journal of marketing research.	Correlation of customer satisfaction on customer spending.	This study doesn't talk about the levels of customer satisfaction.
11.	Thomas S Gruca, Lopo L Rego	Customer satisfaction, cash flow and shareholder value.	In depth knowledge on customer satisfaction, cash flow and shareholder value.	This study doesn't talk about customer relationship management.
12.	Lynette M McDonald, Sharyn Rundle-Thiele	Corporate social responsibility and bank customer satisfaction: a research agenda.	CSR and customer satisfaction regarding in banks.	The study in hand study doesn't talk about satisfaction of the different products and services offered by the bank.
13.	Eugene W Anderson,	Customer satisfaction and	In depth	This study

	Claes Fornell, Sanal K Mazvancheryl	shareholder value.	knowledge on customer satisfaction and shareholder value.	doesn't talk about customer satisfaction levels.
14.	Sunil Mithas, Mayuram S Krishnan, Claes Fornell	Why do customer relationship management applications affect customer satisfaction?	Connection between customer relationship management and customer satisfaction.	This study doesn't talk about customer satisfaction in the banking sector.
15.	Derek R Allen, D Allen	Customer satisfaction research management: A comprehensive guide to integrating customer loyalty and satisfaction metrics in the management of complex organizations.	Integrating customer loyalty and satisfaction metrics in the management of complex organizations.	This study doesn't talk about personalized customer experience.
16.	Jonathan Barsky, Leonard Nash	Customer satisfaction: Applying concepts to industry – wide measures.	Applying customer satisfaction concepts to the industry.	This study doesn't talk about customer satisfaction relating the banking industry.
17.	Claes Fornell, Sunil Mithas, Forrest V	Customer satisfaction and stock prices: High returns,	In depth knowledge on	This study doesn't talk

	Morgeson III, Mayuram S Krishnan	low risk.	customer satisfaction and stock prices.	about the features of customer satisfaction
18.	Anders Gustafsson, Michael D Johnson, Inger Ross	The effect of customer satisfaction, relationship commitment dimensions and triggers on customer retention.	Effects of customer satisfaction.	This study doesn't talk about the ways to find out customer satisfaction.
19.	Richard N Cardozo	An experimental study of customer effort, Expectation and satisfaction.	Study on customer effort, expectation and satisfaction.	This study doesn't talk about customer relationship management.
20.	Nigel Hill, John Brierley	How to measure customer satisfaction.	Measuring customer satisfaction	This study doesn't talk about how to increase customer satisfaction.
21.	Luiz Moutinho, Douglas T Brownlie	Customer satisfaction with bank services: a multidimensional space analysis.	Customer satisfaction in banks.	This study doesn't talk about customer satisfaction levels.
22.	K Douglas Hoffman, Thomas N Ingram	Service provider job satisfaction and customer.	Connection between service	This study doesn't talk about what

			provider, job satisfaction and customer.	influences customer satisfaction.
23.	Sergei Kochkin	Marke Trak V: Consumer satisfaction revisited.	In depth knowledge on consumer satisfaction.	This study doesn't talk about customer satisfaction in the banking sector.
24.	Amy K Smith, Ruth N Bolton, Janet Wagner	A model of customer satisfaction with service encounters involving failure and recovery	Customer satisfaction model with service encounters including failure and recovery.	This study doesn't talk about personalized customer experience.

CHAPTER 3: RESEARCH DESIGN

TOPIC CHOSEN FOR THE STUDY

“A STUDY ON CUSTOMER SATISFACTION AT HDFC BANK.”

PERIOD OF RESEARCH

Period of six weeks.

3.1 STATEMENT OF THE PROBLEM

In the current scenario customer satisfaction is the major problem for the banking industry. It is very difficult to identify the customer needs and wants. Due to which serving the customer becomes difficult. It is also very difficult for marketers in retaining current customers and attracting future customers. To have a large market share attaining and retaining customers is important.

3.2 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.

3.3 OBJECTIVES OF THE STUDY

- To find out which facilities influence customers the most while selecting a bank.
- To compare various products and services provided by bank.
- To find out the customers preference out of the different products and services offered.

- To find out the satisfaction level of the customers towards the bank.
- To find out if the customers prefer which sector of banks.

3.4 SCOPE OF THE STUDY

In today's scenario the Indian banking industry has grown by leaps and bounds and various products and services have come into existence. Following are the findings of the study:

- The customers level of satisfaction.
- The difficulties faced by the customers.
- Perception of the customers towards the bank.
- Preferred products and services of the customer out of the ones offered by the bank.

3.5 RESEARCH METHODOLOGY

Research is completely based on a logical and systematic way. The study of the overall questions explains with the help of scientific techniques, specific procedures, collecting data from customer and analysing these with logical and scientific tools. Appropriate information is important to conduct this research. Hence information was collected from the customers and also from online relevant websites.

❖ RESEARCH DESIGN

Type of Methodology: Descriptive research.

The methodology for research adopted for carrying out the study was:

1st stage – Theoretical/Detailed study was completed.

2nd stage - Customer satisfaction level was observed at HDFC Bank.

❖ **Sample Design**

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types: non - probability sampling and probability sampling. In this research, non-probability sampling is only used.

❖ **Sampling**

Sampling design	: Non-probability sampling
Sampling technique	: Random sampling
Sample unit	: People visiting the bank, people residing near the bank
Sample size	: 100 respondents
Area of study	: HDFC Bank, Vijayapura, Karnataka.
Data analysis method	: Tables and graphical method

❖ **DATA COLLECTION METHOD**

In this research, internal and external source of data are used. The raw materials were collected through researchers. Collecting data from company records and document, these are all internal data and other data are external.

In data collection, there are 2 types-

➤ **Primary Data**

In this, questionnaire is used for collecting the data.

➤ **Secondary Data**

It is gathered from standard books, internal sources, newspapers and magazines, also collecting data from external and internal sources from the company annual reports, company additional profile and company website.

❖ RESEARCH INSTRUMENT

Hypotheses Testing through SPSS.

3.6 HYPOTHESES

TABLE NO. – 3.1: Hypotheses testing

Correlations				
		22. What is your overall satisfaction level rating when it comes to HDFC Bank?	18. How satisfied are you with the dealing of the HDFC Bank officials?	16. How satisfied are you with the number of services that are offered by HDFC Bank's online banking platforms?
22. What is your overall satisfaction level rating when it comes to HDFC Bank?	Pearson Correlation	1	.967**	.967**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
18. How satisfied are you with the dealing of the HDFC Bank officials?	Pearson Correlation	.967**	1	1.000**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
16. How satisfied are you with the number of services that are offered by HDFC Bank's online banking platforms?	Pearson Correlation	.967**	1.000**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation: The two independent variables highly correlate with the dependent variable. Because the correlation is between -1 to 1 and the significance is less than 0.05.

3.7 LIMITATION OF THE STUDY

- A period of 6 weeks was not sufficient to cover our internship and also it was not possible to collect large number of respondents in Vijayapura due to which the study could not be done in depth of the subject.
- Customers in the bank were busy, so it was very difficult to collect answers to questionnaire.
- People have shown negative attitude while filling personal details in questionnaire.
- Due to the lack of interest it might be possible that the answers given by the customer of HDFC Bank Vijayapura are biased.

3.8 CHAPTER SCHEME

The project has five chapters, which consist of introduction, background of the study and literature review, research methods, data analysis and their interpretation & conclusion. The chapters are shortly described below.

Chapter 1: Introduction

This chapter includes introduction of the study, industry profile, company profile, promoters of the company, vision, mission and quality policies of the company, products and services provided by the company, competitors and their information, SWOT analysis and future growth and prospects about the company.

Chapter 2: Background & Literature Review

This chapter includes twenty five literature reviews about the study and also the theoretical background of the study.

Chapter 3: Research Design

This chapter explains the problem of the statement, the need behind the study, objectives of the study, scopes, research methods, sample size of the research, sample design which is used in the research, hypothesis, limitations of the study and the chapter scheme.

Chapter 4: Data Analysis & Interpretation

This chapter contains the data of the respondents and their analysis with interpretation. In this the hypothesis testing and results are also shown.

Chapter 5: Findings, Conclusion and Suggestions

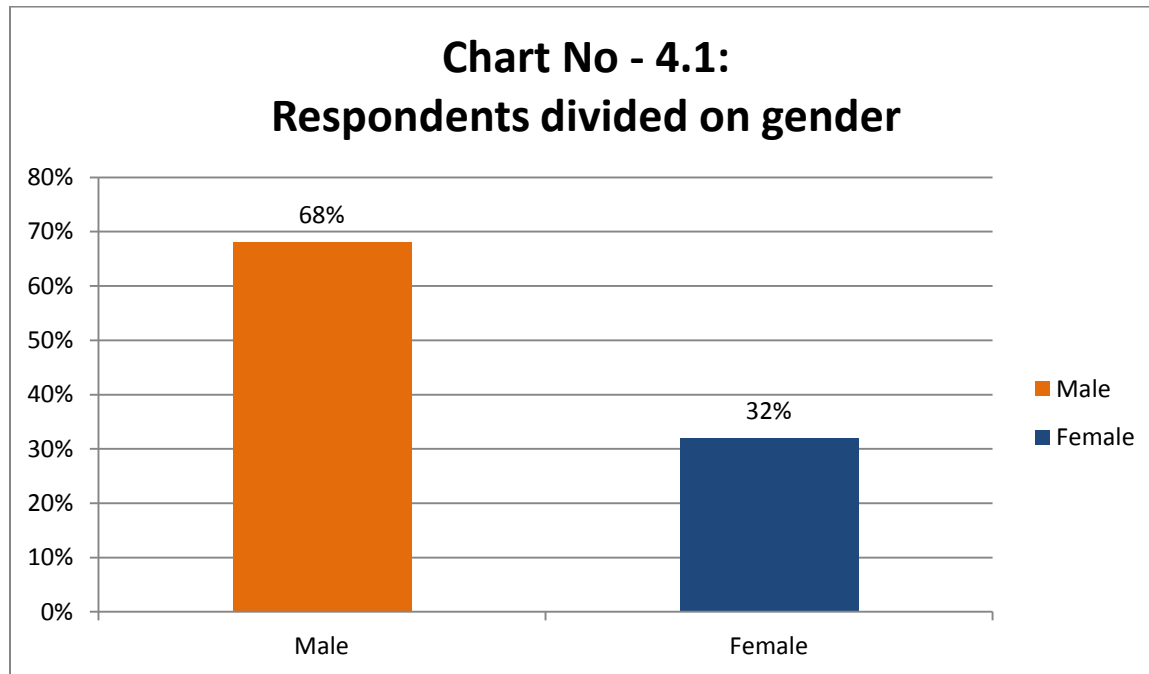
This chapter includes the conclusion about the research, findings and the suggestions for the company improvements in future.

CHAPTER 4: ANALYSIS & INTERPRETATION

TABLE NO – 4.1: Respondents divided on gender.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Male	68	68%
2	Female	32	32%
3	Total	100	100%

Analysis: As per survey out of 100 respondents, there are 68% of male responders and 32% of female responders.

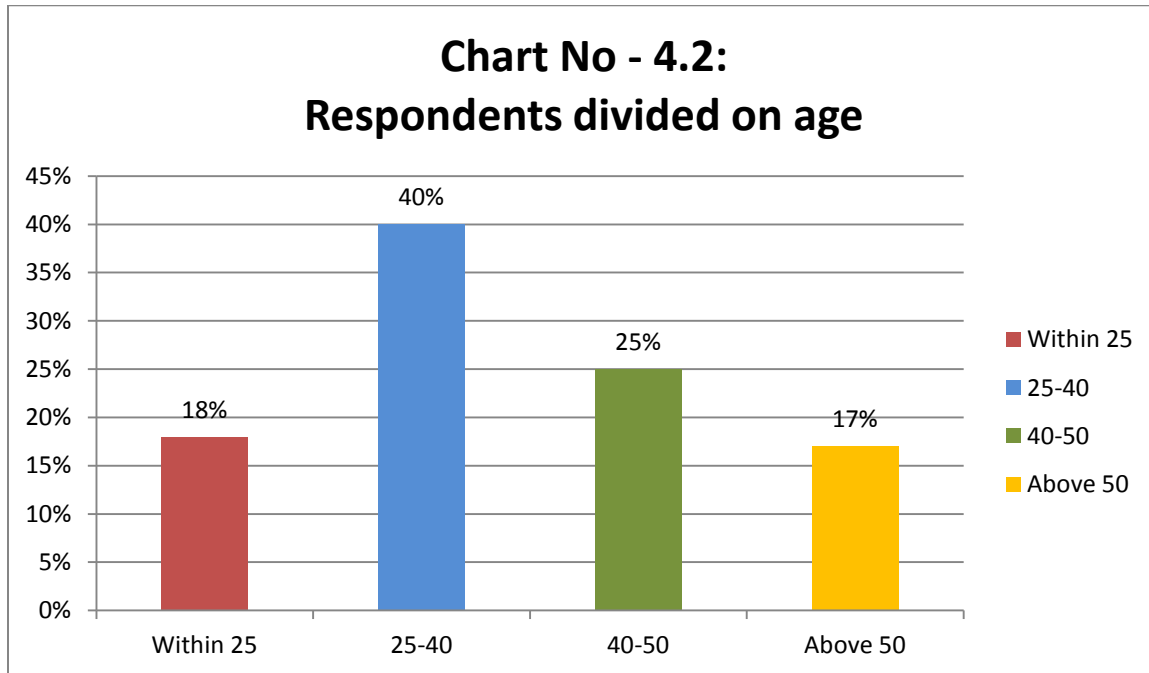


Interpretation: For this survey among 100 respondents 68% of responders (majority) are males.

TABLE NO – 4.2: Respondents divided on age.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Within 25	18	18%
2	25 to 40	40	40%
3	40 to 50	25	25%
4	Above 50	17	17%
5	Total	100	100%

Analysis: As per survey out of 100 respondents, 18% of responders were within the age of 25, 40% of responders were from the age of 25 to 40, 25% of responders were from the age of 40-50 and 17% of responders were above 50.

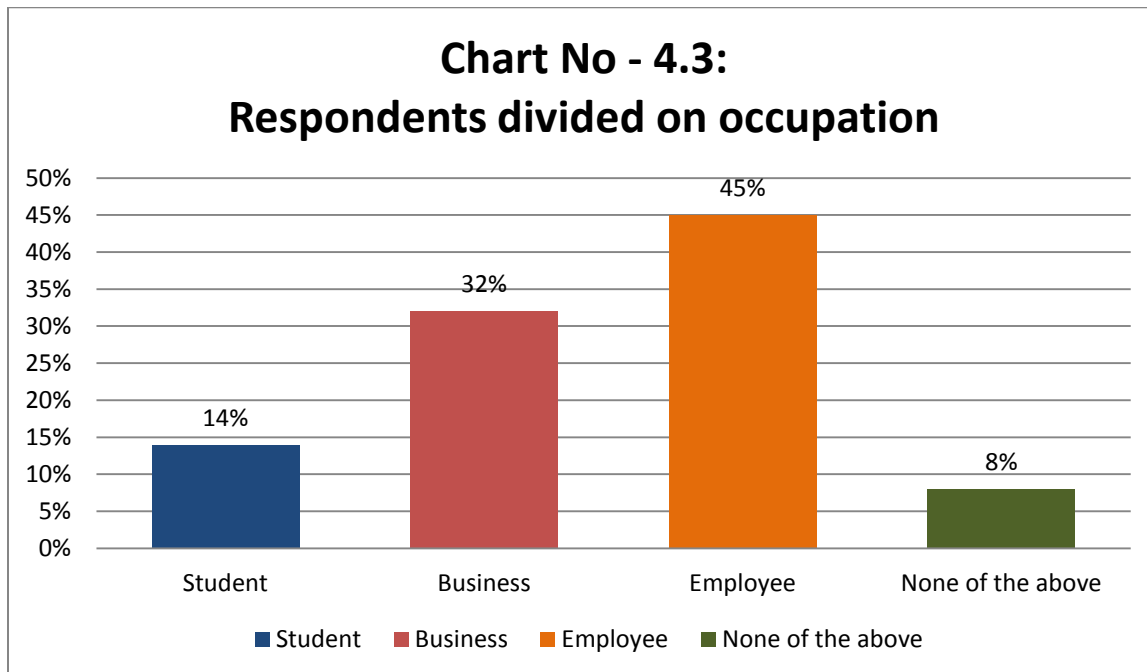


Interpretation: For this survey the majority of the respondents, 40% of respondents (majority) between the ages of 25-40.

TABLE NO – 4.3: Respondents divided on occupation.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Student	14	14%
2	Business	32	32%
3	Employee	45	45%
4	None of the above	8	8%
5	Total	100	100%

Analysis: As per survey out of 100 respondents, 14% of responders were students, 32% of responders had their businesses, 45% of responders were employees and 8% of responders didn't fall in any of these categories.

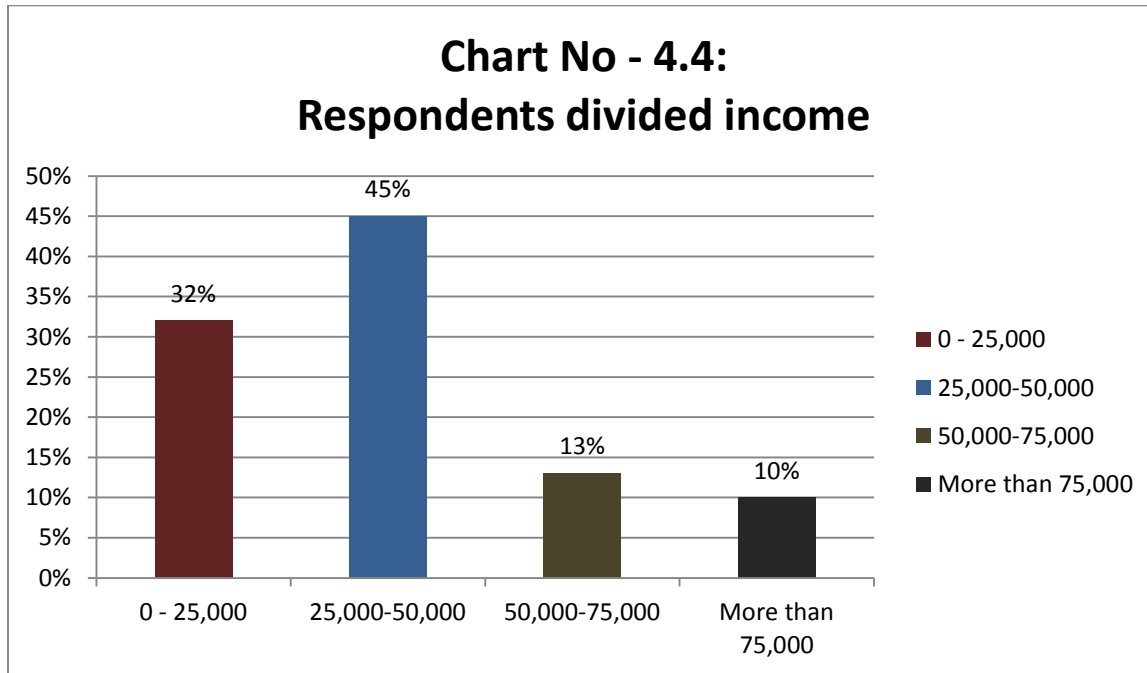


Interpretation: For this survey majority, 45% of respondents (majority) are employees when it comes to occupation.

TABLE NO – 4.4: Respondents divided income.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	0 to 25,000	32	32%
2	25,000 to 50,000	45	45%
3	50,000 to 75,000	13	13%
4	More than 75,000	10	10%
5	Total	100	100%

Analysis: As per survey out of 100 respondents, 32% of responders were earning between 0 to 25,000, 45% of responders were earning between 25000 to 50,000, 13% of responders were earning between 50,000 to 75,000 and 10% of responders were earning more than 75000.

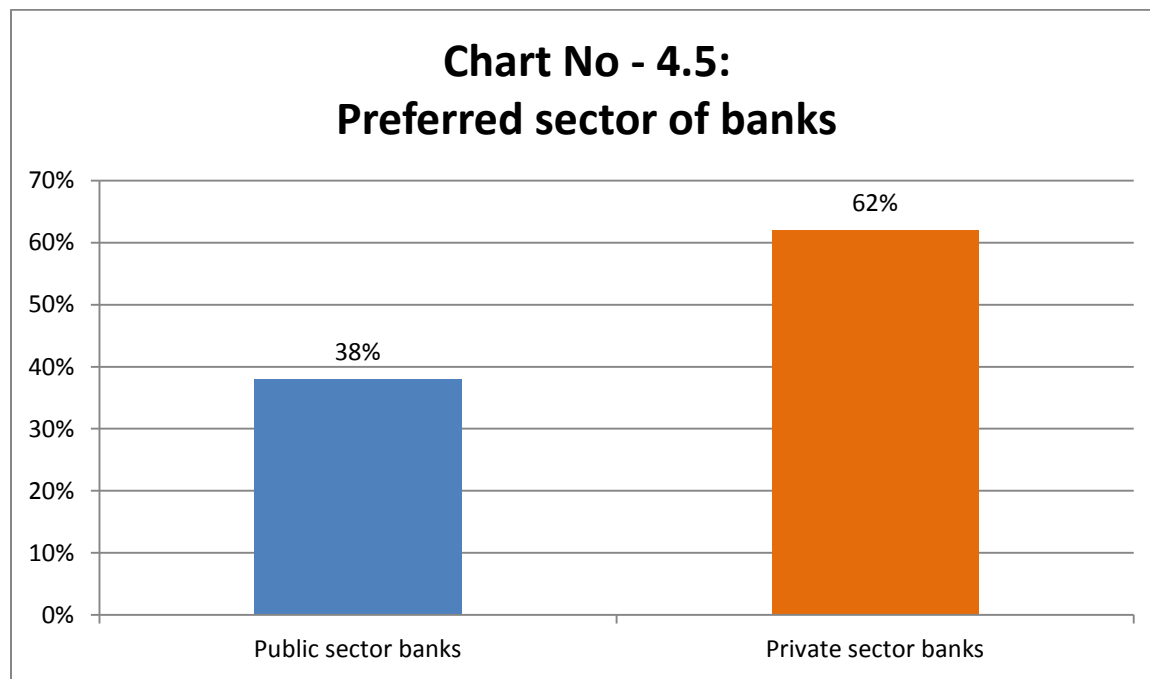


Interpretation: For this survey majority, 45% of respondents (majority) have an income between 25,000 to 50,000.

TABLE NO – 4.5: Preferred sector of banks.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Public sector banks	38	38%
2	Private sector banks	62	62%
3	Total	100	100%

Analysis: As per survey out of 100 respondents, 38% of responders preferred public sector banks and 62% of responders preferred private sector banks.



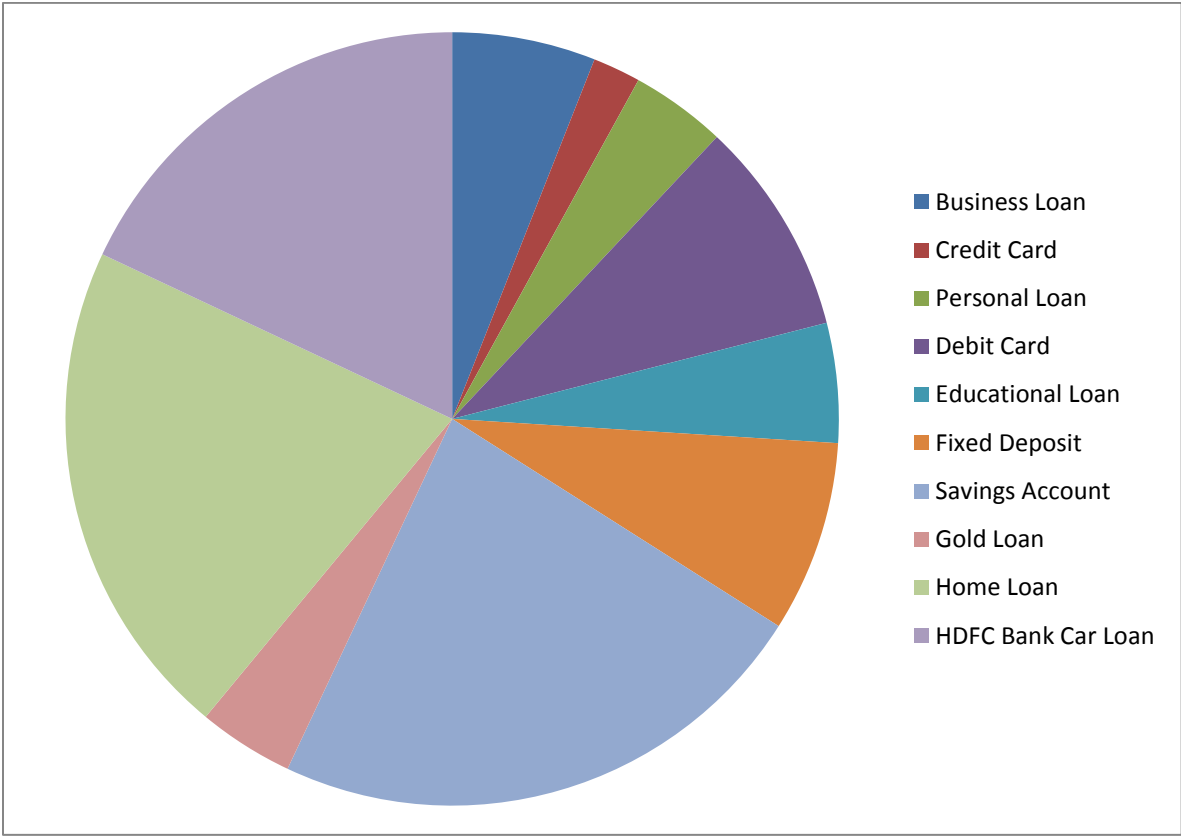
Interpretation: According to this survey 62% of respondents (majority) prefer private sector banks.

TABLE NO – 4.6: Which service or product is preferred the most.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Business Loan	6	6%
2	Credit Card	2	2%
3	Personal Loan	4	4%
4	Debit Card	9	9%
5	Educational Loan	5	5%
6	Fixed Deposit	8	8%
7	Savings Account	23	23%
8	Gold Loan	4	4%
9	Home Loan	21	21%
10	Car Loan	18	18%
11	Total	100	100%

Analysis: As per survey out of 100 respondents, 6% of the responders preferred HDFC Bank Business Loan, 2% of responders preferred HDFC Bank Credit Card, 4% of the responders preferred HDFC Bank Personal Loan, 9% of responders preferred HDFC Bank Debit Card, 5% of responders preferred HDFC Bank Educational Loan, 8% of responders preferred HDFC Bank Fixed Deposit, 23% of responders preferred HDFC Bank Savings Account, 4% of responders preferred HDFC Bank Gold Loan, 21% of responders preferred HDFC Bank Home Loan and 18% of responders preferred HDFC Bank Car Loan.

CHART NO - 4.6: Service or product preferred the most.

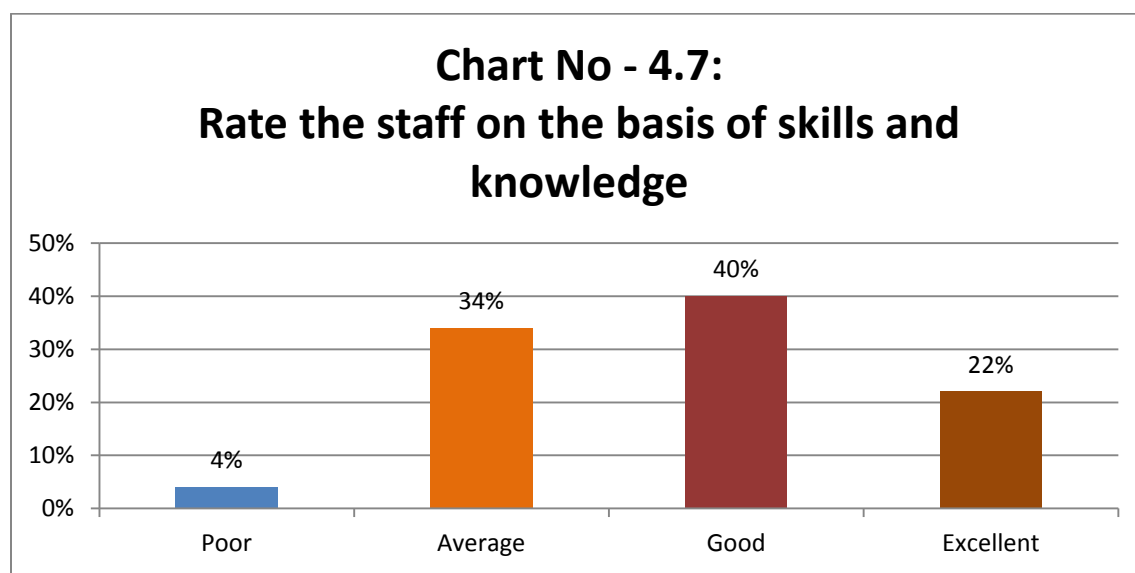


Interpretation: According to this survey 23% of respondents (majority) prefer HDFC Savings account out of the others.

TABLE NO – 4.7: Rate the staff on the basis of required skills and knowledge regarding the product.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Poor	4	4%
2	Average	34	34%
3	Good	40	40%
4	Excellent	22	22%
5	Total	100	100%

Analysis: As per survey out of 100 respondents, on the basis of required skills and knowledge regarding the product 4% of responders rate the staff as poor, 34% of responders rate the staff as average, 40% of responders rate the staff as good and 22% of responders rate the staff as excellent.

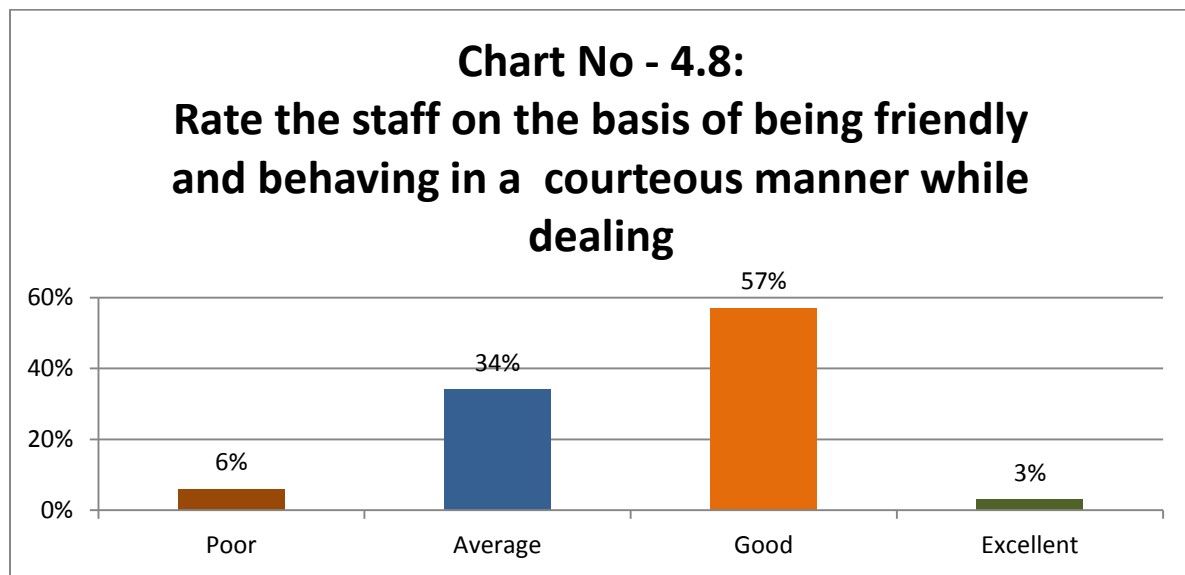


Interpretation: According to the survey 40% of respondents (majority) rate the staff as good on the basis of knowledge and skills regarding the product.

TABLE NO – 4.8: Rate the staff on the basis of being friendly and behaving in a courteous manner while dealing.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Poor	6	6%
2	Average	34	34%
3	Good	57	57%
4	Excellent	3	3%
5	Total	100	100%

Analysis: As per survey out of 100 respondents, on the basis of being friendly and behaving in a courteous manner while dealing 6% of responders rate the staff as poor, 34% of responders rate the staff as average, 57% of responders rate the staff as good and 3% of responders rate the staff as excellent.

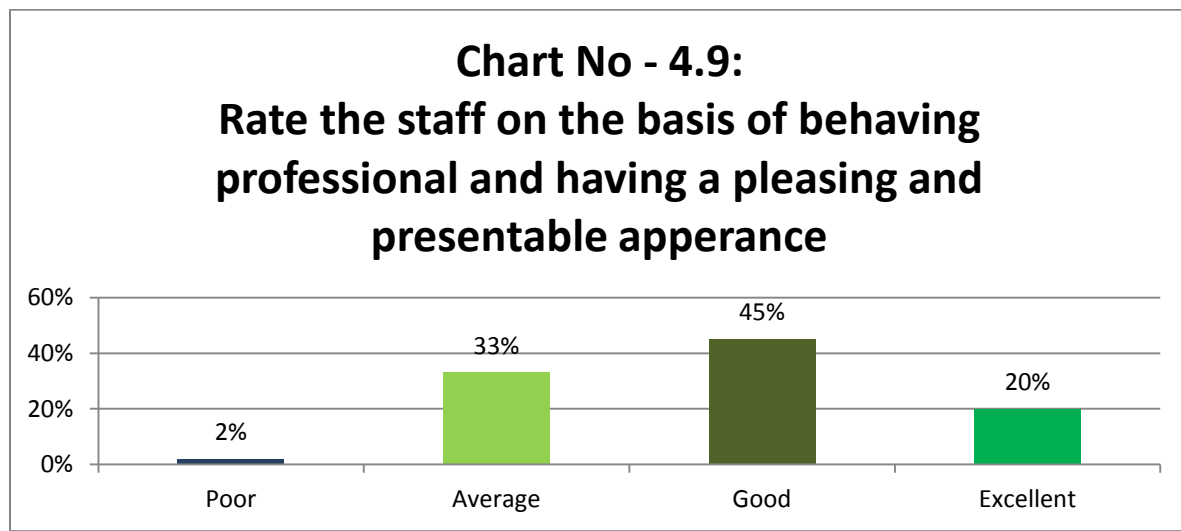


Interpretation: According to the survey 57% of respondents (majority) rate the staff as good on the basis of being friendly and behaving in a courteous manner while dealing.

TABLE NO – 4.9: Rate the staff on the basis of behaving professional and having a pleasing and presentable appearance.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Poor	2	2%
2	Average	33	33%
3	Good	45	45%
4	Excellent	20	20%
5	Total	100	100%

Analysis: As per survey out of 100 respondents, on the basis of behaving professional and having a pleasing and presentable appearance 2% of responders rate the staff as poor, 33% of responders rate the staff as average, 45% of responders rate the staff as good and 20% of responders rate the staff as excellent.

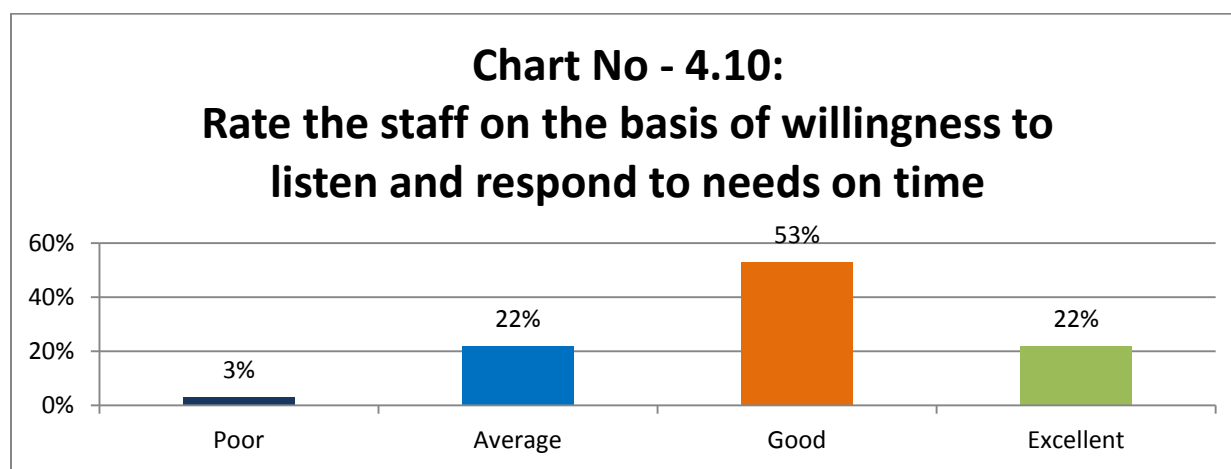


Interpretation: According to this survey 45% (majority) of respondents rate the staff as good on the basis of behaving professional and having a pleasing and presentable appearance.

TABLE NO – 4.10: Rate the staff on the basis of willingness to listen and respond to needs on time.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Poor	3	3%
2	Average	22	22%
3	Good	53	53%
4	Excellent	22	22%
5	Total	100	100%

Analysis: As per survey out of 100 respondents, on the basis of willingness to listen and respond to needs on time 3% of responders rate the staff as poor, 22% of responders rate the staff as average, 53% of responders rate the staff as good and 22% of responders rate the staff as excellent.

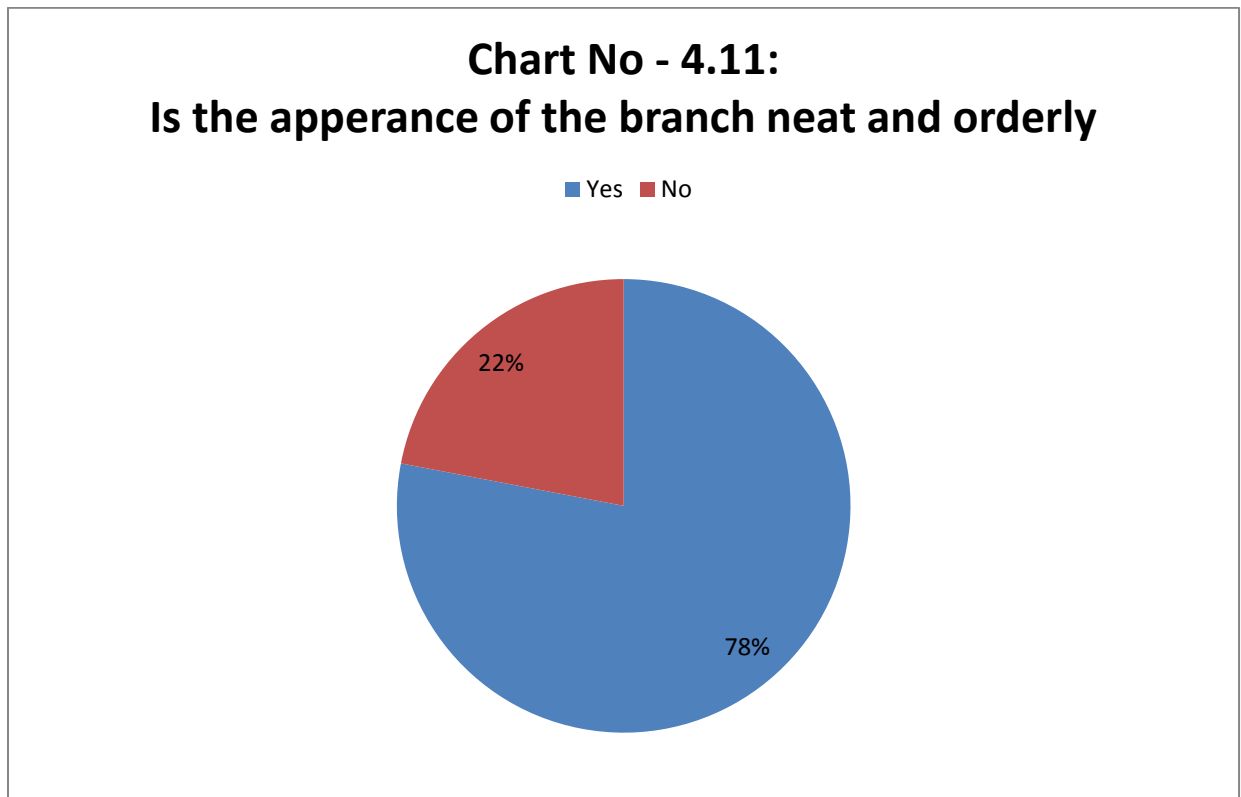


Interpretation: According to this survey 53% of respondents (majority) rate the staff as good on the basis of willingness to listen and respond to needs on time.

TABLE NO – 4.11: Is the appearance of the branch neat and orderly.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	78	78%
2	No	22	22%
3	Total	100	100%

Analysis: As per survey out of 100 respondents, 78% of responders say yes the branch is neat and orderly and 22% of responders say no the branch is not neat and orderly.

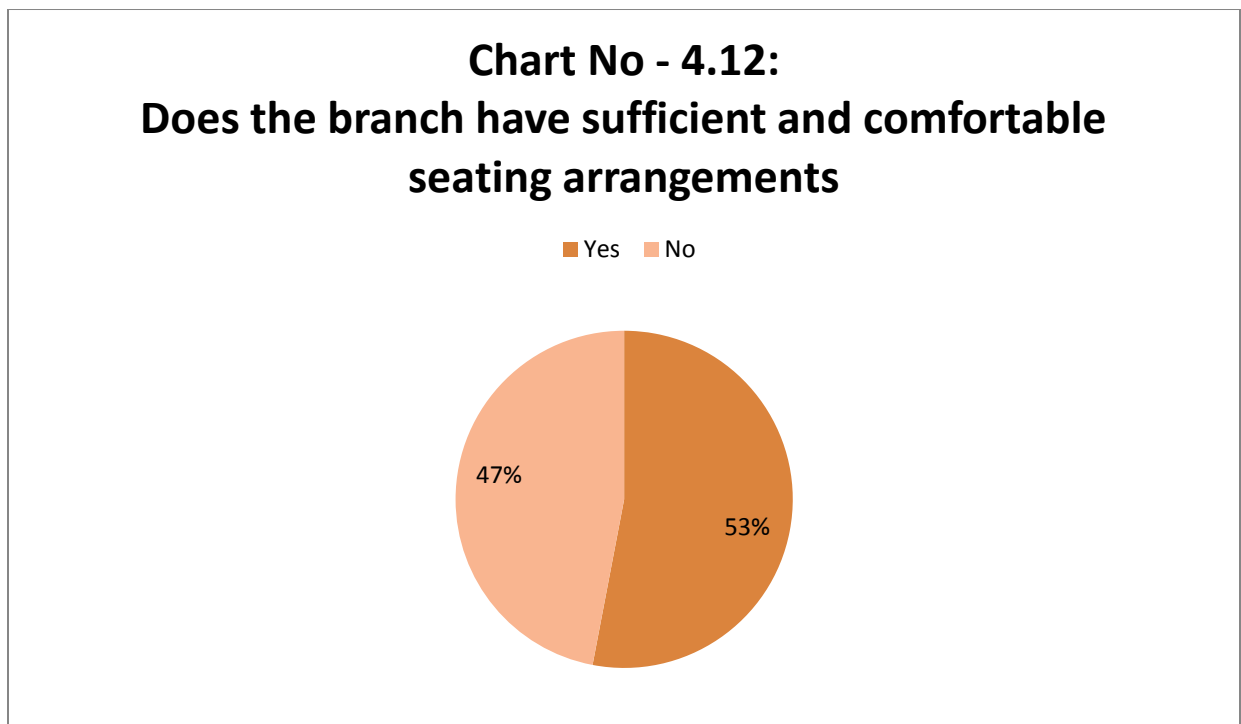


Interpretation: According to this survey 78% of respondents (majority) say yes the appearance of the branch is neat and orderly.

TABLE NO – 4.12: Does the branch have sufficient and comfortable seating arrangements.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	53	53%
2	No	47	47%
3	Total	100	100%

Analysis: As per survey out of 100 respondents, 53% of responders say yes the branch has sufficient and comfortable seating arrangements and 47% of responders say no the branch has insufficient and uncomfortable seating arrangements.

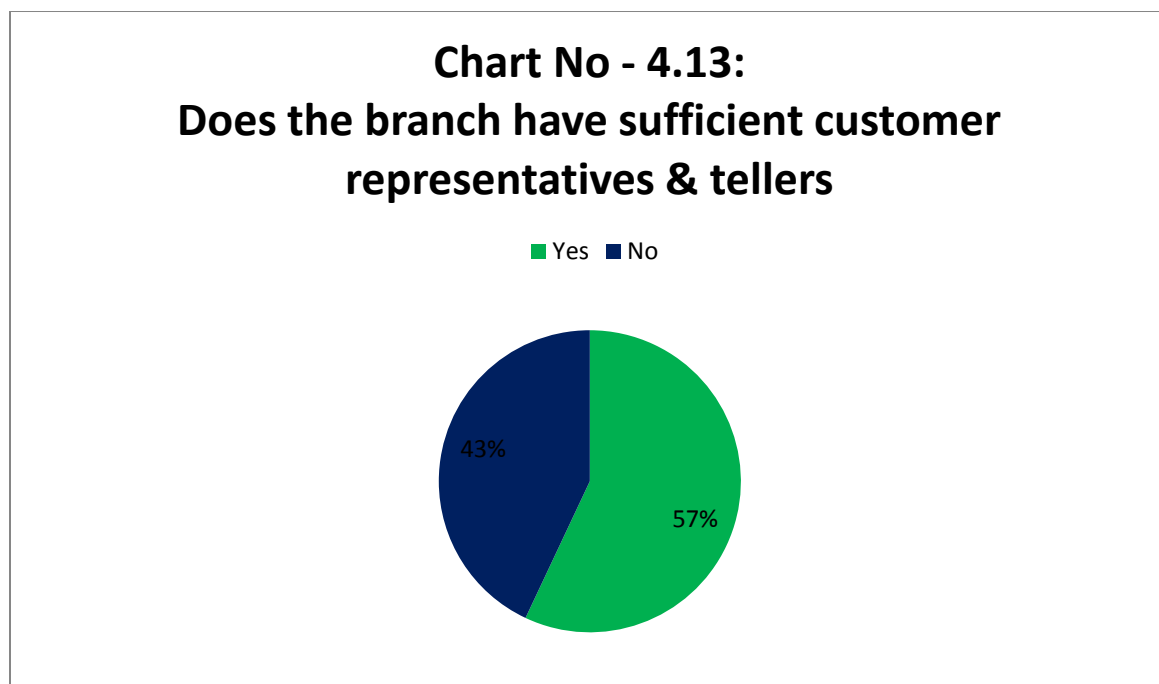


Interpretation: According to this survey 53% of respondents (majority) say yes the branch does have sufficient and comfortable seating arrangements.

TABLE NO – 4.13: Does the branch have sufficient customer representatives & tellers.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	57	57%
2	No	43	43%
3	Total	100	100%

Analysis: As per survey out of 100 respondents, 57% of responders say yes the branch has sufficient customer representatives & tellers and 43% of responders say no the branch has insufficient customer representatives & tellers

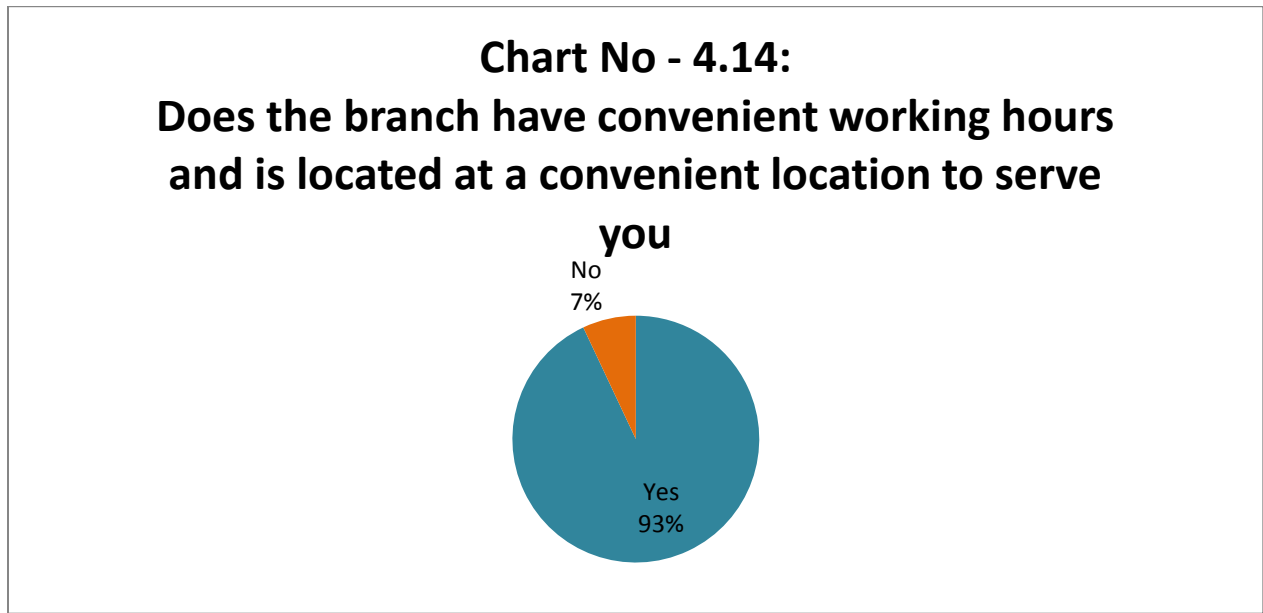


Interpretation: According to this survey 57% of respondents (majority) say yes the branch has sufficient customer representatives & tellers.

TABLE NO – 4.14: How convenient are the working hours of the branch and is located at a convenient location.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	93	93%
2	No	7	7%
3	Total	100	100%

Analysis: As per survey out of 100 respondents, 93% of responders say yes the branch has convenient working hours and is located at a convenient location and 7% of responders say no the branch has no convenient working hours and nor is located at a convenient location.

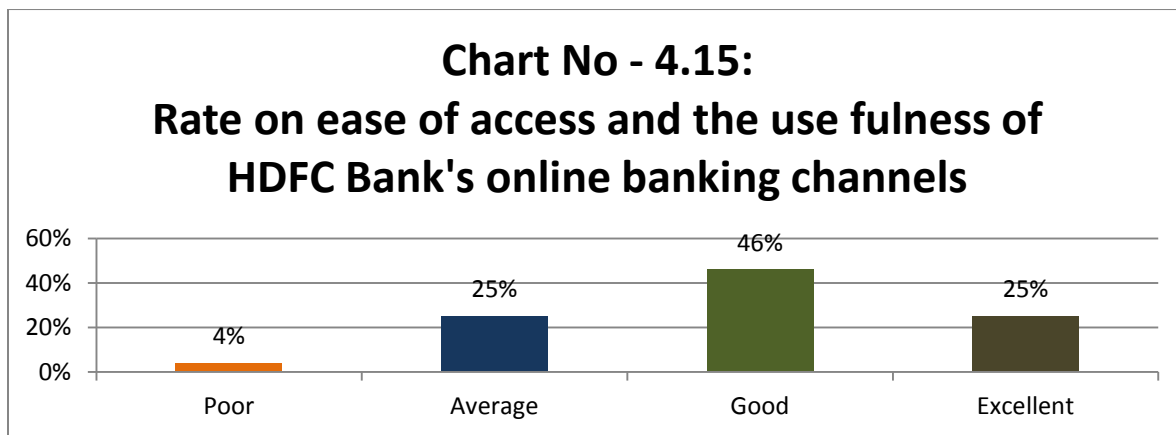


Interpretation: According to this survey 93% of respondents (majority) say yes the branch has convenient working hours and is located at a convenient location.

TABLE NO – 4.15: Rate on ease of access and the usefulness of HDFC Bank’s online banking channels.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Poor	4	4%
2	Average	25	25%
3	Good	46	46%
4	Excellent	25	25%
5	Total	100	100%

Analysis: As per survey out of 100 respondents, 4% of responders rate poor on ease of access and the usefulness of HDFC Bank’s online banking channels, 25% of responders rate average on ease of access and the usefulness of HDFC Bank’s online banking channels, 46% of responders rate good on ease of access and the usefulness of HDFC Bank’s online banking channels and 25% of responders rate excellent on ease of access and the usefulness of HDFC Bank’s online banking channels.

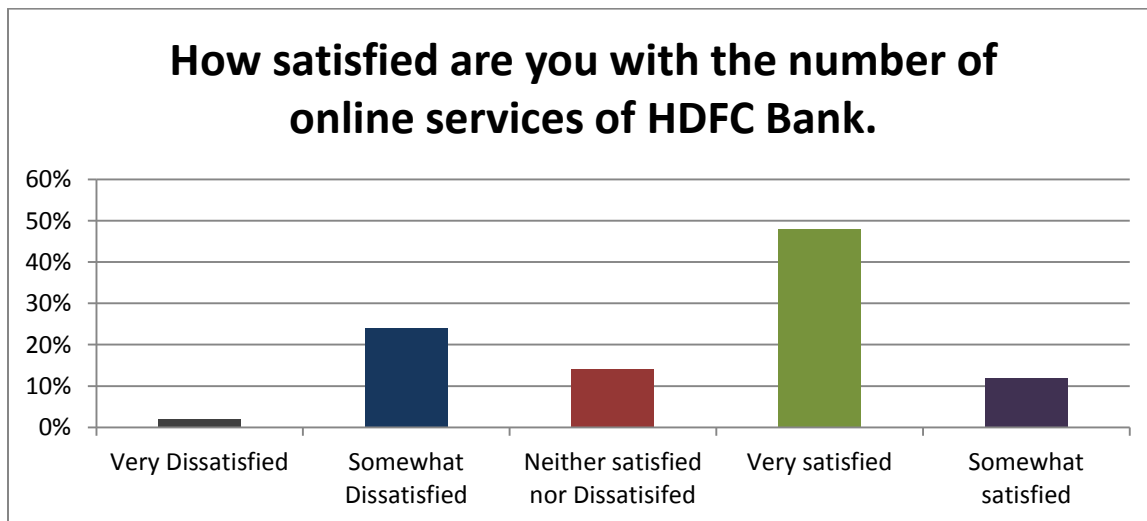


Interpretation: According to this survey 46% of respondents (majority) rate HDFC Bank’s online banking channels are useful and are easy to access.

TABLE NO – 4.16: How satisfied are you with the number of online services of HDFC Bank.

SI NO	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Very Dissatisfied	2	2%
2	Somewhat Dissatisfied	24	24%
3	Neither Satisfied nor Dissatisfied	14	14%
4	Very Satisfied	48	48%
5	Somewhat Satisfied	12	12%
6	Total	100	100%

Analysis: As per the survey, 2% of the respondents are very dissatisfied, 24% of the respondents are somewhat satisfied, 14% of the respondents are neither satisfied nor dissatisfied, 48% of the respondents are very satisfied and 12% of the respondents are somewhat satisfied with the number of online services of HDFC Bank.

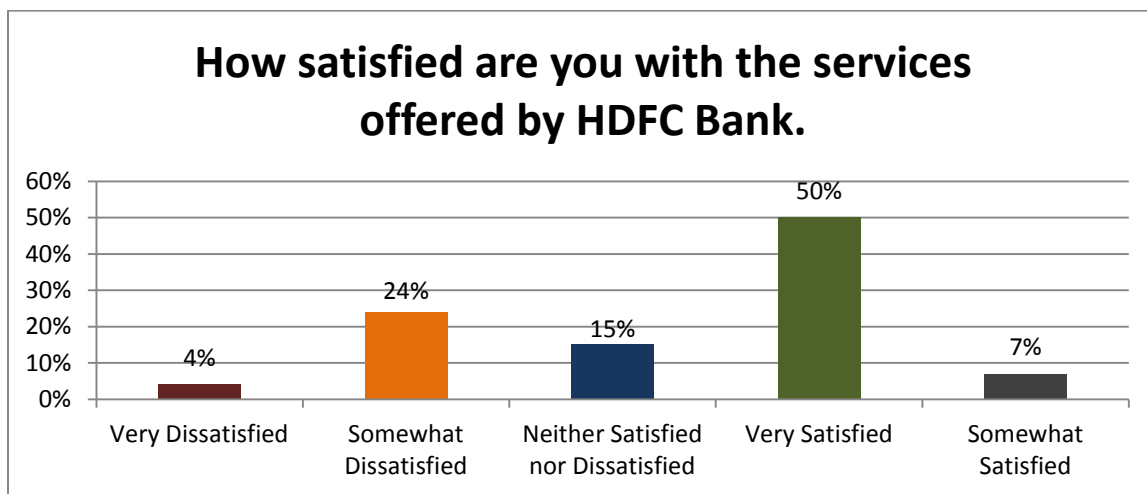


Interpretation: According to this survey 48% of respondents (majority) say that they are very satisfied with the number of online services offered by HDFC Bank.

TABLE NO – 4.17: How satisfied are you with the services offered by HDFC Bank.

SI NO	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Very Dissatisfied	4	4%
2	Somewhat Dissatisfied	24	24%
3	Neither Satisfied nor Dissatisfied	15	15%
4	Very Satisfied	50	50%
5	Somewhat Satisfied	7	7%
6	Total	100	100%

Analysis: As per the survey, 4% of the respondents are very dissatisfied, 24% of the respondents are somewhat satisfied, 15% of the respondents are neither satisfied nor dissatisfied, 50% of the respondents are very satisfied, and 7% of the respondents are somewhat satisfied with the services offered by HDFC Bank.

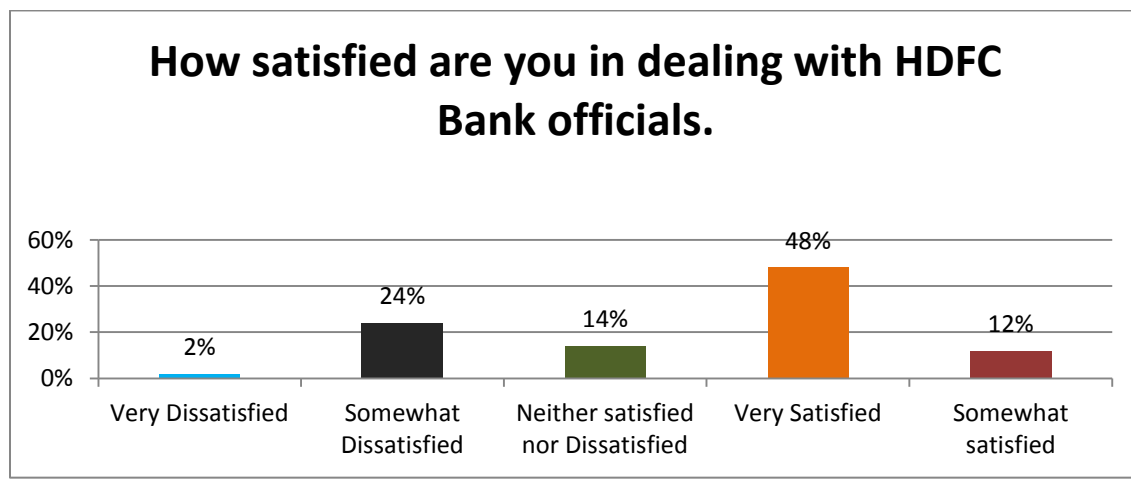


Interpretation: According to this survey 50% of respondents (majority) say that they are very satisfied with the services offered by HDFC Bank.

TABLE NO – 4.18: How satisfied are you in dealing with HDFC Bank officials.

SI NO	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Very Dissatisfied	2	2%
2	Somewhat Dissatisfied	24	24%
3	Neither Satisfied nor Dissatisfied	14	14%
4	Very Satisfied	48	48%
5	Somewhat Satisfied	12	12%
6	Total	100	100%

Analysis: As per the survey, 2% of the respondents are very dissatisfied, 24% of the respondents are somewhat satisfied, 14% of the respondents are neither satisfied nor dissatisfied, 48% of the respondents are very satisfied, and 12% of the respondents are somewhat satisfied while dealing with HDFC Bank officials.

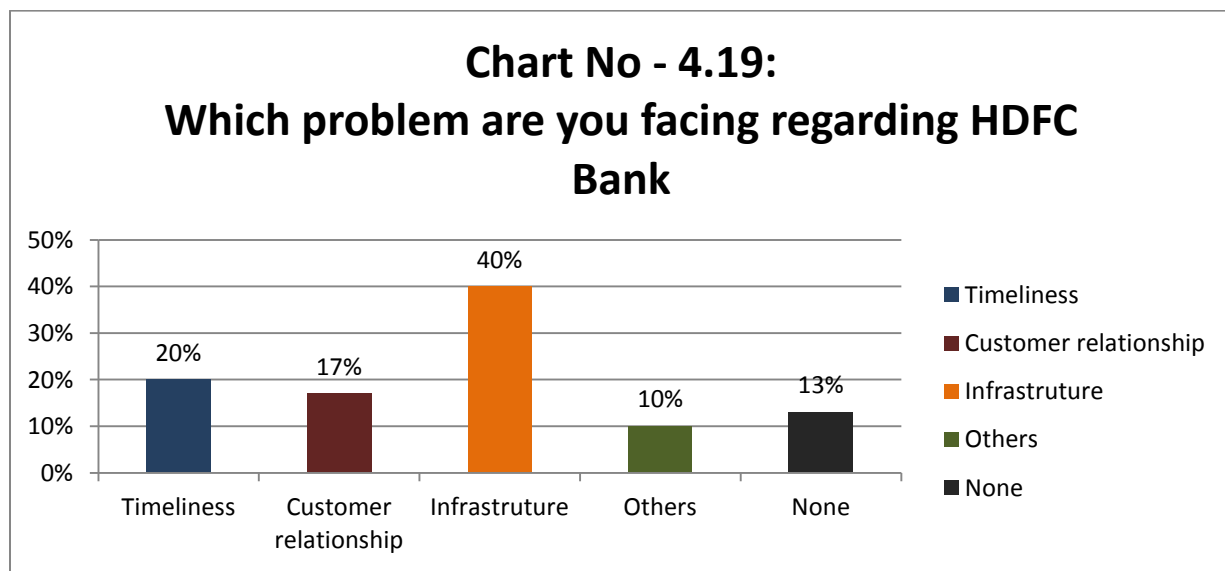


Interpretation: According to this survey 48% of respondents (majority) say that they are very satisfied with the dealing of HDFC Bank officials.

TABLE NO – 4.19: Which problem are you facing regarding HDFC Bank.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Timeliness	20	20%
2	Customer Relationship	17	17%
3	Infrastructure	40	40%
4	Others	10	10%
5	None	13	13%
6	Total	100	100%

Analysis: : As per the survey, on the basis of the problems they are facing regarding HDFC Bank 20% of responders say timeliness, 17% of the responders say customer relationship, 40% of the responders say infrastructure, 10% of responders have some other problems and 13% of responders have no problem that they are facing regarding HDFC Bank.

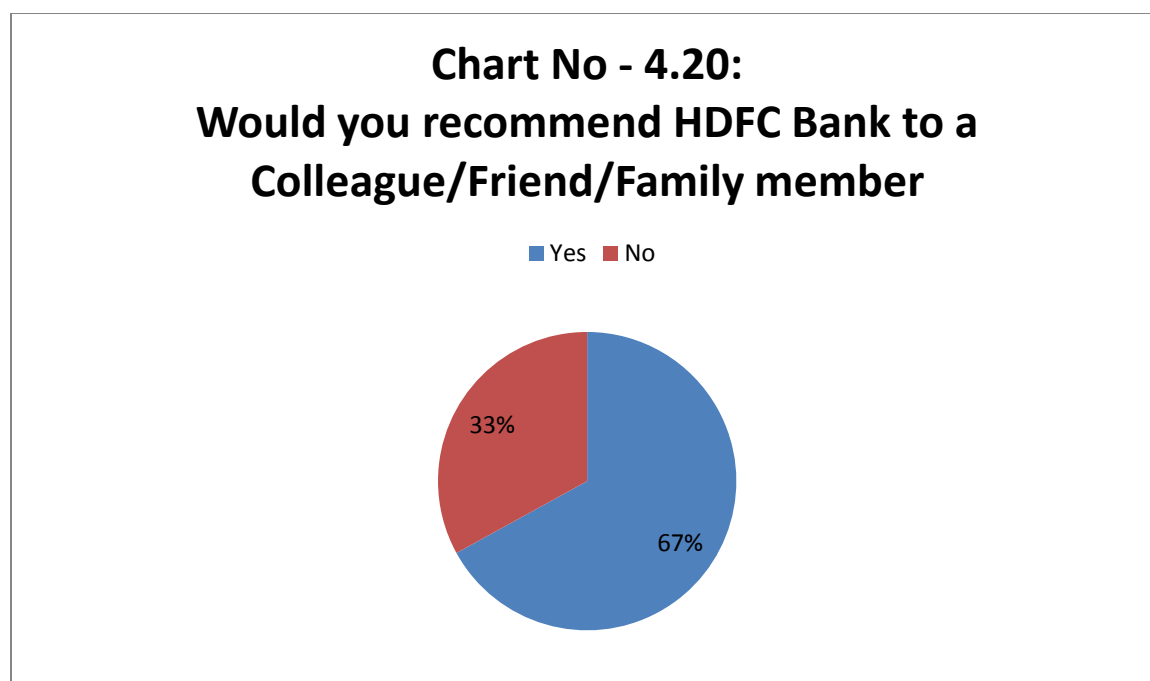


Interpretation: According to this survey 40% of respondents (majority) say infrastructure is the problem they are facing regarding HDFC Bank.

TABLE NO – 4.20: Would you recommend HDFC Bank to a Colleague/Friend/Family Member.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	67	67%
2	No	33	33%
3	Total	100	100%

Analysis: : As per survey out of 100 respondents, on the basis of if they would recommend HDFC Bank to a colleague/Friend/Family Member 67% of responders said yes and 33% of responders said no.

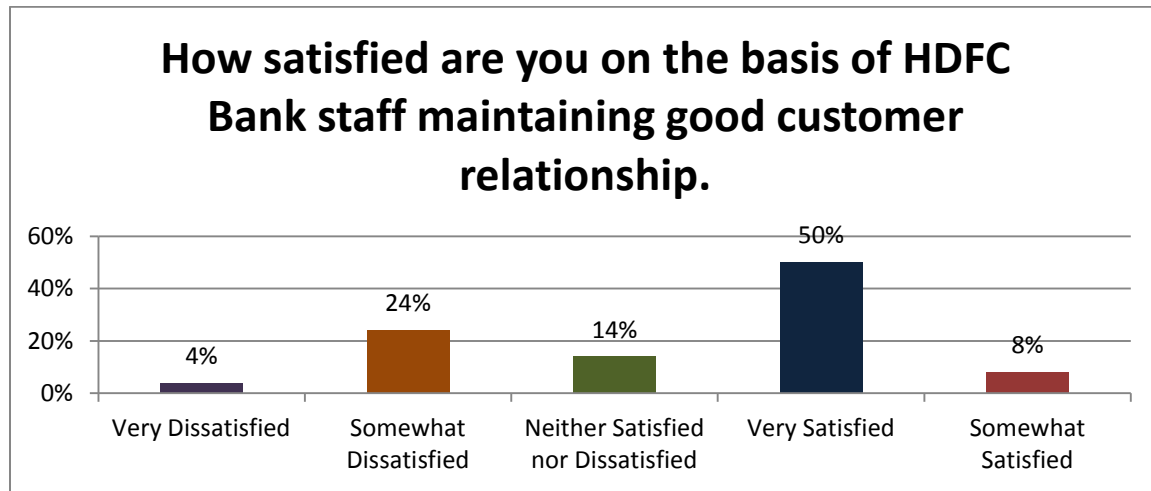


Interpretation: According to this survey 67% of respondents (majority) said yes they would recommend HDFC Bank to a Colleague/Friend/Family Member.

TABLE NO – 4.21: How satisfied are you on the basis of HDFC Bank staff maintaining good customer relationship.

SI NO	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Very Dissatisfied	4	4%
2	Somewhat Dissatisfied	24	24%
3	Neither Satisfied nor Dissatisfied	14	14%
4	Very Satisfied	50	50%
5	Somewhat Satisfied	8	8%
6	Total	100	100%

Analysis: : As per the survey, 4% of the respondents are very dissatisfied, 24% of the respondents are somewhat satisfied, 14% of the respondents are neither satisfied nor dissatisfied, 50% of the respondents are very satisfied and 8% of the respondents are somewhat satisfied with the staff of HDFC Bank when it comes to maintaining good customer relationship.

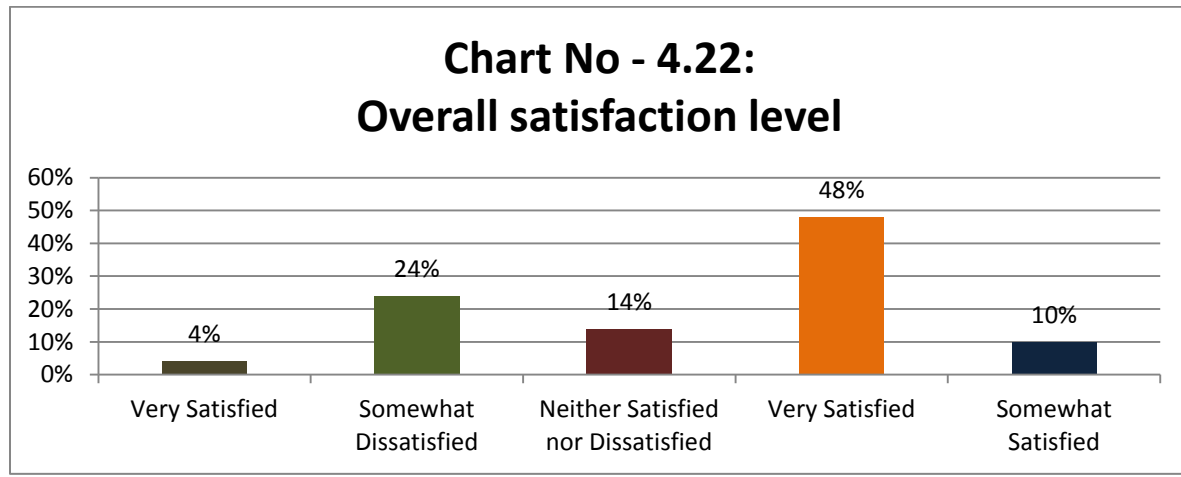


Interpretation: According to this survey 50% of respondents (majority) say that they are very satisfied with the staff at HDFC Bank maintaining good customer relationship.

TABLE NO – 4.22: Overall satisfaction level.

SI NO	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Very Dissatisfied	4	4%
2	Somewhat Dissatisfied	24	24%
3	Neither Satisfied nor Dissatisfied	14	14%
4	Very Satisfied	48	48%
5	Somewhat Satisfied	10	10%
6	Total	100	100%

Analysis: As per the survey, 4% of responders are very dissatisfied overall with HDFC Bank, 24% of responders are somewhat dissatisfied overall with HDFC Bank, 14% of responders are neither satisfied nor dissatisfied overall with HDFC Bank, 48% of responders are very satisfied overall with HDFC Bank and 10% of responders are somewhat satisfied overall with HDFC Bank.



Interpretation: According to this survey 48% of respondents (majority) are very satisfied with HDFC Bank.

CHAPTER 5: FINDINGS, SUGGESTIONS, CONCLUSION

5.1 FINDINGS

- For this survey among 100 respondents 68% of responders (majority) are males.
- For this survey the majority of the respondents, 40% of respondents (majority) between the ages of 25-40.
- For this survey majority, 45% of respondents (majority) are employees when it comes to occupation.
- For this survey majority, 45% of respondents (majority) have an income between 25,000 to 50,000.
- According to this survey 62% of respondents (majority) prefer private sector banks.
- According to this survey 23% of respondents (majority) prefer HDFC Savings account out of the others.
- According to the survey 40% of respondents (majority) rate the staff as good on the basis of knowledge and skills regarding the product.
- According to the survey 57% of respondents (majority) rate the staff as good on the basis of being friendly and behaving in a courteous manner while dealing.
- According to this survey 45% (majority) of respondents rate the staff as good on the basis of behaving professional and having a pleasing and presentable appearance.
- According to this survey 53% of respondents (majority) rate the staff as good on the basis of willingness to listen and respond to needs on time.
- According to this survey 78% of respondents (majority) say yes the appearance of the branch is neat and orderly.
- According to this survey 53% of respondents (majority) say yes the branch does have sufficient and comfortable seating arrangements.
- According to this survey 57% of respondents (majority) say yes the branch has sufficient customer representatives & tellers.
- According to this survey 93% of respondents (majority) say yes the branch has convenient working hours and is located at a convenient location.

- According to this survey 46% of respondents (majority) rate HDFC Bank's online banking channels are useful and are easy to access.
- According to this survey 48% of respondents (majority) say that they are very satisfied with the number of online services offered by HDFC Bank.
- According to this survey 50% of respondents (majority) say that they are very satisfied with the services offered by HDFC Bank.
- According to this survey 48% of respondents (majority) say that they are very satisfied with the dealing of HDFC Bank officials.
- According to this survey 40% of respondents (majority) say infrastructure is the problem they are facing regarding HDFC Bank.
- According to this survey 67% of respondents (majority) said yes they would recommend HDFC Bank to a Colleague/Friend/Family Member.
- According to this survey 50% of respondents (majority) say that they are very satisfied with the staff at HDFC Bank maintaining good customer relationship.
- According to this survey 48% of respondents (majority) are very satisfied with HDFC Bank.

5.2 SUGGESTIONS

As it is said, there's always room for improvement keeping this in mind customer satisfaction level could be increased at HDFC Bank by focusing on the following:

- Empowering the employees.
- Providing great self – service support.
- Segment the client base and create personalized customer experiences.
- Staying consistent across all touch points.
- Educating the customers on financial literacy.
- Improving financial technology.
- Not just being a lender, but also being an advisor for small businesses.

5.3 CONCLUSION

Overall HDFC Bank has a great working environment. All the new entrant is trained completely on the services and products offered by HDFC Bank. The advisor/sales manager of HDFC Bank market the policies better due to the extensive training that is given to them. HDFC should attempt in creating more awareness by advertising itself in India. A bit more of focus on customer satisfaction, slight improvement in sales techniques, an increase in advertising activities and a little modification to the existing portfolio would surely help HDFC Bank to capture a larger market in India.

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QUESTIONNAIRE

Dear respondents,

I Rudolf Shetty, student of MBA 4th semester, AIT, Bangalore have undertaken a project titled “Study on CUSTOMER SATISFACTION” at HDFC Bank - Vijayapura. Hence, I request your kind co-operation by sparing your precious time in answering the following questions and providing information.

This questionnaire is totally regarding collection of data to analyze the customers’ problems regarding HDFC Bank, to find out which product or service offered by HDFC Bank the customers prefer the most and the satisfaction level of customer towards HDFC Bank.

I - Demographic profile of the respondents:

Name: _____

Phone Number: _____

Mail ID: _____

Qualification: _____

1. Gender of the respondent?

a) Male () b) Female ()

2. Age group of the respondent?

a) Within 25 () b) 25 to 40 ()

c) 40 to 50 () d) Above 50 ()

3. Occupation of the respondent?

- a) Student () b) Business ()
c) Employee () d) None of the above ()

4. Income of the respondent?

- a) 0 to 25,000 () b) 25,000 to 50,000 ()
c) 50,000 to 75,000 () d) More than 75,000 ()

II - Opinion of the respondent

5. Which sector of banks do you prefer?

- a) Public sector banks () b) Private sector bank ()

6. The following are the most popular products and services provided by HDFC Bank. Which one do you prefer the most?

- a) Business Loan () b) Credit Card ()
c) Personal Loan () d) Debit Card ()
e) Educational Loan () f) Fixed Deposit ()
g) Savings Account () h) Gold Loan ()
i) Home Loan () j) Car Loan ()

7. What would you rate the branch staff of HDFC Bank – Vijayapura based on the required skills and knowledge regarding the products and services?

- a) Poor () b) Average ()
c) Good () d) Excellent ()

8. What would you rate the branch staff of HDFC Bank – Vijayapura when it comes to being friendly and behaving in a courteous manner while dealing with you?

- a) Poor () b) Average ()
c) Good () d) Excellent ()

9. What would you rate the branch staff of HDFC Bank – Vijayapura when it comes to behaving professional and having a pleasing and presentable appearance?

- a) Poor () b) Average ()
c) Good () d) Excellent ()

10. What would you rate the branch staff of HDFC Bank – Vijayapura when it comes to willingness to listen and respond to your needs on time?

- a) Poor () b) Average ()
c) Good () d) Excellent ()

11. When it comes to overall appearance is the branch of HDFC Bank – Vijayapura neat and orderly?

- a) Yes () b) No ()

12. Does the branch of HDFC Bank – Vijayapura have sufficient and comfortable seating arrangements?

a) Yes () b) No ()

13. Does the branch of HDFC Bank – Vijayapura have sufficient staff – Customer Representatives & Tellers for your needs?

a) Yes () b) No ()

14. Does the branch of HDFC Bank – Vijayapura have convenient working hours and is located at a convenient location to serve you?

a) Yes () b) No ()

15. How would you rate ease of access and the usefulness of HDFC Bank's online banking channels?

a) Poor () b) Average ()

c) Good () d) Excellent ()

16. How satisfied are you with the number of services that are offered by HDFC Bank's online banking platforms?

a) Very Dissatisfied () b) Somewhat Dissatisfied ()

c) Neither Satisfied nor Dissatisfied () d) Very Satisfied ()

e) Somewhat Satisfied ()

17. How satisfied are you with the services offered by HDFC Bank?

- a) Very Dissatisfied ()
- b) Somewhat Dissatisfied ()
- c) Neither Satisfied nor Dissatisfied ()
- d) Very Satisfied ()
- e) Somewhat Satisfied ()

18. How satisfied are you with the dealing of the HDFC Bank officials?

- a) Very Dissatisfied ()
- b) Somewhat Dissatisfied ()
- c) Neither Satisfied nor Dissatisfied ()
- d) Very Satisfied ()
- e) Somewhat Satisfied ()

19. From the following which problem are you facing regarding HDFC Bank?

- a) Timeliness ()
- b) Customer Relationship ()
- c) Infrastructure ()
- d) Other ()
- e) None ()

20. Would you recommend HDFC Bank as a preferred banking choice to your colleagues / Friends / Family Members?

- a) Yes ()
- b) No ()

21. How satisfied are you with HDFC Bank when it comes to maintaining good customer relationship?

- a) Very Dissatisfied ()
- b) Somewhat Dissatisfied ()
- c) Neither Satisfied nor Dissatisfied ()
- d) Very Satisfied ()
- e) Somewhat Satisfied ()

22. What is your overall satisfaction level rating when it comes to HDFC Bank?

- a) Very Dissatisfied ()
- b) Somewhat Dissatisfied ()
- c) Neither Satisfied nor Dissatisfied ()
- d) Very Satisfied ()
- e) Somewhat Satisfied ()

23. Would you like to share your opinion, suggestion, comment and any improvement on customer satisfaction at HDFC Bank?

-



**ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA**

PROJECT(17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: Rudolf Shetty

INTERNAL GUIDE: Prof. Suhas Patel

USN: IAY17MBA45

COMPANY NAME: HDFC BANK

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 rd Jan 2019 – 9 th Jan 2019	Industry Profile and Company Profile		
10 th Jan 2019 – 17 th Jan 2019	Preparation of Research instrument for data collection		
18 th Jan 2019 – 25 th Jan 2019	Data collection		
26 th Jan 2019 – 2 nd Feb 2019	Analysis and finalization of report		
3 rd Feb 2019 – 9 th Feb 2019	Findings and Suggestions		
10 th Feb 2019 – 16 th Feb 2019	Conclusion and Final Report		

Company Seal



College Seal



HOD Signature
Head of the Department,
Department of MBA
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