Association Between the Demographic Profile of Bank Customer and Types of Bank

DR. SANKARGANESH.K[1] ,DR.SHUNMUGASUNDARAM.M[2], DR.VASANTH.V[3], MEENAKSHISUNDARAM.B[4], MEERA.M[5],

[1]Professor/ Dean , (Academic), LEAD College of Management, Palakad.
[2]Professor and HoD, Department of MBA, SCAD College of Engineering and Technology, Tirunelveli,
[3]Associate Professor, Department of MBA, PSR Engineering College, Sivakasi.
[4]AssistantProfessor, SubbalakshmiL akshmipathy College of Science, Madurai
[5]Assistant Professor, SubbalakshmiL akshmipathy College of Science, Madurai
*Corresponding author
Email: shunmugasun@gmail

Abstract: This exploration targets estimating the administration quality out in the open and private financial area in Madurai and Virudhunagar regions of Tamilnadu state and recognizing its relationship to consumer loyalty and conduct goal. The investigation was directed among 802 bank clients by utilizing reconsidered SERVQUAL (BANQUAL) instrument with 26 things. Conduct aim of the clients was estimated by utilizing the social goal battery. The analyst has utilized a seven point likert scaling to quantify the normal and saw administration quality (execution) and the social goal of the clients. The BANQUAL instrument is chosen as the most dependable gadget to gauge the distinction score conceptualization. It is utilized to assess administration holes among assumption and impression of administration quality. Adjustments are made on the SERVQUAL instrument to make it explicit to the Financial area. Questions are added to the instrument like Seating space for pausing (Substantial quality), Parking spot in the Bank (Substance), Assortment of items/plans accessible (Substance), Banks genuine strides to taking care of Complaints of the clients (Responsiveness).

Keywords: Assurance, Behavioral Intention, Customer satisfaction, customer's expectation and Perceived Service Quality

INTRODUCTION

The administration area in India is presently accepting more regard and consideration from the two clients and corporate. Corporate are centering the administration area to turn out to be additionally showcasing focused as the area faces rising rivalry and liberation. The client on the opposite side perceives and begin to have mindfulness about options and favorable circumstances gave to them by corporate. The administration showcasing audits demonstrates the huge contrast between advertising of merchandise and ventures. This phase of advancement has made us to comprehend about the idea client dedication. Today all corporate plan their method of promoting to win client dependability. The need of dissecting the linkage between client loyalty, consumer loyalty and quality offered by the specialist organizations has arisen. Consequently this examination attempts to comprehend the linkage between administration quality, client's fulfillment and client steadfastness. Along these lines it is characterized that the area of the examination is administration advertising. To be more explicit the space of the examination is restricted to theoretical help area (Banking Area). Business banks offers administration to singular clients and individual business firms. This exploration centers on evaluating the administration nature of banks and the conduct of the clients.

STATEMENT OF PROBLEM

Indian bank areas are of two sorts, a. Nationalized Banks and b. Private Banks. Today all the banks are focusing on benefit and they attempt to catch the market for their supportability by offering great quality. The issue of this examination is to evaluate the administration quality hole experienced by the financial clients and breaking down the social expectation of the clients comparable to the apparent help quality. This examination center zone may help the specialist organization to comprehend the administration quality conveyed and the assumption for the clients. The hole in their vision and genuine conveyed quality is likewise estimated. In view of the audit of writing it is discovered that the vast majority of the examination has stressed on estimating administration hole or consumer loyalty however no far reaching research decides the underlying way linkage between SQ Over completely SAT BI in south India.

OBJECTIVES OF RESEARCH

- To analyze the demographical factors of the bank customers with special reference to Madurai and Virudhunagar Districts of Tamilnadu.

RESEARCH METHODLOGY

It is proposed to quantify the administration quality by utilizing the best apparatus in particular SERVQUAL which was planned by Zeithmal et al., 2000. The survey is isolated in four sections. Like Part1-reviesed SERVQUAL device, Part2 – Questions identified with Consumer loyalty, Part3 identified with the Conduct Goal of the client and the Part4 – contains questions identified with demographical components of the respondents.

STUDY AREA

The examination is conductedin Madurai and Virudhunagar regions of Tamilnadu state.

DATA COLLECTION TECHNIQUES

Both the essential and the optional information are gathered for the investigation. For gathering the essential information a very much organized poll is utilized. Since the investigation is of an unmistakable sort, the researcher considered essential information as generally appropriate for this examination and specialist feels that meetings are the reasonable method to gather the information. Saunders et al. (2003) state that the meeting is the most grounded instrument which centers around deliberate conversation between at least two individuals; it is useful to get solid and legitimate information which are applicable to explore questions and destinations.

SAMPLING

Each and every record holder in a bank is considered as an inspecting unit. On the off chance that a client has accounts in more than one bank, at that point he/she will be treated as a respondent to every last one of his/her record with the broker. The testing method applied is separated inspecting.

DATA ANALYSIS

Illustrative strategy for investigation is applied, alongside tables and figures for an extensive introduction of results. Factual examination is likewise applied to decide the degree of noteworthiness between the factors. Notwithstanding this factor investigation for information decrease, hole examination is done to survey the administration hole, matched t test and f test are applied for discernment and assumption evaluations of bank clients. Relationship and relapse examination are applied to dissect the most and least affecting component to the administration quality. SEM is applied to examine the effect of SQ → In general SAT → Social Goal. The essential information are examined by utilizing Factual Bundles for Sociologies (SPSS 16), Investigation of Second Structure (AMOS 16), where AMOS is utilized to build the "underlying model" linkage am ong administration quality, generally fulfillment and conduct goal of the bank clients and SPSS is utilized to break down univariate, bivariate and multivariate strategies.

REVIEW OF LITERATURE

Service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining it and measuring it with no overall consensus emerging on either (Victor P. Lau, 2007).

There are a number of different "definitions" as to what is meant by service quality. One of the commonly used service quality definition explains the extent to which a service meets customers' needs or expectations (Parasuraman et al., 1994; Madeline Pullman and Michael Gross, 2003). Service quality can thus be defined as the difference between customer expectations of service and perceived service. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman et al., 1985; F. Olorunniwo, 2006). Edvardsson et al. (1994) states in their experience, that the starting point in developing quality in services is analysis and measurement. By the 1990s, service organizations were also beginning to understand what their manufacturing colleagues had discovered earlier – that quality cannot be improved unless it is measured, and the best measure is the customer (Babakus, 1992).

Most of the products available in the market are made up of a combination of tangible goods and intangible services. In some businesses, service is the essential part of business activity; in other businesses, service is simply supporting the tangible goods (Dale 1999). Zeithaml and Bitner (2000) have identified the services as deeds, processes and performances. Therefore, services have their own intrinsic qualities which distinguish them from goods. Parasuraman, Zeithaml and Berry (1988) emphasis that knowledge about goods quality is insufficient to understand service quality due to three intrinsic characteristics of services namely intangibility, heterogeneity, and inseparability.

Parasuraman et al (1988) further explain that services are performances or experiences and therefore intangible. The personal qualities of service providers often lead to variable levels of services and therefore heterogeneity. Quality in services mostly occurs during the service delivery and therefore services are inseparable from

production and consumption. Zeithaml and Bitner (2000) introduce perishability to the list by arguing that services cannot be saved, stored, resold or returned.

Berry and Parasuraman (1991) emphasize that in a service business the four Ps marketing strategy (Product, Place, Promotion and Price) have no use without Quality. In the total quality management literature, Deming (1998) and Crosby (1980) emphasize the advantage of quality in two different ways. Deming (1998) advocates that organizations need to create consistency of purpose towards improvement of products and services with an emphasis on improvement in quality to become competitive, stay in business and provide jobs. Deming (1998) argues that quality pays off in the forms of increased profit and reduced cost. Conversely, Crosby (1980) states that 'quality is free' by arguing that the benefits of supplying quality products and services pay off in the form of business profits which are worth more than the money spent on quality improvement programs. However Dale (1999) suggests that quality is not the competitive weapon it once was as it is now expected as a given requirement of any product or service.

Gronroos (1982) has described the total service quality as customer's perception of difference between the expected service and the perceived service. He has defined the concept of perceived service quality as the outcome an evaluation process, where the consumer compares his expectations with the service he perceives or has received,creates true customers, increases efficiency and benefit from increased market share and profit, heavy sales volume, higher revenue and reduces costs by economies of scale, (Anderson and Sullivan, 1993; Zeithaml, Parasuraman and Berry, 1996).

Cronin and Taylor (1992) have observed that the perceptual components of SERVQUAL outperformed SERVQUAL gap scores in predicting overall service quality, suggesting that service quality is better measured by perceptions than by gap score. Cronin and Taylor (1992) have originally hypothesized that satisfaction is an antecedent of service quality, their research with a multi-industry sample showed, in a LISREL analysis, an opposite relationship. Service quality appears to be only one of the service factors contributing to customers' satisfaction judgments.

According to Parasuram et al. SERVQUAL is used to establish the relative importance of the five dimensions in different cultural and national contexts. Measuring expectations are here especially important as it has diagnostic value that can generate information that pinpoints shortfalls in service quality (Parasuraman, Zeithaml, and Berry, 1994). Gronroos (2001) offer a comprehensive definition of services, where service is "an activity or series of activities of a more or less intangible nature than normal, but not necessarily, take place in the interaction between the customer and service employees and/or physical resources or goods and/or systems of the service provider, which are provided as solutions to customer problems".

DATA ANALYSIS AND INTERPRETATION
Association Between The Demographic Profile Of The Bank Customers And Type Of Bank
Nature of Account and Type of Bank

H_0 - There is no association between the Nature of account and type of the bank of the respondents
H_g - There is an association between the Nature of account and type of the bank of the respondents

Table 6.1.1 Impact of demographic profile on the overall SAT

Demographic Characteristics		Sum of Squares	Df	Mean Square	F	Sig.
Gender	Between Groups	1.227	6	0.204	0.958	0.453
	Within Groups	169.702	795	0.213		
	Total	170.929	801			
Age Group	Between Groups	30.726	6	5.121	4.695	0.000
	Within Groups	867.234	795	1.091		
	Total	897.960	801			
Income Level	Between Groups	15.905	6	2.651	3.100	0.005
	Within Groups	617.275	795	0.855		
	Total	633.180	801			

Occupation	Between Groups	416.282	6	69.380	4.517	0.000
	Within Groups	12211.514	795	15.360		
	Total	12627.796	801			
Education	Between Groups	54.646	6	9.108	4.474	0.000
	Within Groups	1618.483	795	2.036		
	Total	1673.128	801			

Age wise classification and Nature of bank

H_0 - There is no association between the Age of the respondents and Nature of the bank H_h- There is an association between the Age of the respondents and Nature of the bank

Table 6.2 Age wise classification and Nature of bank

Age	N	Mean	Std. Deviation	F-value	p-value
Below20	46	3[a]	2.43		
21 to 30	383	5[bc]	2.22		
31 to 40	172	4[ab]	2.46	7.426	0.000
41 to 50	139	4[b]	2.15		
Above 50	62	6[c]	1.80		

Association between the period of service availed service and Nature of bank

H_0 - There is no association between the Number of Years availing service and Nature of the bank of the respondents

H_f- There is an association between the Number of Years availing service and Nature of the bank of the respondents

Table 6.3 Association between Nature of account and Nature of bank

Number of Years availing service	Nature of bank		Total
	Private	**Public**	
1 to 3 years	117	154	271
4 to 6 years	130	146	276
7 to 9 years	76	63	139
More than 10 years	39	77	116
Total	362	440	802

Number of Years availing service	Nature of bank		Chi- Square value	p- value
	Private	**Public**		
1 to 3 years	(43.2%)	(56.8%)		
	[32.3%]	[35.0%]		
4 to 6 years	(47.1%)	(52.9%)		
	[35.9%]	[33.2%]	12.172	0.007
7 to 9 years	(54.7%)	(45.3%)		
	[21.0%]	[14.3%]		
More than 10 years	(33.6%)	(66.4%)		
	[10.8%]	[17.5%]		

Total	362	440		

Income of the respondents and Nature of bank

H_0 - There is no association between the Income of the respondents and Nature of the bank

H_1- There is an association between the Income of the respondents and Nature of the bank

Table 6.4 Income of the respondents and Nature of bank

Income of the respondents	Nature of bank		Total
	Private	Public	
Below 5000	44	34	78
5001 to 10000	76	145	221
10001 to 15000	133	134	267
Above 20001	81	82	163
Total	334	395	729

Income of the respondents	Nature of bank		Chi- Square value	p- value
	Private	Public		
Below 5000	(56.4%)	(43.6%)	17.856	0.000
	[13.2%]	[8.6%]		
5001 to 10000	(34.4%)	(65.6%)		
	[22.8%]	[36.7%]		
10001 to 15000	(49.8%)	(50.2%)		
	[39.8%]	[33.9%]		
Above 20001	(49.7%)	(50.3%)		
	[24.3%]	[20.8%]		
Total	334	395		

Occupation wise classification and type of bank

H_0 - There is no association between the Occupation of the respondents and type of the bank

H_k- There is an association between the Occupation of the respondents and type of the bank

Table 6.5 Association between Occupation and Type of bank

Occupation of the respondents	Nature of bank		Total
	Private	Public	
Business	100	113	213
Professional	81	103	184
Retired/Pension	5	10	15
Academy/Teaching	38	72	110
Clerk	29	16	45
Unemployed	7	9	16
Banking and Finance	19	21	40
Police/Army	16	16	32
Agriculture	6	3	9
Marketing and sales	7	24	31
Housewife	54	53	107
Total	362	440	802

Occupation of the respondents	Nature of bank		Chi- Square value	p-value
	Private	Public		
Business	(46.9%)	(53.1%)	22.665	0.012
	[27.6%]	[25.7%]		
Professional	(44.0%)	(56.0%)		
	[22.4%]	[23.4%]		
Retired /Pension	(33.3%)	(66.7%)		
	[1.4%]	[2.3%]		
Academic /Teaching	(34.5%)	(65.5%)		
	[10.5%]	[16.4%]		
Clerk	(64.4%)	(35.6%)		
	[8.0%]	[3.6%]		
Unemployed	(43.8%)	(56.2%)		
	[1.9%]	[2.0%]		
Banking and Finance	(47.5%)	(52.5%)		
	[5.2%]	[4.8%]		
Police/Army	(50.0%)	(50.0%)		
	[4.4%]	[3.6%]		
Agriculture	(66.7%)	(33.3%)		
	[1.7%]	[0.7%]		
Marketing and sales	(22.6%)	(77.4%)		
	[1.9%]	[5.5%]		
Housewife	(50.5%)	(49.5%)		
	[14.9%]	[12.0%]		
Total	362	440		

FINDINGS & CONCLUSIONS

The table inferences whether there is any association difference between the Nature of account and Nature of the bank of the respondents. The maximum respondents are having savings accounts (341) and current accounts (99) in public sector banks compared to private sector banks. It shows the respondents in private and public sector banks are giving more importance to savings accounts rather than a current accounts. The table shows that the private banks are having 76.2% of saving accounts and 23.8% of current accounts; the public banks are having 77.5% of saving accounts and 22.5% of current accounts. Saving accounts are maximum in public banks (55.3%) compared to private banks (44.7%).Current accounts is maximum in public banks (53.5%) compared to private banks 46.2%. It shows that the respondents belonging to public sector are more than private banks.The table reveals that the association between the period of service availed from the service provider and Nature of the bank of the respondents. The respondents availing service more than 10 years from the service provider are 33.6% in private banks and 66.4% in public banks. But it is observed respondents availing service from 1 to 3 years 43.2% in private bank and 56.8% in public bank. The difference between the private and public bank is now reducing. In the category 4 to 6 years availing service from the private banks are 47.1% and from the public banks are 52.9%. The respondents in the public sector are gradually reduced from 66.4% to 52.9%. But now the percentage is increasing to 56.8%. Here the p-value is less than 0.05 the null hypothesis is rejected in 1% significance level and hence there is an association between the period of service availed and the nature of the bank of the respondents. The table reveals the association between Gender and Nature of banks of the respondents. The male respondents are having 45% accounts in private banks and 55% in public banks. In the private bank, 69.1% respondents are male and 30.9% respondents are female. In public banks 69.3% respondents are male and 30.7% respondents are female. Here the p-value is greater than 0.05, the null hypothesis is accepted. Hence there is no association between the gender and nature of banks of the respondents. The table shows the association ASSOCIATION between the age and nature of banks of the respondents. Among 50 age category of respondents 67.7% are having accounts in public banks. Among 31-40 years category 40.7% of respondents are having account with public banks and 59.3% accounts in private banks.

Majority of the respondents (43.6%) in private banks belong to the age group 21 – 30 years. Similarly the majority of the respondents (51.1%) in public banks belong to the age group 21 – 30 years. Here, the p- value is less than 0.05, the null hypothesis is rejected in 1% significance level, and hence there is association between the age and Nature of banks of the respondents. The table inferences the association between the area and nature of bank of the respondents. Among the respondents belonging to rural area 50% bank with private banks and 50% bank with public banks. Where sub urban and urban respondents are giving more priority to public banks. Among private banks respondents majority of the respondents are in urban (52.8%), remaining are in sub urban (30.4%) and rural (16.9%). At the same time public banks are having majority of the respondents from urban area (54.1%), remaining are in sub urban (32%) and rural (13.9%). Here, the p- value is more than 0.05, the null hypothesis is accepted in 1% significance level, and hence there is no association between the area and Nature of banks of the respondents. The table reveals the association between the Districts and nature of bank of the respondents. The majority respondents in Madurai District (265) are having Account in Public banks, but in Virudhunagar District the majority respondents (186) are having account in Private Banks. Private Banks are having more than 50% of respondents in Virudhunagar District (51.4%), remaining respondents are in Madurai District (48.6%). Public banks are having 60.2% respondents in Madurai; remaining 39.8% of respondents are in Virudhunagar. Here, the p-value is less than 0.05, the null hypothesis is rejected in 1% significance level, and hence there is an association between the respondents District and Nature of banks. The table inferences the association between the occupation and nature of bank of the respondents. The majority of the respondents are doing business men (231 out of 802), next professionals are having account in banks (184). In Private banks 27.6% of respondents are doing business, 22.4% of respondents are professional, 14.9% of respondents are house wives. In Public banks 25.7% of respondents are doing business, 23.4% of respondents are professional, 16.4% of respondents are Academic / Teachers. In Agriculture field, the public banks have only 0.7% respondents. But among private banks respondents 1.7% belong to agricultural occupation. The table reveals the association between the Income and nature of bank of the respondents. Among the income class below Rs.5000 majority (56%) of the respondents have their accounts with private banks. In the Income level 5001-10,000, most of the respondents are having account in public banks (65.6%), in the Income level 10,001- 15,000 and Rs.20000; there is no big difference between private and public banks proportionatly. They almost equally have 50% each. In Rs.10,001-15,000 income level, the respondents are the main customers of private banks (39.8%). In public banks, the respondents who are having the income level Rs.500-10,000 are the main customers (36.7). Here the p-value is less than 0.05, the null hypothesis is accepted at 1% significance level, and hence there is an association between the income level of the respondents and the nature of banks. The table shows the association between the Educational Background and Nature of bank of the respondents. The respondents who are having no formal Education, are giving equal priority to private and public banks. The respondents who are having the diploma as qualification are giving more priority to private banks (57) rather than public banks (54). Except diploma qualification, other respondents are giving more priority to public banks. 58.8% of schooling level respondents, 61.1% of ITI level respondents, 54.4% UG level respondents, 55.4% PG level respondents are having account in public banks and remaining percentage respondents are having account in private banks. Here the p-value is greater than 0.05, the null hypothesis is accepted, and hence there is no association between the Educational background and nature of accounts of the respondents. Among the respondents approaching the banker for current account and personal loan few respondents has revealed that they are highly dissatisfied. The chi square result reveals that there is an association between the Reason for approaching the service provider and the overall satisfaction level of Customers.

REFERENCES
1. Abdollahi, G. (2007), "Creating a Model for Customer Loyalty in Banking Industry of Iran", Master thesis, Lulea University of Technology, Department of Business Administration and Social Sciences.
2. Ahmed Jamal, (July 2004), Retail banking and customer behavior – "A Study of self concept, satisfaction and technology" Int. Rev of Retail, Distribution and Consumer Research, vol.14, no.3, 357 – 379.
3. Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In J. Kuhl& J. Beckmann (Hrsg.), Action-control: From cognition to behavior (S. 11-39). Heidelberg: Springer.
4. Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision processes, 50, 179-211.
5. Ajzen, I. (1996). The social psychology of decision making. In E.T. Higgins & A.W. Kruglanski (Eds.), Social Psychology: Handbook of Basic Principles, 297 – 328.
6. Ajzen, I., &Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood Cliffs, NJ: PrenticeóHall.
7. Alan Bryman (2008), Social Research Methods. Third Edition, OUP Oxford publisher.
8. Aldlaigan, AH Battle, F.A.2002, "SYSTRA – SQ A New Measure of Bank Service Quality" , International Journal of Service Industry Management 13(4), 362 – 381.

9. Al-Hawari, Mohammed, Hartley, Nicole and Ward, Tony (2005) Measuring banks' automated service quality : A confirmatory factor analysis approach. Marketing Bulletin, 16 1: 1-19.

10. An Empirical Study, Research Journal of Finance and Accounting, Vol 2, No 4.

11. Anandh.S& Dr. Murugaiah, (2004) "Marketing of financial services: Strategic issues" SCMS Journal of Indian Management –July – Sep, pp 41 – 48

12. Anderson, E. W. and Sullivan, M. (1993) The Antecedents and Consequences of Customer Satisfaction for Firms, Marketing Science, 12 (Spring), 125 – 143.

13. Avkiran, N.K. (1994),"Developing an instrument to measure customer service quality in branch banking", International Journal of Bank Marketing, Vol. 12 No. 6, pp. 10-18.

14. Babakus, E., Boller, G.W., (1992). An empirical assessment of the SERVQUAL scale. Journal of Business Research Vol. 24, pp.253–268.

15. Bandura, A. (1997). Self-efficacy: The exercise of control. New York, NY, U.S. Freeman/Times Books/ Henry Holt & Co. (604 pp.).

16. BararaCuliberg and Ica Rojsek (2010), Identifying service quality Dimensions as antecedents to Customer satisfaction in retail Banking, economic and business review, vol. 12, no. 3 , 2010, p151–166.

17. Bearden, W. O. and   Teel, J.E (1983) Selected Determinants of Consumer Satisfaction and Complain Reports. Journal of Marketing Research, 20 (February), 21-28

18. Beerli, A., Martin, J.D., & Quintana, A. (2004). A model of customer loyalty in the retail banking market. European Journal of Marketing, 38(1/2), 253-75.

19. Berry, L.L and Parasuraman, A. (1991) Marketing Services, Competing through Quality, New York: The free Press.

20. R. Sathish, R. Manikandan, S. Silvia Priscila, B. V. Sara and R. Mahaveerakannan, "A Report on the Impact of Information Technology and Social Media on Covid–19," 2020 3rd International Conference on Intelligent Sustainable Systems (ICISS), Thoothukudi, India, 2020, pp. 224-230, doi: 10.1109/ICISS49785.2020.9316046.