CHAPTER - IV
Profile of Customers and Banking Services – An analysis
CHAPTER – IV

PROFILE OF CUSTOMERS AND BANKING SERVICES
– AN ANALYSIS

4.0. INTRODUCTION

The profile of the customers may be associated with the level of awareness and utilization of banking services offered by the commercial banks. It is imperative to exhibit the profile of the customers and their banking activities. Even though the profile of the customers encompasses many factors, the present study confines its scope to gender, age, level of the education, marital status, occupation, and monthly income. The banking activities included in the present study are type of account, number of accounts possessed, frequency of operation of bank account, years of experience and mode of banking operation. The level of awareness on banking and banking activities, rate of utilization of banking services by the customers and the customers’ view on the factors leading to the service quality of commercial banks are also discussed in the present chapter.

4.1. RESPONDENTS GENDER

The gender among the respondents may play an important role in their perception on the service offered by the commercial banks and also the service quality of commercial banks. Hence, it is included as one of the profile variables in the present study. The distribution of respondents on the basis of their gender is illustrated in Table 4.1
Table 4.1

Gender among the Respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Urban No of Respondents</th>
<th>%</th>
<th>Semi-Urban No of Respondents</th>
<th>%</th>
<th>Rural No of Respondents</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>113</td>
<td>78</td>
<td>159</td>
<td>75</td>
<td>133</td>
<td>69</td>
<td>405</td>
<td>74</td>
</tr>
<tr>
<td>Female</td>
<td>31</td>
<td>22</td>
<td>53</td>
<td>25</td>
<td>59</td>
<td>31</td>
<td>143</td>
<td>26</td>
</tr>
<tr>
<td>Total</td>
<td>144</td>
<td>100</td>
<td>212</td>
<td>100</td>
<td>192</td>
<td>100</td>
<td>548</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

Figure 4.1

Gender among the Respondents

Distribution on the basis of gender

The important gender among the respondents is male which constitutes 74 per cent to the total. The most important gender among the urban, semi-urban and rural respondents is male which constitutes 78.0, 75.0 and 69.0 per cent to its total respectively. The analysis reveals that the dominant gender among the three groups of respondents is male.
4.2. AGE OF THE RESPONDENTS

The age of the respondents may provide more knowledge, experience and exposure about the availability of various services and service quality offered by the commercial banks. The level of expectation among the different age group may differ due to the perception they have about the services offered by the commercial banks. Hence, it is included as one of the profile variables. The distribution of customers on the basis of their age is given in Table 4.2.

<table>
<thead>
<tr>
<th>Age (in years)</th>
<th>Urban</th>
<th>Semi-Urban</th>
<th>Rural</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No of Respondents</td>
<td>%</td>
<td>No of Respondents</td>
<td>%</td>
<td>No of Respondents</td>
</tr>
<tr>
<td>Below 30</td>
<td>32</td>
<td>22</td>
<td>26</td>
<td>12</td>
<td>49</td>
</tr>
<tr>
<td>30-40</td>
<td>31</td>
<td>21</td>
<td>53</td>
<td>25</td>
<td>39</td>
</tr>
<tr>
<td>41-50</td>
<td>39</td>
<td>28</td>
<td>59</td>
<td>29</td>
<td>41</td>
</tr>
<tr>
<td>51-60</td>
<td>29</td>
<td>20</td>
<td>48</td>
<td>22</td>
<td>42</td>
</tr>
<tr>
<td>Above 60</td>
<td>13</td>
<td>09</td>
<td>26</td>
<td>12</td>
<td>21</td>
</tr>
<tr>
<td>Total</td>
<td>144</td>
<td>100</td>
<td>212</td>
<td>100</td>
<td>192</td>
</tr>
</tbody>
</table>

Source: Primary Data

The important age group among the respondents is 41 to 50 years and 30 to 40 years which constitute 25 and 22 per cent to the total respectively. The most important age group among the urban and semi-urban respondents is 41 to 50 years which contributes 28 and 29 per cent to its total respectively. Among the dominant age group of 41-50 years, the semi-urban respondents are more in number than the urban and rural respondents.
4.3. LEVEL OF EDUCATION OF THE RESPONDENTS

The level of education is one of the important profiles of the respondents since it may have its own influence on the level of expectation and perception on the service quality of commercial banks. The level of awareness and knowledge on the various banking services among the highly educated respondents may be higher than the level of awareness and knowledge on the various banking services among the lesser educated respondents. Hence, it is included as one of the profile variables.

Table 4.3
Level of Education among the Respondents

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Urban</th>
<th>Semi-Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of Respondents</td>
<td>%</td>
<td>No of Respondents</td>
<td>%</td>
</tr>
<tr>
<td>No formal education</td>
<td>05</td>
<td>03</td>
<td>06</td>
</tr>
<tr>
<td>Up to SSLC</td>
<td>25</td>
<td>17</td>
<td>47</td>
</tr>
<tr>
<td>HSC</td>
<td>29</td>
<td>20</td>
<td>45</td>
</tr>
<tr>
<td>Diploma</td>
<td>13</td>
<td>09</td>
<td>30</td>
</tr>
<tr>
<td>UG and PG</td>
<td>50</td>
<td>35</td>
<td>63</td>
</tr>
<tr>
<td>Professional</td>
<td>22</td>
<td>16</td>
<td>21</td>
</tr>
<tr>
<td>Total</td>
<td>144</td>
<td>100</td>
<td>212</td>
</tr>
</tbody>
</table>

Source: Primary Data
Figure 4.2 illustrates the distribution of respondents on the basis of their level of education. The important level of education among the respondents is under or post graduation which constitutes 36 per cent to the total. The most important level of education among the urban, semi-urban and rural respondents is under and post graduation which constitutes 35, 30 and 42 per cent to its total respectively. The analysis reveals that majority of the respondents are having under or post graduation level of education.
4.4. MARITAL STATUS OF THE RESPONDENTS

It represents the stage in the life of the respondents. The marital status may lead to a lot of financial commitment and family obligation. It may influence the level of perception and expectation on the services and service quality of commercial banks. Hence, it is included as one of the profile variables. The marital status among the respondents is confined to married, unmarried, widow / widower and divorced / separated. The distribution of respondents on the basis of their marital status is given Table 4.4.

<table>
<thead>
<tr>
<th>Marital status</th>
<th>Urban No of Respondents</th>
<th>Urban %</th>
<th>Semi-Urban No of Respondents</th>
<th>Semi-Urban %</th>
<th>Rural No of Respondents</th>
<th>Rural %</th>
<th>Total No of Respondents</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>103</td>
<td>72</td>
<td>173</td>
<td>81</td>
<td>141</td>
<td>73</td>
<td>417</td>
<td>76</td>
</tr>
<tr>
<td>Unmarried</td>
<td>29</td>
<td>20</td>
<td>23</td>
<td>11</td>
<td>39</td>
<td>20</td>
<td>91</td>
<td>17</td>
</tr>
<tr>
<td>Widow/widower</td>
<td>07</td>
<td>04</td>
<td>08</td>
<td>04</td>
<td>07</td>
<td>04</td>
<td>22</td>
<td>04</td>
</tr>
<tr>
<td>Divorced/separated</td>
<td>05</td>
<td>03</td>
<td>08</td>
<td>04</td>
<td>05</td>
<td>03</td>
<td>18</td>
<td>03</td>
</tr>
<tr>
<td>Total</td>
<td>144</td>
<td>100</td>
<td>212</td>
<td>100</td>
<td>192</td>
<td>100</td>
<td>548</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data
The important marital status among the respondents is ‘married’ which constitutes 76 per cent to its total. It is followed by unmarried which constitutes 17 per cent to the total. The most important marital status among the urban, semi urban and rural respondents is ‘married’ which constitutes 72, 81 and 73 per cents to its total respectively. The analysis reveals the dominance of married persons among the respondents in the present study.

**4.5. OCCUPATION OF THE RESPONDENTS**

The occupational background of the respondents may lead to different levels of expectation and perception on the services and service quality of commercial banks. Hence, it is included as one of the profile variables. The occupation among the respondents is confined to students, business, government employees, private employees and retired persons. The distribution of respondents on the basis of their occupation is presented in Table 4.5.
### Table 4.5
Occupation among the Respondents

<table>
<thead>
<tr>
<th>Status of Occupation</th>
<th>Urban No of Respondents</th>
<th>Urban %</th>
<th>Semi-Urban No of Respondents</th>
<th>Semi-Urban %</th>
<th>Rural No of Respondents</th>
<th>Rural %</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>23</td>
<td>16</td>
<td>21</td>
<td>10</td>
<td>19</td>
<td>10</td>
<td>63</td>
<td>11</td>
</tr>
<tr>
<td>Business</td>
<td>41</td>
<td>28</td>
<td>39</td>
<td>18</td>
<td>24</td>
<td>12</td>
<td>104</td>
<td>19</td>
</tr>
<tr>
<td>Profession</td>
<td>20</td>
<td>14</td>
<td>19</td>
<td>09</td>
<td>15</td>
<td>08</td>
<td>54</td>
<td>10</td>
</tr>
<tr>
<td>Government employee</td>
<td>21</td>
<td>15</td>
<td>37</td>
<td>18</td>
<td>20</td>
<td>10</td>
<td>78</td>
<td>14</td>
</tr>
<tr>
<td>Private employee</td>
<td>31</td>
<td>22</td>
<td>77</td>
<td>36</td>
<td>98</td>
<td>51</td>
<td>206</td>
<td>38</td>
</tr>
<tr>
<td>Retired Persons</td>
<td>08</td>
<td>05</td>
<td>19</td>
<td>09</td>
<td>16</td>
<td>09</td>
<td>43</td>
<td>08</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>144</strong></td>
<td><strong>100</strong></td>
<td><strong>212</strong></td>
<td><strong>100</strong></td>
<td><strong>192</strong></td>
<td><strong>100</strong></td>
<td><strong>548</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data

### Figure 4.4
Occupation among the Respondents

Distribution on the basis of occupation
The important occupation among the respondents is private employment which contributes 38 per cent to the total. It is followed by business which contributes 19 per cent to the total. The most important occupation among the semi-urban and rural respondents is private employment which constitutes 36 and 51 per cents to its total respectively. Among the urban respondents 28 per cent of them are engaged in business activities. The analysis reveals the dominance of private employment among the semi-urban and rural respondents.

4.6. MONTHLY INCOME OF THE RESPONDENTS

It shows the monthly income earned by the respondents from their occupation. Since the monthly income may influence the level of expectation and perception in various services, service quality of commercial banks, monthly income is included as one of the profile variables. The monthly income of the respondents is confined to less than `10,000, `10,000 to 20,000, `20,001 to 30,000, `30,001 to 40,000, `40,001 to 50,000, and above `50,000. The distribution of respondents on the basis of their monthly income is given in Table 4.6.

<table>
<thead>
<tr>
<th>Monthly Income (in ₹)</th>
<th>Urban</th>
<th>Semi-Urban</th>
<th>Rural</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No of Respondents</td>
<td>%</td>
<td>No of Respondents</td>
<td>%</td>
<td>No of Respondents</td>
</tr>
<tr>
<td>Less than 10000</td>
<td>17</td>
<td>12</td>
<td>22</td>
<td>10</td>
<td>42</td>
</tr>
<tr>
<td>10000-20000</td>
<td>20</td>
<td>14</td>
<td>26</td>
<td>12</td>
<td>39</td>
</tr>
<tr>
<td>20001-30000</td>
<td>21</td>
<td>15</td>
<td>31</td>
<td>15</td>
<td>29</td>
</tr>
<tr>
<td>30001-40000</td>
<td>24</td>
<td>17</td>
<td>59</td>
<td>28</td>
<td>41</td>
</tr>
<tr>
<td>40001-50000</td>
<td>30</td>
<td>21</td>
<td>42</td>
<td>20</td>
<td>24</td>
</tr>
<tr>
<td>Above 50000</td>
<td>32</td>
<td>22</td>
<td>32</td>
<td>15</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>144</td>
<td>100</td>
<td>212</td>
<td>100</td>
<td>192</td>
</tr>
</tbody>
</table>

Source: Primary Data
The important category of monthly income among the respondents is `30,001 to `40,000 and `40,001 to `50,000 which constitutes 23 and 18 per cent to the total respectively. The most important category of monthly income among the urban respondents is above `50,000 and among the semi–urban respondents, it is `30,001 to `40,000 which constitutes 28 per cent to its total. Among the rural respondents, it is less than `10,000 which constitutes 22 per cent to its total. The analysis reveals that the level of monthly income of the urban respondents is higher than the monthly income of semi-urban and rural respondents.

4.7. BANKS WHERE RESPONDENTS ARE HAVING ACCOUNT

The bank at which the respondents are having account is one of the important profile of the respondents. In the present study, the banks are confined to State Bank of India (SBI), Indian Overseas Bank (IOB), Indian Bank (IB) and Canara Bank (CB). The distribution of respondents on the basis of the bank where they are having accounts is given in Figure 4.7.

<table>
<thead>
<tr>
<th>Banks</th>
<th>Urban</th>
<th>Semi-Urban</th>
<th>Rural</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No of Respondents</td>
<td>%</td>
<td>No of Respondents</td>
<td>%</td>
<td>No of Respondents</td>
</tr>
<tr>
<td>State Bank of India (SBI)</td>
<td>25</td>
<td>17</td>
<td>40</td>
<td>19</td>
<td>24</td>
</tr>
<tr>
<td>Indian Overseas Bank (IOB)</td>
<td>46</td>
<td>32</td>
<td>92</td>
<td>43</td>
<td>108</td>
</tr>
<tr>
<td>Indian Bank (IB)</td>
<td>36</td>
<td>25</td>
<td>40</td>
<td>19</td>
<td>08</td>
</tr>
<tr>
<td>Canara Bank (CB)</td>
<td>37</td>
<td>26</td>
<td>40</td>
<td>19</td>
<td>52</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>144</strong></td>
<td><strong>100</strong></td>
<td><strong>212</strong></td>
<td><strong>100</strong></td>
<td><strong>192</strong></td>
</tr>
</tbody>
</table>

**Source: Primary Data**
In total, 45 per cent of the respondents in the present study are having accounts at IOB. It is followed by Canara Bank which constitutes 24 per cent to the total. Majority of the urban, semi–urban and rural respondents are having bank accounts in IOB which constitutes 32, 43 and 56 per cent to its total respectively. The analysis reveals the domination of Indian Overseas Bank among the respondents in the study area.

4.8. TYPE OF ACCOUNT POSSESSED BY THE RESPONDENTS

It represents the type of accounts possessed by the respondents in their bank. Since the respondents may have more than one bank account, they are allowed to mention the different types of accounts they have in their bank. The type of accounts are confined to saving bank account, current account, fixed deposits account and recurring deposits account. The results are given in Table 4.8.
### Table 4.8

**Type of Bank Accounts Possessed by the Respondents**

<table>
<thead>
<tr>
<th>Type of Account</th>
<th>Urban</th>
<th>Semi-Urban</th>
<th>Rural</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No of Respondents</td>
<td>%</td>
<td>No of Respondents</td>
<td>%</td>
<td>No of Respondents</td>
</tr>
<tr>
<td>Savings bank a/c</td>
<td>79</td>
<td>41</td>
<td>137</td>
<td>50</td>
<td>136</td>
</tr>
<tr>
<td>Current a/c</td>
<td>43</td>
<td>23</td>
<td>33</td>
<td>12</td>
<td>21</td>
</tr>
<tr>
<td>Fixed deposit a/c</td>
<td>27</td>
<td>14</td>
<td>46</td>
<td>17</td>
<td>27</td>
</tr>
<tr>
<td>Recurring deposit a/c</td>
<td>42</td>
<td>22</td>
<td>59</td>
<td>21</td>
<td>38</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>191</td>
<td>100</td>
<td>275</td>
<td>100</td>
<td>222</td>
</tr>
</tbody>
</table>

**Source: Primary Data**

In total, 548 respondents hold 688 bank accounts in their bank. It reveals that the average number of accounts possessed by the respondents in their banks is more than one. The important type of account possessed by the respondents is savings account and recurring deposits account which constitutes 51 and 20 per cent to the total respectively. The most important type of account possessed by the urban, semi-urban and rural respondents is savings bank account which constitutes 41, 50 and 61 per cent to its total respectively. The analysis reveals the dominance of savings bank account among the respondents in the study area.

**4.9. NUMBER OF ACCOUNTS POSSESSION BY THE RESPONDENTS**

It shows the number of accounts possessed by the respondents in their bank. The number of accounts possessed by them is confined to less than 3, 3 to 6 and above 6. The distribution of respondents on the basis of the number of accounts possessed by them is presented in Table 4.9.
Table 4.9
Number of Accounts Possessed by the Respondents

<table>
<thead>
<tr>
<th>Number of Accounts</th>
<th>Urban</th>
<th>Semi-Urban</th>
<th>Rural</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No of Respondents</td>
<td>No of Respondents</td>
<td>No of Respondents</td>
<td>No of Respondents</td>
<td>%</td>
</tr>
<tr>
<td>Less than 3</td>
<td>108</td>
<td>167</td>
<td>158</td>
<td>433</td>
<td>79</td>
</tr>
<tr>
<td>3 – 6</td>
<td>27</td>
<td>31</td>
<td>23</td>
<td>81</td>
<td>15</td>
</tr>
<tr>
<td>above 6</td>
<td>09</td>
<td>14</td>
<td>11</td>
<td>34</td>
<td>06</td>
</tr>
<tr>
<td>Total</td>
<td>144</td>
<td>212</td>
<td>192</td>
<td>548</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

Figure 4.6
Number of Accounts Possessed by the Respondents

Distribution on the basis of No. of accounts possessed

In total a maximum 79 per cent of the respondents have only less than 3 accounts in their banks. The number of respondents with over 6 accounts constitutes 06 per cent to the total. The respondents with less than 3 accounts in the banks among the urban, semi-urban and rural respondents constitute 75, 79 and 82 per cent to its total respectively. The analysis reveals that irrespective of the area where the bank is situated majority of the respondents are having less than 3 accounts in their bank.
4.10. FREQUENCY OF OPERATION OF BANK ACCOUNTS

It shows the frequency of operation of bank accounts by the respondents during a week. Since, the frequency of transaction may have its own influence on the level of perception on service quality of commercial banks, it is included as one of the variables. The frequency of operation per week by the respondents is confined to less than 5 times, 5 to 10 times, and more than 10 times. The distribution of respondents on the basis of their frequency of bank account operation is illustrated in Table 4.10.

Table 4.10

<table>
<thead>
<tr>
<th>Frequency of Operation of Bank Account by the Respondents</th>
<th>Urban</th>
<th>Semi-Urban</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of Respondents</td>
<td>%</td>
<td>No of Respondents</td>
<td>%</td>
<td>No of Respondents</td>
</tr>
<tr>
<td>Less than 5</td>
<td>41</td>
<td>28</td>
<td>87</td>
<td>41</td>
</tr>
<tr>
<td>5 – 10</td>
<td>65</td>
<td>45</td>
<td>95</td>
<td>45</td>
</tr>
<tr>
<td>Above 10</td>
<td>38</td>
<td>27</td>
<td>30</td>
<td>14</td>
</tr>
<tr>
<td>Total</td>
<td>144</td>
<td>100</td>
<td>212</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

Table 4.4 shows that 45 per cent of the respondents are operating their bank account for less than 5 times in a week. It is followed by 5 to 10 times which constitutes 38 per cent to the total. The most important frequency of operation per week among the urban and semi–urban respondents is 5 to 10 times which constitutes 45 per cent to its total in both the cases. Among the rural respondents, it is less than 5 times which constitutes 62 per cent to its total. The analysis reveals that the frequency of operation of bank account among the urban and semi–urban respondents is higher than the frequency of operation of bank account by the rural respondents.
4.11. YEARS OF EXPERIENCE IN HOLDING ACCOUNTS WITH THE PRESENT BANK

The years of experience in holding the bank account with the present bank by the respondents is included as one of the variable for the analysis since it may provide more knowledge and experience on the service quality offered by the commercial banks. The years of experience with the present in operating the bank account by the respondents is confined to less than 5 years, 5 to 10 years, 11 to 15 years and above 15 years. The distribution of respondents on the basis of their years of experience in operating bank account is given in Table 4.11.

<table>
<thead>
<tr>
<th>Years of experience</th>
<th>Urban</th>
<th>Semi-Urban</th>
<th>Rural</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No of Respondents</td>
<td>%</td>
<td>No of Respondents</td>
<td>%</td>
<td>No of Respondents</td>
</tr>
<tr>
<td>Less than 5</td>
<td>55</td>
<td>38</td>
<td>86</td>
<td>40</td>
<td>66</td>
</tr>
<tr>
<td>5-10</td>
<td>43</td>
<td>30</td>
<td>64</td>
<td>30</td>
<td>47</td>
</tr>
<tr>
<td>11-15</td>
<td>27</td>
<td>19</td>
<td>47</td>
<td>22</td>
<td>58</td>
</tr>
<tr>
<td>Above 15</td>
<td>19</td>
<td>13</td>
<td>15</td>
<td>08</td>
<td>21</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>144</strong></td>
<td><strong>100</strong></td>
<td><strong>212</strong></td>
<td><strong>100</strong></td>
<td><strong>192</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data

The Table 4.11 shows that 38 per cent of the respondents have less than 5 years of experience with the present bank. It is followed by 5 to 10 years of experience which constitutes 28 per cent to the total. The most important years of experience among respondents in urban, semi-urban and rural respondents is less than 5 years which constitutes 38, 40 and 34 per cent to its total respectively. The analysis reveals that irrespective of the place of bank, the respondents are having less than 5 years of experience in operation of bank accounts.
4.12. MODE OF USAGE OF BANKING SERVICES BY THE RESPONDENTS

Banks are offering number of services to their customers. But all the services are not used by the customers. Depending upon their need and requirement the customers are using the services offered by the banks through different modes. In the present study, the different mode of usage by the respondents are confined to operation in person, through ATM, through internet banking and through mobile phone banking. As the customers are using the banking services through different modes, they are allowed to give their response on the above said four modes of operation. The results are shown in Table 4.12.

Table 4.12
Mode of Usage of Banking Services by the Respondents

<table>
<thead>
<tr>
<th>Mode of Usage</th>
<th>Urban</th>
<th>Semi-urban</th>
<th>Rural</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No of Respondents</td>
<td>No of Respondents</td>
<td>No of Respondents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In Person</td>
<td>126</td>
<td>174</td>
<td>178</td>
<td>478</td>
<td>60</td>
</tr>
<tr>
<td>Through ATM</td>
<td>59</td>
<td>88</td>
<td>66</td>
<td>213</td>
<td>27</td>
</tr>
<tr>
<td>Through Internet Banking</td>
<td>32</td>
<td>29</td>
<td>-</td>
<td>61</td>
<td>08</td>
</tr>
<tr>
<td>Through Mobile Phone Banking</td>
<td>25</td>
<td>17</td>
<td>-</td>
<td>42</td>
<td>05</td>
</tr>
<tr>
<td>Total</td>
<td>242</td>
<td>308</td>
<td>244</td>
<td>794</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

In total 548 respondents use 794 modes of banking services. The important modes of banking services among the respondents are ‘operation in person’ and ‘through ATM’ which constitute 60 and 27 per cent to the total respectively. The first two modes of banking operation among all the three groups of respondents are ‘operation in person’ and ‘through ATM’. Among the urban respondents, these two modes constitute 52 and 25 per cent to its total respectively. Among the semi–urban
respondents, these two constitute 56 and 29 per cent to its total respectively. Among the rural respondents these two constitute 73 and 27 per cent to its total respectively. The analysis reveals that majority of the respondents are using the banking services in person.

4.13. SOURCES OF AWARENESS ABOUT BANKS AND BANKING SERVICES

The sources of awareness about banks and banking services are so many. In the present study various sources are confined to ten sources. The respondents are asked to rank the sources of awareness. The mean score of various sources of awareness about banks and banking services have been computed among the respondents of urban, semi-urban and rural banks separately. The one way analysis of variance has been administered to find out the significant difference among the three groups of respondents.

Table 4.13
Sources of Awareness about Banks and Banking services

<table>
<thead>
<tr>
<th>Sources of awareness</th>
<th>Mean Score among Respondents</th>
<th><code>F</code> Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban</td>
<td>Semi Urban</td>
</tr>
<tr>
<td>Personal knowledge</td>
<td>5.7385</td>
<td>3.0817</td>
</tr>
<tr>
<td>Friends</td>
<td>6.0344</td>
<td>5.1773</td>
</tr>
<tr>
<td>Relatives</td>
<td>4.7345</td>
<td>6.3384</td>
</tr>
<tr>
<td>Business circle</td>
<td>5.9778</td>
<td>4.7379</td>
</tr>
<tr>
<td>Newspaper &amp; magazines</td>
<td>5.8217</td>
<td>4.9673</td>
</tr>
<tr>
<td>Radio</td>
<td>2.7578</td>
<td>3.0454</td>
</tr>
<tr>
<td>Internet</td>
<td>3.1173</td>
<td>2.8549</td>
</tr>
<tr>
<td>Television</td>
<td>5.3911</td>
<td>6.8433</td>
</tr>
<tr>
<td>Pamphlets</td>
<td>5.4776</td>
<td>5.9961</td>
</tr>
<tr>
<td>Banner and wall posters</td>
<td>3.9197</td>
<td>4.9884</td>
</tr>
</tbody>
</table>

Source: Primary Data

* Significant at five per cent level
Table 4.13 shows the mean score of each source of awareness among the urban, semi-urban and rural bank respondents and their respective ‘F’ statistics. The important source of awareness among the urban bank respondents is friends and business circle, since their mean scores are 6.0344 and 5.9778 respectively. Among the semi-urban bank respondents ‘television’ and ‘relatives’ are considered as the important source of awareness since their mean scores are 6.8433 and 6.3384 respectively. Among the rural respondents, these are banners and wall poster and pamphlets since their mean scores are 6.3889 and 6.3884 respectively.

Regarding the level of awareness on banks and banking services, significant difference among the three groups of respondents has been noticed in the case of personal knowledge, relatives, business circle, newspaper and magazines, television, pamphlets and banners and wall posters since their respective ‘F’ statistics are significant at five per cent level.

4.14. RESPONDENTS GENDER AND THEIR SOURCES OF AWARENESS

The respondents view on various sources of awareness about banks and banking services may be influenced by their gender. The present analysis has made an attempt to examine the level of awareness on each source among the male and female respondents. The ‘t’ test has been administered to find out the significant difference among the male and female respondents regarding their views on the various sources. The results are illustrated in Table 4.14.
### Table 4.14

Respondents Gender and their Sources of Awareness

<table>
<thead>
<tr>
<th>Source of Awareness</th>
<th>Mean Score among Customers</th>
<th>‘F’ Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Personal knowledge</td>
<td>4.8733</td>
<td>6.2492</td>
</tr>
<tr>
<td>Friends</td>
<td>7.3899</td>
<td>5.8044</td>
</tr>
<tr>
<td>Relatives</td>
<td>4.8771</td>
<td>6.7393</td>
</tr>
<tr>
<td>Business circle</td>
<td>5.3884</td>
<td>4.4546</td>
</tr>
<tr>
<td>Newspaper &amp; magazines</td>
<td>5.7886</td>
<td>4.5033</td>
</tr>
<tr>
<td>Radio</td>
<td>2.6673</td>
<td>3.1459</td>
</tr>
<tr>
<td>Internet</td>
<td>2.9674</td>
<td>2.3844</td>
</tr>
<tr>
<td>Television</td>
<td>5.3891</td>
<td>6.2696</td>
</tr>
<tr>
<td>Pamphlets</td>
<td>5.0979</td>
<td>6.6676</td>
</tr>
<tr>
<td>Banner and wall posters</td>
<td>4.1783</td>
<td>5.8942</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>144</td>
<td>212</td>
</tr>
</tbody>
</table>

Source: Primary Data

* Significant at five per cent level

The highly viewed sources of awareness among the male respondents are friends and newspaper and magazines since their mean scores are 7.3899 and 5.7886 respectively. Among the female respondents, the highly viewed sources of awareness are relatives and pamphlets since their mean score are 6.7393 and 6.6676 respectively.

Regarding the view on sources of awareness about banks and banking services, significant difference among the male and female respondents has been noticed in the case of eight sources out of 10 sources of awareness since their respective ‘t’ statistics are significant at five per cent level.

### 4.15. AGE OF THE RESPONDENTS AND THEIR SOURCES OF AWARENESS

The age of the respondents is divided into five age groups namely below 30 years, 30-40 years, 41-50 years, 51–60 years and above 60 years. The mean scores of each source of awareness among the above said five groups of respondents have been computed separately in order to exhibit the sources of awareness about banks and
services of banks among the respondents. The one way analysis of variance has been administered to find out the significant difference among the five groups of respondents regarding the view on source of awareness. The results are shown in Table 4.15.

<table>
<thead>
<tr>
<th>Source of Awareness</th>
<th>Mean scores according to age of the respondents</th>
<th>‘F’ Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Below 30</td>
<td>30-40</td>
</tr>
<tr>
<td>Personal knowledge</td>
<td>4.1783</td>
<td>4.0845</td>
</tr>
<tr>
<td>Friends</td>
<td>5.9969</td>
<td>5.7313</td>
</tr>
<tr>
<td>Relations</td>
<td>4.2774</td>
<td>4.0457</td>
</tr>
<tr>
<td>Newspaper &amp; magazines</td>
<td>5.1782</td>
<td>4.9761</td>
</tr>
<tr>
<td>Radio</td>
<td>2.4543</td>
<td>2.9676</td>
</tr>
<tr>
<td>Internet</td>
<td>3.3969</td>
<td>3.2911</td>
</tr>
<tr>
<td>Television</td>
<td>4.7331</td>
<td>5.0881</td>
</tr>
<tr>
<td>Pamphlets</td>
<td>5.0173</td>
<td>5.8441</td>
</tr>
<tr>
<td>Banner and wall posters</td>
<td>3.7384</td>
<td>3.9961</td>
</tr>
</tbody>
</table>

Source: Primary Data

* Significant at five per cent level

The highly viewed sources of awareness among the respondents in relation to age below 30 years are ‘friends’ and ‘newspapers and magazines’ since its mean scores are 5.9969 and 5.1782 respectively. The most important sources of awareness among the respondents in relation to age 30 to 40 years and 41 to 50 years are ‘pamphlets’ and ‘televisions’ since mean scores are 5.8441 and 6.0891 respectively. Among the respondents with the age of 51 to 60 years and above 60 years are
‘television’ and ‘pamphlets’ since their mean scores are 6.1173 and 6.7084 respectively.

Regarding the respondents view about various sources of awareness, significant difference among the different age group of respondents has been noticed in the case of eight sources of awareness out of ten sources since their respective ‘F’ statistics are significant at five per cent level.

4.16. LEVEL OF EDUCATION OF RESPONDENTS AND THEIR VIEW ABOUT VARIOUS SOURCES OF AWARENESS

The level of education among the respondents is classified into six categories namely no formal education, below high school, higher secondary, diploma, under and post graduation and professionals. The mean scores of each source of awareness among the above said six groups have been computed separately. The one way analysis of variance has been executed to find out the significant difference among the six groups of respondents regarding their views about various sources of awareness. The results are presented in Table 4.16.
Table 4.16  
Level of Education and Sources of Awareness

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Mean scores among respondents in relation to status of education</th>
<th>‘F’ Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No formal education</td>
<td>Below high school</td>
</tr>
<tr>
<td>Personal knowledge</td>
<td>2.4193</td>
<td>2.7745</td>
</tr>
<tr>
<td>Friends</td>
<td>4.1172</td>
<td>4.0889</td>
</tr>
<tr>
<td>Relatives</td>
<td>6.2789</td>
<td>6.0891</td>
</tr>
<tr>
<td>Business circle</td>
<td>3.9192</td>
<td>4.3144</td>
</tr>
<tr>
<td>Newspaper &amp; magazines</td>
<td>4.1173</td>
<td>4.4546</td>
</tr>
<tr>
<td>Radio</td>
<td>3.4541</td>
<td>3.0996</td>
</tr>
<tr>
<td>Internet</td>
<td>2.0741</td>
<td>2.3891</td>
</tr>
<tr>
<td>Television</td>
<td>5.1789</td>
<td>6.4786</td>
</tr>
<tr>
<td>Pamphlets</td>
<td>6.1784</td>
<td>5.6082</td>
</tr>
<tr>
<td>Banner and wall posters</td>
<td>3.8646</td>
<td>4.2108</td>
</tr>
</tbody>
</table>

Source: Primary Data  * Significant at five per cent level

The highly viewed sources of awareness among the respondents with no formal education and below high school are ‘relatives’ and ‘television’ since their mean scores are 6.2789 and 6.4786 respectively. Among the respondents with higher secondary and diploma education are ‘television’ and ‘banner and wall posters’ since their mean scores are 5.5456 and 6.2896 respectively. Among the respondents of UG and PG degree holders and professionals the highly viewed sources of awareness are ‘banner and wall posters’ since their mean scores are 5.7382 and 6.1182 respectively.
Regarding the respondents' view on various sources of awareness, the significant difference among the different educated groups has been noticed in eight out of ten sources since their respective 'F' statistics are significant at five per cent level.

4.17. MARITAL STATUS AND SOURCE OF AWARENESS AMONG THE RESPONDENTS

The customers are classified into married, unmarried, widow/widower, and divorced/separated. The mean scores of each source of awareness about banks and bank services among the above four groups of respondents have been computed to exhibit their level of awareness. The one way analysis of variance has been administered to find out the significant difference among the different groups of respondents on the basis of the marital status. The results are given in Table 4.17.

### Table 4.17

**Marital Status of the Respondents and their Sources of Awareness**

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Number of Respondents</th>
<th>F statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Married</td>
<td>Unmarried</td>
</tr>
<tr>
<td>Personal knowledge</td>
<td>2.9562</td>
<td>5.8673</td>
</tr>
<tr>
<td>Friends</td>
<td>5.1773</td>
<td>5.4547</td>
</tr>
<tr>
<td>Relatives</td>
<td>6.1733</td>
<td>4.3384</td>
</tr>
<tr>
<td>Business circle</td>
<td>5.9979</td>
<td>4.7676</td>
</tr>
<tr>
<td>Newspaper &amp; magazines</td>
<td>5.0886</td>
<td>5.3841</td>
</tr>
<tr>
<td>Radio</td>
<td>2.9671</td>
<td>3.1141</td>
</tr>
<tr>
<td>Internet</td>
<td>2.8242</td>
<td>3.0949</td>
</tr>
<tr>
<td>Television</td>
<td>5.9139</td>
<td>6.0178</td>
</tr>
<tr>
<td>Pamphlets</td>
<td>5.5089</td>
<td>5.6673</td>
</tr>
<tr>
<td>Banner and wall posters</td>
<td>5.6193</td>
<td>6.0441</td>
</tr>
</tbody>
</table>

* Significant at five per cent level

Source: Primary Data
The highly viewed sources of awareness among the married and unmarried respondents are ‘relatives’ and ‘banner and wall posters’ since their mean scores are 6.1733 and 6.0441 respectively. Among the widow/widower category, the highly viewed sources of awareness is ‘banner and wall posters’ since its mean scores is 6.5894 whereas among the divorced / separated, it is ‘banner and wall posters’ since its mean score is 6.2673.

Regarding the respondents view on various sources of awareness in relation to marital status, significant difference among the four groups of respondents has been noticed in the case of ‘business circle’ since its ‘F’ statistics is significant at five per cent level.

4.18. OCCUPATION OF THE RESPONDENTS AND THEIR VIEW ON VARIOUS SOURCES OF AWARENESS

The occupation of the respondents may play an important role in their level of perception on various sources of awareness about bank and banking services. So the present study has made an attempt to examine this aspect with the help of mean of all sources of awareness among six groups of respondent and their respective ‘F’ statistics. The results are illustrated in Table 4.18
Table 4.18
Occupation of the Respondents and their Sources of Awareness

<table>
<thead>
<tr>
<th>Sources of Awareness</th>
<th>Mean Scores of Respondents with different occupation</th>
<th>‘F’ Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Students</td>
<td>Business</td>
</tr>
<tr>
<td>Personal knowledge</td>
<td>5.1773</td>
<td>5.0884</td>
</tr>
<tr>
<td>Friends</td>
<td>6.3996</td>
<td>5.1175</td>
</tr>
<tr>
<td>Relations</td>
<td>4.5082</td>
<td>4.9969</td>
</tr>
<tr>
<td>Newspaper &amp; magazines</td>
<td>4.7384</td>
<td>4.8684</td>
</tr>
<tr>
<td>Radio</td>
<td>2.4508</td>
<td>2.9171</td>
</tr>
<tr>
<td>Internet</td>
<td>3.4546</td>
<td>2.6527</td>
</tr>
<tr>
<td>Television</td>
<td>5.4088</td>
<td>5.8842</td>
</tr>
<tr>
<td>Pamphlets</td>
<td>5.8084</td>
<td>6.0844</td>
</tr>
<tr>
<td>Banner and wall posters</td>
<td>3.4548</td>
<td>5.11796</td>
</tr>
</tbody>
</table>

Source: Primary Data

* Significant at five per cent level
The highly viewed source of awareness among the students and business respondents are ‘friends’ and ‘business circle’ since their mean scores are 6.3996 and 6.3884 respectively. Among the professionals and government employees, this is ‘news papers and magazines’ and ‘television’ since their mean scores are 6.1782 and 6.0224 respectively. Among the private employees and retired persons, the highly viewed source of awareness are ‘television’ and ‘relatives’ since their mean scores are 6.1173 and 6.1179 respectively.

Regarding the respondents’ view on various sources of awareness, the significant difference among the six groups of respondents have been noticed in five out of ten source of awareness since their respective ‘F’ statistics are significant at five per cent level.

4.19. MONTHLY INCOME OF THE RESPONDENTS AND THEIR SOURCES OF AWARENESS

The monthly income of the respondents are classified into six groups namely less than `10,000, `10,000 to 20,000, `20001 to 30000, `30001 to 40000, `40001 to 50000 and above `50000. The mean scores of each source of awareness among the above said group of respondents and their respective ‘F’ statistics are computed to exhibit the level of awareness about bank and bank services among the respondents. The results are presented in Table 4.19.
### Table 4.19
Monthly Income of Respondents and their Sources of Awareness

<table>
<thead>
<tr>
<th>Sources of Awareness</th>
<th>Mean Scores of Respondents with the different Monthly Income (in ₹)</th>
<th>‘F’ Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Less than 10,000</td>
<td>10000-20000</td>
</tr>
<tr>
<td>Personal knowledge</td>
<td>2.6563</td>
<td>2.9145</td>
</tr>
<tr>
<td>Friends</td>
<td>5.0224</td>
<td>5.3884</td>
</tr>
<tr>
<td>Relatives</td>
<td>6.2773</td>
<td>5.8084</td>
</tr>
<tr>
<td>Business circle</td>
<td>4.8886</td>
<td>4.9173</td>
</tr>
<tr>
<td>Newspaper &amp; magazines</td>
<td>4.1178</td>
<td>4.6882</td>
</tr>
<tr>
<td>Radio</td>
<td>2.7309</td>
<td>2.9344</td>
</tr>
<tr>
<td>Internet</td>
<td>2.4541</td>
<td>2.3946</td>
</tr>
<tr>
<td>Television</td>
<td>5.1482</td>
<td>5.6687</td>
</tr>
<tr>
<td>Pamphlets</td>
<td>5.9177</td>
<td>5.5884</td>
</tr>
<tr>
<td>Banner and wall posters</td>
<td>4.8868</td>
<td>4.9091</td>
</tr>
</tbody>
</table>

Source: Primary Data

* Significant at five per cent level

The highly viewed sources of awareness by the respondents with an income of less than ₹10,000 and ₹10,000 to 20,000 are ‘relatives’ since their mean scores are 6.2773 and 5.8084 respectively. Among the respondents with the income of ₹20,001 – 30,000 and ₹30001 to 40000, the highly viewed source of awareness is ‘television’ since their mean scores are 6.2411 and 6.0898 respectively. Among the respondents with an income of ₹40001 to 50000 and above ₹50,000, it is ‘television’ and ‘personal knowledge’ since their mean scores are 5.7373 and 5.8084 respectively.

Regarding the respondents view on the level of awareness significant difference among the six groups of respondents have been noticed in their view regarding four out of ten sources of awareness since their respective ‘F’ statistics are significant at five per cent level.
4.20. DISCRIMINANT SOURCE OF AWARENESS AMONG THE THREE GROUPS OF RESPONDENTS

It is imperative to identify the important discriminant source of awareness among the three groups of respondents for further analysis and interpretations. The multi discriminant analysis (MDA) has been administered for this purpose. The results are shown in Table 4.20.

**Table 4.20**

<table>
<thead>
<tr>
<th>Sources of Awareness</th>
<th>Mean Score among Respondents</th>
<th>Standardized discriminant co-efficient</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban</td>
<td>Semi urban</td>
</tr>
<tr>
<td>Personal knowledge</td>
<td>5.7385</td>
<td>3.0817</td>
</tr>
<tr>
<td>Friends</td>
<td>6.0344</td>
<td>5.1773</td>
</tr>
<tr>
<td>Relatives</td>
<td>4.7345</td>
<td>6.3384</td>
</tr>
<tr>
<td>Business circle</td>
<td>5.9778</td>
<td>4.7379</td>
</tr>
<tr>
<td>Newspaper &amp; magazines</td>
<td>5.8217</td>
<td>4.9673</td>
</tr>
<tr>
<td>Radio</td>
<td>2.7578</td>
<td>3.0454</td>
</tr>
<tr>
<td>Internet</td>
<td>3.1173</td>
<td>2.8549</td>
</tr>
<tr>
<td>Television</td>
<td>5.3911</td>
<td>6.8433</td>
</tr>
<tr>
<td>Pamphlets</td>
<td>5.4776</td>
<td>5.9961</td>
</tr>
<tr>
<td>Banner and wall posters</td>
<td>3.9197</td>
<td>4.9884</td>
</tr>
<tr>
<td>Cluster size</td>
<td>26.28</td>
<td>38.69</td>
</tr>
<tr>
<td>Eigen value</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Per cent of variance explained</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comical correlation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Source: Primary Data**

* Significant at five per cent level

The important discriminant sources of awareness among the three groups of respondents are personal knowledge, business cycle, television, pamphlets and banners and wall posters, since their respective discriminant co-efficients are significant at five per cent level.
The higher discriminant co-efficients is noticed in the case of ‘business circle’ and ‘banners and wall posters’ since their discriminant co-efficients are 0.5891 and 0.5141. The eigen value, per cent of variance explained and comical correlation co-efficient are justifying the validity of listed multi discriminant analysis.

4.21. BANKING SERVICES AVAILED BY THE RESPONDENTS

The bank customers may avail one or more banking services in their banks. It is imperative to exhibit the important services availed by the customers. Even though the numbers of banking services are so many, the present study confined to only 10 important services which are used by most of the customers. The respondents of this study are asked to mention the services availed from their banks. The various services availed by the respondents are summarized in Table 4.21.

<table>
<thead>
<tr>
<th>Banking Services</th>
<th>Number of Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban</td>
<td>Semi urban</td>
</tr>
<tr>
<td>Deposit account service</td>
<td>88</td>
<td>97</td>
</tr>
<tr>
<td>ATM Services</td>
<td>37</td>
<td>21</td>
</tr>
<tr>
<td>Internet banking service</td>
<td>26</td>
<td>17</td>
</tr>
<tr>
<td>Loan and advances</td>
<td>93</td>
<td>89</td>
</tr>
<tr>
<td>Instrumental services</td>
<td>46</td>
<td>18</td>
</tr>
<tr>
<td>Agency services</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>Customer care services</td>
<td>31</td>
<td>27</td>
</tr>
<tr>
<td>Safety locker facility services</td>
<td>46</td>
<td>38</td>
</tr>
<tr>
<td>Debit/credit card services</td>
<td>42</td>
<td>27</td>
</tr>
<tr>
<td>Broking services</td>
<td>27</td>
<td>13</td>
</tr>
<tr>
<td>Grand Total</td>
<td>453</td>
<td>363</td>
</tr>
<tr>
<td>Actual Total</td>
<td>144</td>
<td>212</td>
</tr>
</tbody>
</table>

Source: Primary Data

The above Table 4.21 reveals that the respondents in the present study are availing more than one service from the banks. The most important services availed
by the urban and semi–urban bank respondents are ‘loans and advances’ and ‘deposit account service’, since these constitute 64.53 and 45.75 per cent to its total respectively. Among the rural respondents, it is ‘loans and advances’, since it constitutes 48.43 per cent to its total. The urban respondents avail more services than the other two groups of respondents, since their mean services availed are 3.14, 1.71 and 1.39 among the urban, semi–urban and rural respondents respectively.

4.22. RESPONDENTS PREFERENCE OF BANKING SERVICES

The preferred banking services by the respondents are measured with the help of ranking techniques. The respondents are asked to rank the banking services as per their usage preference. The mean scores of each bank service among the three group of respondents and their respective ‘F’ statistics are computed. The results are presented in Table 4.22.

<table>
<thead>
<tr>
<th>Services</th>
<th>Mean Score among Respondents</th>
<th>‘F’ Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deposit account service</td>
<td>Urban: 7.1193</td>
<td>3.7349*</td>
</tr>
<tr>
<td></td>
<td>Semi urban: 5.0884</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rural: 4.1173</td>
<td></td>
</tr>
<tr>
<td>ATM Services</td>
<td>Urban: 6.9099</td>
<td>3.4208*</td>
</tr>
<tr>
<td></td>
<td>Semi urban: 4.3891</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rural: 3.9845</td>
<td></td>
</tr>
<tr>
<td>Internet banking</td>
<td>Urban: 5.8441</td>
<td>3.6646*</td>
</tr>
<tr>
<td></td>
<td>service</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Semi urban: 4.0173</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rural: 2.4043</td>
<td></td>
</tr>
<tr>
<td>Loan and advances</td>
<td>Urban: 6.8842</td>
<td>2.01738</td>
</tr>
<tr>
<td></td>
<td>Semi urban: 6.1177</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rural: 7.5866</td>
<td></td>
</tr>
<tr>
<td>Instrumental services</td>
<td>Urban: 4.1174</td>
<td>2.0417</td>
</tr>
<tr>
<td></td>
<td>Semi urban: 4.0872</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rural: 3.3965</td>
<td></td>
</tr>
<tr>
<td>Agency services</td>
<td>Urban: 3.9117</td>
<td>3.0844*</td>
</tr>
<tr>
<td></td>
<td>Semi urban: 3.0144</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rural: 2.6561</td>
<td></td>
</tr>
<tr>
<td>Customer care services</td>
<td>Urban: 4.2885</td>
<td>2.8103</td>
</tr>
<tr>
<td></td>
<td>Semi urban: 3.8082</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rural: 2.9144</td>
<td></td>
</tr>
<tr>
<td>Safety locker facility</td>
<td>Urban: 5.0173</td>
<td>3.5049*</td>
</tr>
<tr>
<td></td>
<td>Semi urban: 4.0337</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rural: 2.7348</td>
<td></td>
</tr>
<tr>
<td>Credit Card services</td>
<td>Urban: 6.3884</td>
<td>3.7141*</td>
</tr>
<tr>
<td></td>
<td>Semi urban: 5.0991</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rural: 2.8667</td>
<td></td>
</tr>
<tr>
<td>Broking services</td>
<td>Urban: 4.8917</td>
<td>3.0393*</td>
</tr>
<tr>
<td></td>
<td>Semi urban: 3.4173</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rural: 3.0841</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data                                                * Significant at five per cent level
The highly used banking services by the urban and semi-urban bank respondents are deposit account services and loans and advances, since their mean scores are 7.1173 and 6.1177 respectively. Among the rural bank respondents the highly used banking service is ‘loans and advances’ since its mean score is 7.5866.

Regarding the usage of various banking services significant difference among the three groups of respondents have been noticed in seven out of ten services since their respective ‘F’ statistics are significant at five per cent level.

4.23. VARIABLES INFLUENCING SERVICE QUALITY OF A BANKS

The service quality of commercial banks is important to enrich the customers’ satisfaction and ultimately the customers’ loyalty. Hence, it is essential to discuss the customers’ perception on services quality and its linkage with customer’s satisfaction. Initially, the present study has made an attempt to examine the respondents’ perception on the variables leading to the respondents’ satisfaction. Even though, the variables are so many, the present study confines to only 21 variables. The respondents are asked to rate the variables at five point scale according to their order of importance.

The mean score of each variable leading to service quality of commercial banks among the urban, semi-urban and rural respondents has been computed separately. The one way analysis of variance has been administered to find out the significant difference among the three groups of respondents regarding their perception about the variables. The results are shown in Table 4.23.
Table 4.23
Variables Influencing the Service Quality of Banks

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean Score among Respondents</th>
<th>‘F’ statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban</td>
<td>Semi urban</td>
</tr>
<tr>
<td>Training of the staff</td>
<td>3.9896</td>
<td>3.2044</td>
</tr>
<tr>
<td>Placement of the staff</td>
<td>3.8804</td>
<td>3.1781</td>
</tr>
<tr>
<td>Simple service delivery procedures</td>
<td>3.8911</td>
<td>3.5082</td>
</tr>
<tr>
<td>Modernization of equipment</td>
<td>3.6677</td>
<td>3.5893</td>
</tr>
<tr>
<td>Communication skill of the staff</td>
<td>3.7969</td>
<td>3.2676</td>
</tr>
<tr>
<td>Managerial skill of the staff</td>
<td>3.8646</td>
<td>3.0897</td>
</tr>
<tr>
<td>Quick transaction</td>
<td>3.9094</td>
<td>3.3891</td>
</tr>
<tr>
<td>Prompt transaction</td>
<td>3.8295</td>
<td>3.4546</td>
</tr>
<tr>
<td>Reasonable service charges</td>
<td>3.0145</td>
<td>3.6568</td>
</tr>
<tr>
<td>Reasonable rate of interest</td>
<td>2.8891</td>
<td>3.5089</td>
</tr>
<tr>
<td>Innovation in introducing new schemes</td>
<td>3.8244</td>
<td>3.4146</td>
</tr>
<tr>
<td>Time management of the bank</td>
<td>3.9897</td>
<td>3.5445</td>
</tr>
<tr>
<td>Handling of customer grievances</td>
<td>3.9965</td>
<td>3.4911</td>
</tr>
<tr>
<td>Safety of investment</td>
<td>3.9094</td>
<td>3.3909</td>
</tr>
<tr>
<td>Vehicle parking facility</td>
<td>3.7886</td>
<td>3.2586</td>
</tr>
<tr>
<td>Seating arrangements for waiting time</td>
<td>3.8844</td>
<td>3.2044</td>
</tr>
<tr>
<td>Advertisement of the bank</td>
<td>3.9046</td>
<td>3.5919</td>
</tr>
<tr>
<td>Reduction of transaction charges</td>
<td>3.0242</td>
<td>3.5844</td>
</tr>
<tr>
<td>Strict compliance with RBI guidelines</td>
<td>3.8445</td>
<td>3.6566</td>
</tr>
<tr>
<td>Appointment of technical staff</td>
<td>3.9117</td>
<td>3.4543</td>
</tr>
<tr>
<td>Full computerization of bank operation</td>
<td>3.8848</td>
<td>3.3884</td>
</tr>
</tbody>
</table>

Source: Primary Data  * Significant at five per cent level
The highly viewed variables which influence the service quality of the banks among the urban bank respondents are ‘handling customer grievances’ and ‘time management’ since their mean scores are 3.9965 and 3.9897 respectively. Among the semi-urban bank respondents, these are ‘reasonable service charges’ and ‘strict compliance with RBI regulations’ since their mean scores are 3.6568 and 3.6566 respectively. Among the rural bank respondents the highly viewed variables are ‘reduction of transaction charges’ and ‘reasonable service charges’ since their mean scores are 3.9778 and 3.9697 respectively.

Regarding the view on the variables which influence the service quality of the banks, significant difference among the three groups of respondents have been noticed in the case of 13 out of 21 variables included for the analysis since their respectively ‘F’ statistics are significant at five per cent level.

4.24. FACTORS INFLUENCING SERVICE QUALITY OF COMMERCIAL BANKS

The scores of the variables leading to service quality of banks have been included for Exploratory Factor Analysis (EFA) in order to narrate the variables into factors. Initially, the test of validity of data for EFA have been conducted with the help of Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy and Bartlett’s test of sphericity. Both these two tests satisfy the validity of data for EFA since the KMO measure is greater than 0.60 whereas the chi-square value is significant at zero per cent level. The EFA has been executed to narrate the variables into factors. The results are summarized in Table 4.24.

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Table 4.24
Factors Influencing the Service Quality of Banks

<table>
<thead>
<tr>
<th>Factors</th>
<th>No. of Variables</th>
<th>Eigen Value</th>
<th>Per cent of variance explained</th>
<th>Cumulative per cent of variance explained</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>5</td>
<td>4.8687</td>
<td>23.18</td>
<td>23.18</td>
</tr>
<tr>
<td>Procedure</td>
<td>4</td>
<td>3.9108</td>
<td>16.62</td>
<td>41.80</td>
</tr>
<tr>
<td>Tangibles</td>
<td>3</td>
<td>3.0445</td>
<td>14.49</td>
<td>56.29</td>
</tr>
<tr>
<td>Price</td>
<td>3</td>
<td>2.8917</td>
<td>13.77</td>
<td>70.06</td>
</tr>
<tr>
<td>Management</td>
<td>3</td>
<td>2.4886</td>
<td>11.85</td>
<td>81.91</td>
</tr>
<tr>
<td>Product and services</td>
<td>3</td>
<td>2.0994</td>
<td>9.99</td>
<td>91.90</td>
</tr>
</tbody>
</table>

KMO measure of sampling adequacy : 0.8089
Bartlett’s test of sphericity chi-square value: 104.49*

Source: Primary Data

* Significant at five per cent level

The important service quality factors identified by the EFA are staff, procedure and tangibles since their respective Eigen values are 4.8687, 3.9108 and 3.0445. The per cent of variation explained by these factors are 23.18, 16.62 and 14.49 per cent respectively. The last three factors identified by the EFA are price, management and product and service since their Eigen values are 2.8917, 2.4886 and 2.0994 respectively. The per cent of variation explained by three factors are 13.77, 11.85 and 9.99 respectively. All the six service quality factors identified by the EFA explain the service quality variables to an extent of 91.90 per cent. These six service quality factors have been included for further analysis.
4.25. RELIABILITY AND VALIDITY OF VARIABLES IN SERVICE QUALITY FACTORS

The scores of the variables in the factors leading to service quality have been included to test the reliability and validity of variables in each factor. The Confirmatory Factor Analysis (CFA) has been administrated for this purpose. The overall reliability has been estimated with the help of cronbach alpha test. The results are summarized in Table 4.25.

The standardized factor loading of the variables in each factor is greater than 0.60 which reveals the content validity. The significance of ‘t’ statistics of the standardized factor loading of the variables in each factor reveals the coregent validity. It is also supported by the composite reliability and average variance extracted since these are greater than its maximum threshold of 0.50 and 50.00 per cent respectively. The cronbach alpha of all factors is greater than 0.60. These results indicate the reliability and validity of variables in each factor.
<table>
<thead>
<tr>
<th>Factors</th>
<th>Range of standardized factor loading</th>
<th>Range of ‘t’ statistics</th>
<th>Cronbach alpha</th>
<th>Composite reliability</th>
<th>Average variance explained</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staffs</td>
<td>0.9148-0.6589</td>
<td>4.1589*-2.5087*</td>
<td>0.8149</td>
<td>0.7933</td>
<td>55.03</td>
</tr>
<tr>
<td>Procedures</td>
<td>0.8933-0.6345</td>
<td>3.8914*-2.3891*</td>
<td>0.7948</td>
<td>0.7769</td>
<td>53.39</td>
</tr>
<tr>
<td>Tangibles</td>
<td>0.8711-0.6507</td>
<td>3.7118*-2.6034*</td>
<td>0.7833</td>
<td>0.7602</td>
<td>53.04</td>
</tr>
<tr>
<td>Price</td>
<td>0.9045-0.6887</td>
<td>4.0337*-2.8224*</td>
<td>0.8027</td>
<td>0.7814</td>
<td>54.11</td>
</tr>
<tr>
<td>Management</td>
<td>0.8804-0.6739</td>
<td>3.8046*-2.7118*</td>
<td>0.7766</td>
<td>0.7542</td>
<td>52.42</td>
</tr>
<tr>
<td>Product &amp; services</td>
<td>0.8517-0.6411</td>
<td>3.6182*-2.4173*</td>
<td>0.7311</td>
<td>0.7311</td>
<td>51.55</td>
</tr>
</tbody>
</table>

Source: Primary Data

* Significant at five per cent level
4.26. RESPONDENTS’ PERCEPTION ABOUT THE FACTORS LEADING TO SERVICE QUALITY

The respondents’ perceptions about the factors leading to service quality in commercial banks have been computed by the mean score of the variables in each factor. The mean score of each factor among the urban, semi–urban and rural bank respondents have been computed separately along with its ‘F’ statistics. These results are given in Table 4.26.

Table 4.26
Respondents’ Perception about Factors Influencing Service Quality

<table>
<thead>
<tr>
<th>Factors</th>
<th>Mean score among the Respondents</th>
<th>‘F’ Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban</td>
<td>Semi-urban</td>
</tr>
<tr>
<td>Staff</td>
<td>3.8886</td>
<td>3.2388</td>
</tr>
<tr>
<td>Procedure</td>
<td>3.8686</td>
<td>3.5021</td>
</tr>
<tr>
<td>Tangibles</td>
<td>3.7802</td>
<td>3.3508</td>
</tr>
<tr>
<td>Price</td>
<td>2.9759</td>
<td>3.5834</td>
</tr>
<tr>
<td>Management</td>
<td>3.9570</td>
<td>3.4747</td>
</tr>
<tr>
<td>Product and services</td>
<td>3.8795</td>
<td>3.3167</td>
</tr>
</tbody>
</table>

Source: Primary Data  * Significant at five per cent level

The highly viewed factors which influence the service quality of the banks among the urban and semi–urban bank respondents are ‘management’ and ‘price’, since their mean scores are 3.9570 and 3.5834 respectively. Among the rural bank respondents the highly viewed factors are ‘price’ and ‘tangibles’ since its mean scores are 3.9439 and 3.6527 respectively. Regarding the respondents’ view about the factors influencing the service quality of the banks significant differences among the three
groups of respondents have been noticed in the case of staffs, procedure, price and management, since their respective ‘F’ statistics are significant at five per cent level.

4.27. ASSOCIATION BETWEEN PROFILE OF THE RESPONDENTS AND THEIR VIEWS ABOUT THE FACTORS INFLUENCING SERVICE QUALITY

The profile of the respondents may be associated with their views on various factors leading to service quality of commercial banks. The present study has made an attempt to examine it with the help of one way analysis of variance. The included profile variables are gender, age, level of education, marital status, occupation and monthly income. The results are given in Table 4.27.

Table 4.27
Association between Profile of the Respondents and their Views about the Factors Influencing Service Quality

<table>
<thead>
<tr>
<th>Profile variables</th>
<th>Staff</th>
<th>Procedure</th>
<th>Tangibles</th>
<th>Price</th>
<th>Management</th>
<th>Product and services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>3.7886</td>
<td>2.9667</td>
<td>3.1784</td>
<td>4.1786*</td>
<td>2.9098</td>
<td>3.3088</td>
</tr>
<tr>
<td>Age</td>
<td>2.4389*</td>
<td>1.8994</td>
<td>2.0789</td>
<td>2.2997</td>
<td>2.4892*</td>
<td>2.5887*</td>
</tr>
<tr>
<td>Level of education</td>
<td>2.3909*</td>
<td>2.0448</td>
<td>2.1547</td>
<td>2.0894</td>
<td>1.7379</td>
<td>1.9794</td>
</tr>
<tr>
<td>Marital status</td>
<td>2.8604*</td>
<td>2.3949</td>
<td>2.7184*</td>
<td>2.4551</td>
<td>2.7894*</td>
<td>2.6082*</td>
</tr>
<tr>
<td>Occupation</td>
<td>2.4546*</td>
<td>2.7081*</td>
<td>2.5088*</td>
<td>2.0997</td>
<td>2.4493*</td>
<td>2.5089*</td>
</tr>
<tr>
<td>Monthly income</td>
<td>2.5172*</td>
<td>2.8556*</td>
<td>1.9771</td>
<td>1.8643</td>
<td>2.5897*</td>
<td>2.1178</td>
</tr>
</tbody>
</table>

Source: Primary Data                                            * Significant at five per cent level
The significantly associating profile variables with the factor ‘staff’ are age, level of education, marital status, occupation and monthly income, since their respective ‘F’ statistics are significant at five per cent level. The significantly associating profile variables with the factor ‘procedure’ are ‘occupation’ and ‘monthly income’ since their respective ‘F’ statistics are significant at five per cent level. The significantly associating profile variables with the factor ‘tangibles’ are marital status and occupation since their respective ‘F’ statistics are significant at five per cent level. Regarding the price factor, the significantly associating profile variable is gender, whereas in the case of management, the associating profile variable are age, marital status, occupation and monthly income. Regarding the factor ‘product and services’, the significantly associating profile variables are age, marital status and occupation since their respective ‘F’ statistics are significant at five per cent level.

4.28. ASSOCIATION BETWEEN THE RESPONDENTS VIEW ABOUT THE FACTORS INFLUENCING THE SERVICE QUALITY AND ACTIVITIES RELATED TO BANKS

The banking activities among the respondents are classified into name of the bank, number of accounts possessed, frequency of operation and years of experience. Since the banking activities of the respondents may be associated with their perception about the factors influencing the service quality of the banks, the present study examines it with the help of one way analysis of variance. The results are summarized in Table 4.28.
Table 4.28
Association between Banking Activities and the Respondents view about the Factors Influencing the Service Quality of Banks

<table>
<thead>
<tr>
<th>Banking activities</th>
<th>‘F’ statistics</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Staff</td>
<td>Procedure</td>
<td>Tangibles</td>
<td>Price</td>
<td>Management</td>
<td>Product and services</td>
</tr>
<tr>
<td>Name of the banks</td>
<td>2.4173</td>
<td>2.3899</td>
<td>1.9782</td>
<td>2.5676</td>
<td>2.7389*</td>
<td>2.1792</td>
</tr>
<tr>
<td>Number of accounts possessed</td>
<td>2.9117</td>
<td>3.6582*</td>
<td>2.8841</td>
<td>3.1786*</td>
<td>2.1188</td>
<td>2.8085</td>
</tr>
<tr>
<td>Frequency of operation</td>
<td>3.6679*</td>
<td>2.8083</td>
<td>3.1486*</td>
<td>3.2997*</td>
<td>3.0687*</td>
<td>2.9172</td>
</tr>
<tr>
<td>Years of experience</td>
<td>2.1779</td>
<td>2.3962</td>
<td>2.4331</td>
<td>2.6997*</td>
<td>2.8142*</td>
<td>2.7388*</td>
</tr>
</tbody>
</table>

Source: Primary Data

* Significant at five per cent level

Regarding the respondents view about the service quality factors ‘staff’ and ‘tangibles’, the significantly associating banking activity is frequency of operation since its ‘F’ statistics is significant at five per cent level whereas in the perception on procedure, it is number of accounts possessed. Regarding the perception on price, the significantly associating banking activities are number of accounts possessed, frequency of operation and years of experience whereas in the case of management, banking activities are name of the bank, frequency of operation and years of experience. Regarding the view on product and service, the significantly associating banking activity is years of experience.
4.29. DISCRIMINANT FACTORS AMONG THE THREE GROUP OF RESPONDENTS

It is imperative to identify the important discriminant factors among the three groups of respondents for the future course of action and to improve the present situation. The score of the six factors have been included for Multi Discriminant Analysis (MDA). The standardized procedure has been followed to estimate it. The results are shown in Table 4.29.

**Table 4.29**

Discriminant Factors Influencing Service Quality of Banks.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Mean score among Respondents</th>
<th>Standardized comical discriminant co-efficient.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban</td>
<td>Semi urban</td>
</tr>
<tr>
<td>Staff</td>
<td>3.8886</td>
<td>3.2388</td>
</tr>
<tr>
<td>Procedure</td>
<td>3.8686</td>
<td>3.5021</td>
</tr>
<tr>
<td>Tangibles</td>
<td>3.7802</td>
<td>3.3508</td>
</tr>
<tr>
<td>Price</td>
<td>2.9759</td>
<td>3.5834</td>
</tr>
<tr>
<td>Management</td>
<td>3.9570</td>
<td>3.4747</td>
</tr>
<tr>
<td>Product and services</td>
<td>3.8795</td>
<td>3.3167</td>
</tr>
<tr>
<td>Cluster size (in %)</td>
<td>26.28</td>
<td>38.69</td>
</tr>
<tr>
<td>Eigen value</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Per cent of variation explained</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canonical correlation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data  
* Significant at five per cent level

The significant discriminant factors influencing service quality among the urban, semi-urban and rural bank respondents are staff, procedure, price, management, and products and services since the discriminant coefficients are significant at five per cent level. The higher coefficients are seen in the case of
products and services and procedure, since its coefficients are 0.5879 and 0.5029 respectively. The Eigen value, per cent of variation explained and canonical correlation justify the validity of the discriminant analysis.

4.30. VALIDITY OF THE DISCRIMINANT FACTORS

The validity of the discriminant factors has been examined with the help of mean of Average Variance Extracted by each pair of factors and their respective square of correlation coefficient (54.11, 52.42, and 51.55). If the mean of AVE is greater than its respective square of correlation coefficient, its discriminant validity will be assured. The results are presented in Table 4.30.

<table>
<thead>
<tr>
<th>Mean of AVEs</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square of correlation co-efficient.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staffs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Procedure</td>
<td>0.5149</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangibles</td>
<td>0.4884</td>
<td>0.5021</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>0.4696</td>
<td>0.4091</td>
<td>0.5229</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td>0.5012</td>
<td>0.4084</td>
<td>0.4117</td>
<td>0.5176</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Products and Service</td>
<td>0.4033</td>
<td>0.4819</td>
<td>0.5045</td>
<td>0.4703</td>
<td>0.4886</td>
<td></td>
</tr>
</tbody>
</table>

* Significant at five per cent level

The mean of AVE of staff and procedure (0.5421) is greater than its square of correlation coefficient (0.5149). In all pair of factors, the AVE of each pair of factors is greater than its respective square of correlation coefficient which reveals the discriminant validity among the factors. It shows that all the factors are mutually exclusive.
4.31. RESPONDENTS’ VIEW ON OVERALL BANKING SERVICE QUALITY

The respondents’ perception on overall banking service quality is measured with the help of three variables. The respondents are asked to rate the three variables at five point scale according to their order of perception. The mean score of each variable among the urban, semi–urban and rural bank respondents has been computed separately along with its ‘F’ statistics. The results are given in Table 4.31.

Table 4.31
Respondents’ view on overall Service Quality of Banks (OBSQ)

<table>
<thead>
<tr>
<th>Variables in overall banking service quality</th>
<th>Mean score among Respondents</th>
<th>F Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban</td>
<td>Semi urban</td>
</tr>
<tr>
<td>My expectations are fulfilled</td>
<td>3.9896</td>
<td>3.1173</td>
</tr>
<tr>
<td>I wish to continue my relationship with this bank</td>
<td>3.8993</td>
<td>3.4509</td>
</tr>
<tr>
<td>I always recommend this bank to my friends and relatives</td>
<td>3.6037</td>
<td>3.2661</td>
</tr>
</tbody>
</table>

Source: Primary Data  
* Significant at five per cent level

The highly perceived variable in OBSQ among the urban bank respondents is ‘my expectations are fulfilled’ since its mean score is 3.9896. Among the semi–urban bank respondents the highly perceived variable in OBSQ is ‘I wish to continue my relationship with this bank’, since its mean score is 3.4509. Among the rural bank respondents the highly perceived variable in OBSQ is ‘I wish to continue my relationship with this bank’ since the mean score is 3.1172.

Regarding the respondents’ perception on OBSQ, the significant difference among the three groups of respondents have been noticed in all three variables since their respective ‘F’ statistics are significant at five per cent level.
4.32. RELIABILITY AND VALIDITY OF OBSQ VARIABLES

The score of three OBSQ variables has been included for the confirmatory factor analysis in order to examine the reliability and validity of OBSQ variables. The overall validity has been measured by the cronbach alpha. The results are presented in Table 4.32.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Standardized factor loading</th>
<th>‘t’ Statistics</th>
<th>Composite reliability</th>
<th>Average variance Extracted</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wish to continue my relationship with this bank</td>
<td>0.8969</td>
<td>3.8146*</td>
<td>0.7739</td>
<td>54.46</td>
</tr>
<tr>
<td>I always recommend this bank to my friends and relatives</td>
<td>0.7882</td>
<td>2.9082*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>My expectations are fulfilled</td>
<td>0.6549</td>
<td>2.3845*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cronbach alpha</td>
<td>0.8093</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Significant at five per cent level

The cronbach alpha (0.8093) reveals that all the three OBSQ variables included for the analysis explain it to an extent of 80.93 per cent. The standardized factor loading of OBSQ variables are greater than 0.60 which reveals the content validity. The significance of ‘F’ statistics of the standardized factor loading of the OSBQ variables reveals its coregent validity. It is also supported by the composite reliability and average variance extracted since these are greater than its standard maximum threshold of 0.50 and 50.00 per cent respectively.
4.33. SCORE ON OVERALL BANKING SERVICE QUALITY AMONG THE RESPONDENTS

The perception about OBSQ among the respondents is measured by the mean score of OBSQ variables. It is denoted by SOBSQ. In the present study, the SOBSQ is confined to less than 2.00, 2.01 to 3.00, 3.01 to 4.00 and above 4.00. The distribution of respondents on the basis of their SOBSQ is illustrated in Table 4.33.

Table 4.33
Score on Overall Banking Service Quality (SOBSQ)

<table>
<thead>
<tr>
<th>SOBSQ</th>
<th>Number of Respondents</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban</td>
<td>%</td>
<td>Semi-Urban</td>
</tr>
<tr>
<td>Less than 2.00</td>
<td>18</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>2.00 – 3.00</td>
<td>27</td>
<td>19</td>
<td>28</td>
</tr>
<tr>
<td>3.01 – 4.00</td>
<td>32</td>
<td>22</td>
<td>114</td>
</tr>
<tr>
<td>More than 4.00</td>
<td>67</td>
<td>46</td>
<td>59</td>
</tr>
<tr>
<td>Total</td>
<td>144</td>
<td>100</td>
<td>212</td>
</tr>
</tbody>
</table>

Source: Primary Data

The important SOBSQ among the respondents is 3.01 to 4.00 and more than 4.0 which constitutes 37 and 28 per cent to the total respectively. The important SOBSQ among the urban bank respondents are ‘more than 4.00 and ‘3.01 to 4.00’ which constitutes 46 and 22 per cent to its total respectively. Among the semi–urban respondents, these are ‘3.01 to 4.00’ and ‘more than 4.00’ which constitutes 54 and 28 per cent respectively. Among the rural bank respondents, the SOBSQ are ‘3.01 to 4.00’ and ‘less than 2.00’ which constitutes 29 and 28 per cent to its total respectively.
The analysis reveals that the level of perception about OBSQ is higher among the urban bank respondents than among the semi urban and rural bank respondents.

4.34. IMPACT OF FACTORS ON THE SERVICE QUALITY

The factors influencing service quality in commercial banks may have different degree of impact on the service quality of commercial banks. The present analysis has made an attempt to examine the impact of the factors on the service quality with the help of multiple regression analysis. The fitted regression model is:

\[ Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6 + e \]

Where

\[ y \] = score on overall service quality of commercial banks.

\[ x_1 \] = score on ‘staff’ among the respondents.

\[ x_2 \] = score on ‘procedure’ among the respondents.

\[ x_3 \] = score on ‘tangibles’ among the respondents.

\[ x_4 \] = score on ‘price’ among the respondents.

\[ x_5 \] = score on ‘management’ among the respondents.

\[ x_6 \] = score on ‘products and services’ among the respondents.

\[ b_1, b_2, ..., b_6 \] = regression coefficient of variables.

\[ a \] = intercept and

\[ e \] = error term

The impact of factors on overall service quality has been measured among the urban, semi–urban and rural bank respondents and also for pooled data. The results are summarized in Table 4.34.
Table 4.34  
Impact of Factors on Overall Service Quality.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Regression coefficient among Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban</td>
</tr>
<tr>
<td>Staff</td>
<td>0.3889*</td>
</tr>
<tr>
<td>Procedure</td>
<td>0.1022</td>
</tr>
<tr>
<td>Tangibles</td>
<td>-0.0996</td>
</tr>
<tr>
<td>Price</td>
<td>-0.0489</td>
</tr>
<tr>
<td>Management</td>
<td>0.1771*</td>
</tr>
<tr>
<td>Products and services</td>
<td>0.2088*</td>
</tr>
<tr>
<td>Constant</td>
<td>0.8451</td>
</tr>
<tr>
<td>$R^2$</td>
<td>0.7994</td>
</tr>
<tr>
<td>‘F’ statistics</td>
<td>11.8462*</td>
</tr>
</tbody>
</table>

Source: Primary Data  
*Significant at five per cent level

The significantly influencing factors on the service quality of banks among the urban bank respondents are staff, management and product and services since their regression coefficients are significant at five per cent level. A unit increase in the above said factors results in an increase in overall service quality of commercial banks by 0.3889, 0.1771 and 0.2088 units respectively. The changes in the factors explain the changes in perception on service quality of banks among the rural respondents to an extent of 79.94 per cent since its $R^2$ is 0.7994.

Among the semi-urban respondents the significantly influencing factors on the perception of service quality of commercial banks are ‘staff, tangibles, price and products and services’. A unit increase in the above said factors reflects in an increase in the perception on overall service quality by 0.2732, 0.1334, 0.1714 and 0.1881 units respectively. The changes in the factors explain the changes in the perception on service quality to an extent of 74.43 per cent since its $R^2$ is 0.7443.
The significantly influencing factors on the service quality of banks as per the view of rural bank respondents are tangibles, price and products and services. A unit increase in the above said factors reflect in an increase in the view on overall service quality by 0.1731, 0.2734 and 0.1441 units respectively. The $R^2$ reveals that the changes in the perception on factors explain the changes in the perception on overall service quality to an extent of 70.28 per cent.

The analysis of pooled data reveals the relative importance of ‘staff’ and ‘products and services’ in the determination of the perception on service quality of banks.