EXECUTIVE SUMMARY

Executive summary explains the deposition of the thesis titled “A comparative study between SBI and ICICI banking services with special reference to customers’ preferences of Gujarat state”.

The thesis is divided into six chapters.

1. INTRODUCTION.

The introductory chapter focuses on the overview of Indian economy, and Indian financial system prevailing in India. It also consisting the details about pre and post liberalization overview and changes in Indian economy. Then after the history and banking sector details and other necessary information is given.

2. LITERATURE REVIEW.

For every researcher it is a must to read and understand various literatures related to the research. In this chapter the articles/researches are reviewed with reference to the related research topic. In this

1. Empirical studies published in journals
2. Empirical studies published in books

3. RESEARCH METHODOLOGY

It gives an idea from where the data has been collected, scope of data, duration, selection factors, methodology used and framework of questionnaire. It gives an outlook of the research work. It gives an idea about the entire research work in this study.

4. ROLE OF PUBLIC SECTOR BANKS AND PRIVATE SECTOR BANKS IN INDIAN ECONOMY.

The research focuses on comparative study of public sector giant SBI and private sector leading bank ICICI. So before giving in detail study of both these banks profile, the overall view and the history and the growth time by time of public and private sector banks are given.

5. INFORMATION OF VARIOUS BANKING SERVICES OF SBI AND ICICI BANKS.

The research is done about services of SBI and ICICI with special reference to customers’ preferences, it is necessary to give detailed explanation about different services provided by both
the banks. In this chapter an attempt has been made to give details about services provided by SBI and ICICI.

6. ANALYSIS OF CUSTOMERS AND EMPLOYEES FEEDBACK AND ANSWERS

To justify the objectives and to derive result of the research, analysis is made from collected responses. Analysis from duly filled up questionnaires by customers and also from a special questionnaire made for employees is presented by statistical charts. The one way annova test as statistical tool is applicable here. The entire research analysis with description is explained in this chapter.

7. FINDINGS AND SUGGESTIONS.

The conclusion and especially findings in detail during his research is described and elaborated in this chapter. Apart from this, some suitable suggestions are also mentioned.