CHAPTER 3

THE PROBLEM AND HYPOTHESIS
1.1 Problem of the Study

Indian banking sector are performing great, particularly if it is not divided into private and public sector banking. There are many problem solving departments for customer trouble shooting, call centers, many help desks at private sector banks. Nevertheless public sector banks today has new image compared to the image of 90s. The following problem have forced for the study. Some problems which are faced by the consumers are:

Indian public sector banks are in function most of them immediately after the independence. The formation of SBI in 1935 has emerged the variety of doors and the scopes for the banking sectors in India. Industrial development finance corporation (1949) and the start of ICICI (1959) has showed the boom of banking sector in India. The bank of Maharashtra established with object to facilitate the banking needs particularly in the region of Maharashtra.

Nevertheless the number of problems has been faced by the customers while banking with the specimen public sector banks. Some of the problems can be described below;

- They unnecessarily wait in a queue for a very stretch time to withdraw money or deposit money from the bank
- There are many people who are not educated or informed how to do their work and they are not being well assisted by the banks employees
- Customers complaint are not being taken seriously
- Customers face problem in gathering information
- The village/tribal area customers have less literacy level and hence they need proper education relating to the modern banking.

Some problems which are faced by the customers are:

- They have to wait in a queue for a very long time to withdraw money or deposit money to the bank.
  Basically the Account holder visit the bank to withdraw or deposit of money, in Bank of Maharashtra due to large number of account holders and no proper management they have to wait in a queue for long time to do their work.
• There are many people who are not educated or informed how to do their work and they are not being well assisted by the banks employees. Many illiterate Account Holders don’t know how to do the work in the bank as they are not being educated by the bank for the services offered or at the same time they are not getting helping hands by the bank employees.

• Customer’s complaint is not being taken seriously. Many customers put their complaint in the complaint box but the complaint is not taken seriously by the authority of bank for the betterment of customers.

• Customers face problem in gathering information The information related to the bank service offerings are not displayed and even the process flow chart is also not available in the bank premises so the customer face lot of problems in gathering information of their particular work.

• There is no separate queue for Ladies & Senior Citizens As mentioned the Account holders have to wait in a queue for long time to do their transaction but there is no separate queue for senior citizens & for ladies as they are the preferred in private sector banks.

• There is no customer help desk for their queries. At the entrance there is no customer help desk so the newcomers are confused and the account holders have to ask the account holder for the transaction they want to do.

• For urgent issue of DD there is no provision. There is no facility provided if the account holder or any outsider wants Demand Draft on urgent basis so the minimum time required to drawn a DD is 3 to 4 Hours.

• There is no Money Deposit machine as like private banks. Nowadays in the private sector banks the Money Deposit Machines are in common practice but in the bank of Maharashtra there is no such service if the customer wants to
deposit the money on urgent basis so again the same problem of standing in queue have to face by the customers

- There is no separate counter for updating of Pass Book
  Most of the times the Account holder visit the bank not for withdraw or deposit of money but just to update the Passbook to check the current balance but they have to follow the same process to stand in the queue as like the customers who stand for money deposit or money withdraw.

- Not enough sitting area for the customers who are in waiting for assistance.
  No enough sitting area is available in any branch of Bank of Maharashtra to wait or relax while the transaction is in process.

- Functional delay in the service provided.
  There are various service offerings but the functional delays in service provided move the customers to private sector banks to avail the service.

All these problems cause dissatisfaction among the consumers and because of these many people in the village still don’t keep their money in the bank.

Note: Above all details availed from official web site of Bank of Maharashtra.

3.2 Assumptions

- The public from which the samples were collected must be normally or approximately normally distributed.
- The independent samples must be there.
- The populations variances of the must be equal.

3.3 Hypotheses

- Customer satisfaction varies according to customer literacy level.
• Customer satisfaction is the most preferred requirement of business in the public sector bank.

• There is direct association between level of satisfaction of customer and the kind of quality service delivery & relationship building with customers.

• There is approximate difference between the customer expectation and the services & products provided by the select public sector bank.