A SYNOPSIS OF THE RESEARCH WORK ENTITLED
“A Comparative Study of SBI and ICICI Banking Services with Special Reference to Customers’ Preferences of Gujarat State”

Submitted
To
KadiSarvaVishwavidyalaya
For
The Degree of Ph.D. in Commerce
Faculty: Commerce
By
Krupa B. Bhatt.
(Registration No 11S0427, Date: 20/01/2012)
UNDER THE GUIDANCE
Of
DR. J. A. SARVAIYA
S.L.V.UPADHYAYA ARTS & COMMERCE COLLEGE, RAMNAGAR,
SABARMATI, AHMEDABAD
CONTENT

1. Introduction
2. Statement of problem
3. Literature review
4. Significance of the study
5. Research methodology
6. Analysis and interpretation of the data
7. Conclusion
8. Suggestions
9. Chapterization
10. Bibliography
1. INTRODUCTION

- When going through a book on Indian economy and banking progress the first matter comes in mind is the overall details about Indian economy. In the first chapter an attempt has been made to focus on Indian economy in a nut shell. Here in chapter one the theory about economy is given as per the following manner.

- The idea about Indian financial system in detail is explained in this sequence.
  1. Indian Economy – An overview
  2. Components of Indian economy
  3. Pre and post liberalization overview
  4. Various functions of finance system
  5. Role of banking sector in Indian economy
  6. Structure of Indian banking sector
  7. Prominent banks in India
  8. Inception details of SBI and banks
  9. Awards won by both the banks.

- In the above details all the necessary information are given about the Indian financial system including all the types of financial markets and components also. Then after the details about banking sector with the prevailing structure is given. In the thesis the prime locating factors are SBI and ICICI, in this chapter the inception details and later on the whole details including services is given.

- These two banks are the biggest bank of India. SBI (The State Bank of India), the country’s prestigious and prominent Bank and a premier one in terms of balance sheet size, number of branches, market capitalization and profits is today going through a momentous phase of Change and Transformation – the biggest old Public sector bank is today stirring out of its Public Sector legacy and moving with an ability to give the Private and Foreign Banks a run for their money. The bank is entering into many new businesses with strategic tie ups – Pension Funds, General Insurance, Custodial Services, Private Equity, Mobile Banking, Point of Sale Merchant Acquisition, Advisory Services, structured products etc – each one of these initiatives having a huge potential for growth.
The private sector giant and second largest leading bank in India, ICICI Bank was originally promoted in 1994 by ICICI Limited, an Indian financial institution, and was its wholly-owned subsidiary. In the 1990s, ICICI transformed its business from a development financial institution offering only project finance to a diversified financial services group offering a wide variety of products and services, both directly and through a number of subsidiaries and affiliates like ICICI Bank. In 1999, ICICI become the first Indian company and the first bank or financial institution from non-Japan Asia to be listed on the NYSE. ICICI's shareholding in ICICI Bank was reduced to 46% through a public offering of shares in India in fiscal 1998, an equity offering in the form of ADRs listed on the NYSE in fiscal 2000, ICICI Bank's acquisition of Bank of Madura Limited in an all-stock amalgamation in fiscal 2001, and secondary market sales by ICICI to institutional investors in fiscal 2001 and fiscal 2002. After considering the position and brand image of both these banks, in this study an attempt has been made to know customers preferences of various services of both these banks. In the study then a comparison is made to know the difference between consumer preferences and likings.

2. STATEMENT OF PROBLEM

The title of the research is A Comparative study of SBI and ICICI banking services with special reference to customers’ preferences of Gujarat state”. This indicates that how far the customers of SBI and ICICI are satisfied with the services provided by their bank. To analyse this in the research primary data is collected through questionnaires. Two types of questionnaires are developed. One filled up by customers of SBI and ICICI banks and another filled up by employees of SBI and ICICI. The collected data has been analysed to know that which banks’ customers are more satisfied.

3. LITERATURE REVIEW

1. Dr. M.Kumarswami, Jayprasad D. (2014), The study was based on Customer Relationship Management in KaveriGrameena Bank. The respondents have shown unfavourable views with respect to banking experience, transaction accuracy and promptness. However, customers share positive views concerning bank trustworthiness and accuracy of banking solutions. Therefore, it can be argued that customers trust their bank. Indeed, trust is seen as a critical construct in a range of discipline areas including CRM. Further, within the realm of relationship marketing, trust has been recognized as an important variable for the success of relationships in the banking sector.

2. N.Satghiya, (2013), A study on customer relationship management practises (with reference to salem district), In the study The total number of Public Sector Banks,
Private Sector Banks, in the Salem district has been taken into consideration to decide about the number of banks for the purpose of study in each category. 2. By the above process totally 22 banks were chosen for the purpose of study. From each of the 22 banks 25 customers were selected as respondents. 3. The branches situated in the North, South and Central part of the Salem district were covered for the purpose of study. The findings says that the customers of banking industries strongly believed that advertisements, reports, communication, guidance, may I help you counter, information pamphlets and ombudsman committee role to achieve the customer satisfaction. The customer staff relationships in CRM depend upon employee’s personal touch with their customers and employee’s performance.

3. Navinkumar Mishra and Vijaykumar Pandey (may 2013) in their paper “customer satisfaction – A comparison of public and private sector banks of India in which research is done to compare public and private sector banks of India by evaluating their customer satisfaction. This research is mainly based on primary data which has been collected through a well-structured questionnaire (adapted from three different studies). The questionnaire has been distributed to 350 different respondents on different chosen locations. This paper makes a useful contribution as there are very low number of studies has been conducted in India on such areas like price, technology, reliability, customer service, location and infrastructure. Their findings says that most of people prefer to deal with public sector banks due to safety and reliability factors.

4. Uppal R K and Poonam Rani (2012), in their study titled Customer Perception towards Better Banking Services in India- An Empirical Study, analyzed customer perception about CRM, reliability, accuracy, security and transparency among the customers of public sector banks, Indian private sector banks and foreign banks in Amritsar, Punjab. They have found that most of the customers are satisfied with banking services and that customer satisfaction can be improved by ensuring more speed in rendering transactions and giving prompt services.

5. Jaspal Singh and Gagandeep Kaur (2009) in “Determinants of Customer Satisfaction: An Empirical Study of Select Indian (Universal) Banks” in which they investigate the determinants of customer satisfaction of Indian (Universal) banks. Data was collected from a sample of 180 respondents using convenience sampling technique. Factor analysis results reveals that responsiveness, tangibles, services innovation, reliability and accessibility, assurance, pricing and other facilities, problem solving capability and convenient working hours are the main determinants of customer satisfaction. Their result shows that customer satisfaction is influenced by nine factors, namely, Responsiveness, tangibles like appearance of a bank’s physical facilities, equipment
and employees, Reliability and accessibility, assurance, pricing and other facilities, problem solving capability and convenient working hours of bank.

6. Manoj p.k, (2010) in “Determinants of Profitability and Efficiency of Old Private Sector Banks in India with Focus on Banks in Kerala State:” An Econometric Study paper which Focuses on the OPBs based at Kerala state (KOPBs) in the Indian union, this paper seeks to identify the determinants of profitability and operational efficiency of KOPBs, using an econometric methodology. For the sake of comparison of KOPBs, the general case of OPBs and New generation Private sector Banks (NPBs) in India have also been analyzed. Their study results that priority sector advances are do not affect either profitability or risk management adversely, as against the popular belief in this regard. The strategies as above have got special significance in respect of OPBs in general and KOPBs in particular in the ongoing globalized regime of industrial competition; because higher profitability, and strong risk management capability are vital for these banks for survival and growth.

7. Pooja Mengi (2008) in “Customer satisfaction with service quality-An empirical study of public and private sector banks” The study compares customers’ perceptions of service quality of public and private banks of Jammu. The service quality of both the banks has been measured using SERVQUAL (service quality) scale. It was found that customers of public sector banks are more satisfied with the service quality, than those of private sector banks. The results of the study indicate that tangibility and reliability provides Maximum satisfaction to customers of private as well as public sector banks.. Superior SERVQUAL performance will ensure maximum customer satisfaction and also help in attaining customer’s loyalty. Improved customer satisfaction through SERVQUAL would result in a positive word-of-mouth and consequently better customer acquisition and retention.

8. B S Bodla and Richa Verma Bajaj (2006) in “ An analysis of private sector banks India” . In this paper the researcher the Production approach of Data Envelopment Analysis (DEA) was applied to judge the efficiency of private sector banks. In this model, banks are considered as service providers, and while interest expenses, non-interest expenses and the Non-Performing Asset (NPA) ratio. The study findings say that the position of private banks is greatly affected by the output variables; Centurion Bank (64.17%) was the most inefficient bank among the private sector banks during their study period.
4. SIGNIFICANCE OF STUDY

- Getting clear picture about comparative analysis of public and private sector banks services and commitments.
- Identifying real image of the bank in terms of customers; satisfaction and preferences.
- For knowing customers expectations from the bank.
- For improving services and customer relationship management practises (CRM)
- For promoting Ethics and human values in the banks.
- Useful for the prospects customers who wants to invest in the banks.
- Useful to improve marketing practises of banking services.

5. RESEARCH METHODOLOGY

➢ A broad definition of research is given by Martyn Shuttleworth - "In the broadest sense of the word, the definition of research includes any gathering of data, information and facts for the advancement of knowledge. Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques. So it is easy to derive that one of the most significant factor in a research work is to determine research methodology.

The purpose is to describe the Title, Objectives, Hypothesis, Research Design, Sample Design, Sources and Data Collection, Sampling Technique, Analysis and Interpretation of data and also Limitations of the study. The title of the research is A Comparative study of SBI and ICICI banking services with special reference to customers’ preferences of Gujarat state”.

➢ Objectives of the study

The study is about comparison between two banks services with reference to consumer preferences, so the purpose is as follows.

1. To find out customer relationship with banks.
2. To know that how far customers are aware about various services provided by banks.
3. To know customer satisfaction about various services and process in transactions.
4. To know employees opinions about promoting services and customer dealings.
5. To know CRM practises opined by employees.
6. To know and compare overall satisfaction of customers regarding both bank services.
7. To offer suitable suggestions based on the findings of the whole study.
To fulfill the purpose separate questionnaire are made to understand opinions. Here one questionnaire is for customers and another is created for bank employees. In customers questionnaire various questions like factors to keep in mind while selecting bank, bank employees’ attitude, time taken to provide service, extra facilities, customers’ problem solutions and other necessary questions are included. In employees questionnaire questions related to CRM practices, communication about new services, related to commitment, complaints, marketing of various services and other necessary details are also included.

➢ **Hypothesis**

In the light of the objectives set, the following hypotheses are framed-
1. Public Sector banks are facing stiff competition from private sector banks with regard to customer satisfaction.
2. There is a difference in level of satisfaction of SBI and ICICI customers.
3. Employees of ICICI bank are more efficient in providing services to customers than employees of SBI.

➢ **Research Design**

In this thesis, a study of comparative analysis regarding SBI and ICICI banking services with reference and view point of customers’ preferences has been conducted. An attempt is made to give an overview of customers opinions, suggestions and also employees opinions to understand CRM practises of the banks, for comparative analysis various comparative bar charts are prepared after collecting customers and employees opinions through two different questionnaires respectively dully filled up by customers and employees. Appropriate and suitable analysis is also made to justify this topic; beliefs of customers, views regarding the services of the banks through questionnaire and influence of Age-group on customers preferences about selection of a bank and satisfaction from therein.

➢ **Sampling Design**

The study has been conducted on the basis of some selected branches of these banks. State bank of India the largest bank is taken and here in the study two branches from Ahmadabad are included. Some other branches are also considered in which one from Surat, one from Bhavnagar, one from Vadodara is taken. In case of the another bank ICICI two branches from Ahmedabad, one from Surat, one from Bhavnagar and one from Vadodara is taken into consideration. Apart from these as per the convenient sampling, some other customers those who are associated with these banks from long
time are also requested to give their opinions, most of them are from Ahmedabad. Total 300 customers have responded in this study.

Apart from the above the questionnaire is translated into Gujarati language (regional language) also for the sake of some of the Respondents convenience. To understand employees’ opinions about their marketing strategies and CRM practises of the banks, a special questionnaire is also prepared. These questionnaires has been circulated in some branches of both the banks. In this study total 100 employees from some SBI and ICICI banks’ branches were taken into consideration.

**Sources of data information and collection**

The study is undertaken on the basis of all details about services from SBI and ICICI. It includes the banks profile, evolution and developmental phases, awards won by both the banks and other necessary details. The primary data is also plays very vital role in this study which is collected through questionnaires prepared separately for selective bank branches customers and employees. These respondents (customers and employees) are from Gujarat state. In a nutshell data is as follows in this study.

- SBI and ICICI banks’ websites on internet.
- Authenticated websites on internet
- Website of RBI(Reserve bank of India)
- Information collected to know the preferences and opinions would be mainly from primary sources such as:
  - Customers of some of the cities (Ahmedabad, Vadodara, Surat and Bhavnagar) in Gujarat.
  - Employees of some selective branches of SBI and ICICI.
  - CMIE(Centre for monitoring Indian economy)

**Sampling Technique:**

For comparative analysis the leading banks SBI and ICICI (the two prominent banks of India), the study has been taken during the period from 2012 to 2015. To know the preferences of customers’ data is collected through questionnaire method. Two different questionnaires are developed. One to know customers preferences and another is to know marketing strategies and CRM practises by SBI and ICICI.

**Analysis And Interpretation Of Data:**

For comparative analysis, data was analyzed by using comparative bar charts to show direct comparison of answers provided in the questionnaires by the customers of SBI and ICICI. To know the preferences and views and opinions of customers, a questionnaire was sent to customers as per the convenient sampling. Apart from the above the
questionnaire is translated into Gujarati language (regional language) also for the sake of some of the Respondents convenience. To understand employees’ opinions about their marketing strategies and CRM practises of the banks, a special questionnaire is also prepared. These questionnaires have been circulated in some branches of both the banks. In this study 100 employees were taken into consideration. The analysis is a descriptive analysis taking into consideration all the preferences and comparisons of each criterion asked in the questionnaires.

➤ **Limitations Of The Study**

As the research is based on questionnaires here are some limitations.

1. Because of time and other constraints in this survey it would not be possible to contact each and every branch of SBI and ICICI whose responses would have provided a better insight regarding customers’ preferences regarding bank services.
2. Purpose of research is limited to study customers’ preferences and likings on banking services of Gujarat state only.
3. Lack of customers’ and employees interest to fill up Questionnaire.
4. Customers past experience may also affect his present preference.
5. Selection of some of the cities of Gujarat state only.
6. Limited sample size
7. Difficulty to get details from some employees of both the banks.

8. **ANALYSIS AND INTERPRETATION OF THE DATA**

   ✓ As mentioned above that the data is mainly collected through questionnaire, the study rely upon primary data. Two types of questionnaires are prepared one for customers and another for employees. The analysis of the customers questionnaire is as follows.

   ✓ In the respondent various categories is made, age group, gender, occupation, income group. Regular customers of both the banks consisting some of the common customers (20%) having account in both the banks.

   ✓ By asking a question about influencing factors to choose a bank, most of the respondents are in favour of the factor staff attitude, and bank charges.

   ✓ Most of the basic services are used by the customers, mainly the answer is about ATM services. Many customers of both the banks have used credit and debit card, many have demat account and overdraft facility, but the noticeable matter is that in ICICI majority of the customers have used more than three services from mentioned above as compare to SBI. This reveals that in ICICI customers are more experienced to use the different services.
Many a times ICICI keeps more bank charges for any ordinary transaction as a mediator or even in credit or debit card as compare to SBI. Some special services they charge higher than SBI. The reason is easy to understand that ICICI is a private sector bank unlike SBI.

Many of the respondents are from service sectors and most of them are from the income group of three lakhs and above.

Most of the customers have savings account and many of them have also invested in fixed deposits.

Among all the routine services offered by SBI and ICICI, ATM and credit/debit card is the most commonly widely used services.

A noticeable difference can be seen in SBI and ICICI customers responses, in cash deposits ICICI customers are considerably more satisfied than SBI customers, same scenario is in cheque deposits net banking that ICICI customers are more satisfied than SBI customers.

In cash withdrawal also there is a vast difference in satisfaction level of SBI and ICICI, here SBI customers are less satisfied because many a times they have to face hurdles like delay in time, to stand in a long queue and to wait due to unofficial breaks taken by employees/cashier.

It is derived after analysing that most of the customers have rated facilities (sitting facilities, safe drinking water, ATMs, passbook machine and others) and ambience as the most essential parameter which should have in a bank.

So far as staff behaviour is concerned, SBI customers are less satisfied and they have suggested that many a times cashier/incharge employees are not so attentive to solve their complaints or to provide satisfactory service.

For almost all the respondents’ location of bank and widespread network of bank is also very important, in this point both the banks win customers preference.
✓ In the point of bank loan, most of SBI customers are not satisfied with time taken by employees, as per their opinion they take more time for sanctioning the loan. Apart from these, they charge more interest as compare to ICICI bank loan schemes, while ICICI being a private sector leader offers more attractive schemes in loan for different sectors as compare to SBI.

✓ Loan applying and sanctioning process is also complicated in SBI as compare to ICICI, as per their opinions. However in housing loan criteria, SBI customers are more satisfied then ICICI.

✓ After considering all the essential services the customers have opined the overall satisfaction level also, SBI customers are satisfied mostly but ICICI customer are appreciably satisfied with their bank. There is a considerable difference in their satisfaction level.

✓ So it is derived that even though SBI is the leading bank in India as well nationalized Most of the SBI people have not gone through any problem but some have filed complaints While in ICICI less people have filed complaints as compare to SBI. This is the vital factor affecting customers’ preferences.

✓ The another important fact is that some of the complaints in SBI were not solved through bank authority while in ICICI almost every complaint was solved through bank authority, and this directly affects employees satisfaction and preferences.

✓ After considering employees questionnaire it was found that in ICICI many of the employees Are of young age(18 to 35) as compare to SBI.

✓ There is a considerable education qualification wise difference in both the banks employees, in ICICI more post graduates as well with professional degree are working compare to SBI.

✓ Both the banks develop banking product services after considering customers suggestions but ICICI is more attentive in this matter.

✓ So far as experience of service is concerned its implied that in SBI more employees have more than 10 years as well some have even more than 30 years of experience as compare to ICICI.
✓ It is indeed necessary to disclose all necessary details to customers as and when it is needed, by collecting customers’ opinions it is found that in ICICI almost all in formations are given by many of their employees.

✓ CRM(customer relationship management )practises is very essential for any bank whether its public sector or private sector ,by asking employees it is found that ICICI employees are strongly agree more than SBI employees.

✓ To win trust and to satisfy customers technology up gradation is quite essential, as per their opinion ICICI banking services are more technologically updated .SBI employees are still not strongly agree to the point that their bank provides always technologically supported services.

✓ Almost all ICICI employees respond quickly to customers as many of them are strongly agree upon this point while in SBI less employees are agree upon this point.

✓ As per the opinions given by SBI employees their managing committee is committed the best possible practises to customers but some of them are not agree with these, while in ICICI majority of them are strongly agree that their managing committee offers best possible practises to customers, this shows that ICICI has more innovative services and schemes for customers choice. This factor also plays vital role on customers preferences.

✓ For every bank marketing is one of the very important task to sell and establish its new and running products/services. By asking employees of SBI for the bank the big hurdle for marketing is tough competition prevailing in banking sector.they also give good weight age to lack of latest technology also. But by asking to ICICI employees it was found that majority of them have opines competition as the biggest threats to marketing its services, here it is derived that being a private bank they are more competition oriented to lead their position.

✓ SBI employees are agree to the fact that their bank is always committed to growth, but some are neutral in this fact, in ICICI majority of them are very strongly agree that their bank is always committed to growth, this shows that ICICI bank is more sincere towards their progress however many other factors affect the progress.
Bank employees have to deal with day to day transactions in their routine working life. During this time they come across to many hurdles, complaints or processes to do the complete transaction. By asking to SBI employees that the customers are fully satisfied or what? many of them were agree but only few were strongly agree, even some were neutral and some of them were disagree, surprisingly the employees with more than 10 years experience were disagree. In ICICI majority of them were strongly agree, many of them agree and surprisingly very few are disagree or neutral. Among them majority were with less than 5 years experience.

As both the banks have widespread network and so many transactions, many a times in day to day life employees have to face complaints, in SBI the complaints ration is more than the ICICI, and more frequently also the reason might be delay in transaction due to employees or faulty ATM machines and many other reasons.

On the basis of the above findings it is concluded that respondents of ICICI are more satisfied overall as compare to customers of SBI. In majority opinions the reasons are better employees attitude plays a great role. Apart from this, ICICI offers more technologically advanced facilities/services. ICICI is also ahead of than SBI for various offers and different attractive schemes for various sectors; however its other hidden charges are higher than the SBI. Today customers are quite conscious and choosy about services and extra facilities and ambience offered by the banks, it is easy to find that being a private sector bank ICICI offers good facilities, sitting arrangements, token system in a better manner and more working timings with complete customers friendly and assisting environment, in this point many customers are strongly satisfied with ICICI which ratio is lesser in SBI.

In a nutshell it can be said that As it is found that ICICI is the second largest bank in India but due to certain reasons like courteous staff, working hours, extra facilities and ambience technologically supported innovative services, and CRM practises also. So in general it is derived that ICICI wins consumer preferences as compare to SBI, However in there is no vast difference seen in customers preferences but the difference is quite noticeable to justify this fact.

9. CONCLUSION

So the hypothesis created in the study is accepted.

1. Public Sector banks are facing stiff competition from private sector banks with regard to customer satisfaction-Accepted, because most of the employees from SBI and ICICI have opined competition as the biggest hurdle in marketing of the services.
2. There is a difference in level of satisfaction of SBI and ICICI customers. Accepted because in the questions answered by the customers, of both the banks, ICICI customers are more satisfied as they have rated their bank providing very satisfactory services.

3. Employees of ICICI bank are more efficient in providing services to customers than employees of SBI. Accepted. Because by asking questions like solving of complaints, ICICI employees are able to solve it within less time period as compare to SBI employees. Apart from these, many other answers reveal that employees of ICICI put more efforts for marketing of services as compare to SBI employees.

In a nutshell, it can be said that ICICI is the second largest bank in India but due to certain reasons like courteous staff, working hours, extra facilities and ambience, technologically supported innovative services, and CRM practises are better in terms of customers preferences and satisfaction. So in general, this study derives that ICICI wins consumer preferences as compare to SBI. However in there is no vast difference seen in customers preferences but the difference is quite noticeable to justify this fact.

10. SUGGESTIONS

- On the basis of the entire analysis of customers’ responses and employees responses as well also by incorporating their suggestions, as a researcher some suggestion are as follows from the entire evaluation of this study.

- SBI as the leading bank in India, technologically updated also as compare to previous years. But due to tough competition with other banks and especially private sector giant ICICI, SBI has to face a tough competition, so suggestion is that firstly it should try to minimize its NPA (non performing assets) which is quit higher than the other banks, then there can be a noticeable improvements in its performance.

- Another suggestion is about the delay in transaction. By asking many customers it is found that many of the senior employees from SBI takes more time than the required during completion of the transaction, for e.g. cashier takes unofficial breaks, to stand in a long queue to fill up pass book, many a times the employees attitude is also not so courteous or supportive, they may not much attentive to the customers.

- Many a times ICICI keeps more bank charges for any ordinary transaction as a mediator or even in credit or debit card as compare to SBI. Their ATM charges are also higher as compare to SBI. Apart from these for some special services they charge higher than SBI. The reason is easy to understand that ICICI is a private sector bank unlike SBI.
So far as ATMs are concerned, many a times customers find difficulty due to faulty ATMs, or when they are not properly in working conditions. If they lodge complaints it is not easily solved so the suggestion is that being a leader of banking sector SBI should give prompt solution of this very common problem faced by customers.

In net banking system on the basis of this study it was found that SBI customers are not very satisfied, the reason might be difficulty in accessibility or system. They should focus on more updated system and consumer friendly operations of net banking like ICICI.

Being public sector bank SBI provides necessary facilities and ambience but not compatible to ICICI. This is one of the major factor which affects customers preference to select a bank and also affect their satisfaction level.

A suggestion to SBI is that normally for loan sanctioning it takes more time as compare to other banks and especially for housing loan. The applying and sanctioning process is also not so hassle free. Apart from these SBI demands more documents as compare to ICICI. So due to this many small entrepreneurs or business ventures cannot take the advantage.

Every bank is required to use technologically updated service facilities now a days in the tough competition in banking sector private bank are ahead in this so SBI is suggested to use more techno friendly services for the customers.

A bank is always required to promote services or products newly launched, here SBI is suggested to promote it within the regular customers group personally also which is already adopted strategy by its competitor ICICI.

A customer always expects prompt response for any question or confusion, ICICI being from private sector is particular and focused to give immediate possible response to customer which is the matter of improvements to certain extent in SBI.

CRM (customer relationship management) practises are widely adopted in service sectors, banking is one of the prominent part of service industry. By asking employees
of SBI it is found that many of them are not strongly agree with this so suggestion to SBI is that they should more sincerely try to develop strong relations with customers by various ways and means.

✓ After all overall satisfaction of a customer is also very important to win their trust. By asking to customers of both the banks it was found that SBI customers are less satisfied and the reasons are employees time taken, some services still have to be technologically updated, and prompt solution of the complaints, and better CRM practises. If the bank focuses on all these mentioned points it can win customers preferences to great extent.

10. CHAPTERIZATION

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 conducted abroad.
2. Empirical studies conducted in India.

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.

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.

7. FINDINGS AND SUGGESTIONS.

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

8. BIBLIOGRAPHY:

6. Manoj p.k. (2010), Determinants of Profitability and Efficiency of Old Private Sector Banks in India with Focus on Banks in Kerala State: An
Econometric Study, International research journal of finance and economics, issue-47.2010, pp. 1-15


Web references-
1. www.competitionmaster.com
2. www.sbi.co.in
3. www.icicibank.com
4. www.rbi.org.in
5. www.isrj.net
6. www.ideas.repec.org