Therefore the need for the current study was felt and hence conducted.

CHAPTER- III

RESEARCH DESIGN

3.1 Introduction

This chapter discusses in detail the research design applied to the study. It addresses the research questions, explains the scope, lists the objectives of the study and lists the dependent and independent variables selected for the study. It also discusses the hypothesis formulations, model specifications, items selection and design of questionnaire, reliability and validity of the research instrument, data collection, limitations and finally the chapter scheme of the dissertation.

3.2 Research Title

“A Study on Universalisation of Selected Indian Private, Public and Foreign sector banks”

3.3 Need for the Study

Banking institutions are dominant operators in modern financial systems and important business entities in an economy. The forces of the globalization were unleashed on the hitherto protected Indian environment in the early nineties. The public sector banks, which had a monopoly earlier, then started facing problems with deteriorating performance. This facilitated the entry of the private sector in the banking sector which was in line with the Narasimhan Committee’s recommendations. Simultaneously, there was also the entry of foreign sector banks in India.

Structural changes of profound magnitude have been witnessed in the global banking system since the 1990s. We have been witnessing large-scale mergers, amalgamations and acquisitions between the banks and financial institutions which have resulted in competitive strengths of the merged entities. This has led to the emerging of new financial conglomerates, which have the capacity to maximize economies of scale and scope by building the production of financial services organization, called Universal Banking. (Aguirre, 2008)
After the recommendations of the Narasimham Committee, public and private sector banks are moving towards being Universal. *Universal Banks are a superstore for financial products under one roof.* In the race of converting themselves to Universal Bank, the banks have started offering a hoard of financial services under one roof to their customers. There is a need to know whether the customers are aware of all the new services being provided by the banks. Moreover, there is also a need to check on the relevance or otherwise of these services. (Buchari, 2015) The usage pattern of these services among the customers’ needs to be considered. Changes in the banking industry have drawn the attention of the researcher and an issue worth conducting a research. Hence, the need for the research. (Wadhe, 2013).

3.4 LITERATURE SURVEY
The review of the literature is performed in the field of universal banking and customer satisfaction. The review has also been undertaken to gather the banking information and statistics at the national level to check for the universalisation of Indian banks. The review of literature in the field of universalisation aimed at studying the changes happening in the banking industry, both at national and international level. Detailed literature review chapter is present after the introductory chapter.

The review has also been done for topics like need and awareness of financial services, the usage pattern of financial services, universal banking and customer satisfaction.

The review has been carried out for national and international research articles and presented year-wise. It covers the articles published between 1994 to 2015.

3.5 Statement of the Problem
The banking sector plays a major role in the development of the Indian economy and has been witnessing a major change in the environment. One of the changes seen is that all the banks are moving towards Universalisation, where they have started offering all kinds of financial services under one roof. All the banks were not providing all the universal services. Post Narasimham Committee report, the scope of services increased. Therefore, the level and extent of universalisation need to be checked for the banks, for which the universal score need to be
It is very important to generate awareness amongst people as it instills confidence in industry to face problems confidently. However, the concern is whether customers are aware of all the financial services being offered by the banks and whether such services are relevant at all. It is good that banks provide various kinds of financial services but, are the customers making use of all of these and if so, then what is the extent of usage of these services in different types of banks. It is not the same for all banks. (Foreign, public and private). The quality of service being provided to the customers is not the same across all the types of banks. The services rendered vary from one bank to another. In an attempt to answer these questions the current study is undertaken with the objectives which are:

### 3.6 Research Questions

1. Are all the banks moving towards universalisation or not?
2. Is the level of universalisation same for all the banks?
3. Are the services provided by banks really required by the customers or is it that that everyone is providing everything?
4. Is the usage pattern of various financial services among different banks same?
5. Is the service quality provided to customers same across all the banks?

### 3.7 Objectives of the Study

1. To rate the banks on the basis of Universal Banking Score.
2. To understand the factors influencing awareness and need level of Universal Banking Services.
3. To make a comparative analysis of usage of selected Universal Banking services among public, private and foreign sector banks in India.
4. To check the impact of five service quality parameters on customer satisfaction parameters.
5. To propose a *Customer Satisfaction Model for banks based on banking services and banking aspects.*
3.8 The scope of the Study (Inclusion Criteria)

1. The study covers selected public, private and foreign sector banks from Indian Banking industry.

2. The study is conducted to check for the level of universalisation of the private, foreign and public sector banks and the possibility of acceptance of these services by their customers. Therefore a survey is carried out to check whether the banks’ customers are aware of all the services being offered by the banks and if so, then the relevance of such services currently or in near future.

3. Based on a number of services offered by commercial banks, a Universal Banking Score has been calculated for the banks. The study was conducted in Bangalore city. The survey carried out for the research covers the respondents with varied occupation types, minimum bachelor’s degree as the education level, income levels and age.

4. Respondents with minimum qualification of were considered for the study. The questionnaire that was administered to the respondents were answered by respondents having a bachelor’s degree as the minimum qualification.

3.9 Motivation for the work

Banks play an important role in the daily lives of people and business and the importance of banks is evident from the fact that they are considered to be the lifeblood of the modern economy. Banks, apart from their indigenous function i.e. banking, have started showing substantial interest in all sorts of financial services like insurance, fund management, mutual funds, securities, etc. Such banks acquired the status of Financial Conglomerate and slowly began moving towards Universal Banking. This path of transition of Indian banks towards Universal Banking framework generated interest to study the transformation of private, public and foreign sector banks. The topic enables the researcher study in depth about the UNIVERSALISATION OF BANKS and LEVEL OF AWARENESS and NEED of financial services, among the respondents, offered by various private and public sector banks. Customer Satisfaction is considered to be a feeling or attitude that a bank customer has towards a product or service after it has been used or availed. (Solomon, 1996; Wells and Prensky, 2002; Metawa and Almossawi, 1998). It also encourages them to avail of other
services offered by the banks. Therefore one of the objectives also has been to judge the satisfaction of customers for a range of banking services over service quality parameters.

3.10 The significance of the Study
The current study covers the recent developments happening in the Indian banking industry related to Universalisation of the Banks. Universal Banking Score is calculated for the commercial public, private banks and foreign sector banks, which again generates awareness about the number of services being provided by the banks. The survey was conducted to assess the level of awareness and need of the financial services and products among the bank customers. This, in turn will help to know about the various kinds of services being utilized by customers and the possibility of using all or most of the universal banking services in future.

3.11 Dependent and Independent Variables
Following a thorough review of the literature in line with the objectives of this research, the dependent and independent variables are identified and listed below:

**Independent Variables**
1. Age
2. Income of Respondents
3. Salary
4. Occupation
5. Gender
6. Types of Primary Banks (public, private and foreign)

**Dependent Variables**
Sekaran (2006) mentions that variable which is of primary interest to the researcher is the dependent variable. Understanding and describing this dependent variable is the goal of the researcher which will help in finding solutions to the problem. The dependent variables in the study are as follows:
1. Awareness of Financial services which includes the awareness of 43 different financial services of universal bank.
2. Need of financial services which include the need of 43 different financial services of universal banks.
3. The usage pattern of financial services: write an operational definition
4. Assurance
5. Tangibility
6. Empathy
7. Responsiveness
8. Reliability
9. Customer Satisfaction

3.12 CALCULATION OF UNIVERSAL BANKING SCORE

The universal banking score has been calculated after preparing an extensive list of banking products and services being offered by universal banks. Similar composite scores have been calculated in the studies provided by the author (Goswami., & Deb, N. (2012). There are a total of forty-seven financial services which have been considered to calculate the universal banking score. If a bank (private, public or foreign) is offering the service, the bank was given 1 point and 0 in case that service or product was not being offered by the bank.

1: Provision of service by bank
0: Bank does not offer service
UBS: summation of all the services provided by a bank

3.13 HYPOTHESES GENERATED FOR THE STUDY

In this study, the awareness and need level of universal banking services among respondents is checked. To meet the objectives of the study, the following hypotheses have been formulated.
3.12.1 Hypotheses to check the perception of customers towards the awareness and need for universal banking services

✓ Null Hypothesis 1 ($H_0$): Awareness of customers about universal banking services is independent of their Age, Gender, Education, Profession, and Income

✓ Null Hypothesis 2 ($H_0$): The need of customers for universal banking services is independent of their Age, Gender, Education, Profession, Income and Occupation

✓ Null Hypothesis 3 ($H_0$): Awareness of banking services is independent of need of universal banking services.

3.11.2 Usage pattern of universal banking services based on types of banks

✓ Null Hypothesis 4: Usage pattern of universal banking services are not significantly different among the three kinds of banks (foreign, private and public)

3.11.3 Usage pattern of universal banking services based on demographic factors like gender, age, income, educational qualification, and occupation

✓ $H_{05a}$: Usage pattern of universal banking services are not significantly different among the gender of the respondents.

✓ $H_{05b}$: There is no significant difference in the usage pattern of universal banking services among respondents of different age groups.

✓ $H_{05c}$: Usage pattern of universal banking services are not significant different among respondents with different educational qualifications

✓ $H_{05d}$: Usage pattern of universal banking services is not significantly different among respondents with different types of occupations.

✓ $H_{05e}$: Usage pattern of universal banking services is not significantly among respondents with different income groups.

✓ $H_{06}$: Usage pattern of universal banking services is not significantly different for usage status of their primary bank account.
3.11.4 Satisfaction level of customers towards financial services and bank service quality parameters among different kinds of banks

✓ H₀7: Assurance provided to customers is not significantly different among the different banks
✓ H₀8: Reliability provided to customers is not significantly different among the different types of banks
✓ H₀9: Empathy provided to customers is not significantly different among the different banks.

✓ H₀ 10: Tangibility provided to the customers is not significantly different among the different banks
✓ H₀11: Responsiveness provided to the customers is not significantly different among the different banks
✓ H₀ 12: Overall Customer Satisfaction provided to customers is not significantly different among the different banks

3.14 Research Methodology

In this section, we discuss the type of the present study, the sampling unit, population and sample size, and the sampling method used.

Type of Study

This study is a combination of descriptive and inferential research.

Descriptive Research

Descriptive research was conducted to get an idea about the demographic profile of respondents, need and awareness of the universal banking services and customer satisfaction of all universal banking services. Inferential statistics has been applied for
Various statistical tools used for the descriptive research were mean, median, standard deviation and graphs.

The reliability and the validity of the questionnaire was done after the pilot study.

**Inferential Research**

Various hypotheses were developed and tested for analysis. The statistical tools used for analysis were the Chi-Square Test, ANOVA and Post Hoc Analysis. SEM was used to check the relationship between banking services, banking aspects and service quality parameters.

- **Population Size:** The population size in the current study consists of all the bank customers in Bangalore city.
- **Sampling Unit:** The sampling unit for the current study comprised of the users of banking services.
- **Sample Size:** The sample size for the study was 445 respondents.

The method used to calculate the sample size was: Number of items in questionnaire x 10 (calculation for sample size)

\[39 \times 10 = 390\]

Therefore, fulfilling the above criteria, the sample size for the current study is 445 respondents.

- **Sampling Method:** The responses were solicited both online and offline to collect the data. The purposive sampling method was selected to collect the data. The sample of individuals is drawn from the finite population.
- **Sampling Frame:** Educated respondents having a minimum qualification of graduation, from the city of Bangalore were selected for the survey.

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3.15 Sources of Data Collection

**Primary Data:** Primary data was collected by administering a questionnaire to the respondents. Interviews were also conducted with banking professionals and opinion leaders. This helped in including the key services in the list of Universal Banking services and finalizing the questionnaire.

**Interview with Banking Professionals and Opinion Leaders**
Some senior officers of the banks were contacted and their views were collected regarding their opinions about universalisation of banks. The questions were pertaining to awareness and need of various financial products and services being offered by them to their customers. **Item Analysis:** Item used to validate the need to calculate the Universal Banking Score and whether this score calculated to rank the banks will be helpful or not. The process used to calculate the Universal Banking Score was also validated by the experts. The validation of the data was done by conducting an Item Analysis which consisted of six bank managers from private and public sector banks. The names of the branch managers and the branch to which they belong are as follows:

- Mr. Neeraj Aneja (Sr. Manager, ICICI Bank)
- Mrs. Priyanka Mehta (Branch Manager, HDFC Bank Ltd. (Thippsandra Branch)
- Mr. Hiremath (Branch Manager, SBI, Indira Nagar)
- Mrs. Anitha Gopalan (Kotak Mahindra Bank, CMH Road)
- Mrs. Rashmi (State Bank of Mysore)
- Mr. Som Deo (Manager, Dhanlaxmi Bank)
- Mrs. Madhavi R. (HOD, Finance Head, Jain university)

Senior Faculty in Finance, Marketing Management, and Banking from different institutions were contacted. These opinion leaders helped in formulating the theoretical framework in which the universalization of Indian banks was discussed.

3.16 Final Questionnaire Design
The questionnaire was designed to collect primary data from the selected segments of persons who had bank accounts in any of the following types of banks:

- Public Sector banks
- Private Sector banks
- Foreign sector banks

There were four different sections in the questionnaire. The preface of the questionnaire gave a brief about the study being conducted.

Part –A of the Questionnaire had six questions which were set to obtain the personal information of the respondents (customer's primary bank name, age, gender, income, occupation, and usage level of the banks’ services).

Part-B of the questionnaire had eleven questions which aimed at gaining information regarding the satisfaction level of banking aspects like the location of the bank, cost of transaction, advertisements and shopping experience of the customers.

Part C consisted of questions aimed at collecting information regarding awareness level and need for the 45 services offered by their primary banks.

A Service Quality Model was used in Part D which consisted of 22 questions. Questions were set in Likert Scale where the rating of each statement started with strongly disagrees to strongly agree. This section used the services quality variables to check the customer satisfaction of the respondents.

The questions in the questionnaire consisted of the following types of questions:

Open-ended questions
Close-ended questions
Dichotomous questions
Rating on Likert Scale

The following were the broad areas dealt with in the questionnaire:

- Awareness about universal banking
- Awareness Level about universal Banking services
- Level of Need of financial services offered by Universal Banks
- The usage pattern of e-banking services
- The degree of Service Quality offered by universal banks
The degree of Customer Satisfaction with their current banks

**Questionnaire Administration**

Most of the questions dealt with awareness, need and usage pattern of the financial services and products offered by Universal Banks. Steps were taken to guide the respondents prior to their answering the questions. The language of the questionnaire was kept very simple. An exhaustive list of options was made available for most of the questions.

**Secondary Data:** The sources of secondary data consisted of published books, journals, published research articles, statistical reports, newspaper articles, business magazines, banks’ websites, annual reports of the banks and independent survey reports.

**Pilot Study**

The pilot study is used as a "small-scale version or trial run in preparation for a major study" (van Teijlingen & Hundley, 2001).

It was observed by Jackson, (1999) that, "a pilot study is often used to pre-test or try out a research instrument. Baker found that a sample size of 10-20% of the sample size for the actual study is a reasonable number of participants to consider enrolling in a pilot."

A brief questionnaire was prepared with open-ended questions and presented to the respondents. Questionnaires were administered to selected 100 respondents, to check the awareness and need level of the financial services. Google Forms was also used to solicited online responses through email. After collecting the responses, the feedback was considered from respondents and further changes were incorporated into the questionnaire.

**3.17 Reliability Analysis**

**Cronbach Alpha Score:**

The final questionnaire which was administered to the respondents was tested for internal consistency. Cronbach coefficient α is considered as the most popular test of inter-item consistency reliability,(Cronbach, 1994) whose value ranges from 0 to 1. The reliability is better when the α value is nearer to 1. If the Cronbach Alpha value is low, it means that
either the items are very few or commonality among the items is very little. The reliability coefficient of 0.7 or more is considered to be adequate (Cronbach, 1951, Nunnally, 1978)

**Table 1-8: Cronbach Alpha Values for measurement of Internal Consistency**

<table>
<thead>
<tr>
<th>Cronbach</th>
<th>Internal Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>A ≥ .9</td>
<td>Excellent</td>
</tr>
<tr>
<td>.9 &gt; α ≥ .8</td>
<td>Good</td>
</tr>
<tr>
<td>.8 &gt; α ≥ .7</td>
<td>Acceptable</td>
</tr>
<tr>
<td>.7 &gt; α ≥ .6</td>
<td>Questionable</td>
</tr>
<tr>
<td>.6 &gt; α ≥ .5</td>
<td>Poor</td>
</tr>
<tr>
<td>.5 &gt; α</td>
<td>Unacceptable</td>
</tr>
</tbody>
</table>

An internal consistency was performed using the reliability program (Hull and Nie, 1981), for all the items under 5 dimensions of the questionnaire. The table represents the reliability coefficients of all the 5 variables identified for the study for 100 respondents.

**Table 1-9 Cronbach Alpha Values after the pilot study**

<table>
<thead>
<tr>
<th>S. No</th>
<th>Variables</th>
<th>No. of Items</th>
<th>Alpha Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Banking Aspects and Services</td>
<td>10</td>
<td>.832</td>
</tr>
<tr>
<td>2</td>
<td>Usage of e-services</td>
<td>6</td>
<td>.676</td>
</tr>
<tr>
<td>3</td>
<td>Awareness of Services</td>
<td>6</td>
<td>.929</td>
</tr>
<tr>
<td>4</td>
<td>Need of Services</td>
<td>6</td>
<td>.960</td>
</tr>
<tr>
<td>5</td>
<td>Customer Satisfaction</td>
<td>5</td>
<td>.971</td>
</tr>
</tbody>
</table>

All sub scales, Usage of e-services, Awareness of services, Need of services and Customer Satisfaction of the questionnaire have acceptable Cronbach's alpha greater than 0.6. The findings of the main study matched with the pilot study.
3.18 Scale of Measurement

Most of the variables identified for measurement were measured using a category or a five-point Likert rating scale ranging from 1 = ‘Strongly Disagree’ to 5 = ‘Strongly Agree’. The type of scale and the scaling technique used for every dimension of all the variables are shown in Table 3.2.

Table 1-10: Types of scales measurements and scaling techniques used in the questionnaire

<table>
<thead>
<tr>
<th>No.</th>
<th>Variable</th>
<th>Dimension</th>
<th>Type of Scale</th>
<th>Scaling Technique</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Demographic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gender</td>
<td>Nominal</td>
<td>Category</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Age</td>
<td>Ordinal</td>
<td>Category</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td>Nominal</td>
<td>Category</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Occupation</td>
<td>Nominal</td>
<td>Category</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Annual Household Income</td>
<td>Ordinal</td>
<td>Category</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Usage of your primary bank account</td>
<td>Nominal</td>
<td>Likert</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Banking Aspects</td>
<td>Location of my primary bank</td>
<td>Interval</td>
<td>Likert</td>
</tr>
<tr>
<td></td>
<td>Cost of transaction</td>
<td>Interval</td>
<td>Likert</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertisement</td>
<td>Interval</td>
<td>Likert</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shopping Experience</td>
<td>Interval</td>
<td>Likert</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Services</td>
<td>Satisfaction with Services</td>
<td>Interval</td>
<td>Likert</td>
</tr>
<tr>
<td></td>
<td>Comfort on manner of services</td>
<td>Interval</td>
<td>Likert</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Extent of use of technology</td>
<td>Interval</td>
<td>Likert</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Efficient Customer Service</td>
<td>Interval</td>
<td>Likert</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Friendliness</td>
<td>Interval</td>
<td>Likert</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Satisfaction with technical</td>
<td>Interval</td>
<td>Likert</td>
<td></td>
</tr>
<tr>
<td>Services</td>
<td>Interval</td>
<td>Likert</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>----------</td>
<td>--------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branch Banking</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATM / Debit Card</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet Banking</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telephone Banking</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile Banking</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic Funds Transfer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Awareness of Services</th>
<th>Interval</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>45 Financial Services</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Need of Services</th>
<th>Interval</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>45 Financial Services</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Customer Satisfaction</th>
<th>Interval</th>
<th>Likert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assurance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reliability</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Empathy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangibility</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Responsiveness</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 3.19 Period of Survey

The present study aims to study the Universalisation of Selected Indian Banks. In this direction, the period of study 2010-11 to 2015-16 was selected for analysis at the national level. The primary data collected through questionnaire was done in the year 2015-16. The secondary data was collected for the period 2010-11 to 2015-16. Banks’ official websites and annual reports, research articles, business magazines and etc. were referred and data for the number of financial services being provided by the banks was collected. Earlier, the services provided were fewer in number but then they increased over time.

### 3.20 Summary of Methodology used for Data Analysis

Processing, tabulation and analysis of the primary data, which was collected were done by employing the following statistical tools mentioned below using SPSS software package.
✓ **Descriptive Analysis:** Descriptive analysis like percentage analysis, mean and median was used to prepare the profile of the demographic variables like age, gender, educational qualification and profession.

✓ **Chi-Square analysis:** It was conducted to check the hypothesis for awareness and need of financial services. It was used to test if the variable ‘awareness and need of financial services’ of respondents is associated with or (dependent on) the following variables: age, gender, qualification, annual income, occupation and primary Bank Account.

✓ **ANOVA for studying the variances:** In this study Analysis of Variances was used to test if there is significant difference in respondent’s usage pattern of financial services based on various demographic variables like age, educational qualification, gender, occupation and income among public, private and foreign sector banks.

✓ **Post Hoc Analysis:** After getting a significant value for Analysis of Variance (ANOVA) it is known that there is a difference between the two groups. But ANOVA does not tell the pattern or differences between the means. Therefore, it is often followed by specific comparisons in order to analyse the pattern of difference between means, and the most commonly used involves comparing two means (the so-called “pairwise comparisons”). An easy and frequently used pairwise comparison technique is Tukey Post hoc analysis (Abdi & Williams, 2010).

In this study Tukey Post Hoc analysis is used to find the respondent’s usage pattern of financial services among types of banks and demographic variables like age, gender, educational qualification, occupation and income of respondents.

✓ **Structural Equation Modeling (SEM):** Structure Equation Modelling (SEM) is “a comprehensive statistical approach to test hypothesis about relations among observed and latent variables” (Hoyle, 1995). This is a very powerful multivariate analysis method that can test the relationship between more than one variable at the same time, hence it is
commonly used for behavioural sciences (Hox et al., 2010). Further, SEM allows the ease of combining factor analysis with regression or path analysis and used in academic research (Homles-Smith et al., 2006).

### 3.21 Limitations of the Study

- The information provided by the respondents is considered accurate and final. But, in many cases, the respondents were apprehensive about giving the information.
- The sampling method used in the study is convenience sampling. Given that a convenience sample is not considered an effective method of representation of the population, the results may be interpreted cautiously, especially when generalized.
- The data collection method was the survey method using a questionnaire. Researchers have a limitation with this type of data collection, due to low response rate, complex and confusing questions and surveys that might be too long. (Cooper and Schindler, 2003).
- The number of respondents has been drawn from a varied background in terms of age, income levels, occupation, and education.
- The type of banking services considered for calculating Universal Banking Score and in the questionnaire are little different because the respondents were little hesitant in disclosing the information.
- Since the result shows the perceived service quality of customer of one city only, the result cannot be generalized to a broader geography.
- It was intended to include respondents of all educational levels, but since the questionnaire administered had an array of universal banking service questions, it would have been difficult for them to understand and answer them. Therefore, respondents with a minimum educational qualification of graduation were included in the survey.

### 3.22 Chapter Scheme of the Thesis

The report has been prepared as per the following scheme:

**Chapter 1**  
**Introduction**
This chapter covers information regarding the basic concepts of banks (origin of bank, characteristics, functions, types). Here, the level of universalisation of Indian Banks has been explored. The data collected helps us trace the path of banks towards universalisation. It also covers the various reports of the recommendation committees regarding Universal Banking. Concepts of service quality and customer satisfaction have also been taken care of.

Chapter 2 Review of Literature

An extensive and detailed review of the literature has been done on Universal Banking (Indian and Foreign perspective), awareness and perception of financial services and service quality leading to customer satisfaction.

Chapter 3 Research Design

This chapter discusses the need of the study, objectives of the study, research gap, the hypothesis generated, the scope of the study, motivation, and significance of the work, questionnaire design, types of variables, respondent's profile, profile of the banks, period of the study, etc.

Chapter 4 Analysis and Interpretation

The current chapter gives a detailed descriptive analysis, graphical presentation, results of data analysis and findings and inferences drawn from the study.

Chapter 5 Conclusion and Recommendation

This chapter includes the inferences drawn from the study and recommendations made by the researcher. The recommendations are based on the strategic implications for the bank groups.

CHAPTER- IV: DATA ANALYSIS

The current research deals with a study on universal banking of selected Indian public, private and foreign sector banks. Universal Banking is a setup where the commercial banks offer a hoard