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CONSUMERS ATTITUDE TOWARDS SERVICE QUALITY OF ING VYSA BANK

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ABSTRACT

Banking is a customer oriented service industry which has witnessed a radical shift in the market power. The effectiveness and efficiency became the buzzword of the success of banking operations and its proper functioning particularly with respect to providing services to the customers. Service is an invisible thing which is indispensable from the person who extends it. An efficient or effective service is one which is extended appropriately by identifying and understanding the needs of the individual customer from time to time. Customer service is a dynamic interactive process which needs continuous improvement. The present study is to analyze Customer Service Quality and Customer Perception on Online Services of Anantapuram ING Vysya Bank as the customers have become more demanding with the passage of time. They prefer to avail Online banking services, but at the same time, they face many problems while using these Services due to which they are unable to take full advantage of these services. This made the researcher to study and analyze the above factors. The study offered useful suggestions to both consumers and bankers.

KEY WORDS: Service Quality, Customer Attitude & Perception, Online Banking Services

INTRODUCTION

Banking has come to occupy a crucial position in a nation's economy. According to the modern concept, banking is a business which not only deals with borrowing, lending and remittance of funds, but also an important instrument for fostering economic growth. Service is an invisible thing which is indispensable from the person who extends it. An efficient service is one which is extended appropriately by identifying and understanding the needs of the individual customer from time to time. The customers at the present juncture are well exposed to unstoppable innovations in communication technology. He/she is aware of the kind of service level available around the world and thus expects the best from his/her bank. Customer service is not only a critical function but plays a vital role for the business. It is next most important business strategy. The improved customer services will definitely increase profitability. A bank can be said as customer oriented if its various organizational activities like organizational restructuring, staffing and coordination are geared up to fulfill the needs of the customers.

REVIEW OF LITERATURE

Today world has become a global hub for business. To sustain and grow in the global market industries require a strong banking system, which can satisfy the increasing needs of customer. Indian banking system is now ready for the global market because of the Automation.

Safeena et al (2010) determines the customer's perception on internet banking adoption .The study shows that perceived usefulness, perceived ease of use, consumer awareness & perceives risk are the important determinants of online banking adoption and have strong and positive effect on customer to

accept online banking system. **Santhiyavalli,G. (2011)** determined the customer's perception of service quality of the selected branches of SBI and study the major factors responsible for their satisfaction. **Surbhi Singh and Renu Arora (2011)** presented a paper on a comparative study of banking services and customer satisfaction in public, private and foreign banks of Delhi and this study shows that the customers of nationalized banks were not satisfied with the employee behavior and infrastructure, while respondents of private and foreign banks were not satisfied with high charges, accessibility and communication.

MS Linda Mary Simon (2012). A study on customer perception towards services provided by Public sector bank and Private sector bank in Coimbatore region reveals that private bank is providing better services to its customers than the public sector bank. It is evident that public sector banks have a strong presence in the market, but in recent times they are facing stiff competition from private sector banks in the range and quality of services offered. **M.E. Doddaraju(2013)** presented a study on customer satisfaction towards public and private sector banking services with special reference to the Anantpur District of Andhra Pradesh concluded that satisfaction level with regard to public sector units courtesy shown by bank staff at the counter is very low. Therefore, the banks should pay special attention to "Human Resource Development" by giving timely training to the employees to conduct themselves better.

OBJECTIVE OF THE STUDY

- To analyze the consumers attitude towards the quality services rendered by the ING Vysya Bank in Anantapuram town, Andhra Pradesh (A.P).

- To offer recommendations and suggestions for improving the Service Quality levels of ING Vysya Bank

RESEARCH METHODOLOGY

The present study is empirical in nature based on primary data and secondary data. Simple Random Sampling method is used for selecting sample from the pool of consumers of ING Vysya Bank. Primary data collection considering the variables such as various professions, places, of both genders, with varied income groups and varied age groups. The study uses descriptive research design. Sample of 100 customers is taken for the study. Secondary data was collected from books, newspapers, magazines, journals, and websites. Primary data was collected through questionnaire and personal interactions. To collect primary data, a well-structured interview schedule was constructed with both open-ended and close-ended questions. Using the interview schedule a survey was conducted in Anantapur Town among 100 consumers of ING Vysya Bank. Data was collected during May and June, 2014. SPSS software is used for data interpretation and data analysis to figure out findings and give suggestions for improvement of quality of customer service.

ANALYSIS OF THE STUDY

The demographic factors such as age, occupation and income will have a bearing on the attitude of the customers on quality of banking services. Hence these factors are ascertained from the customers for further analysis.

Table-1: Age of the respondents

Age group	No of respondents
18-25 years	18
25-35	18
35-45	39
45-55	10
55 and above	15
Total	100

Source: Primary data

From the table-1 we see that there are all age groups of customers who are using ING Vysya Bank services. Out of them customers belonging to 18-25 age are of 18% ,25-35 age grouped are of 18% ,35-45 age grouped are 39% ,45-55 aged are of 10% and above 55 aged customers are of 15%. With this we can conclude that most of the customers who are visiting this branch are falling to the age group 35-45. Hence they are matured enough to give their opinion on the service quality of the bank

Table-2: Occupation of the Respondents

Occupation	No of respondents	Percentage
Student	16	16%
Employee	25	25%
Business	32	32%
retired employees	13	13%
House wives	14	14%

Source: Primary data

Table-2 shows that the occupation of most of the respondents is business as it shows highest percentage i.e., 32% and the next place goes to the salaried employees with 25% students are of 16% housewives constitute 14% and retired employees are of 13%.

Table-3: Income level of the respondents

Income level	No of respondents	Percentage
0-2 lakhs	48	48%
2-4 lakhs	30	30%
4-6 lakhs	16	16%
6-8 lakhs	4	4%
8 lakh and above	2	2%

Source: Primary data

From the table-3, we can conclude that most of the customers of ING Vysya Bank at Ram chandra nagar branch come into the income group of 0-2 lakhs with 48% and out of it there are many housewives and students who are in minimum income level. 30% of respondents are of 2-4 lakhs income, 16% are of 4-6 lakhs income group, and only few of the customers are above 6 lakhs above. Thus, it is observed that majority of the consumers are in the income group of 0-2 lakhs .

Staff Knowledge levels towards Bank operations:-

Knowledge of the products and services is more important to the staff so to retain the customers and make them know that their choice right or wrong.

Table-4: Knowledge levels of staff towards bank operations

Options	No of respondents	percentage
Excellent	23	23%
Good	40	40%
Average	25	25%
Fair	2	2%
Poor	10	10%

Source: Primary data

Table-4 indicates that Out of 100 respondents 23% opinioned that Staff has excellent knowledge towards bank operations .40% opinioned that staff has good knowledge 25% opinioned that they have average awareness.Two percent opinioned that their knowledge is fair and 10% opinioned that they have poor knowledge. From this we can conclude that staff has good awareness and knowledge towards bank operations.

Table-6:Consumer Satisfaction on Quality Service level by occupation

Consumer Occupation	Customer Service level satisfaction					Total
	Dissatisfied	Neutral	Average level	Satisfied	Highly satisfied	
Student	10	1	5	0	0	16
Employees	0	0	19	6	0	25
Business man	0	0	0	32	0	32
Retired Employee	0	0	0	12	1	13
Housewives	0	0	0	0	14	14
Total	10	1	24	50	15	100

Source: Primary data and SPSS

H₀: The influence of quality services rendered by ING Vysya Bank upon the satisfaction of consumers is not significant statistically.

H₁: The influence of quality services rendered by ING Vysya Bank upon the satisfaction of consumers is significant statistically.

From the Table-6, it is found that 15 respondents were highly satisfied, 50 respondents were satisfactory, 24 respondents were satisfied averagely, one respondent was neutral and 10 respondents were dissatisfied

Table-5: Staff Attitude towards Consumers

Options	No of respondents	Percentage
Excellent	15	15%
Good	50	50%
Average	23	23%
Fair	2	2%
Poor	10	10%

Source: Primary data

Table-5 shows that out of the 100 respondents 15 % opinioned that staff attitude towards them is excellent. 50% opinioned good. 23% opinioned that their attitude is average. Two percent consumers opinioned that attitude is fair and only 10% opinioned that it is poor. So we can say that the Staff always behaves in the pleasing manner which is liked by many of the customers and which drags them this branch particularly.

Consumer service level satisfaction towards Quality of services

Consumer service level satisfaction is very important in every type of sector.

because of poor quality service of ING Vysya Bank. Moreover, all the business people and retired employees were satisfied more than average level. Housewives were highly satisfied with the quality of services rendered the ING

Vysya Bank where as majority of the students were dissatisfied with the quality of services. Therefore, it is observed that five students and 19 employees were satisfied averagely, all the business people and retired employees were satisfied more than average level and all Housewives were highly satisfied with the quality of services rendered the ING Vysya Bank where as majority of the students were dissatisfied with the quality of services .Thus, it is observed that most of the respondents (65 %) experienced above average level satisfaction with regard to the quality of services rendered by ING Vysya Bank.

The Chi-square calculated value = 218.31 more than the critical value at 0.01 level of significance for 16 degrees of freedom as significant level ($p=0.000$) <0.01 . H_0 is rejected and Hence, H_1 is accepted. Therefore, it is concluded that the influence of quality services rendered by ING Vysya Bank upon the satisfaction of consumers is significant statistically.

Table-7: Consumer focus on various Banking Products

Facilities	No of respondents	Percentage
Loan	35	35%
O\D	Nil	Nil
ATM	2	2%
Savings a\c	60	60%
Current a\c	3	3%

Source: Primary data

The table-7 information, we can conclude that savings bank a\c is given more importance in this branch. And it also says that all other facilities are to be given equal importance in the bank which will attract other customers also and gives the impression of equal focus on various banking products and avoids switching to other banks.

Table-8: Consumer's opinion towards security of the online banking services

Option	No of respondents	Percentage
Completely	37	37%
Somewhat	16	16%
Not sure	6	6%
Not at all	2	2%
No idea	39	39%

Source: Primary data

Table-8 reveals that 37% of the respondents has complete understanding towards security of online banking services and trust the online security of the banking services completely, 39% of the respondents have no idea about it. So, the bank management has to take steps to create awareness among the customers about it.

Table-9: Opinion on quality of services of ING VYSYA Bank in comparison to Expectation

Quality of services	No of respondents	Percentage
Excellent	8	8%
Good	57	57%
Average	23	23%
Fair	3	3%
Poor	9	9%

Source: Primary data

Reaching the expectations of the customers is not an easy task but is really important. In ING VYSYA when the customers is asked about this 8% said excellent services 57% said good 23% said average 9% said poor. So we can conclude that the bank is reaching the expectations of customers but most of them think that is average which is also not neglect able and should be taken care to convert it into good or excellent.

Table-10: Consumers opinion towards recommending this bank services

Options	No of respondents
Yes	69
No	31

Source: Primary data

Word of mouth publicity is more important in the banking sector too. It increases the no of customers. A satisfied customer always recommends the bank in which he is taking the services. When same is asked to 100 respondents 69% said they will. And 31% said no. This reveals that 31% customers are not satisfied with the services or else they want something more. This is to be fulfilled to get more customers.

Table-11: Consumers view on various aspects of this bank

Disadvantages	No of respondents	Percentage
Waiting	3	3%
Distance	6	6%
Branch Timings	Nil	Nil
Quality of service	15	15%
No disadvantages	76	76%

Source: Primary data

Every company tries to avoid disadvantages of their services to enrich their name in the market. But still there will something misses which seem to be a disadvantage. When the customers are asked about that 3% said waiting 6% said distance 15% said quality of services are the main disadvantages of this branch and 76% said they didn't find any disadvantages in this branch. This shows that most of the customers are getting what they want.

Table - 12: Consumers Opinion on Sunday Banking Concept by occupation

Sunday Banking Concept	Occupation					Total
	Student	Employee	Business	Retired Employee	Housewives	
Neutral	12	0	0	0	0	12
Agree	4	25	17	0	0	46
Strongly agree	0	0	15	13	14	42
Total	16	25	32	13	14	100

Source: Primary data and SPSS

All retired employees and house wives are strongly agreed with the concept of Sunday banking Majority of the business people and all employees are agreed whereas 15 business people are strongly agreed with the concept of Sunday banking. Majority of the students did not give positively towards Sunday banking concept. People generally don't get time during working days and Sunday is the only day where people will be free with their work. So the concept of Sunday banking proves as the best strategy to help the customers.

SUGGESTIONS

- ✎ There is wide scope for improvement with respect to activities related to customer services like online services addressing the questions, communication between customers and bank employees.
- ✎ Awareness programs should be planned regarding online services as a feasible set of customers are not aware of online services catered by the bank.
- ✎ It is suggest that the waiting time for resolving the customer issues should be minimized to maximum extent.
- ✎ Activities should be planned to build trust between bank and its customers for long term prospective.

- ✎ The concept of Sunday banking should be implemented among all the branches so that to retain the existing and attracting the new customers.

CONCLUSION

The present study is to analyze Consumer Service Quality and their Perception on Online banking Services of ING Vysya Bank in Anantapuram, Andhra Pradesh. Customers have become more demanding with the passage of time. They prefer to avail Online Banking services, but at the same time, they face many problems while using these Services due to which they are unable to take full advantage of these services. The influence of quality of services rendered by ING Vysya Bank upon the satisfaction of consumers is statistically significant. Most of the consumers (65 %) experienced above average level satisfaction with regard to the quality of services rendered by ING Vysya Bank. Moreover, five students and 19 employees were satisfied averagely, all the business people and retired employees were satisfied more than average level and all Housewives were highly satisfied with the quality of services rendered by the ING Vysya Bank where as majority of the students were dissatisfied with the quality of services. Majority of the consumers are opinioned that they will refer the banking services to their friends, relatives and colleagues. This study helps to analyze and suggests some strategies to eradicate these problems.



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