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AI And Consumer Satisfaction: Analyzing Perception Metrics Concerning the Product and Services Offerings of Commercial Banks in Vadodara

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ABSTRACT

Because it makes financial transactions, investments, and savings easier, the banking industry is essential to economic growth. The expectations that customers have of commercial banks have changed dramatically with the advent of digital transformation. This study offers a thorough examination of customer satisfaction and perception indicators pertaining to the goods and services offered by Vadodara's commercial banks. The goal of the study is to comprehend the main factors that influence customer happiness, such as interest rates, staff response, digital banking adoption, service quality, and personalized services. To assess 180 respondents' experiences with commercial banks, both individual and business clients participated in the study. The study uses statistical methods like the Chi-Square test and descriptive analysis to investigate the connection between customer happiness and perception. The results show that competitive interest rates, effective customer service, and digital banking services are some of the main elements influencing customer happiness. However, issues like inconsistent customer care, lack of personalized banking experiences, and service delays have a detrimental effect on client perception. The study also looks at how artificial intelligence (AI) and financial technology (Fintech) are increasingly influencing consumer experiences. Traditional banking operations are changing as a result of the growing use of AI-driven banking services like chatbots, fraud detection, and tailored financial recommendations. Customers' preference for digital-first solutions emphasizes how important it is for commercial banks to constantly innovate. This study offers significant insights for banks looking to improve customer happiness and retention in a competitive financial world. To keep up with changing customer expectations, banks must invest in AI-powered customer service, risk management systems, and tailored digital banking. The findings highlight the need for strategic improvements in service delivery to keep commercial banks competitive versus new fintech alternatives. The study contributes to the continuing discussion about customer happiness and digitalization in the banking sector.

KEYWORDS: AI, Customer Satisfaction, Service Delivery, Risk Management System

1. INTRODUCTION

Satisfaction is measured at the individual level, even though it is almost always reported at an aggregate level. It can and usually is measured in multiple dimensions. A hotel might, for example, encourage visitors to rate their experiences with the front desk and check-in procedure, the facilities in their rooms, the restaurants, and so forth. In India, banking establishment dates back to the 18th century. The first banks were the Bank of Hindustan, which was founded in 1790, and the now-defunct General Bank of India, which was founded in 1786. India's oldest bank is the State Bank of India. Originally established as the Bank of Calcutta in June 1806, it soon adopted the name Bank of Bengal. Along with the Bank of Bombay and the Bank of Madras, it was one of the three presidency banks, having been established under licensing from the British East India Company. For a considerable amount of time, the Presidency banks functioned as quasi- central banks, just like their predecessors. The Indian Imperial Bank, which was created by the merger of the three banks in 1921, changed its name to the State Bank of India in 1955 after India gained its independence.

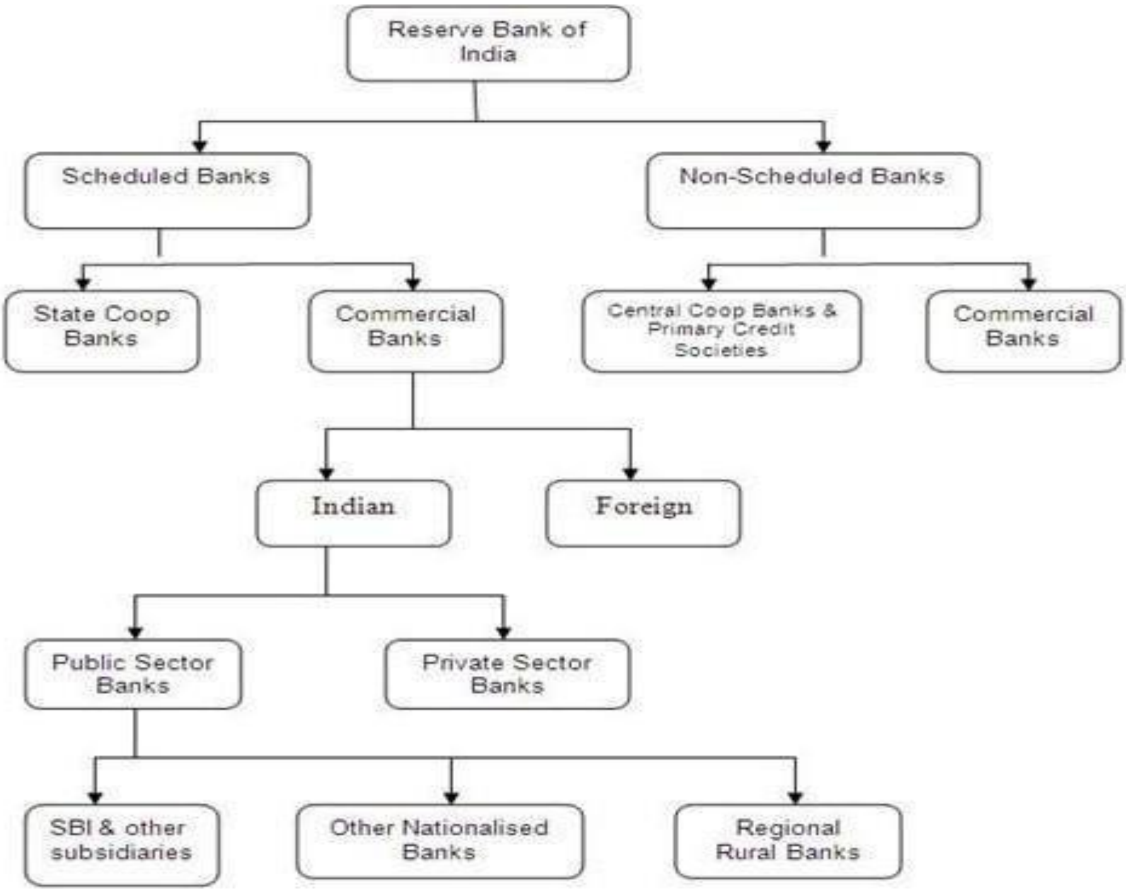
For a considerable amount of time, the Presidency banks functioned as quasi-central banks, just like their predecessors. Indian businessmen in Calcutta established the Union Bank in 1839, but the 1848–1849 economic crisis caused it to fail. Established in 1865 and still operating today, the Allahabad Bank is India's oldest joint stock bank. (Joint shares Bank: A company that issues share and demands shareholders to be held accountable for the company's debt.) It wasn't the first, though. The Bank of Upper India, which was founded in 1863, maintained this distinction until its demise in 1913, when a portion of its assets and liabilities were given to the Alliance Bank of Shimla.

Foreign banks also started to open in the 1860s, particularly in Calcutta. Following its establishment in Calcutta in 1860 and Bombay in 1862, the Compote d'Escompte de Paris opened offices in Madras and Pondicherry, a French colony at the time. HSBC established an office in Bengal in 1869. Calcutta became India's busiest port and a key finance center due to the British Empire's trade.The first Indian-only joint stock bank was the Oudh Commercial Bank, which was established in Faizabad in 1881. It failed in 1958. Next was the Punjab National Bank, one of the largest banks in India today, established in Lahore in 1895.

The Swadeshi movement served as inspiration for the establishment of banks between 1906 and 1911. The Swadeshi movement inspired local entrepreneurs and politicians to build banks for and on behalf of the Indian populace. The Central Bank of India, Bank of India, Bank of Baroda, Corporation Bank, Indian Bank, and Bank of India are just a few of the banks that were established at that period and are still in operation today. Many private banks were founded in the formerly unified districts of Dakshina Kannada and Udupi, which were known as South Canara (South Kanara) district, as a result of the Swadeshi movement's fervor. Four nationalized banks and a sizable private sector bank were established in this district. The "Cradle of Indian Banking". Despite the Reserve Bank of India's laws, regulations, and restrictions, all Indian banks—aside from the State Bank of India, or SBI—remained privately owned and operated. The Indian banking industry had developed into a crucial tool for fostering the nation's economic expansion by the 1960s. At the same time, it had grown to be a significant employer, and there was debate over nationalizing the banking industry. The nation's prime minister at the time, Indira Gandhi, wrote a paper titled "Stray thoughts on Bank Nationalization" at the annual conference of the All-India Congress Meeting, detailing the government's plans

The Indian financial system was significantly impacted by the IT revolution. In India, online banking was introduced as a result of computer use. With India's banking industry now exposed to the global market following economic liberalization in 1991, the country's utilization of modern innovation and computerization has multiplied. Without the use of computers and information technology, Indian banks were having trouble competing with foreign banks in terms of customer care. The Reserve Bank of India's Deputy Governor, Dr. C. Rangarajan, served as the chairman of the Committee on Mechanization in the Banking Industry, which the RBI established in 1984.

Structure of Indian Banking System



Background of the study

Monetary policy, economic growth, and financial intermediation are all significantly influenced by the banking industry. Simple moneylending gave way to intricate financial institutions in the past. Banks increasingly provide cutting-edge services including online banking and fintech integrations as a result of the growing digital transformation. But issues like financial crises, shifting regulations, and competition from fintech companies continue to exist. Convenience, security, and individualized services are much more important to customers. With an emphasis on service quality, digital banking, and overall customer experience, this study investigates how Vadodara consumers perceive and are satisfied with banking services.

Problem statement

Every industry has been negatively impacted by the COVID-19 epidemic. Traditional banking practices have been disrupted. The banking industry is changing and becoming increasingly reliant on technology. Additionally, because of the current circumstances, the way that customers view and anticipate the goods and services that banks offer has evolved.

Problem statement-

"An in-depth analysis of customer perception and satisfaction metrics concerning the product and services offerings of the commercial banks in Vadodara."

Objectives of the Study

1. To ascertain how consumers view different aspects of commercial banks' service quality.
2. To examine how consumers view online banking services, loan products, and deposits.
3. To compare the general level of client loyalty and satisfaction across banking sector.

Research Hypothesis

H_0 (Null Hypothesis): Customers' opinions of commercial banking services and products and their level of satisfaction with the bank as a whole do not significantly correlate.

H_1 (Alternative Hypothesis): Customers' opinions of commercial banking services and products and their level of satisfaction with the bank as a whole are significantly correlated.

2. REVIEW OF LITERATURE

A Study on Customer Satisfaction of Commercial Banks: Case Study on State Bank of India" by Amruth Raj Nippatlapalli (2013) A. Nippatlapalli investigated the level of customer satisfaction with State Bank of India. The study was conducted using the primary data collected from 120 respondents. The technique used was simple random sampling. Explanatory research was used as the research design. Bar charts, Spearman's Rank Correlation, and percentage analysis were used to examine and interpret the data. 92% of participants said that SBI Bank satisfied all of their banking needs, the research states. Vershinina Olga's 2017 research, "A study of Russian bank PAO 'SBERBANK' on customer satisfaction in the banking industry" Assessing PAO "Sberbank's" level of customer satisfaction was the aim of this research. The theoretical framework of the study examines the idea of "customer satisfaction" and assesses several methods that may be used to measure it. The thesis uses SEVQUAL dimensions, ISO standards, and the profit- chain model as the basis for an empirical inquiry. Customer satisfaction in the banking industry: a comparative study of Ghana and Spain" by Aborampah Amoah-Mensah (2010) This study compares the perceptions of Ghanaian and Spanish customers about the quality of banking services. The sample size was 1400 people from 24 localities in both countries. In both countries, one set was provided in the form of questionnaires based on SERVPERF's five dimensions. Systematic random sampling was used to get the data. Grigoroudis et al. and G. Mihelis E.'s "Measuring customer satisfaction in the private bank sector" (2001) They found that private sector banks use customer satisfaction metrics. A well-crafted questionnaire was used to collect primary data from 80 respondents for the study. The study was carried out using a descriptive cross- sectional approach. "Impact of Service Quality on Customer Satisfaction: An Empirical Study in Selected Public and Private Sector Banks" by Mohd Afroz Pasa and Dr. M. Razashah (2018). This article's goal was to ascertain how metrics of service quality affected customer happiness. A descriptive research approach was used for the investigation. Primary data was used for analysis. "Impact of Service Quality on Customer Satisfaction of Public Sector Commercial Banks: A Study on Rural Economic Context" by H.M.G.Y.J. Hennayake, published in 2017. The survey's goal was to find out how satisfied customers were, particularly in rural regions. Data was gathered via a survey that included 210 respondents from the Puttlam District. A descriptive approach was used to build the relevant system. In 2015, Jiana Daikh introduces "A Research Proposal: The Relationship between Customer Satisfaction and Consumer Loyalty." Daikh J. looked at the connection between customer loyalty and buyer steadfastness. With an emphasis on companies that deal with money, the study's goal was to investigate the connection between shopper loyalty and consumer unwaveringness and apply it to all market enterprises, including goods and services. Analysis of customers' satisfaction with banking services: a case of standard chartered bank" by Hussein Mohamed Mkoma (2014) Examining Tanzanian Standard Chartered Bank clients' satisfaction with banking services was the aim of this study. An Analysis of Consumer Contentment with Public and Private Sector Banking Services [with Particular Reference to Andra Pradesh's Anantapur District]" by M.E. Doddaraju (2013) This study looks at how customer satisfaction levels in public and private sector banks are impacted by online banking services. 525 randomly selected respondents provided primary data using a methodical questionnaire. An Empirical Study between PSBs, Indian Private Banks, and Foreign Banks in India: The Changing Consumer Preferences & Indian Banking Sector." by Meghna Tiwari and Dr. H.C. Sainy (2010). The purpose of the survey was to determine consumer preferences among international banks, private banks, and PSBs. The study made use of primary data. Parasuraman, Zeithaml, and Berry's "A Conceptual Model of Service Quality and Its Implications for Future Research" (1985). This research introduced the SERVQUAL model, a popular instrument for assessing service quality in a range of industries, including banking. The approach identifies tangibility, assurance, responsiveness, dependability, and empathy as the five components of service quality. Cronin and Taylor's "Measuring Service Quality: A Reexamination and Extension" (1992). In this study, SERVPERF, an alternative approach that just takes performance into account, was proposed in response to criticism of the SERVQUAL paradigm. Rust and Oliver's "Service Quality: Insights and Managerial Implications from the Frontier" (1994). This book offers management insights into service quality with a focus on the connection between profitability and service quality. The authors look at a variety of industries, including banking, and emphasize how important it is to include steps to improve service quality in the overall business plan. Zeithaml, Parasuraman, and Berry's "The Behavioral Consequences of Service Quality" (1996).This report expands on SERVQUAL research by examining the behavioral impacts of perceived service quality, including customer loyalty and word-of-mouth recommendations.

3. METHODOLOGY

The methodology and design adopted for the study is as follows:

Research Design: Descriptive research is the method used to examine how customers feel about and are satisfied with commercial banks. The researcher uses descriptive study to explain the features of circumstances.

Data Collection: Google forms were utilized to poll commercial bank clients in order to collect the core data for the study. Using a well-designed questionnaire, the sample unit's primary data was gathered.

Surveys/Questionnaires: To gather quantitative data on consumer perception, satisfaction, and experience with commercial banking services. Design a structured questionnaire with Likert-scale questions 1-5 to measure satisfaction with product offerings and perception of service quality in Vadodara.

Sampling Techniques: A stratified random sampling strategy would be suitable for this study. Based on their age, occupation, income level, and the kind of financial services they utilize, the respondents are divided into various groups (strata). This approach guarantees that all significant population subgroups are represented, producing more trustworthy and broadly applicable results.

Population: Sample size of 180 people has been taken here from different parts of vadodara, it includes individual with personal accounts, small business owners, consumers who use digital banking services.

Sampling Unit: The distinct components or entities chosen for data collection and analysis in a research project are referred to as sample units. Customers of Vadodara's commercial banks, including both individual and corporate clients who use banking services, make up the sample unit for this study.

Sampling Size: The study's sample size consists of 180 participants who were chosen from different Vadodara commercial banks. Among the responders are: Customers of retail banking: People with current and savings accounts. SME proprietors and corporate clients are examples of business banking customers. Consumers who use online and fintech banking services are known as digital banking users.

Sampling Method: Convenience sampling is the sample technique employed in this study. One kind of non-probability sampling technique is the convenience sample, which is drawn from a group of people who are simple to reach or contact or who are the first respondent who fits the requirements. The inhabitants of Vadodara are the source of the samples or replies used in this study.

4. DATA ANALYSIS & FINDINGS

Methods of Data Analysis and Applicability Several statistical and analytical techniques were used to examine customer satisfaction and perception metrics in commercial banking. These techniques aid in determining the connections between consumer satisfaction levels and banking services.

1. Descriptive analysis Method: Mean computations, percentages, and frequency distributions. Suitability: Offers a broad overview of the satisfaction levels, banking preferences, and demographics of the respondents.
2. The Chi-Square Test Method: Used to ascertain whether satisfaction levels and categorical characteristics, like gender, are related. Suitability: Aids in testing theories on whether or not total satisfaction is greatly influenced by customer perception.

Chi-Square

Test Hypothesis

H_0 (Null Hypothesis): Customers' opinions of commercial banking services and products and their level of satisfaction with the bank as a whole do not significantly correlate.

H_1 (Alternative Hypothesis): Customers' opinions of commercial banking services and products and their level of satisfaction with the bank as a whole are significantly correlated.

Count of 2. Age	**Column Labels**					
Row Labels	**Dissatisfied**	**Neutral**	**Satisfied**	**Very Dissatisfied**	**Very Satisfied**	**Grand Total**
Female	1	16	36	2	18	73
Male	6	24	46	1	30	107
Grand Total	**7**	**40**	**82**	**3**	**48**	**180**

Observed

Row Labels	**Dissatisfied**	**Neutral**	**Satisfied**	**Very Dissatisfied**	**Very Satisfied**	**Row Total**	
Female	1	16	36	2	18	73	
Male	6	24	46	1	30	107	
Column Total	**7**	**40**	**82**	**3**	**48**	**180**	**Gr nd total**

Expected

Row Labels	**Dissatisfied**	**Neutral**	**Satisfied**	**Very Dissatisfied**	**Very Satisfied**
Female	2.838888889	16.2222	33.25556	1.216666667	19.46666667
Male	23.77777778	23.7778	48.74444	1.783333333	28.53333333

(O-E) ^2/E

Row Labels	**Dissatisfied**	**Neutral**	**Satisfied**	**Very Dissatisfied**	**Very Satisfied**
Female	1.191139378	0.00304	0.226488	0.5043379	0.110502283
Male	13.29179647	0.00208	0.15452	0.344080997	0.075389408

X-square	**15.90337482**
Df (degree of freedom)	**4**
p-value	**0.003151599**

Here the significance level or p-value is less than 0.05. It shows that H0 is rejected and H1 is accepted in both female and male. Which means that Customers' opinions of commercial banking services and products and their level of satisfaction with the bank as a whole are significantly correlated. This suggest that variation in banking services are influencing customer satisfaction levels rather than occurring by random chance.

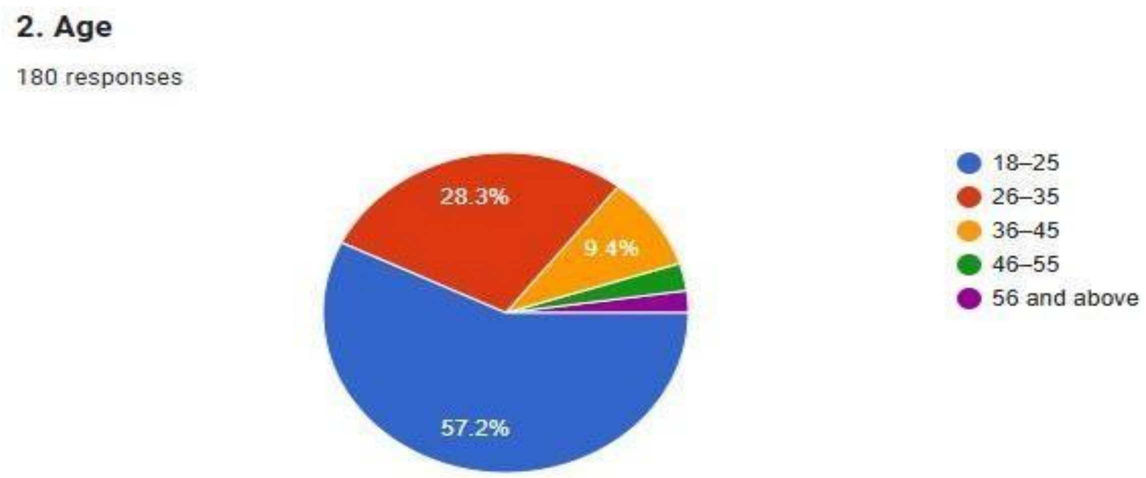
Software Used for Analysis

Excel: Applied for basic statistical calculations, data visualization, and trend analysis.

5. RESULTS AND DISCUSSION

1. Age

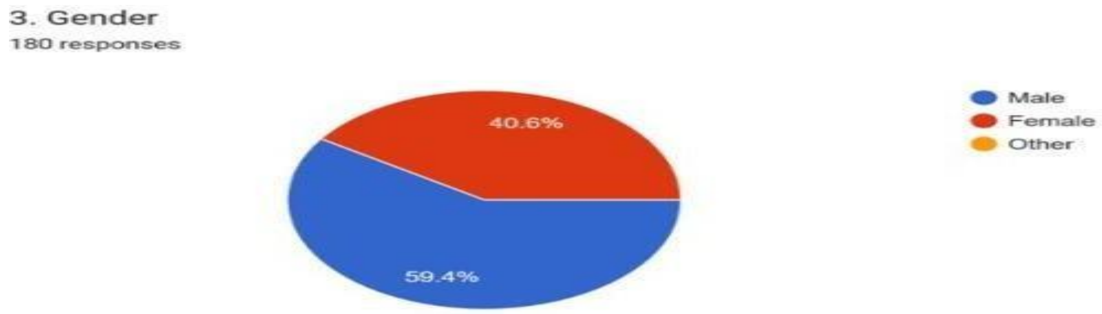
Age group	**Percentage**	**Frequency**	**Cumulative Frequency**
18-25	57.2%	103	103
26-35	28.3%	51	154
36-45	9.4%	17	171
46-55	2.8%	5	176
56 and above	2.2%	3	180



Age Customers between the ages of 18 and 25 make up the bulk of the bank's clientele (57.2%), followed by those between the ages of 26 and 35 (28.3%), suggesting that the clientele is youthful and primarily composed of students and young professionals

2. Gender

Gender	Percentage	Frequency	Cumulative Frequency
Male	59.4%	107	107
Female	40.6%	73	180
Others	0%	0	180

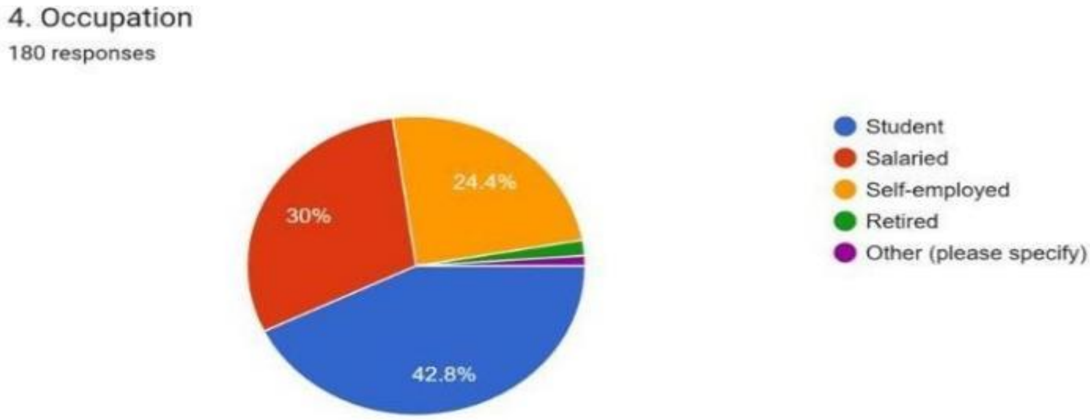


Males make up the bulk of survey respondents (59.4%), while females make up 40.6%. The "Other" category is not represented. This points to a gender disparity that may be brought about by outreach strategies or industry demographics. In order to improve representation, future polls might concentrate on more inclusion.

3. Occupation

Occupation	Percentage	Frequency	Cumulative Frequency
Student	42.8%	77	77
Salaried	30%	54	131
Self-employed	24.4%	44	175
Retired	1.7%	3	178

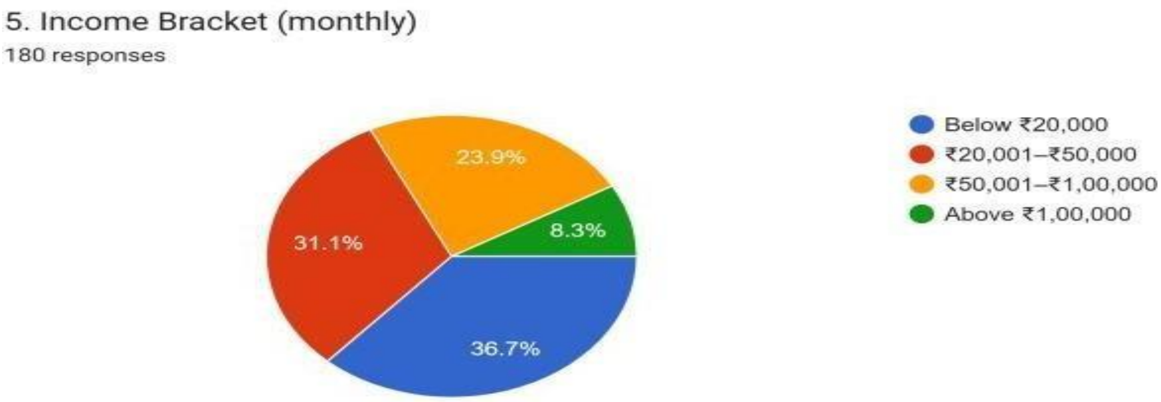
other	1.1%	2	180



According to the report, the largest group is made up of students (42.8%), salaried workers (30%), and independent contractors (24.4%). Only a small portion of those surveyed are retired or in the "Other" group. This points to a varied mix, with a notable presence of working professionals and young students. The information could be used to customize outreach tactics, services, or policies according to occupational demographics.

Income Bracket

Income	Percentage	Frequency	Cumulative Frequency
Below Rs 20,000	36.7%	66	66
Rs20,001-50,000	31.1%	56	122
Rs50,001-100,000	23.9%	43	165
Above Rs100,000	8.3%	15	180

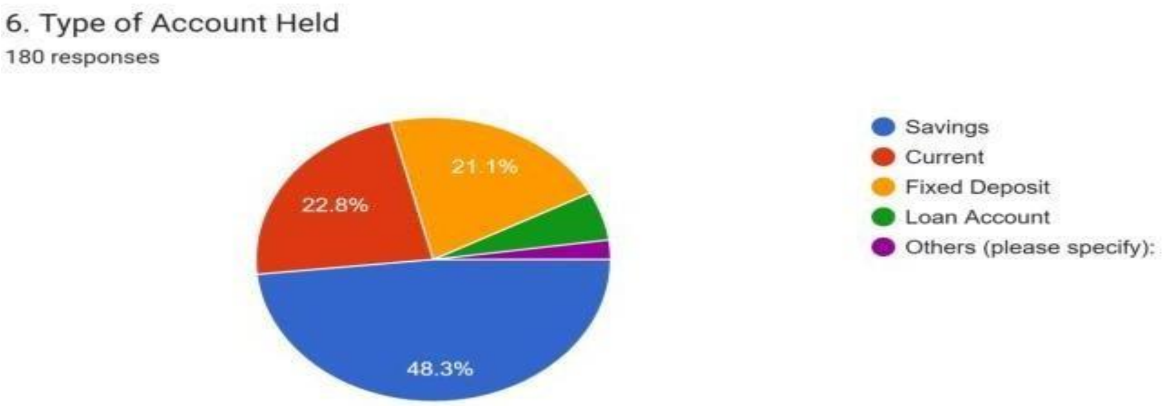


With 36.7% of consumers earning less than ₹20,000 and 31.1% earning between ₹20,001 and ₹50,000, the majority of customers are in the low to middle income level. A

smaller high-income category is indicated by the fact that just 8.3% of people make more than ₹1,00,000.

Type of Account Hold

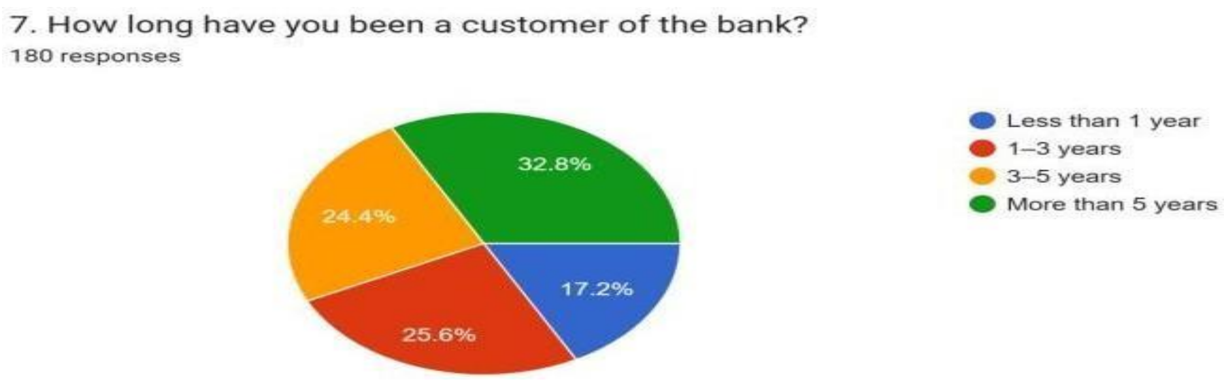
Type of Account Held	Percentage	Frequency	Cumulative Frequency
Savings	48.3%	87	87
Current	22.8%	41	128
Fixed deposit	21.1%	38	166
Loan account	5.6%	10	176
others	2.2%	4	180



Students and salaried workers hold the majority of accounts, with savings accounts accounting for 48.3% of all accounts. The majority of current accounts (22.8%) are used by enterprises an independent contractor. While loan accounts (5.6%) have a smaller user base, suggesting either a lower demand for loans or strict eligibility rules, fixed deposits (21.1%) indicate that many clients are interested in safe investments.

Duration as a customer	Percentage	Frequency	Cumulative Frequency
Less than 1 year	17.2%	31	31
1-3 years	25.6%	46	77
3-5 years	24.4%	44	121
More than 5 years	32.8%	59	180

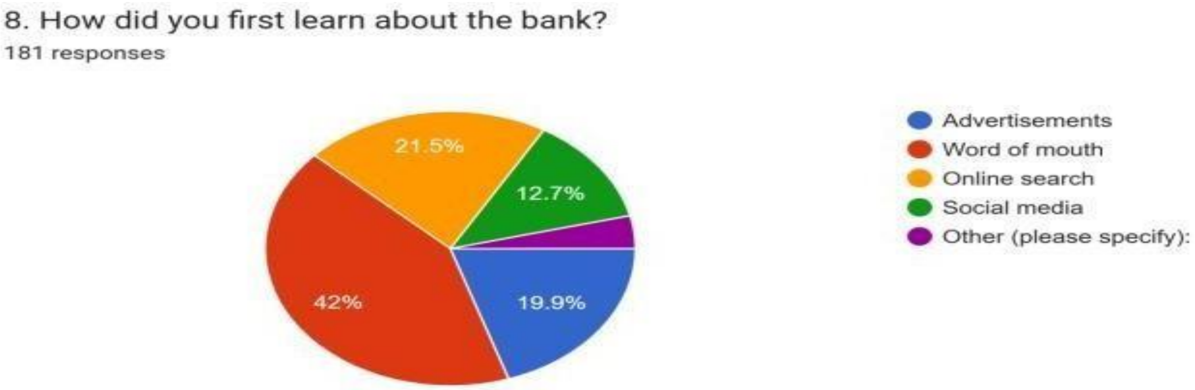
How long have you been a customer of the bank



High customer retention is demonstrated by the impressive 32.8% of clients who have been with the bank for more than five years. Nonetheless, 17.2% of the customers are new (less than a year), indicating that the bank is actively seeking out new consumers. There is a balanced distribution of both new and returning customers, with 25.6% having been with the bank for one to three years and 24.4% for three to five years.

4. **How do you first learn about the bank?**

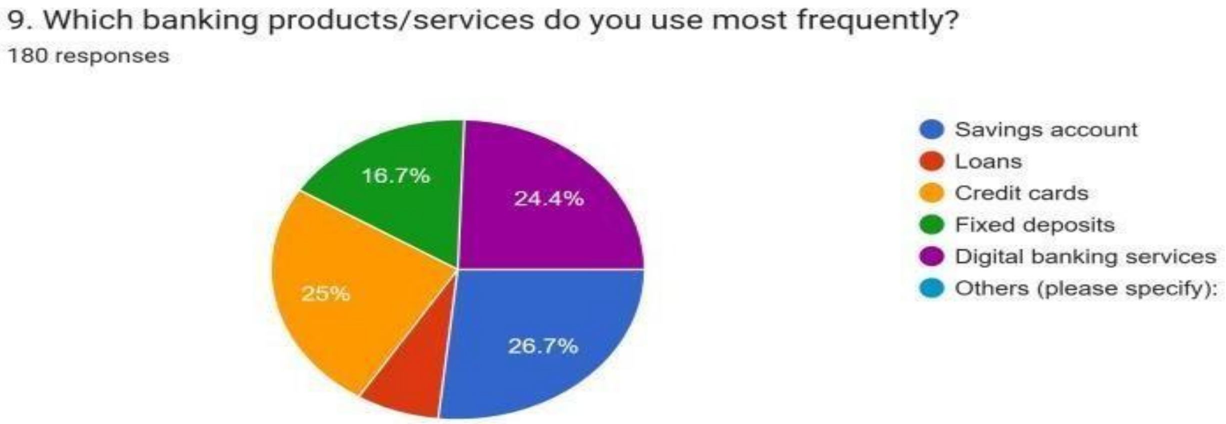
Option	Percentage	Frequency	Cumulative Frequency
Advertisement	19.9%	36	36
Word of mouth	42%	76	112
Online search	21.5%	39	151
Social media	12.7%	23	174
others	4%	7	181



Word-of-mouth was the primary source of information for the majority of customers (42.2%), underscoring the significance of customer referrals in attracting new customers. Advertisements (20%) and internet searches (21.7%) are also important, although social media (12.2%) has a lesser impact. This implies that in order to draw in new clients, the bank should improve its digital marketing initiatives.

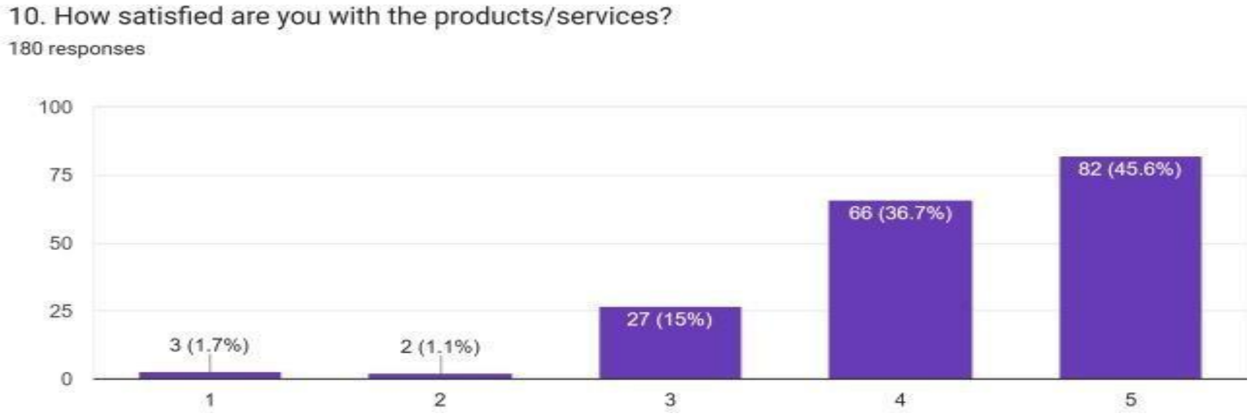
5. Which banking products/services do you use most frequently?

Banking products/services	**Percentage**	**Frequency**	**Cumulative Frequency**
Saving account	27.1%	49	49
Loans	24.3%	44	93
Credit cards	16.6%	30	123
Fixed deposits	24.9%	45	168
Digital banking services	27.1%	49	217
others	20%	36	253



Savings accounts (26.7%), credit cards (25%), and digital banking (24.4%) are the most frequently utilized banking services, indicating a high preference for online and personal banking services. While loans (7.2%) are used less frequently, which may reflect either low loan demand or stringent qualifying conditions, fixed deposits (16.7%) show moderate investing activity**.**

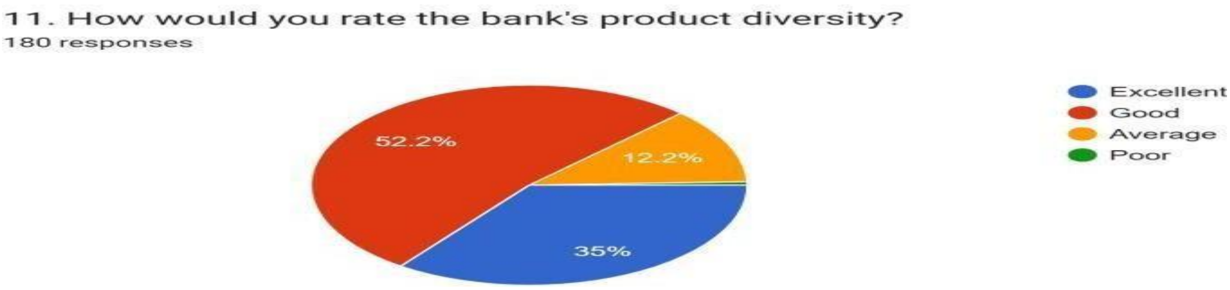
6. How satisfied are you with the products/services?



The poll shows that the majority of consumers have a generally favorable opinion of the bank's goods and services, even when precise satisfaction ratings are not given. It can be deduced that credit cards, savings accounts, and online banking services are well-received since other responses indicate high levels of client satisfaction.

7. How would you rate the bank's product diversity?

Rating	**percentage**	**Frequency**	**Cumulative Frequency**
Excellent	**34.8%**	**63**	**63**
Good	**52.5%**	**95**	**158**
Average	**12.2%**	**22**	**180**
Poor	**0.5%**	**1**	**181**

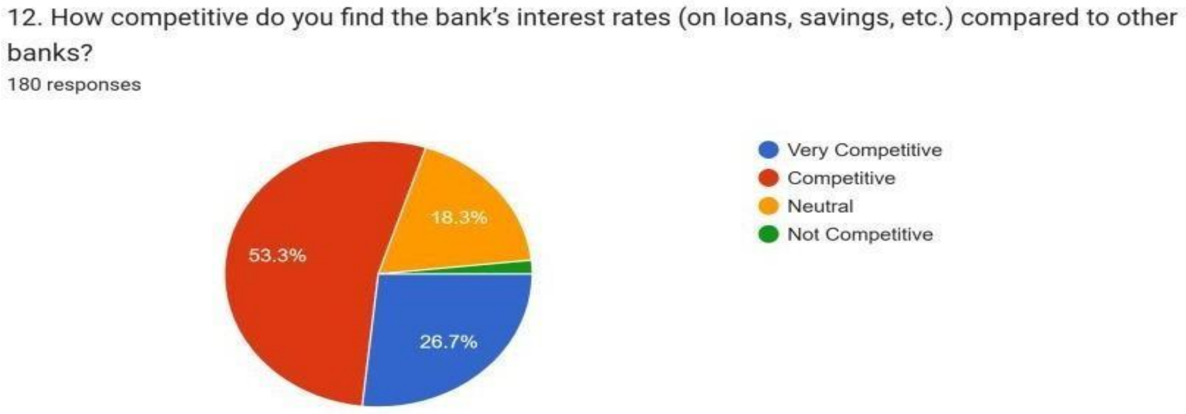


The bank provides a broad range of financial services that satisfy client needs, as seen by the noteworthy 87.2% of clients who rank the product diversity as excellent (35%) or good (52.2%). Minimal discontent is indicated by the 0.6% who evaluate it as poor.

8. How competitive do you find the bank's interest rate compared to the other banks?

Competitiveness rating	**percentage**	**frequency**	**Cumulative frequency**
Very competitive	26.7%	48	48
competitive	53.3%	96	144

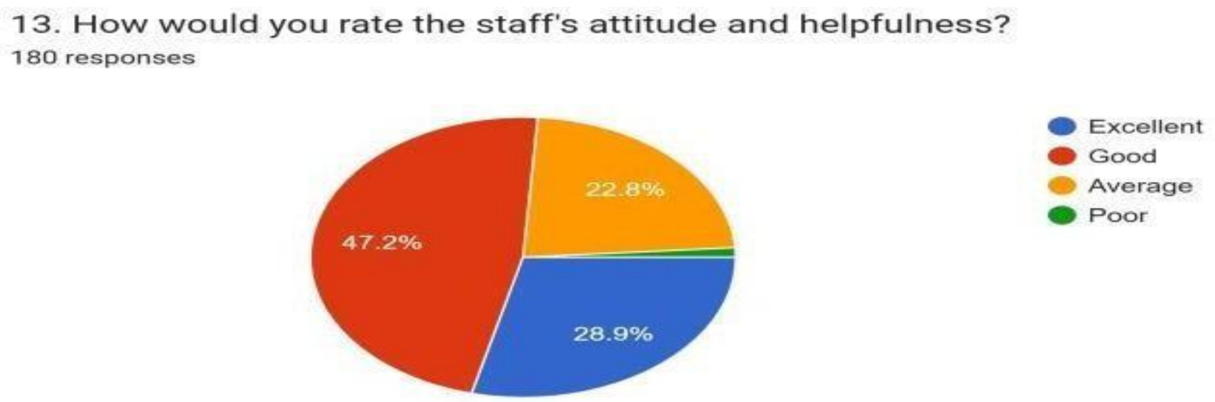
neutral	18.3%	33	177
Not competitive	1.7%	3	180



The bank offers good rates for loans and savings, as seen by the robust 80% of clients who view its interest rates to be competitive or extremely competitive. The majority of customers do not care much about pricing, since only 1.7% believe they are not competitive.

9. How would you rate the staff's attitude and helpfulness?

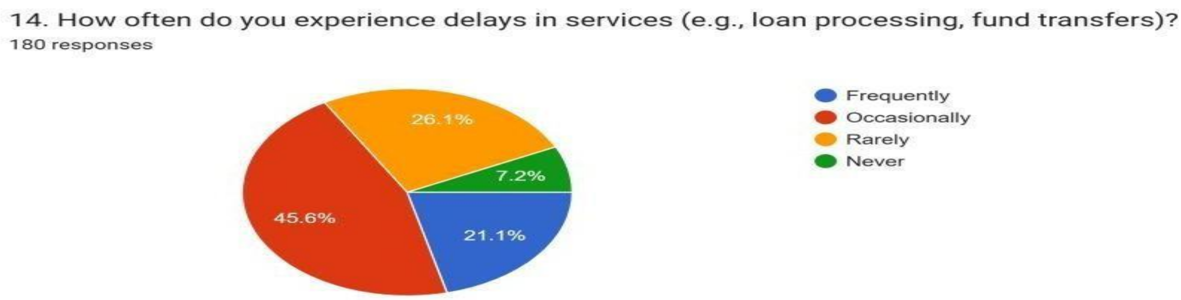
Rating	**Percentage**	**Frequency**	**Cumulative frequency**
Excellent	28.9%	9	9
Good	47.2%	14	23
Average	22.8%	7	30
Poor	1.1%	0	30



The majority of clients think well of the bank's customer service; 76.1% of them rate the attitude of the employees as excellent (28.9%) or good (47.2%). There is space for improvement in employee training and customer interactions, though, since 22.8% assess it as average and 1.1% as poor.

10. How often do you experience delays in services?

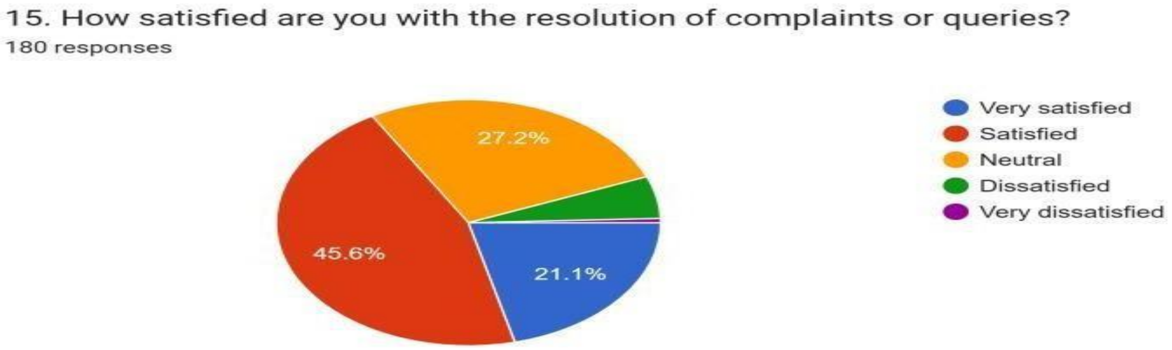
Delay experience	Percentage	Frequency	Cumulative Frequency
Frequently	**21.1%**	**38**	**38**
occasionally	**45.6%**	**82**	**120**
rarely	**26.1%**	**47**	**167**
never	**7.2%**	**13**	**180**



The bank is concerned about the 21.1% of consumers who regularly encounter delays in services like financial transfers and loan processing. However, 26.1% of consumers rarely have problems, and 45.6% occasionally experience delays, indicating that while delays do occur, not all customers are impacted. 7.2% of customers never experience delays, indicating that while service efficiency is respectable, it might be further enhanced.

11. How satisfied are you with the resolution of complaints or queries?

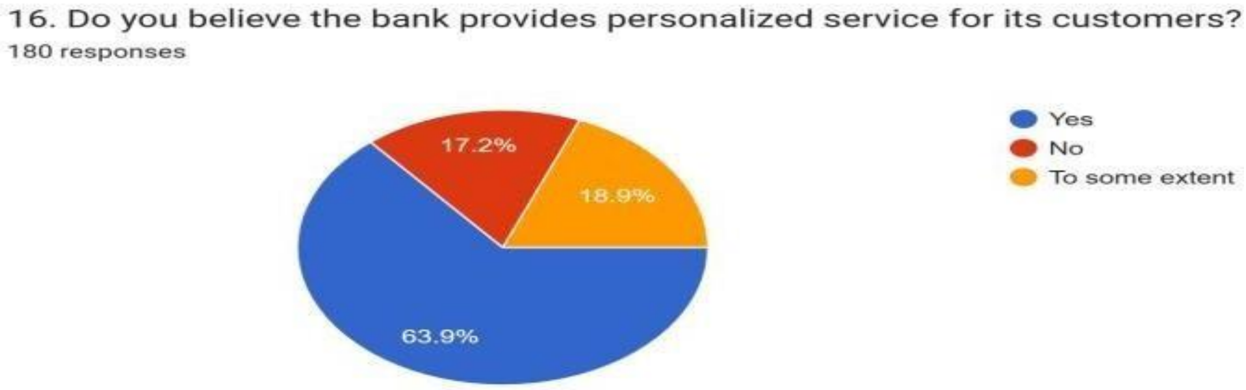
Satisfaction level	percentage	frequency	Cumulative frequency
Very satisfied	21.1%	38	38
Satisfied	45.6%	82	120
Neutral	27.2%	49	169
Dissatisfied	3.1%	6	175
Very dissatisfied	3.0%	5	180



66.7% of consumers are satisfied or extremely satisfied with the bank's handling of their complaints and inquiries, while 27.2% are neutral. The majority of concerns are successfully resolved, as indicated by the low percentage of unsatisfied customers (6.2%), although response time and resolution quality might be enhanced.

12. Do you believe banks provides personalized services for its customers ?

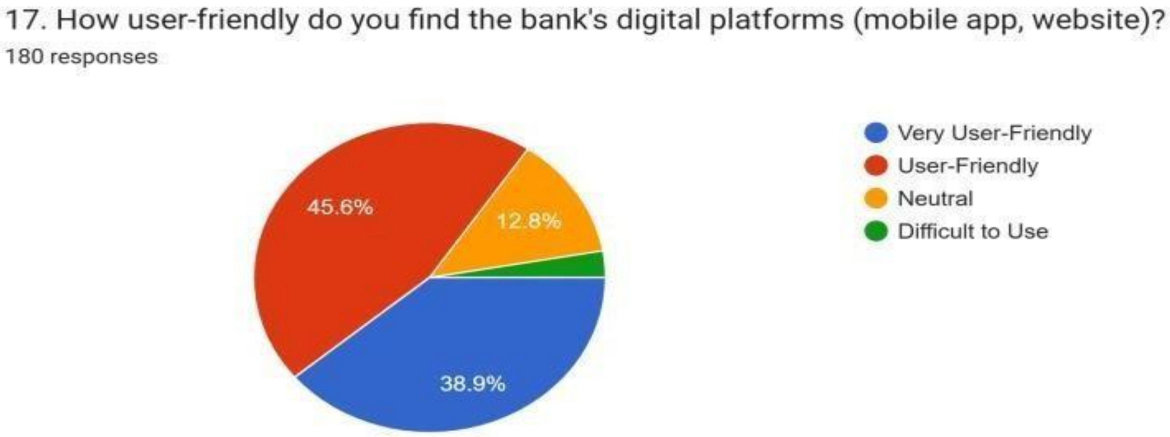
Personalized service belief	**percentage**	**frequency**	**Cumulative frequency**
yes	63.9%	115	115
no	17.2%	31	146
To some extent	18.8%	34	180



The majority (63.9%) think the bank offers individualized services, compared to 18.9% who think it just partially does so and 17.2% who think it doesn't offer any personalized services at all. This implies that even if the bank has worked to improve client interactions, more can be done.

13. How user-friendly do you find the bank's digital platforms?

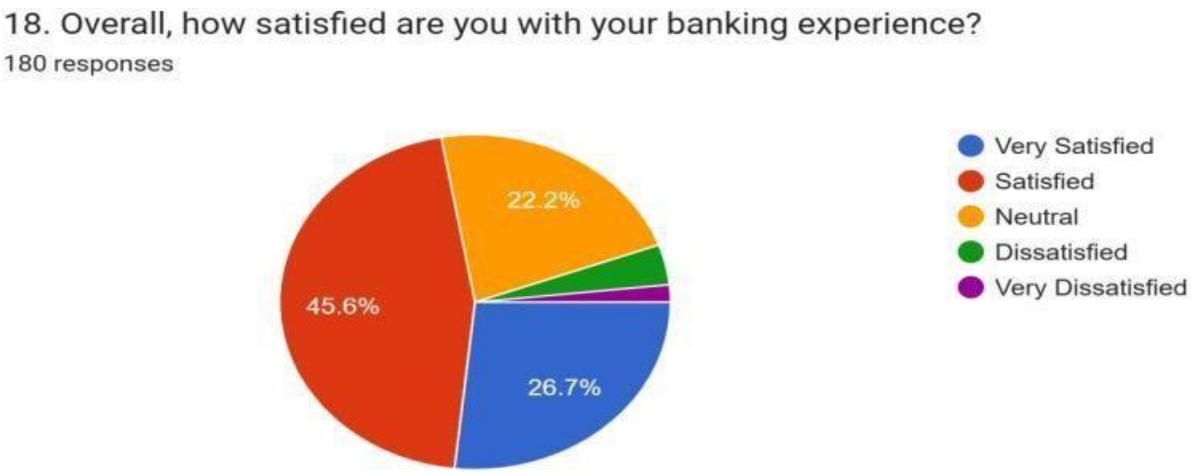
User-friendliness rating	**Percentage**	**frequency**	**Cumulative frequency**
Very user-friendly	**38.9%**	**70**	**70**
User friendly	**45.6%**	**82**	**152**
neutral	**12.8%**	**23**	**175**
Difficult to use	**2.7%**	**5**	**180**



According to 84.5% of consumers, the bank's digital platforms are easy to use, with 38.9% rating them as extremely user-friendly and 45.6% rating them as user-friendly. Nevertheless, 2.8% find them tough to use, and 12.8% are neutral, suggesting that a tiny percentage of users may find the platform's interface challenging.

14. Overall, how satisfied are you with your banking experience?

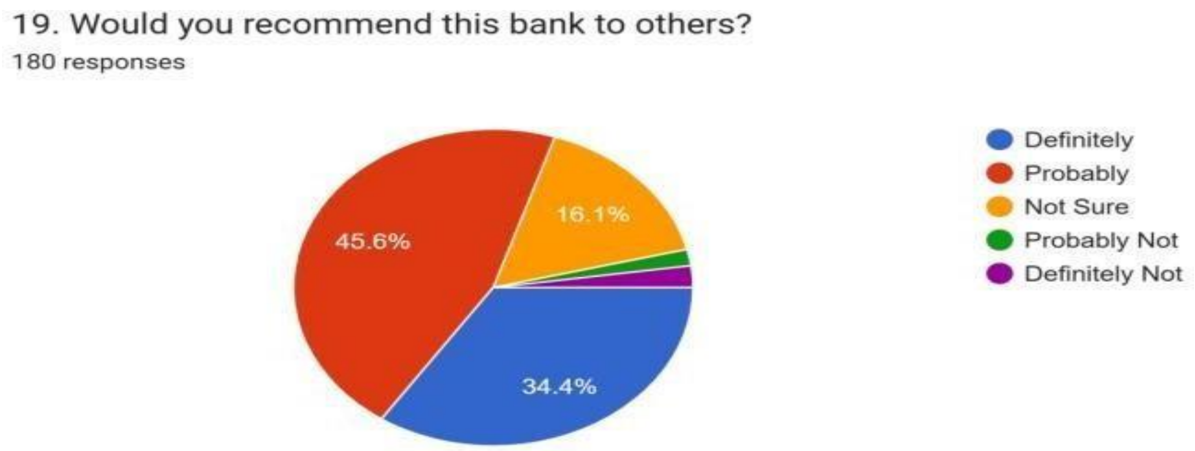
Satisfaction level	**percentage**	**frequency**	**Cumulative frequency**
Very satisfied	26.7%	48	48
satisfied	45.6%	82	130
Neutral	22.2%	40	170
dissatisfied	2.8%	5	175
Very dissatisfied	2.7%	5	180



Strong customer retention and high-quality service are indicated by the 72.3% of consumers who are pleased or extremely satisfied with their whole banking experience. Even if the majority of customers are satisfied, there is still room for improvement, as evidenced by the 22.2% who are neutral and the 5.6% who are unsatisfied.

15. Would you recommend this banks to others?

Recommendation level	**percentage**	**frequency**	**Cumulative frequency**
Definitely	34.4%	62	62
Probably	45.6%	82	144
Not sure	16.1%	29	173
Probably not	2.0%	4	177
Definitely not	1.9%	3	180



Positive customer experiences and trust in the bank are demonstrated by the impressive 79.8% of customers who said they would recommend the bank to others ("Definitely" or "Probably"). Nonetheless, 3.9% would not recommend the bank, and 16.1% are unsure, suggesting that a small portion of clients have misgivings about its offerings.

Findings

1. Young Clientele: With 85.5% of its clients being between the ages of 18 and 35, the bank's main clientele consists of students and professionals just starting their careers.
2. Male Majority: Although women (40.6%) still make up a sizable fraction, men make up a slightly greater share (59.4%).
3. Low to Middle-Income Dominance: Just 8.3% of customers are in the high-income group, with the majority earning less than ₹50,000.
4. The Most Popular Savings Accounts: The majority of consumers (48.3%) have savings accounts, which is consistent with the demographics of paid workers and students.
5. High Customer Retention: 17.2% of customers are new, suggesting active client acquisition, while 32.8% of consumers have been banked for more than five years, demonstrating excellent loyalty.
6. Word of Mouth is the Primary Source of Awareness: recommendations accounted for 42.2% of the bank's customer acquisition, highlighting the significance of customer trust.
7. Preference for Digital Banking: While 84.5% of consumers find the bank's digital platforms easy to use, 2.8% find them difficult.
8. Competitive Interest Rates: Since 80% of consumers find interest rates appealing, cost is not a significant concern.
9. Customer service is generally positive: 76.1% of respondents think that staff members' attitudes are good or exceptional, while 22.8% think that they are average, which suggests that they need more training.
10. There Are Service Delays: 21.1% of consumers report regular delays, particularly with loans and money transfers, which suggests that procedures need to be improved.

Limitation Of the Study

1. Limited Demographic Representation: The study may have overlooked the banking requirements of older age groups due to its heavy emphasis on youthful consumers (18–35 years old).
2. Income Bias: The survey might not accurately reflect the preferences of high-income people because the majority of respondents are from the low-to-middle income range.

3. Absence of Geographic or Regional Insights: The study makes no mention of whether consumer behaviour differs in urban, rural, or regional contexts.
4. Limited Sample Size Information: The representativeness of the results is still unknown in the absence of information on the sample size and selection procedure.
5. Lack of a Comprehensive Analysis of Dissatisfaction: Although the survey does not examine the precise causes of consumer dissatisfaction, some unhappiness is observed in areas such as service delays and complaint response.
6. Lack of Comparative Benchmarking: It is unknown how the bank stacks up in the industry because the study does not compare its performance to that of its rivals.
7. Service Delays Not Thoroughly Investigated: Although delays are seen, it is not thoroughly examined if they are brought on by a lack of employees, ineffective procedures, or technical problems.

Personal biases

1. Selection Bias: Because the study employs convenience sampling, young respondents (57.2% of the sample are between the ages of 18 and 25) are over-represented.
2. Confirmation Bias: The study minimises bad encounters while emphasising the good features of banking services.
3. Digital Bias: If digital banking is given too much attention, traditional banking clients' viewpoints may be ignored.
4. Perception of Brands Bias: Some banks receive positive reviews, perhaps as a result of subjective opinions rather than strictly factual information.
5. Interpretation Bias: Although the Chi-Square test verifies correlations, it cannot prove causation.
6. Limited Customer Segmentation: Results on customer satisfaction may be skewed if older, rural, or lower- income clients are not given enough attention.

6. CONCLUSION

This study offers insightful information about the bank's clientele, inclinations, and general satisfaction levels. The results show that most clients are young (18–35 years old), mostly students and professionals in their early careers, with a sizable but male-dominated female population. The majority of clients are in the low-to-middle income range, which affects their inclination for digital banking services and savings accounts.

A significant percentage of the bank's clients have been with them for more than five years, demonstrating its outstanding customer retention rate. The main source of awareness is still word-of-mouth, which suggests a solid reputation and level of trust among current clients. Although some customers find the bank's digital banking services difficult to use, they are generally well- received.

While overall customer satisfaction is good, service delays—especially in loan processing and bank transfers—remain an issue. Good customer service, a wide range of products, and competitive interest rates all add to a satisfying banking experience. Staff interactions, the effectiveness of complaint resolution, and service personalization, however, could all use some work.

It is clear that there is a high level of client loyalty and trust because about 80% of consumers are eager to recommend the bank. But by resolving service delays, enhancing loan accessibility, utilizing digital marketing, and customizing banking experiences to meet the various needs of its clientele, the bank can further improve its offerings. By making these sectors stronger, the bank will be able to draw in more clients and keep its competitive edge.

Suggestion

1. Extend Demographic Coverage: Incorporate a wider variety of ages to comprehend banking preferences among many generations, including middle-aged and elderly clients.
2. Customization of Income-Based Services: The bank should create customized financial products, like microloans, flexible savings plans, and options for novice investors, considering the percentage of low-to- middle-income clients.

3. Improve Digital Banking Usability: By enhancing the user interface, including tutorials, and providing improved customer assistance for online services, you may address the issues that consumers encounter when attempting to use digital banking.
4. Increase Loan Accessibility: The bank should determine whether stringent eligibility requirements, exorbitant interest rates, or a lack of knowledge are the main obstacles to loan adoption, and modify its loan offerings accordingly.
5. Minimize Service Delays: To cut down on delays in loan approvals and fund transfers, automate processes and improve personnel techniques.

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