

**TO STUDY THE CUSTOMER PREFERENE TOWARD PUBLIC SECTOR BANK &
PRIVATE SECTOR BANK WITH SPECIAL REFERENCE TO SBI & ICICI BANK
IN MORADABAD CITY**

ABSTRACT

In this paper a comparison has been done between the private and public sector banks. The SBI bank also known as the state bank of India is one of the public sector banks in India. ICICI is the second largest bank in the private sector in India. The purpose of the study is to analyse the customer preference of the SBI and ICICI bank. The paper also defines the customer preference of the SBI and ICICI bank on the particular parameters. The similarity of the banks also defines a thought about the customer preference of SBI and ICICI bank on particular parameters. The paper uses primary data from important sources.

KEYWORDS

ICICI, SBI, customer preference, banks

INTRODUCTION

This survey report of market is depending on the survey, which is done in the city moradabad. The main objective behind this survey was to find & examine the relationship between Public and Private sector bank. In this survey report we have take the SBI as Public sector bank and ICICI bank as private sector bank.. The information used for the study is primary data and is unruffled with the help of questionnaire. The respondents were also the customer of the banks. The sample size of the research is 50 on the other hand the respondents are the customer. The information is tabulated and exposed in the shape of pie chart. Then it is interpreted as well as analyzed and after that the conclusion of the study is drained. And the questions from the customers are also asked through which I have avail to conduct this market survey report. I believe that this survey report of market will help to the human being who reads for improved understanding of the thoughts of the customer.

LITERATURE REVIEW

Uppeel R.K.K 2006- according the writer two things were compared. First was ATM and the second was all E-channels. He told that ATM service is best resource of e - banking.

The writer researched that in Indian banking, markets are developed from the mobile banking but ATM banking is good channel compared to all other products. If we see few

years ago, old private or public sector bank not used a any type of mobile banking but now private banks push on customer for using a online banking. Mobile banking have a highest level of a on line banking. It is also beneficial for profit own customers. Mobile banking provides good efficiency after his research it was found how a bank can bring improvement in his own strategy.

Ramola(2006)- According to the writer banking sector can reach the international level and can achieve the proper target if bank adopt new strategy if bank trying increase the level of growth, launch innovative idea scheme and new products which as a customer required.

Hugger and Vazaa(2006)- According to the writer he compares the banks and found that private bank have more ATM facility as compared to other banks. According to him bank earn a per employee profit. He suggests adopting the new things.

R. Jayakumar(2006)- The writer research of a private sector bank in different area. He chooses Kerala for own research. He found there that private sector banks of Kerala perform good as compared to other banks.

OBJECTIVES

- To study the efficiency of Public sector bank and Private sector bank on customer with special reference to SBI bank and ICICI bank.
- To study the comparison of Public sector bank and Pvt bank.

The main objective of the paper is to study the customer first choice towards the financial instruments of private sector bank and public sector bank on a select the parameter so as to compare their performance.

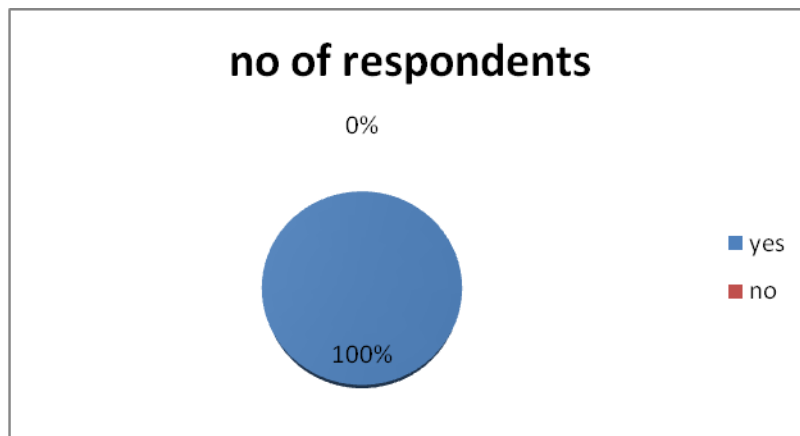
RESEARCH METHODOLOGY

Data type	Primary and secondary
Sampling unit	Customers if bank
Sampling type	Convenience
Sampling size	50
Research tool	Market survey

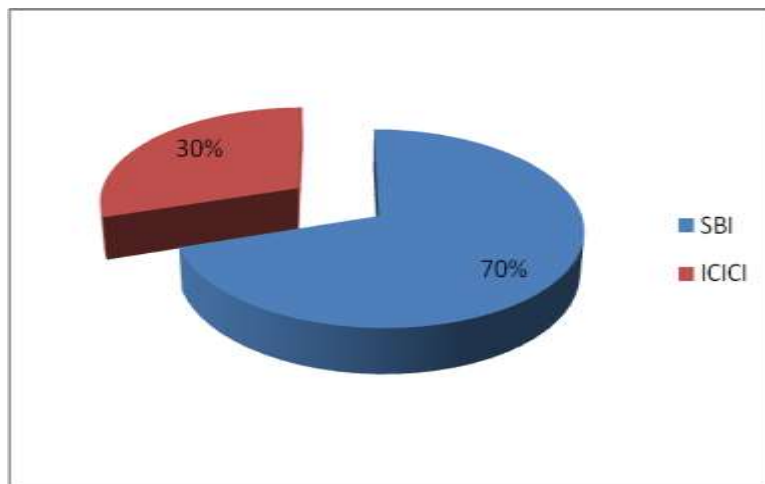
Type of research	Descriptive
Data collection method	Questionnaire
Area	moradabad

DATA ANALYSIS

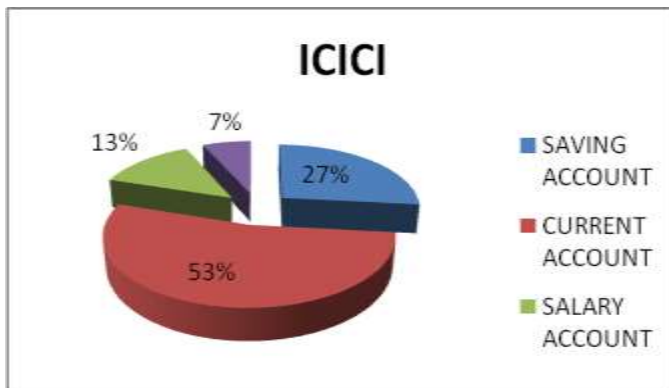
1. Do you have any bank account?



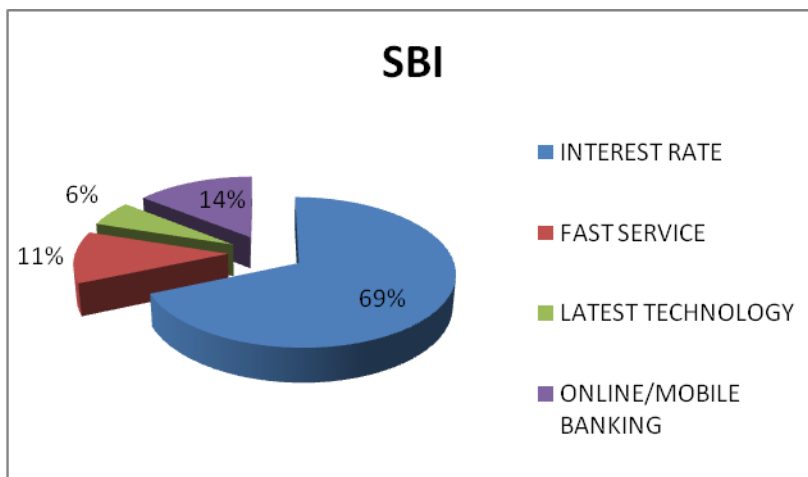
2. If yes, then in which bank do you have your account?

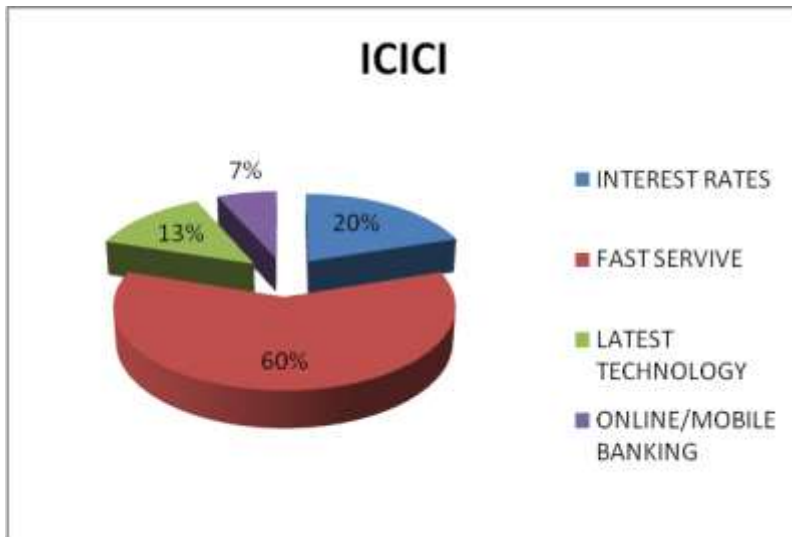


3. Which type of account do you have?

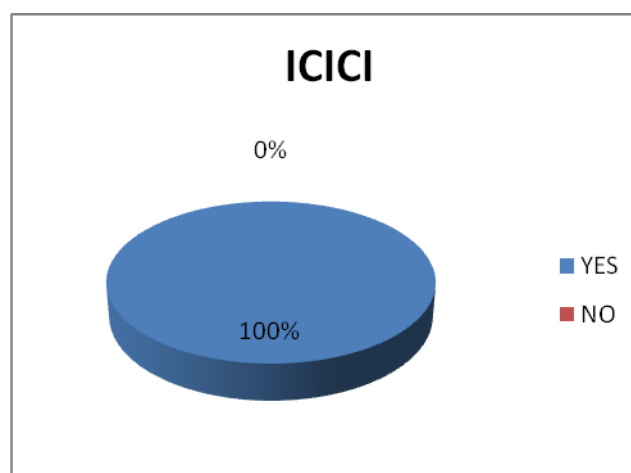


4. Which factors do you consider while opening your account?

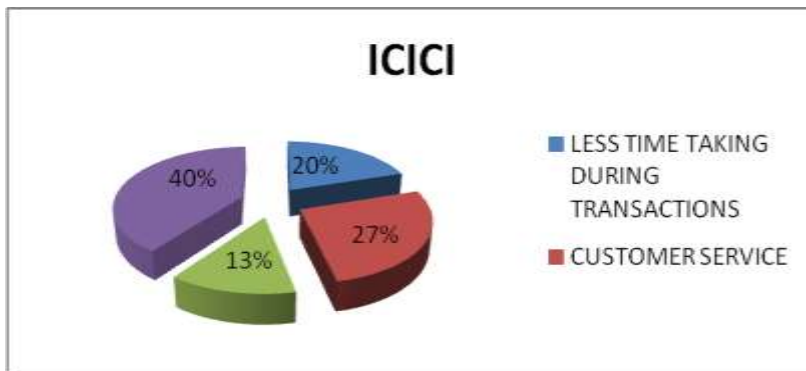
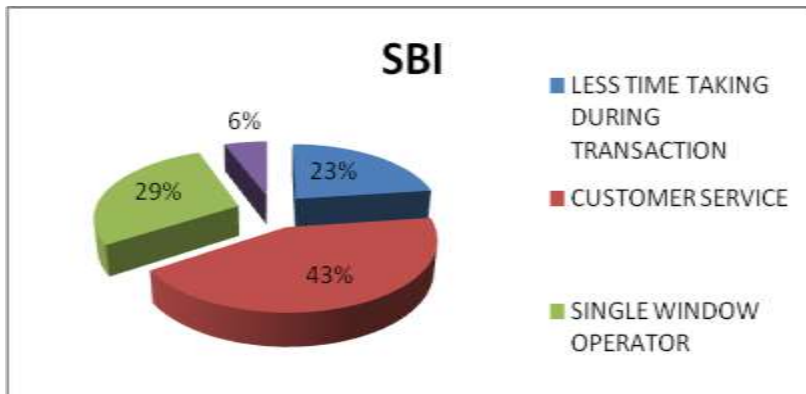




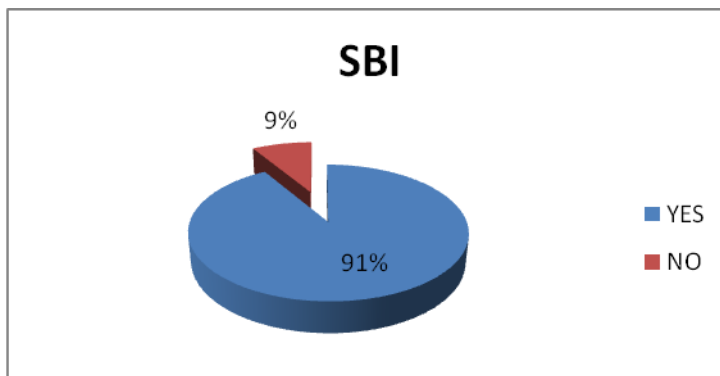
5. Does your bank provides ATM services?



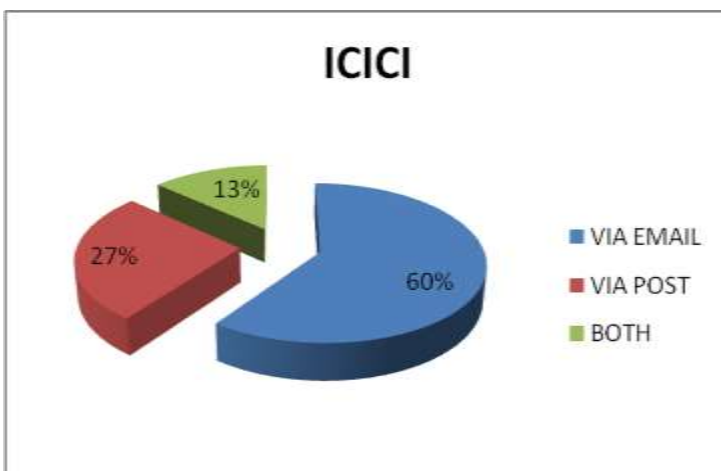
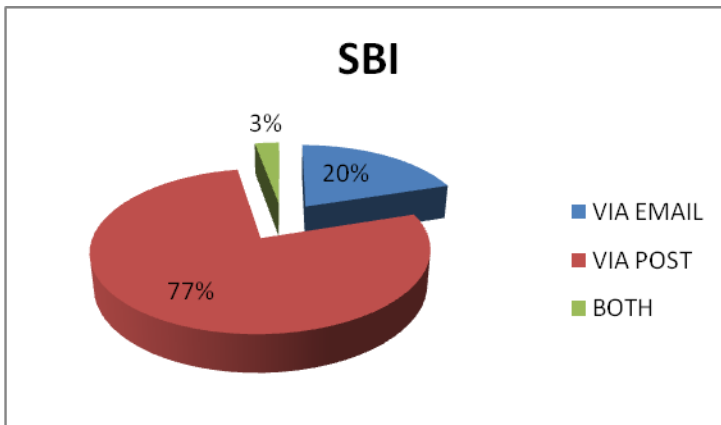
6. What makes your bank competitive with other banks?



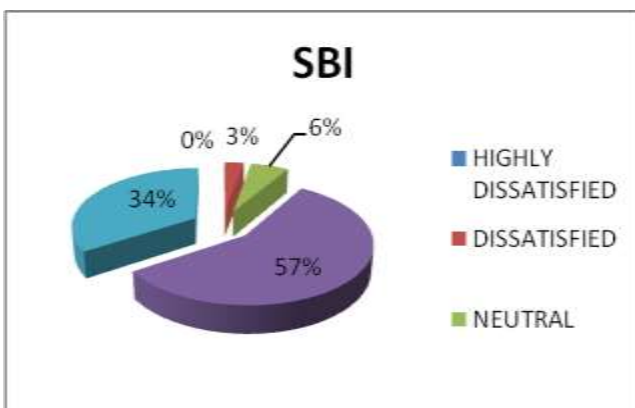
7. Does your bank provide any annual statement of your account?

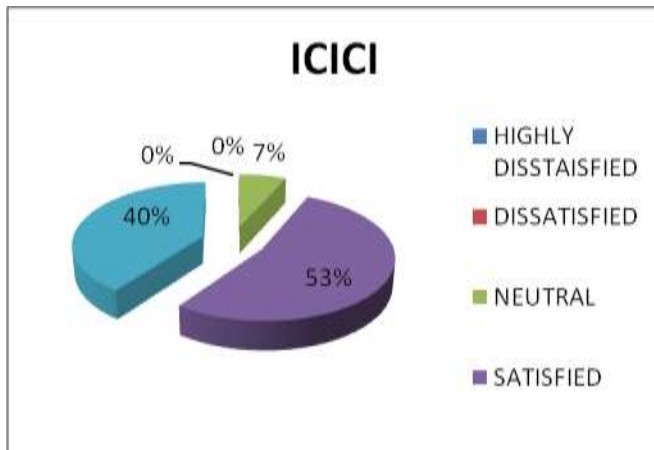


8. If yes, how?

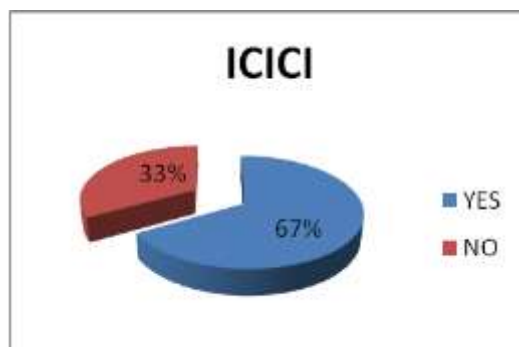
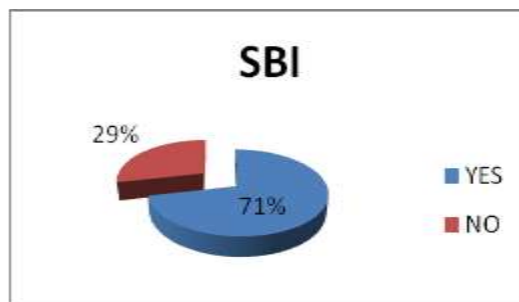


9. Are you satisfied with the services provided by your bank?





10. Will you recommend others also to open their account?



FINDINGS

- It was found that all the respondents have their bank accounts in different banks.
- Most of the respondents have their bank account in the stste bank of india.
- Most of the respondents have their saving account either in the state bank of india or in ICICI bank.
- The facility of ATM is provided by both the banks.

- Most of the respondents said that they will recommend their friends to open their bank account in the state bank of india.

CONCLUSION

The above analysis depicts that the satisfaction of customer changes according to the nature of the services and in those cases, the higher satisfaction of the customer is shown in such areas like the price stimulating by the banks are nominal, different locations of the bank's branches and the attitude of the staff in the direction of problem solving of the customers. When the public sectors banks were compared with the private sector banks then it was found that the customers of the private banks were more satisfied with their banks for the reason of their multiple branches at different locations and different technologies like cheque deposit machines, utility bill accepting machines which was not available in public sector banks. The customers of the public sector banks was more happy and satisfied with reputation and the prices which the public sector bank charges on the services like cash and cheques deposits and withdrawn. When the comparison has been done between both the banks regarding the customer care services, it was found that private sector banks are more liked by customers than public sector banks. Even though the customers of both the banks were satisfied with their banks either it is a public sector bank or private sector bank but due to spacious differentiation of comeback, the public sector banks and the private sector banks should work on the weak areas so that the customer should satisfy with the banks and this study also give a kind of course of action to the managers of the banks to take suitable decisions in order to gain the good response from their customers.

SUGGESTIONS

- More branches- There should be more branches. As the branches of the sbi and icici should be increased both in rural area and urban area.
- Customer awareness- To increase customer awareness for the interest rates and other facilities provided by the bank. The various rate of interest provided by the bank should be known to the customers
- Proper feedback- There should be proper feedback of the customers who are using the products of both the banks. If the customer is not satisfies with the banking services then the bank should solve the issues.

- Trained customer care staff- The customer care staff of both the banks should be well trained in order to solve the issues of the customers and the banks also.
- Advertisements- There should be more advertisements in newspaper or online to create awareness about the bank and also the pamphlets of the bank should be distributed to the people.

LIMITATIONS

- Basically some customer feels unsecure while sharing their information related to personal things and income. It might be happened the some more information should be collected. The proposed study has been organised with reference to sbi and icici in Moradabad city only.
- As the project contains the study of 50 respondents. It has also created certain limitations.
- Respondents have their own preferences, problems etc.
- Time constraints.
- Financial constraints.
- Customers have their own views, preferences, limitations and biasness.

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