

# ADMINISTRATION QUALITY EXPECTATIONS AND PERCEPTIONS OF PUBLIC AND PRIVATE AREA BANKS IN INDIA

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**Abstract:** The study 'Banking Administration: Customer expectations and perceptions' attempts to analyze the gulf in service quality of public and private sector banks in terms of customers' expectations and perceptions. The study has been carried out at both aggregate and disaggregates levels in order to explore and map the differences. The study also traces the factors affecting customer expectations and perceptions in regard to the service quality of banks. The factors influencing customers' expectations came out to be responsive attitude, reliability, tangibles, convenience, assurance and empathy. The study concludes that in view of the stiff competition in the global business arena where businesses have to survive and grow on the basis of volume instead of margin, service quality will constitute an essential plank of service marketing. This implies that public sector banks will have to focus on the reduction of the gap in customer expectations and perceptions about their service quality if they are to compete in the global marketplace. To this end, public sector banks should continually assess and reassess how customers perceive their services and to implement appropriate corrective action for retaining the existing customers and getting new customers.

## INTRODUCTION

The liberalization of the Indian economy in 1991 set off a chain of paradigmatic changes in most sectors. One of the sectors that came in for immediate structural changes was the financial sector. Although the non-banking financial corporation's had already been operating in the private sector, the government zealously guarded the banking sub-sector ever since bank nationalization in the 1970s. The public sector banks operated like any public undertaking. Obviously, their functioning suffered from similar shortcomings. Amongst these, no less important a shortcoming was customer service. The liberalization of the banking sector brought in stiff competition in the form of no holds-barred private sector banks that marketed their services amongst the public aggressively. It witnessed the emergence of national mega-banking companies such as (ICICI) and Housing Development Finance Corporation (HDFC) Banks, for whom customer service was an article of faith. The changed business environment in general and the banking sub-sector scenario in particular compelled the public sector banks to give up their elephantine indifference to the needs of the customers. With a view to vying for the market share with the private sector banks, they started focusing on efforts to provide quality customer service. The concept of service quality management in business organizations is as old as the advent of the industrial revolution, which changed the pattern of production processes from personalized and integrated to mass and assembly-based ones. What could not be accomplished in terms of quality control in the pre-industrial production processes could be easily achieved in the industrial production processes through the standardization of processes and products? In the initial stages, service quality management of products and the industrial production processes took precedence over that of systemic processes. System based quality assurance envisages standardization of procedures that oversee the interaction between products, processes and people. Obviously, this shifted focus to customers and customer relationship management, with the overwhelming realization that the customer is the king. Unlike in the case of manufacturing companies, where the goods are manufactured and then sold to customers, in the services sector the customer is a part and parcel of the process that provides the service. This is especially true of banking services, both retail and corporate. So, it becomes all the more important for a banker to concentrate on the various dimensions of service quality from the customers' perspective. In the context of the comparative efforts at positioning of private and public sector banks in the market, this study attempts to assess the level of service quality perceptions of banking sub-sector customers and map out the differences between the service quality perceptions and expectations of customers of private and public sector banks along with the factors responsible for these differences.

## REVIEW OF LITERATURE

**Aldridge Alicia (1997)** in their paper has examined about what organizations ought to think about when working in web business space. From the creator's perspective to be effective in web banking organizations ought to perceive different viewpoints like the shopper market is unique, data gave about item to the purchaser can't be changed, open challenge must be confronted and showcase availability is going the key factor, net clients need more control, genuineness is significant as contact and feeling is missing and security to ensure buyer protection. Every one of these viewpoints assumes a significant job in Internet Banking. Notwithstanding this creator examines about different systems that could be utilized on the web to be specific focusing on, limited time procedure, and item methodology and conveyance technique. These procedures are to be sure significant for survival in the web space.

**Liebermann Yehoshua (2002)** has distinguished a portion of the key variables which keep clients from taking an interest in the web and web based business. The key variables recognized are web Visa taking, dread of providing individual data, sex

entertainment and brutality, huge web publicizing, data unwavering quality, absence of physical contact, not accepting the web items that obtained, missing of the human factor when web buys are made and web utilization fixation.

**Brito and Hartley (2005):** Stated that when clients use charge cards as a type of financing, Visas battle with bank credits and different types of financing.

**Z.Gyongyi (2005)** have talked about how connection spams are made for example by interconnecting website pages in a spam structure to streamline positions. The creator has not just clarified how page positions can be boosted in spam frames yet in addition has given data on whole class of structure structures what yields the biggest reachable objective page rank score.

**Curtis (2006):** Described that a few clients saw to be in overwhelming misery because of charge card cheats. The vast majority of these discouraged clients were old-matured who couldn't endure the substantial money related misfortunes due to mishappening. Consequently, a Visa additionally assumes an indispensable job for the psycho of certain individuals having colossal love for cash.

**Urban Glen (2006)** in his paper underscores that organizations should go about as supporters in advancing client intrigue in the event that they need to win business and hold their clients.

In the creator's own words "When an organization advocates for its purchasers, the customers will thusly advocate for the organization". The creator has referred to numerous profitable models extending from shopper items to high esteem modern items and administrations to demonstrate how different organizations regardless of the size of the organization receive systems to fulfill buyer intrigue. The creator is quiet about the cost factor which could affe

**R.A. Feinberg (2009):** Described that customer's methodology of life has been changed because of the perspective, "purchase now and pay later". The frame of mind towards charge card use shifts starting with one client then onto the next relying upon their power of responsibility.

As indicated by **Jeans S. Nooks (2009):** Less pay shoppers of Visas attempt to utilize the cards for the portion trademark as opposed to for administration highlights, for example, accommodation, security or distinguishing proof. It has been suggested that the portion highlight of credit is required by the little salary client to permit buys like cars, decorations and other client durables.

**Berg (2010):** Pointed out that the privileged societies like to buy extravagance things through Visas while lower classes like to buy fundamentally things which positively demonstrate their mindset.

**Varcoe (2010):** Suggested that a Mastercard client ought to know while utilizing it for online installment. There are many phony sites which attempt to get the charge card protection information and in the long run may cause money related misfortunes from multiple points of view. So a charge card client should know while online installment through Mastercard.

**White (2010):** Recommended that a charge card client should utilize the installment alternative through Visa just on believed sites like SnapDeal, Amazon, Flipcart and so on.

**Anderson (2010):** Stated that a large portion of the clients in India like to buy home merchandise like climate control system, TV, mobiles and so on through charge cards which is extremely viable sign for their monetary status.

**Denning (2010):** Stated that Quantum key appropriation is capable to offer subjective keys which the security measures are unqualified, and which, joined with the Code of VERNAM, grants to accomplish an unlimited cryptography technique.

**Shetty (2010):** Investigated that few banks in India utilize different showcasing methodologies to draw in an ever increasing number of clients for charge cards. They offer overwhelming rebate on acquiring through charge cards. A few banks offer coupon codes on utilizing Visas.

**Calem and Mester (2011):** Described that limiting financing costs may draw less financially sound clients, hence preventing some charge card backers from limiting their loan fees.

**HESSA (2011):** This investigation expects to explain the encounters, the advantages and the damages looked with charge card clients. As indicated by it, charge card persuades purchaser to obtain all the more however create issues later on also. On the off chance that an individual can't pay on schedule, it has an effect for the person in question to find a new line of work, take other advance or accident protection since banks attempt to take a gander at shopper's fiscal foundation.

**Singh. (2011):** Highlighted that in India, the pattern of web based shopping is improving step by step. Presently, there are numerous web based shopping sites like Snap deal, Amazon, Flipcart and so forth. These sites give the choice of installment through money down, charge card or by utilizing ATMs. Every one of these sites offer the alternative of installment through Visas too. Mindfulness about most recent updates in the field of innovation and online framework.

**Thomas (2011):** Highlighted that individuals should be progressively mindful about digital wrongdoing. This is certainly not a basic thing. Individuals and Government need to handle it truly else it might cost a great deal to the general public.

**Ucal (2011):** Described that the pattern of charge card is seen to be more in urban zones when contrasted with the provincial ones. The explanation for it is by all accounts the absence of training and mindfulness in the rustic individuals. Das et al. (2011): Stated that internet business exchanges are performed by HTTP. The web or web grants clients to settle on stocks and finally pay by utilizing MasterCard information.

**Nevins (2011):** Investigated that QKD investigational frameworks and their exhibitions created to achieve a brand satisfactorily refined to approve reserve funds and the nativity of new businesses searching for the market frameworks of quantum cryptography.

**Nedelescu and Stănescu, 2012.** In time, the expansion of interests in innovation was trailed by banking items development, a main thrust of effectiveness help. Banks and data innovation producers have started to invigorate each other increasingly more in the advancement and benefit creation. The expanding reach and unpredictability of electronic financial administrations has prompted the extension of clients while fulfilling increasingly refined needs and guaranteeing client unwaveringness forced a consistent interest for new advances.

PCW, 2014 Regardless of whether one perspectives habitual purchasing to be subjectively or just quantitatively not quite the same as expected purchasing, a great proportion of this quality is expected to recognize impulsive purchasers from different individuals from the populace. This measure ought to likewise have the option to furnish us with a gauge of how basic this issue is in the all inclusive community. It is, subsequently, the motivation behind this paper to report our underlying endeavors at structure a powerful screening instrument for recognizing habitual purchasers and evaluating the occurrence of impulsive purchasing inside the all inclusive community.

**Sanctuary (2012):** Performed a wide put together review with respect to "FDI in the Finance Sector in India", which was supported by the Indian Council for Research on International Economic Relations (ICRIER), passionately prescribed the permitting of FDI in the sorted out configuration in account industry over a time of five to six years to help the speed at which the composed fund area is developing. The examination further sectioned not all that serious effect on chaotic account segment which could prompt their conclusion.

**Thomas (2012):** Pointed out that digital wrongdoing is not quite the same as other type of violations in light of the fact that in this wrongdoing, the criminal is extremely far away from the injured individual spot.

**Zafer. (2012):** Pointed out that the young men of rich families who live in school inns were seen to have abundance obligations on them. Since they were observed to be in negative behavior patterns of smoking and drinking and subsequently burned through the vast majority of their cash on these unfortunate propensities. So they were observed to be in extraordinary obligations.

**Sharma (2012):** Described that card check esteem (CVV) is given by certain banks to their Visa clients. At the hour of utilizing MasterCard's, clients need to advice about this CVV which approves the client and bank guarantees the approved client.

**Sakkthivel. (2013):** Highlighted that charge card is the need of great importance. It has turned into a general public image in metro urban communities. It uncovers an individual's monetary status.

**Whittaker (2013):** Investigated that for the most part understudies who buy something through Mastercards were discovered unfit to clear their pending duty due to absence of store or absence of money related involvement.

**Humphrey (2014):** Stated that with the possibility of new innovations in new ages of PCs and structures (GRID computing...), trust, security unwavering quality and adaptability can't be fulfilled anything else by a standard cryptography procedure. In this viewpoint, security can't be guaranteed.

**Xiao (2014):** Observed that there are many working class families in India looking with the issue of exceptional obligation because of imprudent conduct. This unprofessionalism caused them lawful dangers from banks to pay all their remarkable bills on schedule.

**Mann (2015):** Investigated that in the coming years, the quantity of charge card clients are probably going to upgrade because of PM Narendra Modi's prominent advancement of Digital India. In light of this pattern of Digital India, the rustic individuals are getting

These coupon codes can be utilized by the clients for shopping and that client gets overwhelming rebate on next time shopping. a few banks likewise utilize the systems of money back on the buy of a few items which demonstrates to be valuable in drawing in an ever increasing number of clients for MasterCard and this pattern is expanding step by step.

**Wikipedia 2018,** Digital India is a crusade propelled by the Government of India so as to guarantee the Government's administrations are made accessible to residents electronically by improved online foundation and by expanding Internet network or by making the nation carefully engaged in the field of innovation. The activity incorporates plans to associate country regions with fast web systems. Computerized India comprises of three center segments: the advancement of secure and stable advanced foundation, conveying taxpayer supported organizations carefully, and all inclusive computerized education.

## RESEARCH METHODOLOGY

**Research methodology** is an approach to efficiently tackle the exploration issue. It might be comprehended as a study of contemplating how is done deductively.

**Research purpose**– Service Quality Expectations and Perceptions of Public and Private Sector Banks in India. The scientist will distinguish its impact to foresee e-banking administration .subsequently the motivation behind this exploration is lighting up the idea of e-banking. The investigation will cover title of study, noteworthiness of the examination, points and destinations of the examination. The exploration has structured dependent on unmistakable examination as it's expects to recognize and expand the e-banking administrations. The term study is utilized for the strategies of examination by an immediate perception of a marvel or a deliberate social occasion of information from populace by applying individual contact and meetings when satisfactory data about certain issue isn't accessible in records, documents and different sources. The study is a significant instrument to assemble confirmations identifying with certain social issues. The term social review demonstrates the investigation of social wonders through a study of a little tested populace and furthermore to wide sections of populace. It is worried about the present and endeavors to decide the status of the marvel under scrutiny.

**Data collection-**

The studies combine secondary data. Thus getting and analyzing the data will be done on the basis of existing research. The optional information can be gathered from specialized productions, for example, manuals, handbooks, information sheets, and guidelines, books and diaries, official distributions of the Central government, state governments, neighborhood bodies, private information administrations and PC information base. General Rules of information accumulation: There are some broad decides that apply to a wide range of information gathering. They are as per the following; Try not to gather more data than is required for the exploration issue. Ensure the wording of the information gathering instrument is clear and unambiguous. Use clear and express guidelines in information accumulation instruments. Plan the reaction alternatives as cautiously as the things stems themselves. Make reacting to the estimating instrument as option as could be allowed. Ensure that the last items look proficient.

### OBJECTIVES OF THE STUDY:

- To know service quality of both sectors bank
- To know customers perception and expectations

### Execution of the research-

Execution of undertaking is a significant advance in the examination procedure. In the event that the execution of the venture continues on right lines, the information to be gathered would be satisfactory and reliable .A cautious watch ought to be kept for unforeseen factors so as to keep the overview practical however much as could reasonably be expected.

### Tool and techniques-

In the introduced research, different factual techniques will be utilized to break down the information which are as per the following: **Measures of Central Tendency:** These measures are mean, middle, mode geometric mean and symphonious mean. In conduct insights the last two measures are not utilized. Which of the first three will be utilized in quite a while relies on the idea of the issue.

### RESULTS AND DISCUSSION

- The results of the survey have been discussed in five sections. Section I analyses the reliability measure of the questionnaire, Section II presents the results of FA used to find out the factors that contribute to service quality, Section III discusses the comparison between customers' expectations and perceptions of banks at the aggregate level; Section IV draws a comparison between customer's expectations from private and public sector banks and Section V highlights the comparison of public and private sector banks in terms of customer perceptions.
- The reliability of items was assessed by calculating the coefficient alpha (Cronbach, 1951), gutman split-half, which measures the internal consistency of the items. Reliability measure was carried out using SPSS software and the SPSS output is shown in Table 2. For a measure not to be rejected, coefficient value in all the cases should be above 0.7 (Nunnally. 1978). It can be seen that in almost all the reliability methods applied here, reliability value is more than 0.7, so it can be said that all the items in the questionnaire are highly reliable. Alpha 0.787 Guttman 0.827 FA provided enhanced control for assessing the extent to which items on a factor measure one single construct (Ahire, Golhar, & Waller, 1996). For each customer, SERVQUAL scores were generated.
- The study shows that the factor 'Responsive attitude' is an important determinant of service quality perception in financial services with a total variance of 19.571. The factor responsiveness was defined by variables such as 'Your bank does not tell customers exactly when services will be performed' (0.714), 'Your bank is dependable' (0.553), 'Your bank provides its services at the time it promises to do so' (0.528), 'You do not receive prompt service from your bank's employees' (0.521).
- classified services along two axes, namely: 'relative involvement of goods ranging from pure services that are low on goods (consulting, insurance), services with some goods or delivered through goods (air travel, retailing, couriers, hotels, banking, maintenance) to services embodied in goods (music, books)' and 'degree of consumer-producer interaction', from lower to higher.
- The study shows that the second important factor that influences the overall service quality as perceived by customers is 'Reliability'. Banks need to focus on knowing the needs of the customers, giving them personal attention, providing security in customer transactions and ensuring the accuracy of billing system. The total variance of this factor was 11.127. It includes sub-factors such as 'Employees of your bank do not know what your needs are' (0.779), 'Customer should be able to trust employees of these firms' (0.755), 'Your bank doesn't have best interests at heart' (0.720), 'Your bank keeps its records accurately' (0.665), 'Employees of your bank do not give you personal attention' (0.664) and 'Security in customer transaction' (0.544). The study reveals tangibles as one of the important determinants of service quality perception in banks, with a total variance of 7.235. It is an important dimension in affecting the customer's perception of overall service quality.

- The factor includes sub-factors such as 'Your bank has up-to-date equipment' (0.757), 'Your bank's physical facilities are visually appealing' (0.748), 'Your Bank's employees are well dressed and appear neat' (0.680), 'The appearance of the physical facilities of your firm is in keeping with the type of services provided' (0.500). All these factors are noticed by the customers before or upon entering the bank. Such visual factors help consumers form their initial impressions. A crucial challenge in service marketing is that customers cannot see a service but can see the various tangibles associated with it - all these tangibles are clues about the intangible service. If unmanaged, these clues can send wrong messages about the service to the customers and render the marketing strategy of the company ineffective. Thus, service providers should focus on tangibles to achieve the perception of high level of service quality.
- The new dimension identified in this study is 'Convenience.' With a total variance of 6.106, it occupies the fifth place in terms of importance. This requires that the bank have convenient procedure for lodging complaints/queries and business hours without any difficulty. It has sub-factors such as - 'Not always willing to be helpful to customers' (0.744), 'Less promptness' (0.699), 'No individual attention by bank' (0.519).
- Assurance and Empathy' occupy the fourth position in the study. Emphasized the importance of understanding the specific needs of the customers and the need for empathy to please the customer.
- This study also focuses on the requirement of the banks to give individual attention to the customers' queries and understand their specific needs. Whenever customers have problems, bank employees should sympathetically solve their problems. This factor has total variance of 5.56. It included sub-factors such as 'Employees get adequate support from their banks to perform their job well' (0.731), 'Employees of your banks are polite' (0.724), 'when you have problems, your bank is sympathetic and reassuring' (0.516).

## CONCLUSION

From the preceding discussion it is clear that the differential performance of public and private sector banks in the post-liberalized phase of the Indian economy has, to a large extent, matched the graph of customer perceptions and expectations from each of the two. Further, as the study shows, quality parameters such as responsiveness, reliability, tangibles, convenience, assurance and empathy, and trustworthiness greatly structure customers' expectations and perceptions of banking sector service quality. These factors are similar to the factors identified in Tyler and Stanley's (1999) study, which used orthodox grounded theory in their study with the objective of identifying key elements of perceived service quality by large corporations. They found that the elements that were considered important were reliability, assurance, empathy, responsiveness and proactively. Last, managing the perceived quality means that the firm has to match the expected service and perceived service with each other so that consumer satisfaction is achieved. In order to keep the gap between the expected service and the perceived service as small as possible, it is important that the promises about how the service will perform, given by traditional marketing activities and communicated by word of mouth, must not be unrealistic when compared to the actual service delivery that customers will eventually experience. The study concludes that in view of the stiff competition in the global business arena where businesses have to survive and grow on the basis of volumes, instead of margins, service quality will constitute an essential plank of service marketing. This implies that public sector banks will have to focus on the reduction of the gap in customer expectations and perceptions about their service quality if they are to compete in the global marketplace.

To this end, public sector banks should continually assess and re-assess how customers perceive their services to know whether these banks meet or exceed or fall short of the expectations of their customers. Such a customer services quality audit, though tedious, will help the banks to pay attention to potential failure points and service recovery procedure, which could be made integral to employees' training. In other words, it amounts to empowering employees to exercise responsibility, judgment and creativity in responding to customers' problems.

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