A STUDY ON DEMOGRAPHIC PROFILE OF RETAIL BANK CUSTOMERS IN CHENNAI

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Abstract

In service based industry customer satisfaction is the major factor for success of the organization. In that customer service is of highest priority. Customer service can be provided by well-equipped employees. In banking industry customers are more directly connected with the employees for any banking transactions. Therefore, Banks should provide for training its front desk staffs in order to provide quality service to their customers. This articles describe the demographic profile of the customers in the selected area. The demographic data are highly influenced the satisfaction level of the customers. The sample size of the study is 540 respondents. These are age, gender, educational qualifications, nature of work, income details, family & types of account and so on.

Keywords: Demographic Profile, Retail Bank, Customers.

INTRODUCTION

The theoretical framework of this research is concentrated to service quality created by a satisfied employee in order to meet the expectations of the customers. The study employs to find out the gap between customers' perception and expectation on customer satisfaction. Today business organizations are more customers-focused than ever before since customer satisfaction is a competitive advantage which is sustainable over the long term (Schnaars, 1991). The organization should focus on the customers' expectations, complaints, requirements and needs for maintaining good customer relationship. Satisfied customers mean a long term profitable business since they stay loyal to the business (Gumesson, 2002).

OBJECTIVES

The present study is aimed at describing the demographic factors of customers in retail banking organization. More specifically we can furnish the objectives as to identify the demographic factors responsible for satisfaction or dissatisfaction of the bank customers.

SIGNIFICANCE OF THE STUDY

The study focuses on the satisfaction level of customers at all levels for retail banks located in Chennai city only. The study provides a general overview of the demographic details of the customers followed by various banks.

METHODOLOGY

Bank customers in this study refer to various category. To achieve the objectives of the study 540 surveys were sent (through questioners) to 15 retail sector banks situated in districts of Chennai. Therefore all the questionnaires were returned having response rate of 100%.

DATA INTERPRETATION AND ANALYSIS
AGE PROFILE

Age is an important factor in deciding the nature, characteristics, future and service utility perception of banking customers. Many studies argue that the age of the customers directly correlated with technological augmentation and service utility of the customers (Shiffu Abrol, 2014). The following table indicates that the frequency of the customers in the respect of their age.

TABLE - 1
AGE PROFILE OF THE RESPONDENT

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20 years	85	15.7	15.7	15.7
21-30 years	135	24.8	24.8	40.6
31-40 years	153	28.3	28.3	68.9
41-50 years	108	20.0	20.0	88.9
51 years and above	60	11.1	11.1	100.0
Total	540	100.0	100.0	

Source : Primary data

The respondents have been classified into five groups on the basis of age viz. Below 20, 21-30, 31-40, 41-50 and 51 years and above. Each group has a significant number of respondents, thus findings were drawn for each of them. The first group comprised the number of respondents i.e. 15.7%, followed by the second group (24.8%), a third group (28.3%), fourth group (20%) and the last group consists of 11.1% of sampled respondents.

GENDER PROFILE

Gender is a term that refers to social distinctions associated with being male or female. The nature of gender directly influenced the level of satisfaction of the customers. The gender issues in empowerment are relevant (Shiffu Abrol, 2014). The following table indicates that the frequency of the customers based on gender.

TABLE - 2
GENDER PROFILE OF THE RESPONDENT

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Male	333	61.7	61.7	61.7
Female	207	38.3	38.3	100.0
Total	540	100.0	100.0	

Source : Primary data

It is quite clear that out of the total respondents investigated in this study, an overwhelming majority (61.7 per cent) of them were males whereas about 38.3 per cent were found to be females. In Indian social economic conditions the banking customers are normally male holders and from the given sample very few customers are female holders.

EDUCATION PROFILE

Education is one of the most important factors that might affect the attitude of the person. The studies of Karjaluoto et al., (2002); Mattila et al., (2003); Stavins (2001) and Sathye (1999) in which they found that higher education respondents adopt banking services because they have a higher knowledge of new information technology and skills as compared to respondents of low education. In this study, the response of an individual is likely to be determined by his educational status. Therefore, it becomes imperative to know the educational background of the respondents.

TABLE - 3
EDUCATION PROFILE OF THE RESPONDENT

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Higher Secondary	112	20.7	20.7	20.7
Graduate	205	38.0	38.0	58.7
Post Graduate	81	15.0	15.0	73.7
Professional	71	13.1	13.1	86.9
Others	71	13.1	13.1	100.0
Total	540	100.0	100.0	

Source : Primary data

The impact of qualification of respondents has been studied under five groups viz. 12th standard, graduate, post graduate, professional and others. The majority of the respondents are graduate (38%) followed by higher secondary (20.7%), postgraduate (15%), holding professional qualifications (13.1%) and others (13.1%).

OCCUPATION PROFILE

The quality of life is also determined by an individual's occupation. Occupation is the main factor for deriving income. In other words the person's response to a problem is possible determined by the type of occupation he is engaged in ((Shanon Kathleen Phelan, July 2012). The variable occupation was investigated by the researcher and data is presented in the following table.

TABLE - 4
OCCUPATIONAL PROFILE OF THE RESPONDENT

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Student	38	7.0	7.0	7.0
Salaried	240	44.4	44.4	51.5
Business	202	37.4	37.4	88.9
Others	60	11.1	11.1	100.0
Total	540	100.0	100.0	

Source : Primary data

The above table 44.4 percent of the customers fall in the group of salaried and 37.4 percent of the customers fall in the group of business and 11.1 percent of the customers fall in the others and remaining 7 percent of the customers fall in the group of student. Hence salaried respondents are more in representation.

INCOME PROFILE

The income of a person plays an important role in shaping the economic conditions of an individual. The researcher has attempted to investigate the income as variable and the data related to income of the respondents are given below.

TABLE - 5
INCOME PROFILE OF THE RESPONDENT

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 10,000	88	16.3	16.3	16.3
10,001 - 20,000	129	23.9	23.9	40.2
20,001– 30,000	100	18.5	18.5	58.7
30,001 - 50,000	93	17.2	17.2	75.9
More than 50,000	130	24.1	24.1	100.0
Total	540	100.0	100.0	

Source : Primary data

Income has been classified into five groups viz. Below Rs 10000, 10001-20000, 20001-30000, 30001-40000 and above Rs 50000 per month. The first group contains 16.3% of the sampled customers. The second group consists of 23.9% and the third group contains 18.5% of the sampled respondents and the fourth group contains 17.2% of the respondents and the last group consists of a majority of sampled respondents i.e. (24.1%).

TYPE OF BANKS OBTAINED BY RESPONDENTS

This may have consequences for the corporate customers of implicated banks because different types of banks tend to serve different customers (Berger et al., 2005). In this study, the researcher identified the respondents those who are having account in public sector banks and private sector banks. The following frequency table represents the respondents in respect of types of banks obtained by them.

TABLE - 6
TYPE OF THE BANK OBTAINED BY THE RESPONDENT

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Public Sector	284	52.6	52.6	52.6
Private Sector	256	47.4	47.4	100.0
Total	540	100.0	100.0	

Source : Primary data

Out of the total population of 540 respondents, 284 of customers are from public sector bank. And remaining of 256 customers was from a private sector bank. Compare to the categories of bank, public sector customers are higher in representation.

DETAILS OF THE RESPONDENTS BASED ON

TYPE OF ACCOUNTS

The different types of account tend to have a different opinion regarding the satisfaction level of the customers. In this study, the researcher categorized the respondents based on types of account. The following frequency table represents the entire sample based on the types of account having by the customer.

TABLE - 7
TYPE OF ACCOUNT PROFILE OF THE RESPONDENT

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Savings Account	423	78.3	78.3	78.3
Current Account	107	19.8	19.8	98.1
Others	10	1.9	1.9	100.0

Total	540	100.0	100.0	

Source : Primary data

Out of the total population of 540 respondents, 423 of customers are having a savings bank account for their banking activities. And 107 customers are having a current account for their business transactions. And remaining of 10 customers are having another type of account. Compare to the categories of account, savings account holders are higher in representation.

NO OF YEARS AS CUSTOMER IN THE SELECTED BANK

The amount of profit of a company can expect to generate from a customer to the time the person remains a customer for a number of years. The customer lifetime value may directly influence the customer satisfaction level. The researcher obtained the data regarding the number of years as a customer in the selected banks and displayed in the following table.

TABLE – 8
NO. OF YEARS AS CUSTOMER IN THE SELECTED BANK

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Less than Rs. 1 year	79	14.6	14.6	14.6
1 - 5 years	184	34.1	34.1	48.7
6 – 10 Years	117	21.7	21.7	70.4
More than 10 years	160	29.6	29.6	100.0
Total	540	100.0	100.0	

Source : Primary data

The majority of the respondents was experienced as customer for more than 1 year, but under 5 years (n=184, 34.1%). And 160 of the respondents are having an account for more than 10 years (29.6%). And 117 of the respondents are having for more than 6 years but less than 10 years (21.7%). Remaining 79 respondents are having less than 1 year as customer in the selected banks (14.6%).

NO OF TRANSACTIONS MADE BY THE RESPONDENT PER MONTH

The researcher also collected the data regarding the no of transactions done by the customer in each and every month. This variable may show the status of the relationship of the customers with the banks.

TABLE - 9
NO. OF TRANSACTIONS MADE BY THE RESPONDENT PER MONTH

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
1 time	80	14.8	14.8	14.8
2 to 4 times	262	48.5	48.5	63.3
5 to 7 times	90	16.7	16.7	80.0
8 to 10 times	108	20.0	20.0	100.0
Total	540	100.0	100.0	

Source: Primary Data

The majority of the respondents was made, their transactions under the category of 2 to 4 times (n=262, 48.5%). And 108 of the respondents under the category of 8 to 10 times (20%). And 90 of the respondents covered under the group of 5 to 7 times (16.7%). Remaining 80 respondents covered under the category of less than 1 time in the selected banks (14.8%).

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