**INTERNATIONAL JOURNAL OF BUSINESS EDUCATION AND  
MANAGEMENT STUDIES (IJBEMS)  
*A Peer Reviewed (Refereed) International Journal***

|  |  |  |
| --- | --- | --- |
| Impact Factor 4.308 | **http://www**.**ijbems.com** | **ISSN:2941-9638** |

**Vol.3.Issue 1. 2020  
(March)**10  
**Customers Delight towards Service Excellence in Indian Overseas Bank  
Chennai  
Dr. D. PAULDHINAKARAN,**Assistant Professor, Department of Commerce,  
Jayagovind Harigopal Agarwal Agarsen College, Chennai  
**ABSTRACT***The purpose of this research article is to evaluate the customers’ delight towards the  
service excellence in IOB in Chennai, Tamil Nadu. The researcher conducted a literature  
search on banking services of IOB interviewing of its 100 customers and thoroughly  
scrutinized how it caters to the banking needs of the inhabitants of IOB in Chennai Tamil  
Nadu. The study also focused on various factors that determine the customers’ satisfaction  
like employees’ behaviour, banking services, banking performance, infra- structure facility  
and other value added services. Analysis was made by using various tools like percentage  
Analysis. It is evident from the present study that a majority of the customers are highly  
satisfied with the banking services. This study is based on the primary data. Non-Random  
Sampling has been used for the collection of data. Collected data’s are analyzed through  
percentage analysis, Chi Square, Correlation and weighted average. After the analysis  
findings and suggestions were included in this article. From the final analysis it has been  
concluded that in IOB, it was found that the customers are satisfied with the services.***Keywords:** *Customer Awareness and Delight, banking services, Indian Overseas bank.***INTRODUCTION**The banking industry is the blood vascular system of our economy. It has a positive  
role to play in the economic development of the country as repositories of people’s savings  
and purveyors of credit, especially as the success of economic development depends on the  
mobilization of resources and their investment in an appropriate manner. The banking sector  
is the backbone of any financial system of the economy. Commercial banks play an important  
role in the development of developing economies by mobilization of resources and their  
better allocation. The rapid growth of banks, especially since nationalization of major  
commercial banks in 1969, brought in both quantitative and qualitative changes in their  
functioning and also approach towards socio-economic development of the country. In the  
light of liberalization, privatization and globalization a lot of challenges were faced by the  
commercial banks. In the post-nationalization period, the proportions of rural areas in total  
number of bank branches as well as in credit deployment and deposit mobilization have been  
declined. On the other hand, the metropolitan areas registered a high increase in their  
percentage share in total expansion, credit deployment and deposit mobilization. Therefore,  
in the post- nationalization era, the performance of the banking system with respect to branch  
**INTERNATIONAL JOURNAL OF BUSINESS EDUCATION AND  
MANAGEMENT STUDIES (IJBEMS)  
*A Peer Reviewed (Refereed) International Journal***

|  |  |  |
| --- | --- | --- |
| Impact Factor 4.308 | **http://www**.**ijbems.com** | **ISSN:2941-9638** |

**Vol.3.Issue 1. 2020  
(March)**11  
expansion in the rural and till then unbanked areas, mobilization of deposits, deployment of  
credit, population coverage and so on has indeed been creditable and perhaps has no parallel  
in the annals of banking elsewhere.  
**STATEMENT OF THE PROBLEM**After financial sector reforms in 1990 the entire Banking sector got revamped and  
reshaped in its functional and operational aspects in tune with liberalization, privatization and  
globalization. It is to be noted that banking industry is unique and distinct in one respect that  
the products offered by the banks are identified with little difference from one to another.  
Thus, the product attraction receives less importance, as the products of other banks are  
identical in nature. The only factor that differentiates a bank from others is the way in which  
it functions and renders services to the customers. It is evident that there is a changing  
phenomenon regarding how the customers are being served by the banks. During 1950s to  
1960s, the customer delight towards service excellence in Indian overseas bank rather than to  
satisfy the customers. Service to customer to their delight was absent during the period.  
After nationalization of banks in 1969, the banks give more importance to customer  
orientation rather than profit orientation. After the financial sector reforms in 1990, the banks  
are bound to gratify the customers and thereby the customers are retained as the customers of  
the banks concerned. Despite so many measures initiated at various levels to improve the  
standard of customer service, the level of delight perceived by various segments of customers  
has been low. The effectiveness, efficiency, growth and success of a bank amongst its  
competitors depend upon the level of delight of its customers towards services rendered to  
them.  
Hence the Researcher made an attempt to study the delight of customers towards the  
services of IOB banks in Chennai terms of four dimensions namely, towards  
Infrastructure/Location, Attitude of staff, Operation/Services, Service Charges.  
**METHODOLOGY**A descriptive research design was adopted for the study. It accounts for both primary  
and secondary data. Primary source of data were collected from customers through structured  
interview schedule by way of personal interview in addition to this, personal interactions  
have been made with the IOB customer in Chennai to get some first-hand information on  
customer service. Secondary data were collected from books, journals and Websites.  
**SAMPLING**Convenient sampling method is used. The researcher has taken 100 samples from  
customers of IOB in Chennai Tamilnadu.  
**OBJECTIVES OF THE STUDY**✓To study the customer delight level on service rendered by IOB in Chennai.  
✓To evaluate the infrastructure facility at IOB.  
**HYPOTHESIS:**

|  |  |
| --- | --- |
| Null Hypothesis (**H1**) | : There is no significant difference between Gender and Immediate Attention. |

**INTERNATIONAL JOURNAL OF BUSINESS EDUCATION AND  
MANAGEMENT STUDIES (IJBEMS)  
*A Peer Reviewed (Refereed) International Journal***

|  |  |  |
| --- | --- | --- |
| Impact Factor 4.308 | **http://www**.**ijbems.com** | **ISSN:2941-9638** |

**Vol.3.Issue 1. 2020  
(March)**12  
Alternative Hypothesis (**H2) :** There exists a significant difference between Genders And  
Immediate Attention.

|  |  |
| --- | --- |
| Null Hypothesis **(H3)** | : There is no significant difference between time taken for Service and delight level. |

Alternative Hypothesis **(H4) :** There exists significant difference between time taken  
for service and delight level.  
**DATA ANALYSIS AND INTERPRETATION  
TABLE 1: AGE OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **AGE** | **NO OF RESPONDENTS** | **PERCENTAGE (%)** |
| 1. | Below 20 yrs | 9 | 9 |
| 2. | 25 to 35 yrs | 44 | 44 |
| 3. | 40 to 60 yrs | 30 | 30 |
| 4. | Above 60 | 17 | 17 |
| **Total** | **100** | **100** |  |

**SOURCES:** Primary Data  
From the above table it is known that 9% of the customers are below 20yrs and 44%  
of the customers are 25 to 35yrs and 30% of the customers are 40 to 60yrs and 17% of the  
customers are above 60yrs.  
**TABLE: 2: GENDER OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **GENDER** | **NO OF RESPONDENTS** | **PERCENTAGE (%)** |
| 1. | MALE | 59 | 59 |
| 2. | FEMALE | 41 | 41 |
| TOTAL | 100 | 100 |  |

**SOURCES:** Primary Data  
From the above table it is that there are 59% of male customers and 41% of female  
customers in the bank.  
**TABLE: 3: Occupation of the Respondents**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **OCCUPATION** | **NO OF RESPONDENTS** | **PERCENTAGE** |
| 1. | Business | 14 | 14 |
| 2. | Government | 17 | 17 |
| 3. | Private | 43 | 43 |
| 4. | Others | 26 | 26 |
| Total | 100 | 100 |  |

**SOURCES**: Primary Data  
From the above table it is that 14% of customers are doing business and 17% of the  
customers are government employee and 43% of the customers are private employee and  
26% of the customers are others.  
**INTERNATIONAL JOURNAL OF BUSINESS EDUCATION AND  
MANAGEMENT STUDIES (IJBEMS)  
*A Peer Reviewed (Refereed) International Journal***

|  |  |  |
| --- | --- | --- |
| Impact Factor 4.308 | **http://www**.**ijbems.com** | **ISSN:2941-9638** |

**Vol.3.Issue 1. 2020  
(March)**13  
**TABLE: 4: INCOME OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **INCOME** | **NO.OF.RESPONDENTS** | **PERCENTAGE** |
| 1. | Below 10000 | 30 | 30 |
| 2. | 10000-20000 | 47 | 47 |
| 3. | 20000-40000 | 19 | 19 |
| 4. | 40000-60000 | 4 | 4 |
| Total | 100 | 100 |  |

**SOURCES:** Primary Data  
From the above table it is known that 30% of the sample respondents have monthly  
income of below 10000 and 47% of the respondents have monthly income of 10000 to 20000  
and 19% of the respondents have monthly income 20000 to 40000 and 4% of the respondents  
have monthly income 40000 to 60000.  
**TABLE: 5: RESPONDENTS BANKING WITH IOB**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **RESPONDENTS BANKING WITH IOB** | **NO OF RESPONDENTS** | **PERCENTAGE** |
| 1 | 1 YEAR | 22 | 22 |
| 2 | 1 - 5 YEARS | 47 | 47 |
| 3 | 5 – 10 YEARS | 26 | 26 |
| 4 | ABOVE 10 YEARS | 5 | 5 |
| TOTAL | 100 | 100 |  |

**SOURCES**: Primary Data  
From the above table it is known that 22% of the respondents have a banking of  
below 1yr and 47% of the respondents have a banking of 1 to 5yrs and 26% of the  
respondents have a banking of 5 to 10yrs and 5% of the respondents have a banking of above  
10yrs.  
**TABLE: 6: DELIGHT LEVEL WITH THE BANK SERVICE**

|  |  |  |  |
| --- | --- | --- | --- |
| S.NO | PARTICULARS | NO.OF.RESPONDENTS | PERCENTAGE (%) |
| 1. | Yes | 79 | 79 |
| 2. | No | 21 | 21 |
| Total | 100 | 100 |  |

**SOURCES:** Primary Data  
From the above table 79% of the respondents said yes that they satisfied with the  
service and 21% of the respondents said no.  
**CHI-SQUARE TEST  
Gender vs. Immediate Attention to Customers:**Null Hypothesis (**H0**) : There is no significant relationship between Gender and  
Immediate Attention.  
**INTERNATIONAL JOURNAL OF BUSINESS EDUCATION AND  
MANAGEMENT STUDIES (IJBEMS)  
*A Peer Reviewed (Refereed) International Journal***

|  |  |  |
| --- | --- | --- |
| Impact Factor 4.308 | **http://www**.**ijbems.com** | **ISSN:2941-9638** |

**Vol.3.Issue 1. 2020  
(March)**14  
Alternative Hypothesis (**H1) :** There exists a significant relationship between Gender  
and Immediate Attention.  
**TABLE: 7: Observed frequencies:  
TABLE: 8: Expected frequencies:  
TABLE: 9: Calculation of Chi Square**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Observed frequency**(Oi) | **Expected frequency**(Ei) | **Oi- Ei** | **(Oi- Ei)2** | **(Oi- Ei)2/ Ei** |
| 12 | 15 | -3 | 9 | 0.6 |
| 12 | 9 | 3 | 9 | 1 |
| 23 | 18 | 5 | 25 | 1.38 |
| 8 | 13 | -5 | 25 | 1.92 |
| 10 | 11 | -1 | 1 | 0.09 |
| 9 | 8 | 1 | 1 | 0.13 |
| 8 | 8 | 0 | 0 | 0 |
| 6 | 6 | 0 | 0 | 0 |
| 6 | 7 | -1 | 1 | 0.14 |
| 6 | 5 | 1 | 1 | 0.2 |
| **Total** | **5.46** |  |  |  |

Degree of Freedom = (C-1) (R-1) = (2-1) (5-1) = 4  
Ei= (Ci\*Ri)/n; n= no of respondents. Table value at 0.05 is 9.488. Calculated value is 5.46  
Since calculated value<table value,  
**Result:**Null Hypothesis is accepted.  
There is no significant relationship between gender and Immediate Attention.

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables** | **Male** | **Female** | **TOTAL** |
| Excellent | 12 | 12 | 24 |
| Good | 23 | 8 | 31 |
| Moderate | 10 | 9 | 19 |
| Poor | 8 | 6 | 14 |
| Very Poor | 6 | 6 | 12 |
| Total | 59 | 41 | **100** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables** | **Male** | **Female** | **TOTAL** |
| Excellent | 15 | 9 | 24 |
| Good | 18 | 13 | 31 |
| Moderate | 11 | 8 | 19 |
| Poor | 8 | 6 | 14 |
| Very Poor | 7 | 5 | 12 |
| Total | 59 | 41 | **100** |

**INTERNATIONAL JOURNAL OF BUSINESS EDUCATION AND  
MANAGEMENT STUDIES (IJBEMS)  
*A Peer Reviewed (Refereed) International Journal***

|  |  |  |
| --- | --- | --- |
| Impact Factor 4.308 | **http://www**.**ijbems.com** | **ISSN:2941-9638** |

**Vol.3.Issue 1. 2020  
(March)**15  
**ONE WAY ANOVA  
FINDING THE ASSOCIATION BETWEEN TIME TAKEN FOR SERVICE AND  
DELIGHT LEVEL.  
Null Hypothesis (H0)** : There is no significant difference between time taken for  
Service and delight level.

|  |  |
| --- | --- |
| **Alternative Hypothesis (H1) :** | There exists significant difference between time taken for service and delight level. |

**TABLE: 10:TABLE TIME TAKEN FOR SERVICE AND DELIGHT LEVEL**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SARTISFACTION LEVEL** | **HS** | **S** | **N** | **DISS** | **H DISS** | **TOTAL** |
| Excellent | 15 | 10 | 5 | 1 | 1 | 32 |
| Good | 15 | 15 | 5 | 0 | 0 | 35 |
| Moderate | 4 | 10 | 10 | 4 | 0 | 28 |
| Poor | 0 | 1 | 1 | 0 | 0 | 2 |
| Very Poor | 2 | 1 | 0 | 0 | 0 | 3 |
| Total | 36 | 37 | 21 | 5 | 1 | 100 |

N =25  
T2/N = (100)2/25

|  |  |
| --- | --- |
| = | 400 |
| **Total sum of square (SST)** | **= ∑xij2 – (T2)/n** |

Total ss = 352+475+232+2+5  
= 1066-400  
SST = 666  
**Sum of square of column (SSC) = ∑xji2 – (T2)/n**= (1062)/5  
= 400-212  
SSC = 188

|  |  |
| --- | --- |
| **Sum of square of error (SSE)** | = TSS-(SSC+SSR) = 666-(188+0) |

SSE = 478  
**INTERNATIONAL JOURNAL OF BUSINESS EDUCATION AND  
MANAGEMENT STUDIES (IJBEMS)  
*A Peer Reviewed (Refereed) International Journal***

|  |  |  |
| --- | --- | --- |
| Impact Factor 4.308 | **http://www**.**ijbems.com** | **ISSN:2941-9638** |

**Vol.3.Issue 1. 2020  
(March)**16  
**TABLE: 11:ANOVA RESULT FOR DIFFERENCE BETWEEN TIME TAKEN FOR  
SERVICE AND DELIGHT LEVEL**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SOURCES OF VARIATION** | **SS** | **D. F** | **MS** | **F-RATIO** | **5% F LIMIT F(4,15)** |
| **SSC** | 188 | (5-1) = 4 | (188 / 4) = 47 | 1.97 | 2.87 |
| **SSE** | 478 | (25 –5) = 20 | 478/20 = 23.9 |  |  |
| **Total (SST)** | 666 | (25-1) =24 |  |  |  |

Since calculated value (1.97) < Table value (2.87) the Null hypothesis is accepted.  
Therefore it is concluded that there is no significant difference between time taken for  
service and delight level.  
**FINDINGS**⮚27% of the respondents said excellent about the hospitality and 36% of the  
respondents said good and 25% of the respondents said average and 9% of the  
respondents said poor and 35 of the respondents said very poor.  
⮚39% of the respondents said excellent about the rest room and 34% of the respondents  
said good and 20% of the respondents said average and 6% of the respondents said  
poor and 1% of the respondents said very poor.  
⮚35% of the respondents said excellent about the drinking water and 40% of the  
respondents said good and 22% of the respondents said average and 2% of the  
respondents said poor and 1% of the respondents said very poor.  
⮚37% of the respondents said excellent about the international visa card and 40% of the  
respondents said good and 20% of the respondents said average and 2% of the  
respondents said poor and 1% of the respondents said very poor.  
⮚30% of the respondents said that the mobile banking is excellent and 45% of the  
respondents said good and 21% of the respondents said average and 2% of the  
respondents said poor and 3% of the respondents siad very poor.  
⮚38% of the respondents feels that the payment of bills is excellent and 0% of the  
respondents feels good and 17% of the respondents feels average and 4% of the  
respondents feels poor and 1% of the respondents feels very poor.  
⮚46% of the respondents feels that debit card is excellent and 26% of the respondents  
feels good and 20% of the respondents feels average and 5% of the respondents feels  
poor and 3% of the respondents feels very poor.  
**INTERNATIONAL JOURNAL OF BUSINESS EDUCATION AND  
MANAGEMENT STUDIES (IJBEMS)  
*A Peer Reviewed (Refereed) International Journal***

|  |  |  |
| --- | --- | --- |
| Impact Factor 4.308 | **http://www**.**ijbems.com** | **ISSN:2941-9638** |

**Vol.3.Issue 1. 2020  
(March)**17  
⮚15% of the respondents feels that the charges levied for DD is high compare to others  
and 39% of the respondents feels moderate and 20% of the respondents feels low and  
26% of the respondents feels competitive.  
⮚16% of the respondents feels that the charges levied for minimum balance is high  
compare others and 33% of the respondents feels moderate and 24% of the  
respondents feels low and 27% of the respondents feels competitive.  
⮚23% of the respondents feels that the charges levied for locker is high and 36% of the  
respondents feels moderate and 23% of the respondents feels low and 18% of the  
respondents feels competitive.  
⮚80% of the respondents said yes that the bank timing is comfortable and 20% of the  
respondents said no.  
⮚There exist a positive correlation between the Neatness and Accuracy.  
⮚There is no significant relationship between gender and Immediate Attention.  
⮚There is no significant difference between time taken for service delight level.  
**SUGGESTIONS AND RECOMMENDATIONS**✓As 40% of the IOB customers feel that their hospitality is poor, the staff at IOB can  
try to improve on it and be little friendlier to their customers.  
✓The bank can try to reduce the charges levied on DD, minimum balance and for  
locker facility, as some of their customers have an opinion that their charges are high.  
✓As less than 50% of the customers feel that they are not comfortable with the seats at  
IOB, the bank can provide their customers with a better seating arrangement.  
✓About 70% of the customers felt that IOB‘s drinking water and rest room facilities are  
comfortable for them, this can be maintained.  
✓As most of the respondents are highly satisfied with the maintenance of records which  
are neat and error free, the bank can maintain this kind of good work.  
✓Bank timings are comfortable for about 80% of the respondents, so I suggest that the  
bank can continue to have the same timing  
**CONCLUSION**The banking sector in India is undergoing major changes due to competition and  
the advent of technology. The customer is looking for better excellence and services which  
can provide him/her with delight. From the above study made in IOB on the topic “Customer  
Delight Towards Service Excellence In Indian Overseas Bank Chennai**”** It is inferred that the  
customers are satisfied with the excellence of banking services. But they face technical as  
well as administrative problems. Further to promote services, it is of importance that the  
banks must ensure excellence in customer service. It is evident from the present study that a  
majority of the customers are highly satisfied with the banking services. From the final  
analysis it has been concluded that in IOB, it was found that the customers are satisfied with  
the services.  
**INTERNATIONAL JOURNAL OF BUSINESS EDUCATION AND  
MANAGEMENT STUDIES (IJBEMS)  
*A Peer Reviewed (Refereed) International Journal***

|  |  |  |
| --- | --- | --- |
| Impact Factor 4.308 | **http://www**.**ijbems.com** | **ISSN:2941-9638** |

**Vol.3.Issue 1. 2020  
(March)**18  
**References**Suriyamurthi, S., Mahalakshmi, V., & Arivazhagan, M. (2013). Global banking survey: A  
new era of customer satisfaction with reference to India. African Journal of Business  
Management, 7(2), 125.  
Singh, J., & Kaur, G. (2011). Customer satisfaction and universal banks: an empirical study.  
International Journal of Commerce and Management, 21(4), 327- 348.  
Deepti Kanojia., & Yadav, D. R. (2012). Customer satisfaction in commercial banks - A case  
study of Punjab National Bank. International Journal of Trade and CommerceIIARTC,1(1), 90-99.  
Zikmund and d’amico, Marketing, South – western college publishing, 2001.  
R. S. N. Pillai and V. Bagavathi, Statistics S. chand company Ltd, 2002. [  
Philip kotler, Marketing Management, prentice – Hall of India Private Ltd, April 2002.  
C.R. Kothari, Research Methodology methods and Techniques, New Age International (P)  
ltd, publishers, 2006.  
Donald R. Copper and Pamela S. Scihindler, Business Research Methods, Tata Mcgraw –  
Hill publishing company Ltd, 2006.  
Richard I. Levin and David S. Rubin, Statistics for management, prentice – Hall of India  
private Ltd., 2006.  
Dr. D.Paul Dhinakaran, “Passengers impression towards Tamilnadu State Transport  
corporation” A Journal of road Transport, (ISSN: 2394-2495) Volume I, Issue X,  
January- March 2017, P.1-10.  
. Alok kumar Srivastava and Dr. P. Chatarjee, “An analytical study of commercial banking  
services and customer satisfaction”.  
Agarwal, B.P. (1981). Commercial Banking in Indian after Nationalisation– A study of Their  
Policies and Progress, Classical Publishing Company, New Delhi.  
Bhagawati, P. and Agarwal, D. (1981). Commercial Banking in India after nationalisation –  
A study of Their Policies and Progress. Classical Publishing Company, New Delhi.  
Vol. 272p.  
Bhaskar, P.V. (2004). Customer Service in Banks. IBA Bulletin, Vol. XXVI, No. 8 (August),  
pp.9-13  
Mr. Ninehil ChandraShil and Mr. Muzakkeeral Huda, “Explicating customer satisfaction:  
survey on private commercial banks  
D.Paul Dhinakaran, “Bus Operations of Service Quality in Tamil Nadu State Transport  
Corporation Limited, Kumbakonam” Asian Journal of Management, *(A and V  
Publication),* (ISSN: 0976 – 495X), Volume: 4, Issue: 1, May, 2013.