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

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| 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
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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 andImmediate Attention. |

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Alternative Hypothesis (**H2) :** There exists a significant difference between Genders And
Immediate Attention.

|  |  |
| --- | --- |
| Null Hypothesis **(H3)**  | : There is no significant difference between time taken forService 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 OFRESPONDENTS** | **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 OFRESPONDENTS** | **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 OFRESPONDENTS** | **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.
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**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 BANKINGWITH IOB** | **NO OFRESPONDENTS** | **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.
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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**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Observedfrequency**(Oi) | **Expectedfrequency**(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** |

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**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 forservice and delight level. |

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SARTISFACTIONLEVEL** | **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
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**TABLE: 11:ANOVA RESULT FOR DIFFERENCE BETWEEN TIME TAKEN FOR
SERVICE AND DELIGHT LEVEL**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SOURCES OFVARIATION** | **SS**  | **D. F**  | **MS**  | **F-RATIO**  | **5% FLIMITF(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.
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⮚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.
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| Impact Factor 4.308  | **http://www**.**ijbems.com**  | **ISSN:2941-9638** |

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