

## CHAPTER - II

# **REVIEW OF LITERATURE**

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1. Sharad Kumar in his article "Banking changing the gear", (February 2010) has reviewed that Indian banking is transforming itself into a customer centric, commercial position by providing the better and qualitative services in addition to primary services with the help of superior technology and effective innovation which is producing customer delight. India has always been a high potential of savings and deposits and its customers were by and large conservative in nature. He also explained that today's customer is wise one. They are clear in their mind about their needs, desire, wants and the capabilities that they possess in converting their desire into demand. The relationship between the desire and demand is one which generates all the activities of the economy.

He also reviewed that shift in consumer expectations also been taken place. Today's customer is wise, rational, choosy and intelligent one. In this situation question is how to satisfy banking customers? It is crucial one that has kept the flame of innovation ignited in the Indian banking landscape. With the technological development and revolutions customer awareness immensely increased. He has been considered 2 types of bank customers. In 1<sup>st</sup> category, client who believes in offering the best value for money by offering quick and efficient services like fast remittance, wealth management, advisory transactions banking, private equity syndication, merger and acquisition etc apart offering normal banking services. While 2<sup>nd</sup> type of customers who expects the personal banking services like Mutual Fund, Bancassurance, Demat Services, Tax Payments. It is natural that customers look for convenience when they do banking. There is no doubt that the banks are not only banks but they are the financial supermarket. The banking industry would never have thought of such range of products being sold from the counter as well as beyond the counters at the door step of the customers.

2. Pooja Mengi in her article "Customer satisfaction with service quality- An empirical study of public and private sector banks", (September 2009) considered that customer services is an integral part of any facet of banking and it defines the future of any banking organization. For a service sector like banking industry the whole range of activities and generation of income swivels around the customers. According to her service performance will ensure maximum customer satisfaction and also help in attaining customer loyalty.

3. Sandip Ghosh Hajra, Dr. Kailash. B.L. Srivastava in their article "Impact of service quality on customer satisfaction, loyalty and commitment in the Indian Banking sector", (May 2010) has reviewed that service quality plays vital role towards the determinant of competitiveness for establishing and sustaining & satisfying the relationship with the bank customers. A customer minded corporate culture, an excellent service system design, the effective utilization of information and technology are crucial superior service quality. In this regard, by identifying the future needs, challenges the Indian Banking sector has responded to these needs by paying more attention to enhancement of service quality so as to retain its market position. In the present in Indian banking scenario satisfactorily service quality is an indispensable competitive strategy. It is very much important to explore the perception of services quality and its relationship with the customer satisfaction, loyalty and commitment in banks. He also given an importance for service quality dimensions which are; assurance, empathy, security and reliability. All these dimension of service quality tends to have strong impact on customer satisfaction depending upon the quality performance.

Therefore it can be said that once if banker become successful in providing better qualitative services then the customer would be satisfied. The bank also must initiate action to be assured their customer that doing a business with them is totally secured one and their money is always safe with the bank.

4. Ashok J. Kumar. M, Rajesh. R in their article “Today’s customers are satisfied? A study with Banks”, (September 2009) said that Indian Banking industry witnessed a gigantic change after the industrial policy 1991. Before this policy, customers do not have much knowledge of banking sector. But after 1991 industrial policy, with great entry of private and foreign banks the whole scenario changed. The modern and effective looking new generation banks have begun capturing the market. The information and technology also emerged as the back bone of the banking operation, revolutionizing the service delivery through new platforms and channels. During this competitive stage the banks are also advised to constitute a customer service committee. The expectation of customer also increases as the improvement in service takes place. It is natural one however in the banks some steps towards mitigating the customers problems would be help in reducing the customer problems. There is also need to create awareness about the procedural changes in the new system as a result of computerizing the banking operations. In a nutshell, both the staff and the customers should reorient their attitude towards the banking services in the IT driven environment and appreciate the intricacies of the new system so that no. of occasions, complaints would reduce.

5. Shri. G. D. Medhe in his M.Phil dissertation, “A study of Bank customer services with special reference to Kolhapur Janata Sahakari Bank Ltd, Kolhapur”, (1988) has reviewed that for the development of any country there is a need of high rate of capital formation. And this capital formation is possible by the banks those who act a pulse of the country. Unless and until the banking sector develops there is no possibility to develop the country. In the development of Indian economy there is a lion’s share of banking industry. Banking industry is money oriented; it is service and customer oriented. Providing the good customer services is one of the main functions of every bank. Even though the development of every bank always depends upon its efficiency of rendering the good customer services. At present many banks are duly engaged in providing the effectives banking services to its

valued customers. And therefore the keen competition is increasing among the banks and by this way they want to become a successful banker. He also explained the term 'BANKING' as follows :

B = Banking of efforts for nation economic prosperity.

A= Advancement of working capital, loans.

N = Nutrition food, it helps the weak farmers, land less laborers to pursue milk animals.

K= Keeps your money safe and grow at fastest rate.

I = Industrial development takes place.

N= Numerous deposits schemes to suit your expectations and packet and purpose.

G= Getting a prompt courteous and efficient services.

In addition to above he gave more stress on bank marketing, various types of services provided by the bank and last but not least the role of bank employee towards the service quality.

6. Mr. B. J. Nerlekar in his M.Phil dissertation under the title, "A study of bank customer relationship with reference to Bank of India, Kolhapur", (1985), has given stress on customer relationship in banking sector. Also he has disclosed the meaning, nature of customer relationship and their importance in banking industry.

At the same time he has disclosed some important tools, which are as follows :

- Providing the services in office.
- Calling the customers.
- Field officers.
- Task force getting out meets the members.
- Special call giving advice on income Tax, investment, trust, wills etc.
- Publications.
- Brochures.
- News Letters.

8. Prof. H. V. Ambawade in his M. Phil dissertation, "Marketing of banking services and customer satisfaction", (1993) has critically reviewed the types of banking services which are available in addition to primary service or normal services in the bank. Also he has succeeded in chalking out the marketing strategy. This marketing strategy has covered the following points.

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9. R. N. Kadam in his article, "Marketing of banking services – an overview", (August 2009) has explained about the marketing of banking services. According to him GATT has identified as a many 155 activities as a service and classified in the major areas or categories. Out of them is first is business service and second is finance.

Also he has explained about the meaning of service as in the word of Philip Kotler "an activity or benefit that one can offer to another that is essentially intangible and does not result in ownership of anything".

He has considered the 4 P's of marketing mix i.e. product, place, promotion, and price. In addition to these 4 P's he has given more importance to latest 3 P's i.e. Public, Publicity and Physical Evidence.

Even he has stressed on functions of bank marketing i.e

- Marketing Research.
- Product Development.
- Pricing System.
- Developing Market Orientation.
- And lastly marketing segmentation i.e. too differentiated marketing segmentation.

10. B. K. Jha, S. L. Gupta and Paneet Yadav in their research paper "Use and effectiveness of new technologies in Indian Banking – A study", ( March 2008) has reviewed that technology has played a vital role in the evolution of banking sector. The features like speed, accuracy, efficiency and operation as well as reduction in the transaction cost have gained much importance in technology factors. According to them now a day banking services are oriented to any now, anywhere, any time and any type of banking. They also added that the technology has occupied a prominent place in the human life as well as contributes towards the economy of the country.

They also concluded that new technologies hold the potential in making banks more profitable and banking experience more convenient for customers. At present many customers are using new, latest technology but the hand is catching the albeit slowly. The services like A. T. M, internet,

phone banking, and mobile banking have reshaped people interaction with the bank. Now the people have started too accepting, using the new technology which offers by the bank. The technology has a potential scope to change the financial services business fundamentals. It also holds the key to future success of Indian banks. In order to fully obtain the benefits of new techniques, people will have to change the way they think about banking as a whole.

11. Ipsita Bansal and Rinku Sharma in their article, "Indian Banking services: Achievements and Challenges", (June 2008), has considered that earlier banks were very conservative in their approach but the liberalization of banking sector has resulted in enhanced efficiency. With the growth in Indian economy, especially in service sector, the demand for banking services has grown strong. There was an expansion, greater expectations, competition and diversification of ownership of banks. Today earlier access to knowledge, increased broad based use of technology and rapid introduction of innovative customized products to meet the customer demand are the key factors of changing banking scenario.

They also focused on the achievements and the challenges, formulation of customer service committee, improvement in collection and processing of cheques-, settlement of claims of the deceased depositors, improvement in grievance handling system, door step banking, credit card facilities are the achievements while fraud, more realistic services in banks as well as challenges before H.R.M are the future challenges before the banks. The stress has been given on H.R.M- training and development, skill enhancement because the human capital is the most valuable asset for the banking organization.

12. Lam Siew Yong, Jamil Bojei in their article, "Relationship of service quality, satisfaction and trust with customers commitment towards their personal banks", (March 2007) had conducted survey with the reference to Malaysian Banking. The view was to study the existing knowledge by integrating the service quality literature with the relationship marketing



literature. A descriptive research was conducted to examine the influence of service quality, customer satisfaction and trust on retail bank client's commitments. According to them studies on service quality and customer relationship management are gaining much popularity amongst the academicians and the researcher in recent years. Relationship commitment is central to the relationship marketing as proposed by Morgan and Hunt. It is also agreed that, committed customers have a strong intention to stay in relationship. The results of the study indicate that both customer satisfaction and trust are based not only on the judgment of customers towards the outcome of the delivered services but also on customers' experience with the service delivery process. Thus the bank can gain customer satisfaction and trust by attending functional (Human relations) and technical (tangible) aspects of their service management. It is also important to note that, trust is the strongest direct driver of relationship commitment. The result of study also focuses that clients will engage in relations with a bank that can be trusted.

13. Arun Dhade in his article, "Impact of new private sector banks on state bank of India special reference to Madhya Pradesh state", (December 2009) has reviewed about the phases of changes of banking sector. Especially he has considered the changes during the stages of liberalization, globalization. With it the impact of new entrants of private banks on the state bank of India – bank of Banks. He has taken into account the transformation phases and factors which influence the economy of domestic as well as at international level. He also mentioned that during the passing through the liberalization, degeneration of interest rate regime at the same time facing the competition from new generation banks i.e. new Private sector and foreign banks. This has created new look into the matter of giving the emphasis on improving their business efficiency and increasing the business volume which may induce the healthy competition among the banking groups.

14. R. K. Uppal in his paper, "Business retail banking strategies in the liberalized and globalized era", (September and December 2009) has been

made attempt to analyze the trend and growth in the retail portfolio at various banks group. The variables have been committed for the year 2008 over 2007. The study finds that amongst retail loans, housing loans and auto loans have been occupied prominent place. The researcher has also considered the concept of retailing banking. The retail banking encompasses retail scheme, retail credit, retail loans, credit card, debit cards, insurance products, mutual funds and other services like D.D, Core Banking Solutions (C. B. S), T.T etc. Retail banking includes various financial services and product forming a part of the assets as well as liabilities segment of the bank. In the present day, the key success of any bank lies in aggravating and emphasizing the various retail marketing activities. So, in India various banks in last decade have been started to taking up the need and importance of retail banking seriously. Banks needs to more aggressive on account of changes in needs, wants, demands innovative financial products, merger and acquisition, degeneration, information technology up gradation of variety of delivery of channels. To remain competitive in the financial service landscape, the banks needs to expand their product lines, add new delivery channel, develop more effective marketing system and techniques and enhance the service quality for satisfaction of the banking customers.

He also suggested the business retail banking strategy. They are as follows :

1. Accurate, fast advanced technology.
2. The maintenance of database of customer like credit scoring, credit history.
3. The management of information system of database of customers.
4. Appointment of skilled manpower – who an expert in handling the customer complaints, complex situation.
5. Marketing research and marketing information system.
6. More effective delivery channels.
7. Customer – touch points – to listen and consider and to solve the fastly banking services related problems.

8. Human factor – to provide training and development, to create innovations, creativity maker personnel.

15. Anupama Barwa and Purva Kansal, in their research paper titled, "Cognitive Dissonance and the marketing of services: Some issues" (October 2008- March 2009) have considered the meaning and nature of cognitive dissonance behavior and also tried to set the relationship with the marketing area.

They explained that the concept of cognitive dissonance was carried in the year 1957 by Leon Festinger. It refers a psychologically uncomfortable state or imbalance that is consistent. Services are characterized by IHIP (Intangibility, Heterogeneity, Inseparability, Perishability). They also mentioned some strategies for reduction of cognitive dissonance and strategies for making of services. These strategies are developed by scheme (1973). According to Scheme 1. Reductions in dissonance may be done by psychologically increasing the attractiveness of chosen alternative. 2. Develop the attitude of importance of decisions.

16. H.S. Srivastava and R. Shrinivasan in their research paper under the title of, " New age youth banking behavior an exploratory study in Indian Banking sector", (October 2008- March 2009) have given importance and stress on the concept of psychographic. The authors have tried to state the relationship of psychographic and their elements with the service which are available by the bank to its valued customers.

They also mentioned that, the banking scenario in India has witnessed a rapid growth with the immense competition. The sector has witnessed rapid technological deployment, intense price wars, and new product innovations. They say the customer segmentation takes place at demographic and psychological level. According to them psychographic- which is an essence tries to study and profile people based on their attitude, belief, interest, lifestyles and values. Demby (1994) has defined the term psychographic. It is a study where the practical applications of behavioral and social science to marketing approach. It is a quantitative procedure that

is indicated when demographic, socio economic are not sufficient to explain and predict the consumer behavior. It is a human characteristics of a consumer that may have bearing on the response to products, packaging, advertising and public relations efforts, people activities interest, opinion etc.

Grossly, psychographic refers the functional value included competitiveness, size; advise of expertise, customer services, flexibility, accessibility, efficiency, innovativeness. While emotional values includes security, stability, familiarity, friendliness, caring and helpful courtesy, comfort feeling and understand. On the other hand other factors like reputation, nearness to home or office, interest charged on loans and deposits, modern facilities, quick and prompt services, hours of operation, location of the city, channel of delivering the services, easiness in using the banking services, transaction security, accuracy, speediness, convenience, time utility, provision of different services also been considered.

17. The paper presented by A. Sanjeevan Rao, R. K. Sharma under the title "Determinants of bank in India Delhi", (January - June 2008) have determined the factors influence the choice of criteria in regarding the selection of bank. The results of this study were limited for Delhi area only. The outcomes of this study show that the customization is a significant choice criterion which includes the speed in services. For this study the following factors were considered :

1. Customization :

- Speed in Service. - Convenient display of counters. - Rate of interest.
- Emerge of good positive correlation.

2. Convenience :

- Internet banking facilities. - Free delivery of D.D. - Phone Banking.

3. Value added services :

- Locker facility. - Demat account.

4. Accessibility :

- Debit card facility. - Credit card facility. - A.T.M facility.

5. Generation:

- Simple application forms for all types of account. - Continuous flow of information. - Overdraft facility.

6. Transaction cost :

- Bank charges. - Other services charges.

7. Brand names :

- Brand name. - Centralization of accounts. - Minimum balance a/c.

8. Reliability :

- Loan facility. - Security arrangement in banks.

With it is very important that no one customer open a/c for the money but also wants other services like locker facilities, retailing banking services.

18. R. K. Mittal and Shiksha. N. Khera in their article, "An analysis of managerial competencies of bank branch managers in India", (2009), have focused on the developing managerial talent. They have stressed on the utilization of human resources towards the organizational success. As India has large public sector, private sector banks and there is a common perception that the public sector banks are inefficient & ineffective compare to foreign and private banks - which provides the superior quality services and are of most sustainable. The underlying assumption is that there is a potential gap in managerial competencies and the capacity. Therefore they suggested some tools for development of managerial competences. They are management skill development programme, skill enhancement, career planning, training and development etc.

19. Dr. P. Sarita, Dr. P. Mohan Reddy, in her article, "Customers Relationship Management and commercial banks", (July - September 2009) has considered the importance, nature of customers relationship management and their role in commercial banks. According to them, customer is the most important visitor in any business. He is not dependent on us we depend on him. Customer Relationship Management is gaining much importance in corporate sector in recent years. C. R. M is the marketing concept. Marketing in terms of Banking can be defined as creation and delivery of customer satisfying

products at a profit to the bank. C.R.M in bank can be defined as albeit to understand, anticipated and manage the needs of customers, interaction and relationship resulting in increased efficiency, profitability through revenue and marginal growth and operational efficiency.

C.R.M cover the wide range of products and interfaces such as marketing automation, sales force automation, quality circle for customer services data interchanging and data mining which focus on decision making. Therefore whether the bank is gaining success or fails in its trade area is determined by how well the needs of its customers have been understand and satisfied.

20. Usha Arora and Monica Bansal in their article, "Marketing of bank services", (June 2010) have been thrown light in marketing - meaning, need, importance of banking services. Even they have distinguished between the traditional and modern banking services in banking sector. According to them, the competition may be intense. Even today, after 63 year of independence, about half of the populations do not access to banks and with rising income levels, the growth potential for banking services is immense. Banking personalized oriented industry. These customers come from various economic strata. It is therefore necessary to identify the different groups of customers, find out their basic needs, design product and service to suit tier needs and deliver them in the best possible manner. Bank marketing refers to the creation and delivery of various services to present the prospective customer at some profit to the bank may integrate the various banking services effectively.

21. Mrs. Syamala Gopinath in her speech on the subject, "Bank relationship with the customers - evolving perspectives", (April 2008) has explained that in a rapidly finalized economic environment in India. Even she has tried to focus on evolving nature of banks relationship with individual customers and unfolding of new challenges in this regard. Finally she said no doubt banking services are spreading in terms of thief width, depth and at every stage the customer needs to assure the certainty of focus of those concerned in

managing the system. She also considered the importance of financial education of customers both from rural and urban areas.

22. M. D. Mallya in his speech on the subject, "Role of technology in enhancing quality of customers services in banks", (June 2009), has reviewed the quality of customer services in bank.

According to him mobbing banking from manual mode to any where banking environment today has been a tectonic shifts creating value proportion that reflects the relevance of banks to adapt the fast changes. The customer using such sophisticated modes of technology should propagate the benefits using e - channels and help bank shift transactions from manual mode to electronic mode. Such shifts will enable banks to not only cost cutting but in the long run can upgrade the range of e - banking services. Nevertheless banks holds value of personal relationship much more significant than the computer driven services. We assure the right blend of both.

23. Gayatri. Balkrishnan. R. in her research study under the title "Customer awareness about the Banking services", (May 2010), has studied that change is the only constant things in life and the present change in globalization economy and changes in the lifestyles by the banks by providing the good and qualitative services at the right time, at the right place. The bankers should be sensitive to customer perception. The expectation of customer should be understand and powerful strategies must be implemented by the banks. The value of services provided should be evaluated in terms of quality and quantity. To be successful a bank needs to be not just high tech but also high touch as well.

The present study also focused that banks are duly engaged in providing the various kinds of services to their valued customers from time to time which is less tangible but highly varied one. The services can be utilized, when they are well aware about them. Therefore it is important that the banker and the customer should well know each other. If the bankers are ready to serve to the customers in well manner, then on the part of customer

it is important about the various kinds of services rendered by the banks from time to time. Increased level of awareness among the customers leads to increased preferences.

The present study entitled to probe into customers awareness towards the various services offered by the private and foreign banks in Gobicheetipalayam, Erode district – Tamilnadu State with the objectives to study the awareness of a products offered by banks, their services and kind of products, to measure level of awareness aspects like minimum balance, E-Banking, Insurance products, mutual funds schemes etc. For this she had selected Public sector banks – State Bank of India, Bank of India, Indian Overseas Bank, And Indian Bank. While private sector banks were South Indian Bank, Laxmi Vilas Bank, Karur Vysya Bank, I.C.I.C.I, Tamilnadu Mercantile Bank. 30 respondents per banks thus 300 respondents were selected.

She concluded that changes is the only consist things in life and the present change in globalization economy and changes in the lifestyles by the banks by providing the good and qualitative services at the right time, at the right place. The bankers should be sensitive to customer perception. The expectation of customer should be understand and powerful strategies must be implemented by the banks. The value of services provided should be evaluated in terms of quality and quantity.

24. S. Arun kumar, B. Tamil Mani, S. Mahalingam, M. Vanjikovan in their study under the heading of "Influence of service quality on attitudinal Loyalty in Private Retail Banking : An empirical study", (4<sup>th</sup> April 2010) have reviewed that to gain and sustain the competitive advantages in fast changing retail banking industry in India, it is crucial for private banks to understand what customer perceives to be key dimension of service quality and what impact the identified dimension have on loyalty attitudinal. The present study was conducted with a view to identify the importance of service quality in private retail banking. For this purpose 2 banks at Tiruchirapalli were selected. While the data was collected through questionnaires method the 100



samples were collected. The outcome of this study is that the customer distinguishes 5 dimension of perceived service quality. They are as ;

Factor No.	Perceived Quality	Concentration.
1.	Responsiveness.	Sincere interest with customers. Willingness of employee to serve customers. Have a good complaint Handling System.
2.	Assurance.	Employee instilling confidence in customers. Knowledge to answer the customers. Understand needs of the customer.
3.	Price.	Bank's attention. Reasonable service charges. Safety with banking.
4.	Reliability.	Bank performance at right time. Follow promise and offerings.
5.	Tangible	Service facilities. Convenient operation Hrs. Visualizing materials like brochures, papers, statements, doc like pay slips, withdrawal slips, deposit forms etc.

25. Anudhav. Anand. Mishra, in his article, "A study on customers satisfaction in Indian Retail banking", (November 2009) has focused that the banking industry facing rapidly changing markets, new technology, economic uncertainties, fierce competition, more demanding customers and changing climate has presented and unprecented set of challenges. In current dimension a question arise whether the customers are satisfied or not and what elements of retail banking leads to the satisfaction or dissatisfaction of customers.

This study postulates on the present level of satisfaction and also tried to explore the factors that leads customer satisfaction inertial banking in

India. For this the 100 samples were collected from single bank in Hyderabad. For the purpose of study the following factors were considered. These are in the short forms ; 1. BANKSERV - Banking services 2. BANKPER- Banking Personnel 3. CUSTCONV - Customer Conversation. 4. BANKPRICPOL - Banking Price policy. 5. BANKCRM - Banking Customer Relationship Management. 6. BANKPARK - Banking parking space available. 7. BANKCHRG - Banking Charges or fee etc

The present study concluded; 1. Improvement in services is needed. 2. Investigation of the customers by the branch is essential. 3. Managerial attention is highly needed.

26. Anubhav Anand Mishra, "Factors affecting customer satisfaction and their relative importance in the retail banking sector : An empirical study", (March 2010), has focused that retail banking sector in India is undergoing sweeping changes due to highlighted competition and initials of modern technology. Today customers are clever and more aware rather than past as a result continuously looking for better quality services from the retail banking which can provide satisfaction. The present study helps to identify the factors that are responsible for satisfaction of customers.

The present study has concluded that there is an importance for management role in identifying the need, factors that assess their value to relative importance. At the same it should be kept in mind that the satisfied customers always act as mouth publicity for banks.

27. V. Raman Nair in his article, "Financial services by commercial banks in Kerala", (June 2006) considered that financial services providers like banks have been design products and selling them. But the delivery and speed of changes in the environment due to deregulation and technological changes has considerably influenced customers and their preferences. This is the related in the course that banks are lay on relationship building with the customer and providing quality services to entice them to move from transaction banking to relationship banking.

Finally he concluded that various kinds of customer expect from the bank. For this the development of relationship is needed.

28. Sathy. Swaroop Debashish, in his study under the heading "Service quality in commercial Banks : A comparative analysis of selected banks in Delhi", (May 2009) focused on the service quality in commercial banks in Delhi. The objects were to throw light on Indian Banking. To study the level of quality of 9 banks and their service dimension. To make comparative analysis o public, private eh foreign banks. For this he had selected S.B.I as public sector Bank, ICICI, HDFC, Karur Vysya Bank as private bank, while CITI bank, HSBC, Bank of America as a Foreign Bank. He found that compare to public sector bank private banks and foreign banks are well service provider.

29. Dr. A. Subhaiah. S. Jaykumar, ' E - Banking - A new dimensions of customer services of commercial banks in India' (Aug 2009), has reviewed that banking services are delivered by suing technology. Banking done electronically is electronic banking. Customer need not necessarily visit bank to carry out their banking transaction and can meet their requirements through the deliveries of E - Banking facilities. Due to adoption the E - Banking cost of reduction in the transaction, improvements in efficiency as well as it can win the trust of customers.

30. J. Vimal Priyan , B. Suriya Prabha in their article "Financial inclusions : Banking scenario", (March 2010) have reviewed the meaning, nature of financial inclusions in banking sector. They also said the banking industry has shown tremendous growth in volume and profit in last few decades. Despite in making notable improvement in financial viability, profitability, competitiveness these are concerns that yet banks has not able include vast segments of population. The reason may be change from country to country and so. The strategy could also may but all of our efforts are being made financial inclusion can truly shift the financial conditions and standard of life of poor and disadvantaged.

Financial inclusion means delivering of banking services at an affordable cost of vast section of disadvantaged and low income group. It is becoming increasingly apparent that the financial excusing will require a holistic approach on the part of the banks creating awareness about financial products, education, an advice on many management debt consulting, savings and affordable credit. The banks have to evolve specific strategies to expand the outreach of their services in order to promote the financial inclusions. Micro finance plays vital role in this regard. The banks needs to redesign their business strategies to incorporate specific plans to promote financial inclusions of low income group treating it both a business opportunity as well as corporate social responsibility. The MFIs and NGO plays role. It is possible this may not be quietly profitable at an above substituting bottom of the pyramid but should remember that even the relatively low margins of high volume can be a very profitable proportion. There is no doubt that financial inclusion can emerge as common profitable business in the future.

31. V. Maheshwari and k. Govindarajan had conducted study under the heading of "Customer Services in Banks: A Micro Study", (December 15, 2012) with the objectives of 1. To explore the extent of gap between the desirability and availability of banking services. 2. To recommend the gap between desirability and availability of banking services.

In the light of aforesaid objectives the factor for the study were considered; Reliability, accuracy, flexibility, channels, high attention to customers, services charges. For this the Weighted Average Score (WAS) was used. While to test the hypothesis, the Chi-Square method was applied. For this study 600 samples were considered with the attributes of age, education, occupation.

Finally, they concluded that with the involvement of both foreign and local banks the completions are on the peak. So only imposing the product is not enough to be competitive in the market. Enhancing the service quality is much more very important. There are abundant opportunities are present

in the market. It needs only continue in up grading and customer orientation to be able to avail those opportunities to abroad degree. Same is true for banking industry because 'quality contents in services too'.

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