



## A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE PROVIDED BY AXIS BANK IN MADURAI CITY

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### ABSTRACT:

This abstract provides an overview of Axis Bank, one of India's leading private sector banks focusing on its operations, strategic initiatives, and impact on the banking industry. Axis Bank has emerged as a key player in the Indian financial landscape, offering a wide range of banking and financial services to retail, corporate, and institutional clients. The bank's strategic focus on technology-driven innovation, customer-centric solutions, and risk management has positioned it as a dynamic and resilient institution, this abstract explores various dimensions of Axis Bank, including its financial performance, strategies, corporate governance framework, digital transformation initiatives, and contributions to economic development. By analyzing scholarly articles, research papers, and industry reports, this abstract aims to provide insights into Axis Bank's role in shaping the banking sector and driving inclusive growth in India's economy.

### KEYWORDS:

**BANKING, FINANCE, SERVICES, ACCOUNTS, LOANS.**

### 1.1 INTRODUCTION

Axis Bank (Formerly Known as UTI) was one of the private banks to have begun operation in 1994.

Axis Bank Limited (Formerly UTI Bank) is the third financial services to customer segments covering large and Mid-Sized Corporations, MSMEs, Agriculture, and Retail Businesses. Axis Bank has headquarters in Mumbai, Maharashtra.

### 1.2 PROBLEM STATEMENT

The Purpose of This Study Is to find out the Customer's Satisfaction with Axis Bank. Customer Is The King. Customer Satisfaction Depends on the performance.

### 1.3 REVIEW OF LITERATURE

A literature review of Axis Bank would involve examining scholarly articles, research papers, industry reports, and other relevant literature that discuss various aspects of Axis Bank, such as its financial performance, corporate governance, market position, strategic initiatives, customer satisfaction, technological advancements, regulatory compliance, and overall banking operation

- ❖ Financial Performance.
- ❖ Corporate Governance.
- ❖ Market position and strategy.
- ❖ Customer Satisfaction and Service Quality.
- ❖ Technological Innovations.
- ❖ Regulatory Compliance
- ❖ Social and Environmental Responsibility.

- ❖ Risk Management and Contingency Planning.

### 1.4 OBJECTIVES

The main objective of the study is "customer satisfaction towards Axis Bank" are follows:

- ❖ To minimize the need to visit bank branches.
- ❖ To gain knowledge of the products and services of Axis Bank.
- ❖ Customer's Satisfaction towards Private Banking and Their Expectations from Private Banks.

### 1.5 RESEARCH DESIGN

A master plan that specifies the methods and procedures for collecting and analyzing needed information.

### TYPES OF RESEARCH DESIGN

#### i) EXPLORATORY RESEARCH

Exploratory research is usually conducted during the initial stage of the research process.

#### ii) CONCLUSIVE RESEARCH

Provide specific information that aids the decision maker in evaluating alternative courses of action.

### 1.6 DATA COLLECTION

Any research is based on various types of information. It is not possible to conduct and complete research without obtaining and considering different kinds of information

#### i) PRIMARY DATA

Primary research consists of a collection of original primary data collected by the researcher.

## ii) SECONDARY DATA

When a researcher uses data which are previously collected by other researchers,

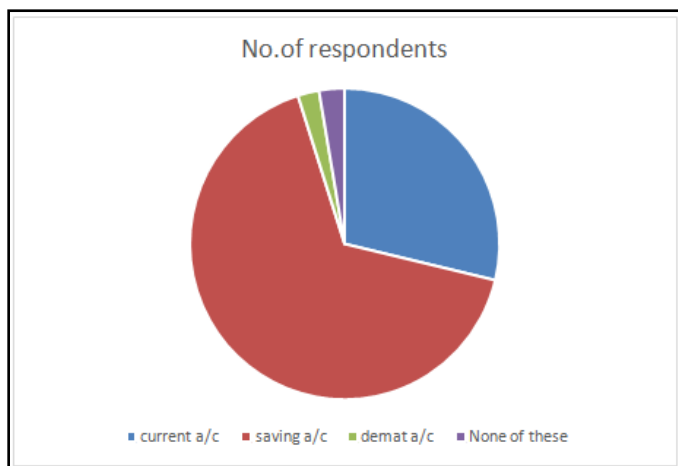
Institutions or agencies for their purposes are called secondary data.

## DATA ANALYSIS AND INTERPRETATION

**TABLE 1: WHAT KIND OF ACCOUNT DO YOU MAINTAIN IN THIS BANK**

KIND OF ACCOUNT	NO. OF RESPONDENTS	PERCENTAGE
Current a/c	13	25%
Saving a/c	30	57.7%
Demat a/c	1	1.9%
None of these	8	15.4%

**CHART SHOWING THE KIND OF ACCOUNT OF THE RESPONDENTS:**



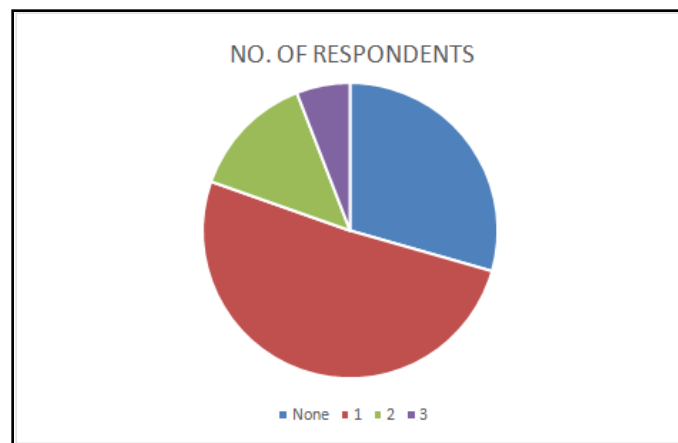
### INTERPRETATION:

This Table shows that out of 50 respondents 25% from 13 current a/c 57.7% from 30 saving a/c and 1.9% from Demat a/c and 15.4% from 8 none of these.

**TABLE 2: HOW MANY ACCOUNTS DO YOU HAVE IN AXIS BANK**

NO. OF ACCOUNTS	NO. OF RESPONDENTS	PERCENTAGE
None	15	29.4%
1	26	51%
2	7	13.7%
3	3	5.8%
More than 3	0	0%

**CHART SHOWING THE ACCOUNT OF THE RESPONDENTS**



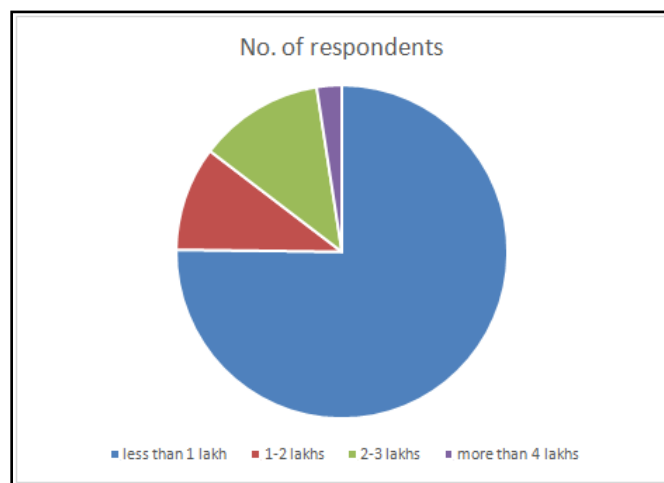
### INTERPRETATION:

This Table shows that out of 50 respondents 29.4% from 15 none and 51% from 26 One and 13.7% from 7 Two and 5.8% from 3 Three.

**TABLE 3: PLEASE SPECIFY YOUR ANNUAL INCOME.**

INCOME	NO. OF RESPONDENTS	PERCENTAGE
Less than 1 lakh	37	74%
1-2 lakhs	5	10%
2-3 lakhs	6	12%
More than 4 lakhs	2	4%

**CHART SHOWING THE INCOME OF THE RESPONDENTS:**



### INTERPRETATION:

This Table shows that out of 50 respondents 74% from 37 less than 1 lakh and 10% from 1-2 lakhs and 12% from 2-3 lakhs and 4% from 2 more than 4 lakhs.

### FINDING

- ❖ Most of the respondents are 58.9% from saving accounts.
- ❖ Most of the respondents 50% have one account in Axis Bank.
- ❖ Most of the respondents 73.2% from less than one lakh annual income.

**CONCLUSION**

- ❖ The study mainly was on the customer orientation how they think, what they want from their banks, and how they make decisions going to any bank.
- ❖ As per the study, people find the private sector banks much more convenient when comes to providing them the services.
- ❖ In this study, I found that the bond of Axis Bank with its customers is very strong because Axis Bank mainly focuses on retaining their customers.

- ❖ As per the survey, the customers are very much satisfied with the services of Axis Bank.

**REFERENCES****WEBSITE**

1. [www.axisbank.com](http://www.axisbank.com)
2. [www.google.com](http://www.google.com)