

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

[Ulrich's Periodicals Directory ©, ProQuest, U.S.A.](#), [EBSCO Publishing, U.S.A.](#), [Cabell's Directories of Publishing Opportunities, U.S.A.](#), [Google Scholar](#),

[Indian Citation Index \(ICI\)](#), [J-Gate, India](#) [link of the same is duly available at [Inflibnet of University Grants Commission \(U.G.C.\)](#)].

[Index Copernicus Publishers Panel, Poland](#) with [IC Value of 5.09 \(2012\)](#) & [number of libraries all around the world](#).

[Circulated all over the world & Google has verified that scholars of more than 6185 Cities in 195 countries/territories are visiting our journal on regular basis.](#)

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>TOURISM - LEISURE AND HOSPITALITY MANAGEMENT</b>  <i>SUMAIYA FATHIMA</i>	1
2.	<b>CUSTOMER SATISFACTION TOWARDS THE NATIONALIZED BANKS</b>  <i>Dr. M. SENTHILRAJKUMAR</i>	3
3.	<b>A STUDY ON HERBAL COSMETIC PRODUCTS TOWARDS CUSTOMER PERCEPTION IN BANGALORE CITY</b>  <i>ISMAILAMIYA &amp; Dr. P. ASHOK KUMAR</i>	6
4.	<b>PERCEPTION OF MOTHER TOWARDS BABY FOOD PRODUCTS</b>  <i>ANUPAMA SUNDAR D</i>	9
5.	<b>AN ANALYTICAL STUDY OF ROLE OF FINANCIAL LITERACY IN RURAL DEVELOPMENT WITH SPECIAL REFERENCE TO KALMESHWAR DISTRICT IN MAHARASHTRA STATE</b>  <i>SHEFALI RAI &amp; NIKITA WAGH</i>	16
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	20

**CHIEF PATRON****Prof. (Dr.) K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur  
*(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)*  
 Chancellor, K. R. Mangalam University, Gurgaon  
 Chancellor, Lingaya's University, Faridabad  
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi  
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

**FOUNDER PATRON****Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
 Former Vice-President, Dadri Education Society, Charkhi Dadri  
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR****Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**ADVISOR****Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****Dr. NAWAB ALI KHAN**

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

**CO-EDITOR****Dr. G. BRINDHA**

Professor & Head, Dr.M.G.R. Educational & Research Institute (Deemed to be University), Chennai

**EDITORIAL ADVISORY BOARD****Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

**Dr. M. S. SENAM RAJU**

Professor, School of Management Studies, I.G.N.O.U., New Delhi

**Dr. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**Dr. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**Dr. CHRISTIAN EHIOBUCHÉ**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

**Dr. SIKANDER KUMAR**

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

**Dr. BOYINA RUPINI**

Director, School of ITS, Indira Gandhi National Open University, New Delhi

**Dr. MIKE AMUHAYA IRAVO**

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

**Dr. SANJIV MITTAL**

Professor &amp; Dean, University School of Management Studies, GGS Indraprastha University, Delhi

**Dr. D. S. CHAUBEY**

Professor &amp; Dean (Research &amp; Studies), Uttaranchal University, Dehradun

**Dr. A SAJEEVAN RAO**

Professor &amp; Director, Accurate Institute of Advanced Management, Greater Noida

**Dr. NEPOMUCENO TIU**

Chief Librarian &amp; Professor, Lyceum of the Philippines University, Laguna, Philippines

**Dr. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**Dr. KAUP MOHAMED**

Dean &amp; Managing Director, London American City College/ICBEST, United Arab Emirates

**Dr. DHANANJOY RAKSHIT**

Dean, Faculty Council of PG Studies in Commerce and Professor &amp; Head, Department of Commerce, Sidho-Kanho-Birsha University, Purulia

**SUNIL KUMAR KARWASRA**

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

**Dr. SHIB SHANKAR ROY**

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

**Dr. S. P. TIWARI**

Head, Department of Economics &amp; Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**Dr. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**Dr. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engg. &amp; Tech., Amity University, Noida

**Dr. ARAMIDE OLUFEMI KUNLE**

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

**Dr. ANIL CHANDHOK**

Professor, University School of Business, Chandigarh University, Gharuan

**RODRECK CHIRAU**

Associate Professor, Botho University, Francistown, Botswana

**Dr. OKAN VELI ŞAFAKLI**

Professor &amp; Dean, European University of Lefke, Lefke, Cyprus

**PARVEEN KHURANA**

Associate Professor, Mukand Lal National College, Yamuna Nagar

**Dr. KEVIN LOW LOCK TENG**

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

**Dr. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**SHASHI KHURANA**

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

**Dr. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**Dr. DEEPANJANA VARSHNEY**

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

**Dr. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**Dr. BIEMBA MALITI**

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

**Dr. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**Dr. VIVEK CHAWLA**

Associate Professor, Kurukshetra University, Kurukshetra

**Dr. FERIT ÖLÇER**

Professor &amp; Head of Division of Management &amp; Organization, Department of Business Administration, Faculty of Economics &amp; Business Administration Sciences, Mustafa Kemal University, Turkey

**Dr. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**Dr. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**Dr. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**Dr. KIARASH JAHANPOUR**

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

**Dr. MELAKE TEWOLDE TECLEGHIOGIS**

Faculty, College of Business &amp; Economics, Department of Economics, Asmara, Eritrea

**Dr. SHIVAKUMAR DEENE**

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering &amp; Technology, Urjani

**Dr. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**Dr. VIKAS CHOUDHARY**

Faculty, N.I.T. (University), Kurukshetra

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

**Dr. DILIP KUMAR JHA**

Faculty, Department of Economics, Guru Ghasidas Vishwavidyalaya, Bilaspur

**FORMER TECHNICAL ADVISOR****AMITA****FINANCIAL ADVISORS****DICKEN GOYAL**

Advocate &amp; Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS****JITENDER S. CHAHAL**

Advocate, Punjab &amp; Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate &amp; Consultant, District Courts, Yamunanagar at Jagadhri

**SUPERINTENDENT****SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **COVERING LETTER FOR SUBMISSION:**

**DATED:** \_\_\_\_\_

#### **THE EDITOR**

IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF \_\_\_\_\_.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

#### **DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

<b>NAME OF CORRESPONDING AUTHOR</b>	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
  - d) The total size of the file containing the manuscript is expected to be below **1000 KB.**
  - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
  - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised.**
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
  6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**CUSTOMER SATISFACTION TOWARDS THE NATIONALIZED BANKS**

**Dr. M. SENTHILRAJKUMAR**  
**HEAD**  
**DEPARTMENT OF COMMERCE**  
**AMBAI ARTS COLLEGE**  
**AMBASAMUDRAM**

**ABSTRACT**

*The purpose of the present study was to analyse the customer satisfaction towards the nationalized banks in Tirunelveli District. To achieve the purpose of the study, the total of 378 customers representing 7 from each of the 54 nationalized bank branches in Tirunelveli district were selected for the study for collection of data by adopting the convenient sampling method. In the light of the specific objective set, all information and data were collected from the sample respondents through direct personal interviews employing structured interview schedule. The application of one sample t-test is used to compare the computed mean value based on the perception of customers. In this one sample t-test, the computed mean value of the customer is compared with the hypothesized mean value 15 to obtain the significance or insignificance value. The primary data collected were analyzed using the Statistical Package for Social Sciences (SPSS 21). The results revealed that most of the customers satisfied with the nationalized banks regarding its attitude of staff members and the products whereas they have not satisfied on the service provided and communications and after-care of the nationalized banks. Keeping in view of the above it is suggested that the nationalized banks should develop their services and communications and after-care with means of modern technologies.*

**KEYWORDS**

Tirunelveli district, customer satisfaction, nationalized banks.

**JEL CODES**

M31, D18.

**INTRODUCTION**

In the context of high fiscal regulation and global financial integration, the biggest challenge before public sector banks is to match market demand rather than encouraging government needs or regulation. Foreign banks and new private banks have embraced technology since the beginning of their operations, so they are easily adapted to technology changes. Organizing, liberalization, and globalization have created a stiff competition in the banking industry. As a result, the decline in traditional trade declined, cost cuts and increased risk. Market performance, intermediate and service delivery costs should be determined by banks' performance, depending on the competitiveness of banks. In the changed environment, creating new customers and maintaining existing ones has become a difficult task for the banks. To meet the competition, creating customer satisfaction has become the main goal of each bank (Jobber, 2004). Cheerful customers cannot reject the importance of customer satisfaction, just like free advertisements for the banks. According to its strategies, events, and processes, the client should keep the customer in the center. In fact, it is easy to sell and more profitable to offer to customers than new ones. The banks have set up their strategies to ensure customer satisfaction and retention; so their employees should be customer-focused and service-based to satisfy their customers (Bose, 2002).

**REVIEW OF LITERATURE**

Alok Kumar Srivastava and Chatterjee (2012) aimed to analyze the customer satisfaction of the commercial bank of the State Bank of India. SERVQUAL scale was used to determine customer satisfaction. Primary data have been calculated for persons having an account in SBI in Gorakhpur city by filling up a well-structured questionnaire and through personal meetings with a customer. The findings revealed that 'Responsiveness' were the main dimension governing customer satisfaction with SBI.

Deepti Kanojia and Yadav (2012) conducted a study on customer satisfaction in commercial banks. The study has been undertaken on the basis of sample surveys. The research approach was Qualitative and Quantitative Research design. A sample of 100 respondents was used in the research. The finding revealed that 60% of the customers are satisfied with the behavior of the staff and 28% are very satisfied and no one is highly satisfied. The customer reported that the behavior and attitude of the staff in the bank is the first reason for customer dissatisfaction.

Kingshuk Adhikari & Mounita Nath (2014) assessed the status of customers' satisfaction with respect to select dimensions of service quality in commercial banks operating in Silchar town of Assam. The rankings showed that the customers are on the whole satisfied with all the service quality dimensions selected for the study. According to the rankings, out of the five dimensions tabled above, it was evident that the customers are substantially satisfied with the assurance dimension.

**NEED OF THE STUDY**

The significance of customer satisfaction cannot be dismissed while happy customers are like free advertising for the banks. It is necessary to put the customer at the centre of the business, according to its strategies, events and processes. In fact, it is easier and more profitable to sell to present customers than find new ones. Banks are setting their strategies to ensure customer satisfaction, retention; therefore, their employees should be more customer-focused and service-oriented in order to satisfy their customers.<sup>6</sup>

**STATEMENT OF THE PROBLEM**

Nationalized banks have understood that customer satisfaction is imperative for their continued existence in the banking sector. By preserving good satisfaction with existing customers, banks can enhance the profit in the long-run. Keeping this point, the study intends to test the customer satisfaction in nationalized banks in Tirunelveli district in Tamilnadu. Moreover, most of the studies have analyzed the CRM practices in nationalized banks. There is no exclusive study on the customer satisfaction. Hence, a research on customer satisfaction in nationalized banks has been taken to fill up the research gap. The research focused on Tirunelveli district and analyzed the customer satisfaction in nationalized banks. Based on the needs and gaps in the domain of the customer satisfaction in nationalized banks, the objectives were framed. The foremost aim of this study is to expand the growing research customer satisfaction of banks.

**OBJECTIVE OF THE STUDY**

The main objective of the study is to evaluate the customer satisfaction on nationalized banks in Tirunelveli district.

**HYPOTHESIS**

The following null hypothesis (H<sub>0</sub>) is framed to test the satisfaction of the customers on nationalized banks.  
 H<sub>0</sub>: There is no significant satisfaction of customers towards the Nationalized Banks.

**RESEARCH METHODOLOGY**

The researcher followed the descriptive and analytical approach in conducting the research. To achieve the purpose of the study, the total of 378 customers representing 7 from each of the 54 nationalized bank branches in Tirunelveli district were selected for the study for collection of data by adopting the convenient sampling method. In the light of the specific objective set, all information and data were collected from the sample respondents through direct personal interviews employing structured interview schedule. The application of one sample t-test is used to compare the computed mean value based on the perception of customers. In this one sample t-test, the computed mean value of the customer is compared with the hypothesized mean value 15 to obtain the significance or insignificance value. The primary data collected were analyzed using the Statistical Package for Social Sciences (SPSS21).

**ANALYSIS AND RESEARCH FINDINGS**

Customer satisfaction is important for the long-term success of any banking sector. With the importance of customer satisfaction in mind, banks should maintain a stable and close relationship with customers. Customer satisfaction levels must be determined. Here in this study, the effort is given to study the customer satisfaction towards the nationalized banks in the study area. This study concentrates on 4 variables of customer satisfaction towards the nationalized banks such as services provided, the attitude of staff members, communications and after-care and products. The application of one sample t-test is used to compare the computed mean value based on the satisfaction of customers. In this one sample t-test, the computed mean value of the customer is compared with the hypothesized mean value 20 to obtain the significance or insignificance value. Further, to calculate an effect size, called *d* or Cohen's *d* is used. Cohen's *d* above 0.5 is very good, a value between 0.2 and 0.5 is good, and a value below 0.2 is fair. The result of the one-sample t-test is explained in table 1.

**TABLE 1: ONE-SAMPLE t-TEST – CUSTOMER SATISFACTION TOWARDS THE NATIONALIZED BANKS**

Customers Satisfaction	Test Value = 20				Std. Deviation	Effect Size Cohen's <i>d</i>	
	t Value	df	p Value	Mean Difference			
Services Provided	1.92	377	.060	20.20	.20	1.99	0.10
The attitude of Staff Members	4.46	377	.000**	20.64	.64	2.79	0.23
Communications and After-Care	.51	377	.610	20.08	.08	3.02	0.03
Products	7.14	377	.000**	21.10	1.10	3.01	0.37
Overall Satisfaction	7.78	377	.000**	20.61	.61	1.53	0.40

Source: Primary Data

\*\*Significant at .05 level of confidence

A one-sample t-test was run to determine whether the customer satisfaction towards the nationalized banks score in recruited subjects was different to normal, as defined as a hypothesized mean value of 20. Table 1 reports the result of one sample t-test on the customer satisfaction towards the nationalized banks.

It is found in table 1 that the mean value of 'Service provided' (20.20 ± 1.99) was higher than the hypothesized mean value of 20 (Test value). But it is found that the *t* value of the variable 'Service provided' is statistically insignificant at 5% level (*t* (377) = 1.92, *p* = .060 > .05, *d* = 0.10). Since the *p*-value is higher than .05, the null hypothesis (H<sub>0</sub>) can be accepted regarding the variable of 'Service provided'. There is enough evidence to conclude that there is a statistically insignificant satisfaction of customers towards the nationalized banks in case of service provided at the 0.05 significance level. It is found that the nationalized banks do not satisfy the customers by providing the services.

It is shown in table 1 that the mean value of 'Attitude of Staff Members' value (20.64 ± 2.79) was higher than the hypothesized mean value of 20 (Test value). It is found that the *t* value of the variable 'Attitude of Staff Members' is statistically significant at the 5 % level (*t* (377) = 4.46, *p* < .05, *d* = 0.23). Since the *p*-value is less than .05, the null hypothesis (H<sub>0</sub>) can be rejected regarding the variable of 'Attitude of Staff Members'. There is enough evidence to conclude that there is a statistically significant satisfaction of customers towards the nationalized banks in case of the attitude of staff members at the 0.05 significance level. Based on Cohen's *d*, it is found that the customers have good satisfaction towards the nationalized banks in case of the attitude of staff members.

The table 1 revealed that the mean value of 'Communications and After-Care' (20.08 ± 3.02) was higher than the hypothesized mean value of 20 (Test value). But it is found that the *t* value of the variable 'Communications and After-Care' is statistically insignificant at 5% level (*t* (377) = .51, *p* = .610 > .05, *d* = 0.03). Since the *p*-value is higher than .05, the null hypothesis (H<sub>0</sub>) can be accepted regarding the variable of 'Communications and After-Care'. There is enough evidence to conclude that there is a statistically insignificant satisfaction of customers towards the nationalized banks in case of communications and after-care at the 0.05 significance level. It is found that the nationalized banks do not satisfy the customers by communications and after-care.

The table 1 explained that the mean value of 'Products' value (21.10 ± 3.01) was higher than the hypothesized mean value of 20 (Test value). It is found that the *t* value of the variable 'Products' is statistically significant at the 5 % level (*t* (377) = 7.14, *p* < .05, *d* = 0.37). Since the *p*-value is less than .05, the null hypothesis (H<sub>0</sub>) can be rejected regarding the variable of 'Products'. There is enough evidence to conclude that there is a statistically significant satisfaction of customers towards the nationalized banks in case of products at the 0.05 significance level. Based on Cohen's *d*, it is found that the customers have good satisfaction towards the nationalized banks in case of products.

The overall satisfaction is measured by summarizing all variables. It is shown in table 1 that the mean value of 'Overall Satisfaction' value (20.61 ± 1.53) was higher than the hypothesized mean value of 20 (Test value). It is found that *t* value of 'Overall Satisfaction' is statistically significant at the 5 % level (*t* (377) = 7.78, *p* < .05, *d* = 0.40). Since the *p*-value is less than .05, the null hypothesis (H<sub>0</sub>) can be rejected regarding the 'Overall Satisfaction'. There is enough evidence to conclude that there is a statistically significant satisfaction of customers towards the nationalized banks in case of overall at the 0.05 significance level. Based on Cohen's *d*, it is found that the customers have good satisfaction towards the nationalized banks in case of overall.

The proposed null hypothesis (H<sub>0</sub>) was tested by one sample t-test. The significant level of confidence was fixed at .05. Using this significance level, it is possible to reach a decision with regard to whether to reject or accept the proposed null hypothesis. The decision made, based on this *p*-value, is presented in table 2.

**TABLE 2: NULL HYPOTHESIS (H<sub>0</sub>) TEST SUMMARY**

Null Hypothesis	Test	Variable	p-value	Decision
There is no significant satisfaction of customers towards the Nationalised Banks.	One-Sample t-Test	Services Provided	.060	Accepted
		Attitude of Staff Members	.000**	Rejected
		Communications and After-Care	.610	Accepted
		Products	.000**	Rejected
		Overall Satisfaction	.000**	Rejected

\*\*Significant at 0.05 level

The table 2 revealed that the null hypothesis (H<sub>0</sub>) is rejected at the 5% level of significance with regard to the attitude of staff members, products and overall due to the *p*-value is less than 0.05. The null hypothesis (H<sub>0</sub>) is accepted at the 5% level of significance with regard to services provided and communications and after-care due to the *p*-value is more than 0.05.

## RESULTS & DISCUSSION

The study found out that the customers of the study area have not satisfied on the nationalized banks regarding their service provided. This finding contradicts with the research works of Sunita Yadav and Ravindra (2017), which pointed out that most of the customers satisfied with the services provided by the bank like deposit services, ATM services, ECS, Fund transfer, online banking, card services, and loan. The study reported on its finding that the customers have good satisfaction towards the nationalized banks in case of the attitude of staff members. This finding agrees with the research report of Kainat Kapadia (2017) which noted that most of the customers of the nationalized bank are more satisfied with employees' attitude. It is found out that the nationalized banks did not satisfy the customers by communications and after-care. This finding is supported by the research work of Batra (2017) which revealed that communication was not satisfactory for respondents of private and foreign banks. It showed that the customers have good satisfaction towards the nationalized banks in case of products. This result is in line with the research report of Rifaya Meera (2012), which noted that the banks in Tirunelveli district satisfy its customers through the valuable, various products.

## FINDINGS

The key findings of the study are as follows:

1. The customers of the study area have not satisfied on the nationalized banks regarding their service provided.
2. The customers have good satisfaction towards the nationalized banks in case of the attitude of staff members.
3. The nationalized banks did not satisfy the customers by communications and after-care.
4. The customers have good satisfaction towards the nationalized banks in case of products.

## SUGGESTIONS

The following suggestions are recommended based on the result of the study.

1. The nationalized banks should make more concentrate on the service provided such as clean & well-cared facilities, efficient & no wait service, no long lineups at the counter, availability of information brochures, pleasant & attractive decor and automatic bank machines in convenient locations.
2. The nationalized banks should communicate to their customers in good manners such as sent out reliably and on time, a complete record of transactions, accurate and easy to read and understand.
3. They should take follow up care towards their customers as call handled promptly, kept on hold, courteous and professional manner and quickly connected to the right person.

## CONCLUSION

Most of the customers satisfied with the nationalized banks regarding its attitude of staff members and the products whereas they have not satisfied on the service provided and communications and after-care of the nationalized banks. The research on customer satisfaction of nationalized banks is providing new insights and wisdom to the bank officials, employees and the policymakers in the banking sectors. The ultimate goal of the research in customer satisfaction of nationalized banks is to help to develop the business in the banking sectors, to improve the relationship of banking employee with customers, to retain and increase the customers, to enhance the customer relationship and to minimize the constraints for the development of the banks based on the results of the study.

## LIMITATIONS

1. The research only focuses on nationalized banks, other banks like Foreign and Micro financial institutions have not been included in this research.
2. The sample size was limited due to the limited time period.
3. Permission to carry out the study in inside banks has not been given so the data collection was done in outside the banks.

## SCOPE FOR FURTHER RESEARCH

The followings can be researched in future in the connection with the present study.

1. Customer satisfaction may be analyzed based on the demographic characters.
2. Customer satisfaction may be analyzed based on the geographical regions.
3. Compare the customer satisfaction of public, private and foreign banks.

## REFERENCES

1. Alok Kumar Srivastava & Chatterjee. (2012), "An Analytical Study of Commercial Banking Services & Customer Satisfaction," *Journal of Economic Psychology*, Volume 19, Issue 16, pp.67-89.
2. Batra. (2017), "A Comparative Study of Customer Satisfaction in SBI and ICICI Bank," *Global Journal of Enterprise Information System*, Vol. 9, No. 1, pp. 64-82.
3. Bose. (2002), "Customer Relationship Management: Key components for IT success MCP UP Limited," *Industrial Management and Data Systems*, pp.317.
4. Deepti Kanojia & Yadav. (2012), "Customer Satisfaction in Commercial Banks: A Case Study of Punjab National Bank," *International Journal of Trade and Commerce*, Volume 1, Issue 1, pp.90-99.
5. Jobber. (2004), "Principles and practices of marketing. 4<sup>th</sup> Ed." Berkshire, England: McGraw-Hill International, p514.
6. Kainat Kapadia. (2017), "A Comparative Study of Customer Satisfaction towards Banking Services Provided by Public Sector Banks and Private Sector Banks in South Mumbai," *Tactful Management Research Journal*, 8(2), pp.132-139.
7. Kingshuk Adhikari & Mounita Nath. (2014), "Service Quality and Customer Satisfaction in Commercial Banks: An Empirical Study," *Journal of Humanities & Social Science*, Volume 2, Issue 3, pp.115-124.
8. Rifaya Meera. (2012): "Modern Banking Technologies and its Impact on Various Customers (With Reference to Tirunelveli District)," *Unpublished Ph.D. thesis*, Manonmanium Sundaranar University, Tirunelveli.
9. Sugnathi. (2003), "Customer Relationship Management," New Age International Publishers, New Delhi, pp.23.
10. Sunita Yadav and Ravindra. (2017), "Customer Satisfaction towards Banking Services – A Study of Rewari District," *International Journal of Current Research and Modern Education (IJCRME)*, Volume 2, Issue 2, pp.391-395.

## REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as, on the journal as a whole, on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

