A Study on Customers' Perception on Services Provided by Banks in the City of Ahmedabad

Ismail A. Bootwala*, Dr. Anjali Gokhru**

The banking sector is the life line of any modern economy. Banks are one of the oldest financial intermediaries in the financial system. They play an important role in the mobilization of deposits and disbursement of credit to various sector of the economy. The banking sector reflects the financial and economic health of the country. The banking sector is very dominant in India as it accounts for more than half of the assets of the financial sector. The banking system in India has undergone significant changes during last two decades. Banking sector reforms introduced in the line of L.P.G. policies have touched upon almost all aspects of banking operations. There have been new banks, new instruments, new opportunities and along with all these, new challenges. As a result of reforms, the reach and performance of banks have improved as reflected in their increased profitability. The banking industry has been a witness to several regulatory changes that have resulted in a heightened level of competition among the banks; and recognition of service quality as a competitive weapon is accepted more and more. The entry of private sector banks and foreign banks, subsequent to the recommendations of the Narshimhan Committee, has increased manifold the expectations of the customers in all areas relating to customer service. India's banking sector responded to the post-liberalization reforms in a creditable manner by showing admirable speed in absorbing the impact of reforms. Banks have been forced to explore the trade-off between winning new customers and retaining old ones. The focus of marketing has shifted to managing relationship with customers. In this backdrop, the present study makes a systematic attempt to investigate the service quality issues from the perspective of the customers in the banking industry of India. For the purpose, the three groups of banks operating in city of Ahmedabad i.e. public sector, private sector and foreign banks have been compared with respect to different eight factors of service quality namely Reliability, Responsiveness, Assurance, Empathy, Tangibles, Core services, Systematization of service delivery and Social responsibility. It shows the differences in the quality of services offered by banks and reasons thereof.

Keywords: Indian banking industry, Service Quality, Perception of service quality

Introduction

Financial system of an economy is an integrated system consisting of multi-faceted entities including financial intermediaries, markets and instruments with both domestic and foreign dimensions. Banks are one of the oldest financial intermediaries and banking is a life line of any modern economy. Banks play an important role in the mobilization of deposits and disbursement of credit to various sector of the economy. The banking sector reflects the financial and economic health of the country. India has a long and lesson able history of financial intermediation, particularly commercial banking. Pre-independence, financial system prevailing was mainly bank-based system which was lacking depth

*Asst. Prof, K.S. School of Business Management, Gujarat University, Ahmedabad
**Asst. Prof, K.S. School of Business Management, Gujarat University, Ahmedabad

and openness. Soon after independence in 1947, the Government of India adopted the policy of social control of important financial institutions, starting with nationalization of the Reserve Bank of India in 1948. This was followed by the emergence of State Bank of India in 1955 by takeover of the then Imperial Bank of India. In 1969, Government nationalized 14 major banks and in 1980, 6 more commercial banks were nationalized and brought under the public ownership. Nationalization of commercial banks was having its own pros and cons. After nationalization there was a shift of emphasis from industry to agriculture and the country has witnessed rapid expansion in bank branches, even in rural areas. However, it has created its own problem like excessive political influence, disruptive tactics of trade unions of bank employees etc. Nationalized banks were having monopoly in the banking sector and they were facing almost no competition. As a result there were problems of low capital base, low productivity and high intermediation cost. The use of technology was vey less and quality of the service was pathetic. Banks were not even following proper risk management system and prudential norms. All these resulted in poor asset quality and low profitability. In this backdrop, the wide ranging banking sector reforms were introduced as an integral part of financial sector reforms in the early nineties and then after in the year 2000/01. As a result the banking system in India has undergone significant changes during last two decades. Banking sector reforms introduced in the line of L.P.G. policies have touched upon almost all aspects of banking operations. The main reforms were as follows:

1. Interest rate liberalization
2. Reduction in reserve requirement
3. Entry deregulation
4. Credit policies
5. Prudential provisions.
6. Operational autonomy

Banking sector reforms have supported the transition of the Indian economy to a higher growth path and has significantly improved the stability of the financial system. The Indian banking system has become more stable and efficient in comparison of pre reform period. Asset quality of the banks has improved significantly vis-à-vis profitability. Thus, reforms have been successful in enhancing the performance of commercial banks in terms of stability and efficiency.

The increased profitability and entry deregulation have resulted in a heightened level of competition among the banks. The entry of private sector banks and foreign banks, subsequent to the recommendations of the Narashimhan Committee, has increased manifold the expectations of the customers in all areas relating to customer service. And recognition of service quality as a competitive weapon is accepted more and more. Thanks to maturing markets and global competition, bankers have been forced to explore the trade-off between winning new customers and retaining old ones. The focus of marketing has shifted to managing relationship with customers. Banking is no longer regarded as a business dealing with money transactions alone, but is also seen as a business related to information on financial transactions. In other words, it is believed that information technology plays a very significant role in providing better customer service, presumable at a low cost. Several innovative IT based services such as automated teller machines (ATM), electronic fund transfer, anywhere - any time banking, smart cards, net banking, mobile banking etc. are no longer alien concepts to Indian banking customers. But diffusion of technology is somewhat slow in public sector banks when compared to private sector and foreign banks. Although the presence of private sector banks and foreign banks have kindled a competitive spirit among the state-owned nationalized banks, nationalized banks are lacking in terms of intensity, depth, diversity and range of services offered. Nevertheless, the RBI continues to move towards greater liberalization, in

order to foster competition among the nationalized banks.

In essence, Indian banking is in the grip of profound structural changes as evident from the phenomenal growth in the size, spread and the activities undertaken by them. Many leading business magazines like Business Today and Business India have started ranking then on several criteria such as operational ratios, profitability ratios, productivity ratios, net profits, return on assets and total deposits etc. These rankings were in essence based on financial aspects rather than on quality of services delivered. Therefore an analysis of banks in India from a service quality perspective may sound interesting at this juncture. Such an investigation may provide the banks with subtle, intricate details that will help them to achieve the competitive edge that they are searching for. The present study makes a systematic attempt to investigate the service quality issues from the perspective of the customers in the banking industry of India. For the purpose, the three groups of banks operating in city of Ahmedabad i.e. public sector, private sector and foreign banks have been compared with respect to different eight factors of service quality namely Reliability, Responsiveness, Assurance, Empathy, Tangibles, Core services, Systematization of service delivery and Social responsibility. Further, the impact of demographic parameters such as gender, age, income, marital status, occupation, income, education qualifications etc. on service quality factors have been judged.

Literature Review

Service sector is a very significant contributor for GDP of countries world over. It is today largest and fastest growing sector employing highest number of people. Increased urbanization, privatization and globalization have contributed towards growth of service sector. Availability of quality services has become need of the hour. It has become a pre requisite of customer satisfaction and customer delight. Several authors and researchers have discussed the importance of service quality in providing the services. The debate on service quality began in 1985 in the literature of marketing when Parasuraman et al. (1985) opine that service quality is the function of customers' expectation and service providers' performance. The concept of service quality was defined by Parasuraman et al. as "a form of attitude, related but not equivalent to satisfaction that results from a comparison of expectations with perceptions of performance. Expectations are viewed as desires or wants of consumers i.e. what they feel a service provider should offer rather than what the service provider would offer." (Parasuraman et al., 1988). One of the important issues related to service quality is the measurement of service quality and the measurement tool, SERVQUAL developed by Parasuraman et al (1988). The debate was given a major boost by Cronin and Taylor (1992) when they argued that the conceptualization of service quality as a gap between expectations and performance is inadequate. Other those who argued against validity of SERVQUAL include Brown et al., 1993; Teas, 1994. Cronin and Taylor were the first to provide a theoretical justification for discarding the expectation part of SERVQUAL in favour of mere performance measure included in the scale. They have given a model of service quality named SERVPERF based only on customers' perceptions of the performance of a service provider. Appropriateness of SERVPERF model in measuring the service quality in banking is researched by some researchers such as Boulding et al. 1993; Brown et al., 1993; Teas, 1994; and Brady et al., 2001 and it has been proved that the SERVPERF model is better suited for the purpose. However, Parasuraman, Zeithmal and Berry (1994) contend that the SERVQUAL scale using the expectations/performance gaps method is a much richer approach to measuring service quality and augment their earlier assertion M. Angur, R. Natarajan and J. Jahera Jr. have researched service quality in the banking industry of a developing

economy (1999). Their research supported SERVQUAL and suggested that the SERVQUAL scale provides greater diagnostic information than the SERVPERF scale. However, the five factor conceptualization of SERVQUAL does not seem to be totally applicable, and no significant difference was found in the predictive ability of the two measures. Further, although SERVQUAL and SERVPERF have identical convergent validity, SERVPERF appears to have higher discriminant validity than SERVQUAL. Thus there are controversial opinions given by various researchers about the model for service quality. Many studies were conducted to study the banking service quality and customer satisfaction in India such as Verma and Vohra, 2000; Debasish, 2002; Sureshchander et al., 2003; and Purohit and Pathardikar, 2007. These studies reveal the service quality and customer satisfaction of various commercial banks. But none of these have compared it across the three sectors of banks i.e. public sector, private sector and foreign banks. Moreover, no studies have revealed the impact of demographic variables on the service quality of banks of various sectors.

In this backdrop, the present study makes a systematic attempt to investigate the service quality issues from the perspective of the customers in Ahmedabad city.

Objective of the Study:
Primary Objectives
- To study the perception of customers for service quality of three group of banks i.e. public sector, private sector and foreign bank and to judge the similarity or differences in the perceptions for the three groups of banks

Secondary Objectives
- To study the impact of various demographic variables such as gender, age, marital status, occupation, income, education qualifications etc. on selection of bank.

Dimensions of Service Quality:
The research literature on service quality contains numerous models including various dimensions of service quality by different researchers across the world. However, the SERVQUAL instrument developed by Parasuraman et al. (1988), a 22 item scale that measures service quality along five factors, namely : reliability, responsiveness, assurance, empathy and tangibles, forms the foundation on which all other works have been built. The SERVQUAL scale is the principal instrument used in this study for assessing service quality. Interestingly, the conceptualization, dimensionality, operationalization, measurement and application of SERVQUAL have been subjected to some severe criticisms. In spite of such reprehension on the efficacy of SERVQUAL across different service settings, there is a general agreement that items included in SERVQUAL are reasonably good predictors of service quality in its wholeness. But a careful scrutiny of the items implies that the items at large deal with the element of human interaction/intervention in the service delivery and the rest on the tangible facets of the service. Therefore the SERVQUAL instrument seems to have overlooked some other important factors of service quality namely:
- The service product or the core service
- Systematization or standardization of service delivery
- The social responsibility of the service organization.

The following table summarizes the different dimensions of service quality and a brief explanation of each dimension which are considered for this study. (table on next page)

Research Methodology
As the purpose of research was to describe the service quality perception for different groups of banks from the view point of customers, descriptive research style is selected for doing this work.

Table - 1 : The Critical Factors/dimensions of Customer Perceived Service Quality

Sr. no.	Factor/dimension	Explanation
1	Reliability (delivery on promises)	It means ability to perform the promised service dependably and accurately
2	Responsiveness (being willing to help)	It is the willingness to help customers and to provide prompt service
3	Assurance (inspiring trust and confidence)	It is defined as employees' knowledge and courtesy and the ability of the firm and its employees to inspire trust and confidence
4	Empathy (treating customers as individuals)	It is defined as the caring, individualized attention the firm provides to its customers.
5	Tangibles (representing the service physically)	They are defined as the appearance of physical facility, equipments, personnel and communication materials.
6	Core services (service product)	It portrays the 'content' of a service. It is 'what' of a service and includes whatever features are offered in a service
7	Systematization of service delivery (non human element)	It means the processes, procedures, system and technology that could make a service standardized, stream lined and simplified so that it can be received by the customers without any hassles from service provider.
8	Social Responsibility (social image of firm)	It means ethical behavior in everything it does. It is organization's social image and goodwill influencing the customers overall evaluation of service quality and their loyalty to the organization

Instrument: In this study, SERVQUAL instrument is used primarily but in different form. It is modified to suit the research requirement. Unimportant and redundant items are cut down in order to make the questionnaire more streamlined. Additional dimensions namely core services, systematization or service delivery and social responsibility are included in questionnaire

Survey: The sample for this survey consisted of customers of three categories of banks viz. public sector, private sector and foreign banks of Ahmedabad city of Gujarat state. As the purpose of the research was not to measure service quality .in relation to any particular bank, respondents were approached randomly. The sampling procedure used for the study was stratified random sampling. The stratification has been done based on the type of bank i.e. public, private and foreign

bank. Data have been collected using the 'personal - contact' approach. Questionnaires have been distributed to the customers and they have been asked to give their perception of the level of service quality delivered by the banks on a five-point Likert scale ranging from 1 - indicating very poor and 5 - indicating very good. In measuring perceptions of quality received, respondents were asked to state the extent to which their bank performed the feature described.

Size of sample: Total 150 persons are surveyed in the Ahmedabad city having bank accounts in various types of banks

Statistical tools: the differences between the three groups of banks with respect to service quality delivered to the customers have been found by using Chi-Square. The effect of income, occupation, age, education qualification etc. on selection of bank has been found out by using Chi-Square.

Data Analysis:

I - Profile of the Respondents:

The detail description of the profile of the respondents obtained through survey is mentioned in the Table - 2 following.

Table - 2 : Profile of the respondents

Demographic variable	Classification	Public sector banks	Private sector banks	Foreign banks	Total
Gender	Male	38	42	20	**100**
	Female	22	18	10	**50**
	Total	**60**	**60**	**30**	**150**
Age	Below 25	4	8	4	**16**
	26-40	16	24	10	**50**
	41-55	26	16	10	**52**
	Above 55	14	12	6	**32**
	Total	**60**	**60**	**30**	**150**
Marital status	Single	24	27	18	**69**
	Married	36	33	12	**81**
	Total	**60**	**60**	**30**	**150**
Education Qualification	HSC	12	8	6	**26**
	Graduation	15	12	6	**33**
	Post graduation	21	30	8	**59**
	Professional/ research degree	12	10	10	**32**
	Total	**60**	**60**	**30**	**150**

contd...

Occupation	Student	10	7	2	**19**
	Salaried person	15	17	7	**39**
	Business	20	23	10	**53**
	Profession	8	13	11	**32**
	Others	7	0	0	**7**
	Total	**60**	**60**	**30**	**150**
Monthly income (Rs.)	Below 20,000	28	11	2	**41**
	20,001 to 40,000	15	18	8	**41**
	40,001 to 60,000	10	17	10	**37**
	Above 60,000	7	14	10	**31**
	Total	**60**	**60**	**30**	**150**

II - Discrimination in the three types of banks with respect to customer - perceived service quality - Chi-square test.

The three groups of banks have been compared from the customers' view of services quality. in order to accomplish comparison, the following hypotheses have been tested.

H1 to H8: There is no significant difference between the three groups of banks in terms of service quality with respect to Reliability (H1), Responsiveness (H2), Assurance (H3), Empathy (H4), Tangibles (H5), Core Services (H6), Systematization of Services (H7) and Social Responsibility (H8).

The results of Chi - square test for all the eight factors are summarized in table - 3.

Table - 3 : Perception of the respondents regarding various Service Quality Factors

Factors of Service Quality	Perception of the customers	Public sector banks	Private sector banks	Foreign banks	Total
Reliability	Very poor/poor	28	6	6	**40**
	Moderate	22	26	8	**56**
	Good/Very good	10	28	16	**54**
	Total	**60**	**60**	**30**	**150**

Results Of Reliability		**Result:** There is significant difference between the three groups with regard to Reliability.
Critical Value	9.487729	
Chi-Square Test Statistic	27.87963	
p-**Value**	1.32E-05	
Reject the null hypothesis		

contd...

Responsive-ness	Very poor/poor	37	7	5	**49**
	Moderate	15	20	11	**46**
	Good/Very good	8	33	14	**55**
	Total	**60**	**60**	**30**	**150**

Results of Responsiveness			**Result:** There is significant difference between the three groups with regard to Responsiveness
Critical Value		9.487729	
Chi-Square Test Statistic		42.2448	
***p*-Value**		1.48E-08	
Reject the null hypothesis			

Assurance	Very poor/poor	22	10	7	**39**
	Moderate	26	32	14	**72**
	Good/Very good	12	18	9	**39**
	Total	**60**	**60**	**30**	**150**

Results of Assurance			**Result:** There is no significant difference between the three groups with regard to Assurance.
Critical Value		9.487729	
Chi-Square Test Statistic		6.741453	
***p*-Value**		0.150199	
Do not reject the null hypothesis			

Empathy	Very poor/poor	26	12	5	**43**
	Moderate	23	31	18	**72**
	Good/Very good	11	17	7	**35**
	Total	**60**	**60**	**30**	**150**

Results of Empathy			**Result:** There is significant difference between the three groups with regard to Empathy
Critical Value		9.487729	
Chi-Square Test Statistic		11.10322	
***p*-Value**		0.025428	
Reject the null hypothesis			

Tangibles	Very poor/poor	33	10	2	**45**
	Moderate	19	21	8	**48**
	Good/Very good	8	29	20	**57**
	Total	**60**	**60**	**30**	**150**

Results of Tangibles			**Result:** The perceptions about Tangibles for all the three groups of bank are significantly different.
Critical Value		9.487729	
Chi-Square Test Statistic		39.7182	
***p*-Value**		4.95E-08	
Reject the null hypothesis			

contd...

Core Services	Very poor/poor	27	16	5	48
	Moderate	14	18	9	41
	Good/Very good	19	26	16	61
	Total	60	60	30	150

Results of Core Services		**Result:** As far as Core Services are concerned, the perception for all the three groups of bank is the same.
Critical Value	**9.487729**	
Chi-Square Test Statistic	**8.975222**	
***p*-Value**	**0.061722**	
Do not reject the null hypothesis		

Systematization of Service	Very poor/poor	28	8	3	39
	Moderate	17	34	7	58
	Good/Very good	15	18	20	53
	Total	60	60	30	150

Results of Systematization of Services		**Result:** The perceptions about systematization of service delivery for all the three group of banks are significantly different.
Critical Value	**9.487729**	
Chi-Square Test Statistic	**35.65352**	
***p*-Value**	**3.41E-07**	
Reject the null hypothesis		

Social Responsibility	Very poor/poor	5	16	17	**38**
	Moderate	12	30	8	**50**
	Good/Very good	43	14	5	**62**
	Total	**60**	**60**	**30**	**150**

Results of Social Responsibility		**Result:** There is significant difference between three groups with regard to Social Responsibility.
Critical Value	**9.487729**	
Chi-Square Test Statistic	**49.58896**	
***p*-Value**	**4.4E-10**	
Reject the null hypothesis		

Summary		
Sr. No.	**Factors of Service Quality**	**Result of Chi-square**
1	Reliability	Rejected
2	Responsiveness	Rejected
3	Assurance	Accepted
4	Empathy	Rejected
5	Tangibles	Rejected
6	Core Services	Accepted
7	Systematization of Service Delivery	Rejected
8	Social Responsibility	Rejected

The values of Table - 3 are calculated at 5% level of significance.

The findings of Table - 3 that the three groups of banks i.e. Public sector, Private sector and foreign banks seem to vary significantly in the level of service quality they deliver to their customers, actually go along anticipated lines as there is bound to be significant differences among the three groups of banks from the view-point of the customer, because the three groups of banks are fundamentally different with respect to the nature and scope of their operations and management of the same.

III - Effect of gender, age, marital status, education qualification, occupation and income

on selection of bank - Chi-square test.

The demographic variables such as gender, age, marital status, educational qualification, occupation and income of the person may have impact on selection of type of banks. In order to test the effect of the said demographic parameters on selection of banks the following hypotheses have been tested.

H9 to H14: Gender (H9), Age (H10), Marital Status (H11), Education Qualification (H12), Occupation (H13) and Income (H14) does not affect the selection of type of bank.

The results of Chi - square test for all the six variables are summarized in table - 4.

Table - 4

		Public Bank	Private Bank	Foreign Bank	Total
Gender	Male	38	42	20	**100**
	Female	22	18	10	**50**
	Total	**60**	**60**	**30**	**150**

Results of Chi-square		Result: Gender of the person and selection of type of bank are not dependent on each other.
Critical Value	5.991465	
Chi-Square Test Statistic	0.6	
p-Value	0.740818	
Do not reject the null hypothesis		

		Public Bank	Private Bank	Foreign Bank	Total
Age	Below 25	4	8	4	**16**
	26-40	16	24	10	**50**
	41-55	26	16	10	**52**
	Above 55	14	12	6	**32**
	Total	**60**	**60**	**30**	**150**

Results of Chi-square		Result: Age of the person does not affect the selection of the bank i.e. both are independent of each other.
Critical Value	12.59159	
Chi-Square Test Statistic	5.710577	
p-Value	0.45638	
Do not reject the null hypothesis		

contd...

Marital status	Single			24	27	18	**69**
	Married			36	33	12	**81**
	Total			**60**	**60**	**30**	**150**

	Results of Chi-square		
	Critical Value	**5.991465**	**Result:** Marital Status of the person is not having any impact on the selection of the bank.
	Chi-Square Test Statistic	**3.26087**	
	***p*-Value**	**0.195844**	
	Do not reject the null hypothesis		

Education Qualification	HSC			12	8	6	**26**
	Graduation			15	12	6	**33**
	Post graduation			21	30	8	**59**
	Professional/research degree			12	10	10	**32**
	Total			**60**	**60**	**30**	**150**

	Results of Chi-square		
	Critical Value	**12.59159**	**Result:** Education Qualification and selection of type of bank are not dependent on each other.
	Chi-Square Test Statistic	**7.265431**	
	***p*-Value**	**0.296996**	
	Do not reject the null hypothesis		

Occupation	Student			10	7	2	**19**
	Salaried person			15	17	7	**39**
	Business			20	23	10	**53**
	Profession			8	13	11	**32**
	Others			7	0	0	**7**
	Total			**60**	**60**	**30**	**150**

	Results of Chi-square		
	Critical Value	**15.50731**	**Result:** Occupation does affect the selection of the bank i.e. the occupation of the person and selection of the bank is dependent on each other.
	Chi-Square Test Statistic	**17.75276**	
	***p*-Value**	**0.023158**	
	Reject the null hypothesis		

Monthly income (Rs.)	Below 20,000			28	11	2	**41**
	20,001 to 40,000			15	18	8	**41**
	40,001 to 60,000			10	17	10	**37**
	Above 60,000			7	14	10	**31**
	Total			**60**	**60**	**30**	**150**

contd...

	Results of Chi-square		
	Critical Value	12.59159	**Result:** Income level does affect the selection of the bank i.e. there is significant relation ship between income of a person and his/her selection of the bank.
	Chi-Square Test Statistic	22.63561	
	***p*-Value**	0.000928	
	Reject the null hypothesis		

Summary		
Sr. No.	**Demographic Variable**	**Result of Chi-square**
1	Gender	Accepted
2	Age	Accepted
3	Marital status	Accepted
4	Education Qualification	Accepted
5	Occupation	Rejected
6	Income	Rejected

The values of Table - 5 are calculated at 5% level of significance.

The results of Table - 4 reveal that occupation and income level are two important demographic variables which are affecting the selection of the type of bank by people. It can be inferred that higher income group people will choose private bank or foreign bank with perception of high quality standard of services and income is mainly affected by the occupation so occupation is also playing an important role in deciding about the type of bank to be selected. All other variables are not having significant impact in deciding about the services to be used from the banks.

Conclusion and Future Scope

The present study has critically examined the service quality issues from the perspective of customers with respect to a developing economy India. The three groups of banks in India i.e. public sector, private sector and foreign banks have been compared with respect to various eight factors of service quality. Out of these eight factors, they are different in six factors of service dimensions. Assurance and core services are found to be the same in all the three groups whereas all other dimensions they are found to be different. It is possible to go into further detail and it can be researched that on which dimensions, which group of bank is ahead and the reasons thereof. This study has also examined the impact of various demographic variables on selection of banks and it was concluded that only income level and occupation of the person affect the decision. The remaining variables are not significant. Here, it can be further researched that what is the impact of demographic variable on the various service quality dimensions. This will help the banks formulating their marketing strategies and gain more profitability. The findings of this study suggest that banks should be looking carefully at each one of the dimensions where customers perceive receiving a different service than expected and consider the extent to which they should work on influencing perceptions. The general trend towards deregulation and liberalization of the financial services sector and intensification and globalization of competition may gradually erode the differences between different sector banks.

References

Angur Madhukar, Rajan Natarajan and John Jahera Jr., 'Service Quality in the Banking Industry: an assessment in a developing economy', International Journal of Bank Marketing, 17(3), 116-123.

Boulding, W., Kalra, A., Staelin, R. and Zeithaml, V.A. (1993), "A dynamic process model of service quality: from expectations to behavioral intentions", Journal of Marketing Research, 30, 7-27.

Brady, M.K., and Robertson, C.J., (2001), "Searching for a consensus on the antecedent role of service quality and satisfaction: an exploratory cross national study", Journal of Business Research, 51, 53-60.

Brown T.J., Churchill Jr, G.A. and Peter, J.P. (1993), "Improving the measurement of service quality", Journal of Retailing, 69, 127-39.

Chakrabarti Rajesh, 'Banking in India - Reforms and Reorganisation.'

Cronin Jr, J.J. and Taylor, S.A. (1992), "Measuring service quality: a reexamination and extension", Journal of Marketing, 56,(July), 55-68.

Debasish, Satyhya Swaroop (2003) 'Service Quality in Commercial Banks: A Comparative Analysis of Selected Banks in Delhi', Indian Journal of Marketing, 3-9.

Gupta, S.P. (2006). Statistical Methods, New Delhi: Sultan Chand & Sons.

Kothari C.R., Research Methodology: Methods and Techniques, 2nd Edition, New Age International Publishers.

Malhotra, Naresh K., (2004). Marketing Research: An applied orientation, 4th edition, Delhi: Pearson.

Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1985), "A conceptual model of service quality and its implications for future research", Journal of Marketing, 49, Fall, 41-50.

Parasuraman A., Zeithaml V A and Berry L L (1988), "SERVQUAL: A Multiple Item Scale for Measuring Customer Perceptions of Service Quality," Journal of Retailing, 64, spring, 12-40.

Parasuraman A., Zeithaml V.A. and Berry L. L. (1991) 'Refinement and reassessment of the SERVQUAL scale', Journal of Retailing, 67(4), 420-50.

Parasuraman A., Zeithaml V.A. and Berry L. L. (1994), "Reassessment of expectations as a comparison standard in measuring service quality: implications for further research", Journal of Marketing, 58, 111-24.

Pathak, Bharti V., The Indian Financial System: Market, Institutions and Services, 2nd Edition, Person Education.

Purohit, H.C. and Pathardikar, A.D. (2007) "Service Quality Measurement and Consumer Perception about the Service of Banking Institutions". Indian Journal of Marketing, 37, 12-18.

Reddy Y.V. 'Competition in Indian Banking: Issues and Implications" Valedictory Address in 19th Bank Economists Conference.

Sureshchandra, G.S., Chandrasekharan R., Anantharaman, R.N. (2003), "Customer Perceptions of Service Quality in the Banking Sector of a Developing Economy: A Critical Analysis", International Journal of Bank Marketing, 21, 233-42.

Teas, R.K. (1994), "Expectations as a Comparison Standard in Measuring Service Quality: An Assessment of a Reassessment", Journal of Marketing, 58, 132-39.

Verma, D.P.S., and Ruchika Vohra, (2000), "Customers perception of banking service quality-A study of state bank of India", The Journal of Institute of Public Enterprises, 23, 46-54.

Zeithaml V., Parasuram A. and Berry L L (1990), Delivering Quality Services: Balancing Customer Perceptions and Expectations, The Free Press, N.Y.