

“Consumer Perception of College Students Regarding Facilities Provided by Banks (AXIS BANK AND INDIAN BANK)”

SUBMITTED BY-

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ABSTRACT

This study intends to investigate college students' consumer perceptions of the banking services offered by two well-known Indian financial institutions, Axis Bank and Indian Bank. One significant consumer group whose preferences have a big impact on the future of banking services is college students, a demographic that is growing in the banking industry. In the age of digital banking, where online transactions, internet banking, and mobile apps are commonplace, it is crucial to comprehend how students view the banking services provided by both public and private sector banks. The findings reveal that students generally favor Axis Bank for its innovative mobile banking platform, quick service delivery, and better customer support.

In particular, the study focusses on assessing important elements like customer service, digital services, accessibility, ease of use, and general satisfaction with the banking services offered by Indian Bank and Axis Bank.

INTRODUCTION

The success and expansion of any business, particularly in the banking industry, are greatly influenced by consumer perception in the quickly changing financial landscape of today. Understanding how college students view these services is crucial given the growth of digital banking, online services, and the growing array of banking options provided by both public and private sector banks. As a sizable portion of the consumer base, college students frequently utilise banking services such as credit facilities, loan services, mobile banking, and savings accounts.

The Indian banking industry has undergone tremendous change in recent years, particularly as a result of the quick digitisation and growing popularity of online banking services. Younger people, especially college students, have had a significant impact on this change as they depend more and more on digital and mobile banking to handle their financial affairs. The needs, preferences, and behaviours of college students, who make up a sizable portion of the banking population, are now crucial for banks to comprehend in order to remain competitive and relevant in the financial services industry. The goal of this study is to ascertain how college students perceive the services offered by Axis Bank and Indian Bank, two well-known companies in the Indian banking sector.

Indian Bank is a reputable public-sector bank, and Axis Bank is a prominent private-sector bank provide a variety of services aimed at students. These services include digital and mobile banking options in addition to more conventional banking products like checking and savings accounts. The purpose of the study is to find out how college students view these services, what features they find most valuable, and how their interactions with these two banks affect their loyalty and degree of satisfaction.

The Value of Knowing How Customers See You

Based on their experiences, feelings, and the information at their disposal, consumers' perceptions of a brand or service are referred to as consumer perceptions. Convenience, accessibility, security, customer service, and technological advancements are some of the elements that greatly influence college students' perceptions. Axis Bank has become a preferred option for many students, primarily because of its state-of-the-art mobile applications, cutting-edge digital banking features, and extensive student-specific services like discounts and educational loans. However, Indian Bank has become more well-known in rural and semi-urban areas, where students frequently depend on traditional banking services in addition to the growing digitisation, thanks to its extensive physical network and long history.

The banking requirements of students are changing as the Indian economy moves towards a more digital-first strategy. They are searching for banks that offer smooth, dependable, and secure digital banking experiences since they no longer only rely on physical branches for services. For instance, capabilities such as online fund transfers, bill payment, mobile banking apps, and the ease of account management through the internet are now the main factors influencing customer satisfaction, especially among constantly-moving college students.

Additionally, new financial services like contactless payments, digital wallets, and peer-to-peer payments are frequently introduced to college students. As a result, banks are now under more pressure to develop and provide competitive products that not only meet fundamental financial needs but also add value. As a result, it is crucial for financial institutions such as Axis Bank and Indian Bank to comprehend the features that students find most valuable and how they view the services they receive. In the Digital Age, Banking

Indian Bank and Axis Bank have both made great progress in embracing the banking industry's digital transformation. Known for its strong technological services, Axis Bank has launched a number of innovations, including contactless cards, mobile banking apps, and AI-powered customer service platforms. It has a robust online presence and provides a wide range of services, including educational loans, quick online loans, and easy payment wallet integration. College students, who are frequently tech-savvy and prefer to conduct transactions from the convenience of their laptops or smartphones, will find these features appealing.

Being one of the biggest banks in India's public sector, Indian Bank has also made large investments to enhance its online banking offerings. Although it has a more conventional reputation, it has gradually rolled out online loan services, mobile banking applications, and internet banking to appeal to the younger generation. For basic banking services, students in smaller cities and towns—where Indian Bank has a wide branch network—tend to rely on its physical branches, but they are beginning to appreciate the ease of online banking options.

Important Study Focus Areas

The study looks into a number of aspects of college students' consumer perceptions of the services offered by Indian Bank and Axis Bank, such as:

Accessibility to Digital Banking and Ease of Use: College students, especially those who live in cities, are probably going to have higher expectations for online and mobile banking services. The dependability of digital banking, the speed of transactions, and the simplicity of using mobile Platforms are essential to this view.

Customer service and satisfaction: How well clients are helped when problems occur is a crucial component of banking services. The study investigates how students view the quality of customer service, including how quickly customer support representatives respond and how simple it is to fix issues.

Trust and Security: Since students regularly transact online, these two aspects play a significant role in their decision regarding which banking service to use. The study explores how students view the security features provided by Indian Bank and Axis Bank, including data protection, fraud prevention, and two-factor authentication.

Accessibility of Student-Specific Services: Banks that provide student-specific services, like student-friendly credit cards, educational loans, zero-balance accounts, and discounts, are more likely to draw in younger customers. The study looks at how these banks meet the needs of students and how that affects how they see themselves.

Branch Accessibility and ATM Availability: Although digital banking has grown in popularity, many students still value having access to physical branches and ATMs. The study examines whether there are branches and automated teller machines close to college campuses, especially in rural areas where students might not have easy access to digital banking facilities.

RESEARCH OBJECTIVES

1. To examine how college students view the banking services and amenities provided by Indian Bank and Axis Bank-this goal is to evaluate how students perceive and use the services offered by both banks, including savings accounts, ATMs, online banking, customer support, and loan options.
2. To evaluate, from the viewpoint of college students, the efficacy of digital banking services (such as internet banking and mobile apps) offered by Indian Bank and Axis Bank-this focusses on comprehending the preferences, levels of satisfaction, and difficulties encountered by students when utilising the digital platforms provided by both banks.
3. To determine the main elements influencing college students' choice between Axis Bank and Indian Bank-this involves assessing elements like ease of use, accessibility, customer service and support.

RESEARCH HYPOTHESIS

Hypothesis 1 : Satisfaction with Digital Banking Services

H₀ (Null Hypothesis): College students' opinions of Axis Bank and Indian Bank's digital banking services do not differ significantly.

H₁ (Alternative Hypothesis): College students' opinions of Axis Bank and Indian Bank's digital banking services differ significantly.

Hypothesis 2: Influence of Customer Service on Bank Preference

H₀ (Null Hypothesis): College students' preferences between Axis Bank and Indian Bank are not substantially influenced by the quality of customer service.

H₁ (Alternative Hypothesis): College students' preference between Axis Bank and Indian Bank is highly influenced by the quality of customer service.

Hypothesis 3: Relationship Between Bank Facilities and Overall Student Satisfaction

H₀ (Null Hypothesis): The general satisfaction of college students is not significantly correlated with the banking services offered (such as student loans, ATM access, and mobile banking).

H₁ (Alternative Hypothesis): The general satisfaction of college students and the banking services offered are significantly correlated.

REVIEW OF LITERATURE

1. The authors of "A Study on Customer Satisfaction Towards E-Banking Services with Special Reference to Axis Bank" were **Dr. M. Prakash, Sripriya D., and Deepa Nandhini N.** In April 2023, it appeared in the EPRA International Journal of Research & Development (IJRD). Customer satisfaction with Axis Bank's online banking services is examined in this study. A sample of e-banking customers was given structured questionnaires to complete in order to collect data using a quantitative research methodology. Regression analysis, reliability analysis, and descriptive statistics were all used in the study. Customer satisfaction with Axis Bank's online banking services is evaluated in this study, with a focus on system dependability, privacy, security, and ease of use as important determinants of customer loyalty.
2. In 2022, **Abhijeet Biswas, Deepak Jaiswal, and Rishi Kant** published "Determinants and Consequences of Customer Satisfaction in Indian Retail Banks: Moderation of Bank Reputation" in the journal Vision: The Journal of Business Perspective. The study examines the main factors influencing customer satisfaction (CS) in Indian retail banks and how bank reputation affects the relationship between CS and its results. The study identifies five key factors that influence customer satisfaction and is based on relationship marketing and customer loyalty literature.
3. **Karpagam College of Engineering, Coimbatore's Department of Management Studies' Mrs. S.R. Ramya and Mr. S. Priyatharsen(2023)** wrote "A Study on Service Quality of Digital Banking Services of Axis Bank Ltd with Special Reference to Chennai Branch" for ijsrem.com. With a particular focus on the Chennai branch, this study investigates the level of service quality offered by Axis Bank's digital banking services. Understanding customer satisfaction in this area has become essential due to the growing use of electronic banking. According to the results, Axis Bank ought to improve its marketing initiatives through a range of platforms in order to educate clients about digital services.
4. In 2021, **Sudin Bag, Nilanjan Ray, and Bidisha Banerjee** wrote "Assessing the Effects of Experiential Quality on Behavioural Intention of Customers in Banking Services: The Moderating Role of Experiential Satisfaction." The Journal of Asian Business and Economic Studies published it. Using experiential satisfaction as a moderating factor, the study examines how customer behavioural intentions in banking are influenced by experiential quality. The results show that customers' behavioural intentions to use banking services are positively influenced by experiential quality, which includes elements like the testing process, transaction time, and crowd control.

5. **The authors of "Banking Service Quality Perceived by Students: Implications to Green Services" were Ines Đokić, Branimir Kalaš, Nikola Milicevic, and Nenad Djokic. The Strategic Management journal published it in 2022.** With implications for green banking services, this study looks at how students rate the quality of banking services. Students are the focus because of their awareness of environmental issues and potential influence on banks' long-term profitability.
6. **The authors of "Students' Perception of Digital Banking with Special Reference to Higher Education Institutions in Ahmedabad" were Dr. Gurudutta P. Japee, Dawit Negussie Tolossa, and Muhammad Khalid Khawrin.** According to the study's findings, Ahmedabad students' satisfaction is positively impacted by their increased use of digital banking. To further increase customer satisfaction, it advises banks to improve digital services by cutting down on transaction times and service fees. Retaining customers also depends on maintaining high service quality.
7. **Mrs. R. Veeramani and Dr. S. Ganesan wrote the research paper "A Study on Customer's Perception towards e-Banking Facilities Offered by Public Sector Banks in Madurai District," which was published in November 2020** in the International Journal of Advanced Research in Engineering & Management Studies. According to the paper's conclusion, e-banking has drastically changed the banking industry by offering clients effective and convenient services. Public sector banks in Madurai District should concentrate on improving the calibre and usability of their online banking services in order to preserve and raise customer satisfaction.
8. **Jitender Kumar, Monisha, Ashish Gupta, Md. Chand Rashid, and Hari Shankar Shyam** wrote the paper **"Impact of Services Quality in E-Banking: Evidence from Indian Public Banks."** In 2020, it appeared in the Academy of Marketing Studies Journal, Volume 24, Issue 1. Through the use of modified SERVQUAL dimensions—tangibility, assurance, empathy, responsiveness, and reliability—this study seeks to identify important aspects of e-banking services in public sector banks that affect customer perceptions. Online and in-person surveys were used to gather data from 252 respondents using convenience and snowball sampling techniques, with a focus on two nationalised public sector banks in Delhi NCR.
9. **Dr. V. Regha's paper, "A Study on the Customer's Perception towards Plastic Card Services of Commercial Banks in Coimbatore City,"** was published in the International Journal of Advanced Research in Engineering & Management Studies in 2022. An investigation into how consumers view plastic money (specifically in relation to Coimbatore city) The choices and preferences of consumers with regard to the use of charge, debit, credit, and EMV cards are examined in this study.
10. **Dr. Dharshan Lal, Head of the MBA Department at Parriyar Institute of Management in Andhra Pradesh, India, wrote the research paper "Customer Perceptions and Satisfaction Levels Towards Internet Banking Services of Indian Banking Companies."** This study looks into how satisfied customers are with the online banking services provided by Indian banks. Internet banking has emerged as a key means of providing banking services in India due to the banking sector's explosive growth. The study focusses on users in Haryana's urban population with the goals of determining customer satisfaction levels, identifying problems, and suggesting possible fixes.
11. Under the supervision of **Professor Puneetpal Kaur, Aarshpreet Kaur** wrote **"A Study on Consumer's Perception Towards Net Banking Services of Axis Bank"** as a component of her MBA program at **G.S.S.D.G.S. Khalsa College, Patiala.** This empirical study looks into how satisfied customers are with Axis Bank's online banking services. The study intends to determine the most favoured internet banking services offered by the bank, evaluate attitudes and beliefs related to its adoption, and comprehend the factors influencing consumer behaviour towards internet banking.

12. **"A Study of Public and Private Sector Banks in India: Consumer Perception Towards Banking Services"**The authors are Drs. P. S. Thakur and R. L. Sharma.The year 2021 The banking services provided by public and private sector banks are compared in this study. The study specifically looks at the services that Indian Bank and Axis Bank offer to students, evaluating their opinions on convenience, customer service, and general satisfaction.When it comes to loan disbursements and credit card services, students prefer Axis Bank's customer service, while Indian Bank was praised for its extensive branch network and student financial inclusion programs.

13. **"A Study on Indian Banks: Customer Satisfaction in Indian Public Sector Banks"**Aarti Verma and Vishal MehtaAsian Journal of Research in Banking and Finance, 2019.This study examines how satisfied students are with Indian Bank's offerings, such as online banking, ATMs, and savings accounts. The study sheds light on the opinions of college students who live in urban and semi-urban settings.College students value Indian Bank's affordable banking services and significant rural presence. However, compared to private-sector banks like Axis Bank, the technological component of online banking was perceived as being less user-friendly.

14. **"Axis Bank Customers' Perceptions of Mobile Banking Services"**Writers: Deepak Gupta and Shruti Khanna Journal of Financial Services, 2022.With a particular focus on Axis Bank, the study assesses consumer opinions of mobile banking services. It asks college students about things like how easy it is to use the app, how well it works, and whether mobile banking features like fund transfers, payments, and transaction security are available.The user-friendly interface and speedy transaction completion of Axis Bank's mobile banking platform were commended by students. Some students, however, asked for more individualised customer service through the mobile app itself.

15. **"Students' Awareness and Perception of Digital Banking Services of Public and Private Banks in India"**Meena Kumari and Prakash S. Shah are the authors of the 2020 Indian Journal of Marketing.This study looks at students' perceptions of accessibility and trust, as well as their level of awareness of the digital banking services provided by Indian Bank and Axis Bank.The digital services offered by Axis Bank were well known to students, who favoured them due to features like bill payment and instant money transfers. However, students felt that features like bill splitting and interactive interfaces were missing from Indian Bank's digital platforms.

RESEARCH METHODOLOGY

The methodical approach used to gather, examine, and interpret study data is described in the research methodology. The research design, data sources, sampling strategy, data collection instruments, and analysis methods are all covered in detail in this section.

1. Sample

Target Group: College students who are customers of Axis Bank and Indian Bank.

Demographics: Students from different years of study (undergraduate/postgraduate) and various fields (arts, science, commerce).

2. Sample Size

Total Sample Size: 100-120 students

Survey: 100-120 students (targeting both Axis Bank and Indian Bank customers)

Interviews: 5-10 in-depth interviews (with selected students for detailed qualitative insights)

3. Sample Selection

Sampling Technique: Students categorized based on the bank they use (Axis vs. Indian Bank). Random sampling from each category to ensure proportional representation.

Inclusion Criteria: Must be an active customer of either Axis Bank or Indian Bank. Must be a currently enrolled college student.

Exclusion Criteria: Non-student participants.

Students who do not hold accounts with Axis Bank or Indian Bank.

4. Data Collection

Tools Used for Data Collection:

Survey Questionnaire:

Structured with both closed (quantitative) and open-ended (qualitative) questions.

Includes Bar Graphs and Pie chart .

Focus on students' satisfaction with services like mobile banking, ATMs, customer support, loan facilities, etc.

Interview Guide:

Semi-structured, to explore in-depth views on banking experience, service preferences, and suggestions for improvement.

Method of Data Collection:

Survey:

Online surveys using tools like Google Forms or SurveyMonkey (distributed via email or social media).

4. Data Analysis & Interpretation

Quantitative Analysis:

Descriptive Statistics: Frequency distributions, mean, percentage, and standard deviation to summarize satisfaction levels, usage frequency, etc.

Comparative Analysis: Compare responses between Axis Bank and Indian Bank users on service satisfaction, ease of use, etc.

Qualitative Analysis:

a. Thematic Analysis:

Analyze open-ended responses from surveys and interviews to identify recurring themes like customer service, convenience, and trust.

b. Interpretation:

Identify significant differences or similarities between Axis Bank and Indian Bank users regarding their perceptions of banking facilities.

5. Limitations of the Study

a. Sample Bias:

Limited to students who are customers of Axis Bank and Indian Bank, excluding those who may use other banks or fintech platforms.

b. Non-response Bias:

Some students may not respond to the survey, especially online ones, skewing the representation.

c. Response Bias:

Students may give socially desirable answers, especially in a study about service satisfaction.

d. Geographical Limitation:

Study may be limited to specific geographic regions (urban or semi-urban areas) where both banks have significant customer bases.

e. Temporal Limitations:

Perceptions could change based on promotions, changes in services, or even the academic calendar.

f. Bank-Specific Variations:

Differences in customer service or facilities provided by the two banks might vary by branch, which could affect student perceptions

Questionnaire for the Study

Title: Consumer Perception of College Students regarding facilities provided by Banks (AXIS BANK AND INDIAN BANK)

1. What is your age?

a) **Below 18**

b) **18 - 22**

c) **23 - 26**

d) **Above 26**

2. What is your gender?

- a) **Male**
- b) **Female**
- c) **Other**

3. What is your educational level?

- a) **Undergraduate**
- b) **Postgraduate**

4. Do you have a bank account?

- a) **Yes**
- b) **No**

5. If yes, which type of bank do you have an account with?

- a) **Public Sector Bank**
- b) **Private Sector Bank**
- c) **Both**

6. In which bank do you have an account?

- a) **Axis Bank**
- b) **Indian Bank**
- c) **Other**

7. What is the primary purpose of your bank account? (Select all that apply)

- a) **Savings**
- b) **Scholarships / Education-related transactions**
- c) **Online Payments**
- d) **Investments**
- e) **Others: ____**

8. How frequently do you visit your bank?

- a) **Weekly**
- b) **Monthly**
- c) **Rarely**
- d) **Never (use only online banking)**

9. Which banking facilities do you use the most? (Select all that apply)

- a) **ATM services**
- b) **Net Banking / Mobile Banking**

- c) **Loan Services (Education Loan, Personal Loan, etc.)**
- d) **Customer Support Services**
- e) **UPI Transactions**
- f) **Others: ____**

10. How satisfied are you with the banking facilities provided by your bank?

(Scale: 1 to 5 stars)

11. Do you find a difference in service quality between public and private banks?

- a) **Yes**
- b) **No**

12. If yes, which bank do you think provides better services?

- a) **Axis Bank**
- b) **Indian Bank**
- a) **Both are similar**
- b) **Other**

13. How would you rate the digital banking services of your bank?

(Scale: 1 to 5 stars)

14. Have you faced any major issues while using banking facilities?

15. What factors influence your choice of Bank? (Select all that apply)

- **Service Quality**
- **Convenience & Accessibility**
- **Digital Banking Services**
- **Interest Rates on Deposits/Loans**
- **Customer Support**
- **Reputation of the Bank**

16. Would you recommend your current bank to other students?

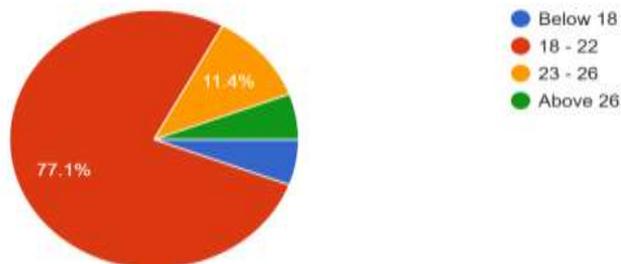
a) **Yes**

b) **No**

Data Analysis and Interpretation

What is your age ?

35 responses

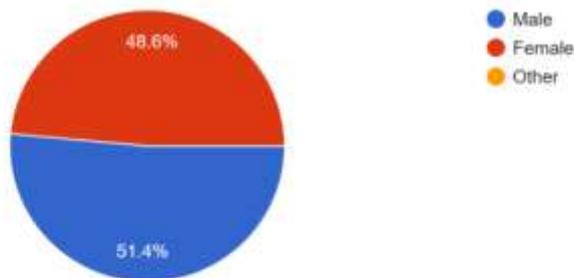


1. Interpretation:

From the above graph, we can see that the majority (77.1%) of respondents fall in the **age group of 18–22 years**, while **11.4%** are between **23–26 years**, and **5.7%** each are **below 18** and **above 26**. Thus, we can say that **most of the participants are young adults**, mainly belonging to the college-going age group.

What is your gender ?

35 responses

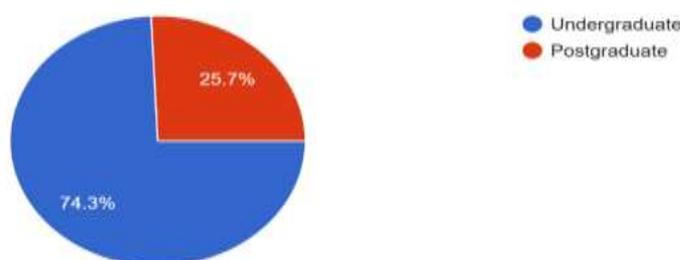


2. Interpretation:

From the above graph, we can see that **51.4%** of respondents are **male** and **48.6%** are **female**, with no response under the “other” category. Thus, we can say that the **participation is almost equal between males and females**, ensuring balanced gender representation in the study.

What is your educational level ?

35 responses

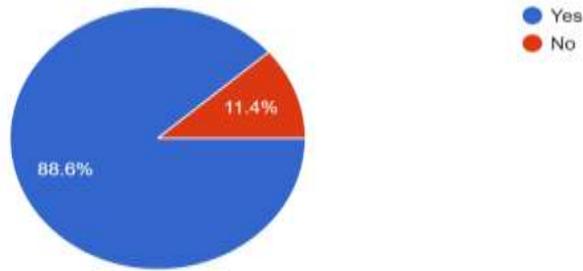


3. Interpretation:

From the above graph, we can see that the majority (74.3%) of respondents are **undergraduate students**, while **25.7%** are **postgraduate students**. Thus, we can say that **most of the participants are pursuing undergraduate education**, indicating that the survey mainly represents younger students in higher education.

Do you have a bank account ?

35 responses



4. Interpretation:

From the above graph, we can see that the majority (88.6%) of respondents **have a bank account**, while only **11.4%** do **not** have one. Thus, we can say that **most of the respondents are financially active and hold bank accounts**, showing a good level of financial inclusion among participants.

If yes , which type of bank do you have an account with ?

35 responses

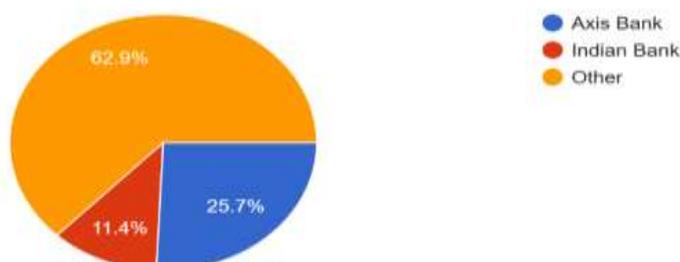


5: . Interpretation:

From the above graph, it is observed that **37.1%** of respondents have accounts in **public sector banks**, while **25.7%** hold accounts in **private sector banks**. Additionally, **37.1%** of respondents maintain accounts in **both public and private sector banks**. This indicates that a significant portion of respondents prefer to diversify their banking relationships by using both types of banks, reflecting trust in both sectors and awareness of the benefits offered by each.

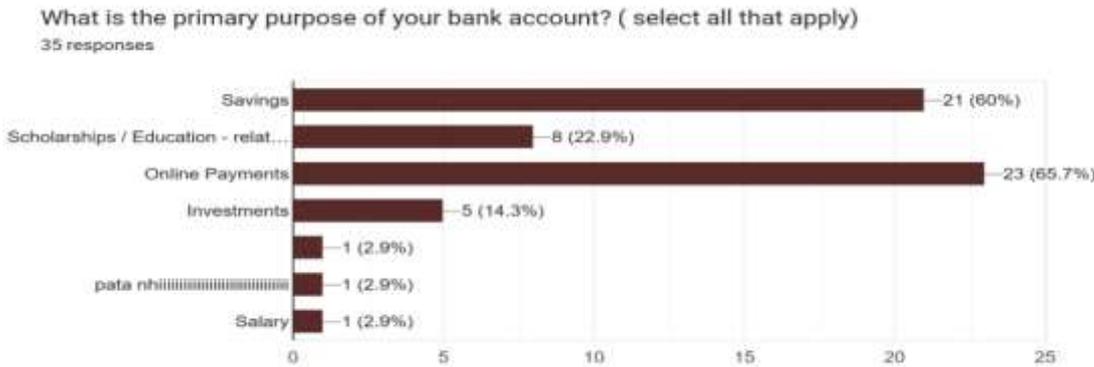
In which bank do you have an account ?

35 responses



6 .Interpretation:

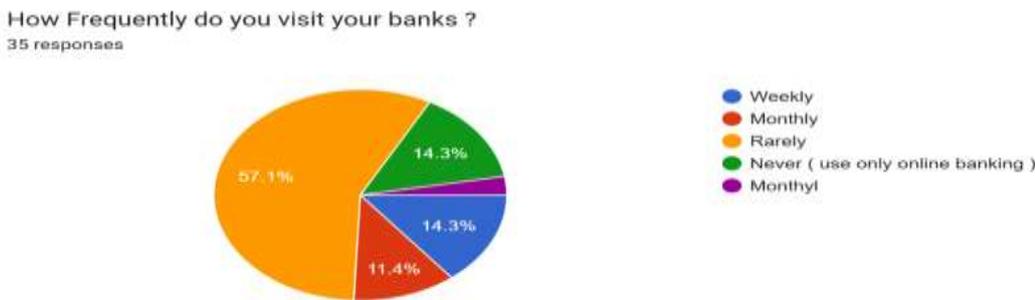
As shown in the second graph, **25.7%** of respondents have accounts in **Axis Bank**, **11.4%** in **Indian Bank**, and the remaining **62.9%** in **other banks**. This suggests that while some respondents prefer well-known banks like Axis Bank and Indian Bank, the majority have accounts in a variety of other financial institutions. This diversity highlights that participants utilize multiple banking options, possibly based on accessibility, services, or personal preferences.



7.Interpretation:

From the above graph, we can see that the majority (**65.7%**) of respondents use their bank accounts primarily for **online payments**, followed by **60%** who use them for **savings** purposes. Additionally, **22.9%** of respondents use their accounts for **scholarships or education-related transactions**, while **14.3%** use them for **investments**. A small portion (**2.9%** each) use their accounts for **salary** purposes or were **unsure** of their primary use.

Thus, it can be concluded that most respondents utilize their bank accounts actively for digital transactions and savings, reflecting a trend toward **digital banking and financial awareness** among participants.



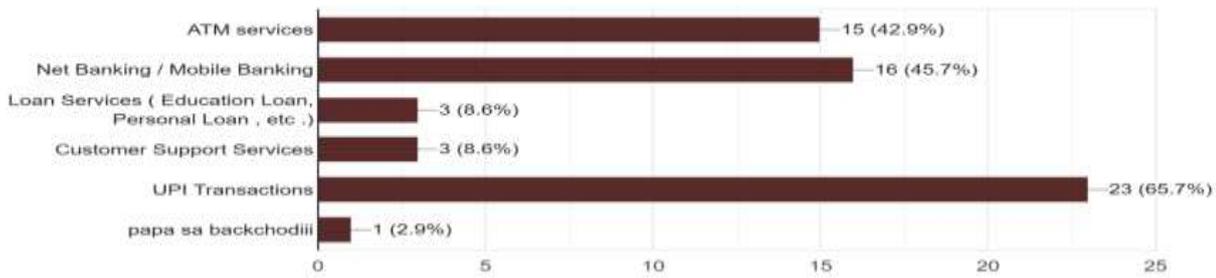
8. .Interpretation:

From the above graph, it can be observed that the majority of respondents (**57.1%**) **rarely visit their banks**, indicating a strong preference for minimal in-person banking. This is followed by **14.3%** of respondents who reported that they **never visit their banks** and rely solely on **online banking services**. Similarly, another **14.3%** visit their banks **weekly**, while **11.4%** visit **monthly**. A very small percentage (**2.9%**) also indicated a separate “Monthly” category, likely due to a duplication in the options.

Overall, it can be concluded that most respondents prefer **limited or no physical bank visits**, suggesting a significant shift toward **digital and online banking practices**, highlighting convenience and technological adoption among users.

Which banking facilities do you use the most ? (Select all that apply)

35 responses



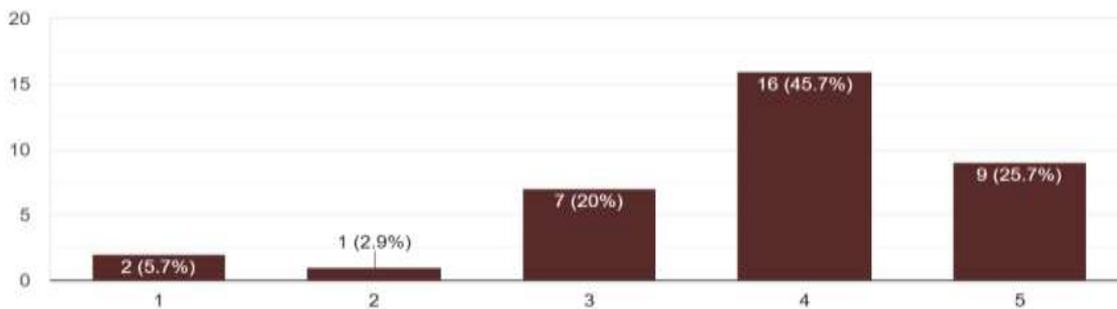
9 .Interpretation:

From the above graph, it is evident that the majority (65.7%) of respondents prefer **UPI transactions**, followed by **Net/Mobile Banking (45.7%)** and **ATM services (42.9%)**. Only a few use **Loan Services** or **Customer Support (8.6% each)**.

Overall, this indicates a strong shift toward **digital and cashless banking**, highlighting users’ preference for **convenience and technology-driven services**.

How satisfied are you with the banking facilities provided by your bank ?

35 responses



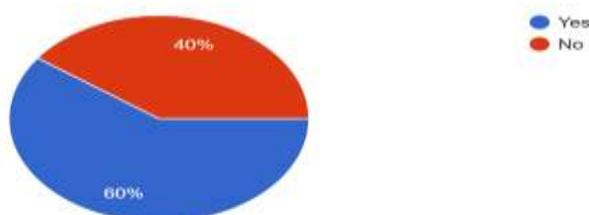
10.Interpretation

From the above graph, it is clear that most respondents are satisfied with their bank’s services — **45.7% rated their satisfaction as 4**, and **25.7% gave the highest rating of 5**. Meanwhile, **20%** rated it as 3, showing moderate satisfaction. Only a small portion (**8.6%**) expressed dissatisfaction (ratings 1 and 2).

Overall, the results indicate that **the majority of respondents are happy with the banking facilities provided by their banks**.

Do you find a difference in service quality between public and private banks ?

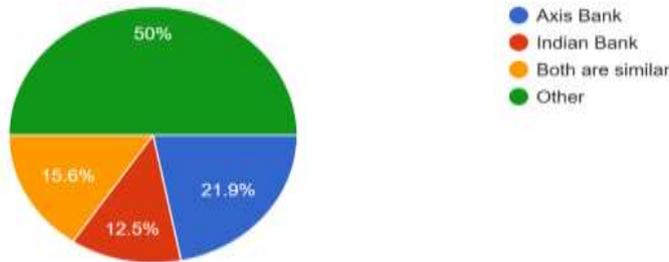
35 responses



11. Interpretation

From the above graph, it is clear that most respondents (60%) believe there is a difference in service quality between public and private banks, while 40% do not. This indicates that a majority of respondents perceive a noticeable gap in the quality of services offered by the two types of banks.

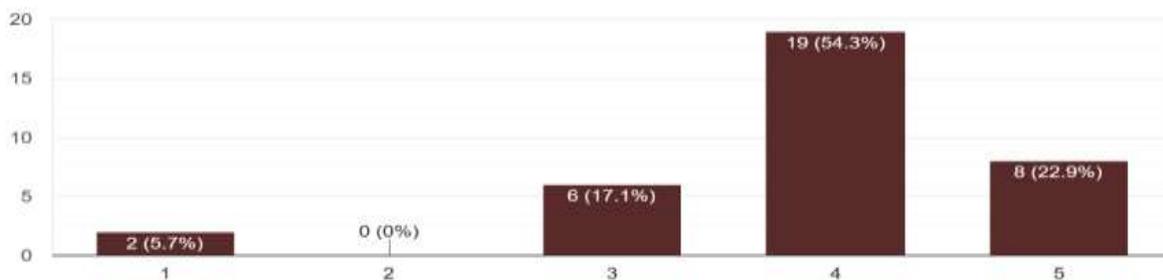
if yes , which bank do you think provide better services ?
32 responses



12. Interpretation

From the second graph, it is evident that among those who find a difference, 50% believe other banks provide better services, 21.9% prefer Axis Bank, 12.5% favor Indian Bank, and 15.6% feel both are similar. Overall, this shows that while Axis Bank is viewed positively, many respondents consider other banks to deliver superior service quality.

How would you rate the digital banking services of your bank ?
35 responses



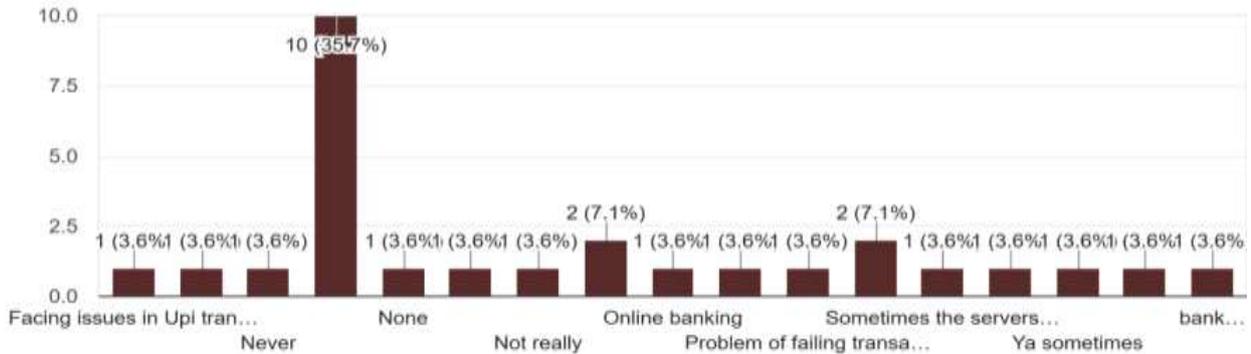
13. Interpretation

From the above graph, it is clear that most respondents are satisfied with their bank’s digital banking services — 54.3% rated them as 4, and 22.9% gave the highest rating of 5. Meanwhile, 17.1% rated it as 3, indicating moderate satisfaction, and only 5.7% expressed dissatisfaction (rating 1).

Overall, the results suggest that the majority of respondents are happy with the digital banking services offered by their banks.

Have you faced any major issues while using banking facilities ?

28 responses



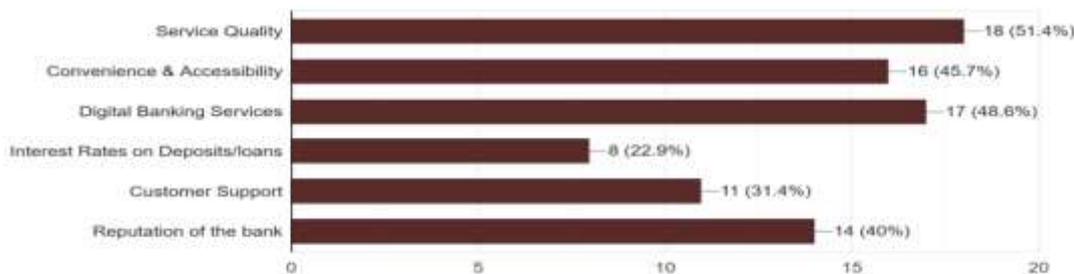
14. Interpretation

From the second graph, it is observed that 35.7% of respondents have never faced any major issues while using banking facilities. A few respondents (7.1%) reported issues like online banking errors or transaction failures, while the rest mentioned occasional minor problems.

Overall, this indicates that most users experience smooth banking services with minimal technical or operational issues.

What factors influence your choice of Bank ? (Select all that apply)

35 responses

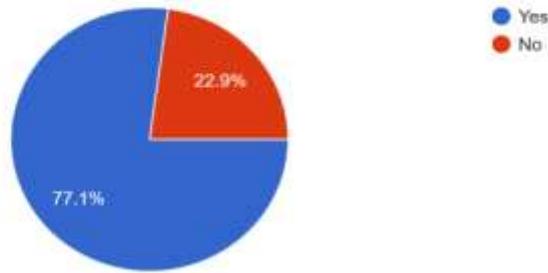


15. Interpretation

From the above graph, it is clear that service quality (51.4%), digital banking services (48.6%), and convenience & accessibility (45.7%) are the top factors influencing respondents' choice of bank. Reputation of the bank (40%) and customer support (31.4%) also play significant roles, while interest rates (22.9%) have comparatively less impact. Overall, the results indicate that customers prioritize service efficiency and ease of access over financial returns when choosing a bank.

Would you recommend your current bank to other students ?

35 responses



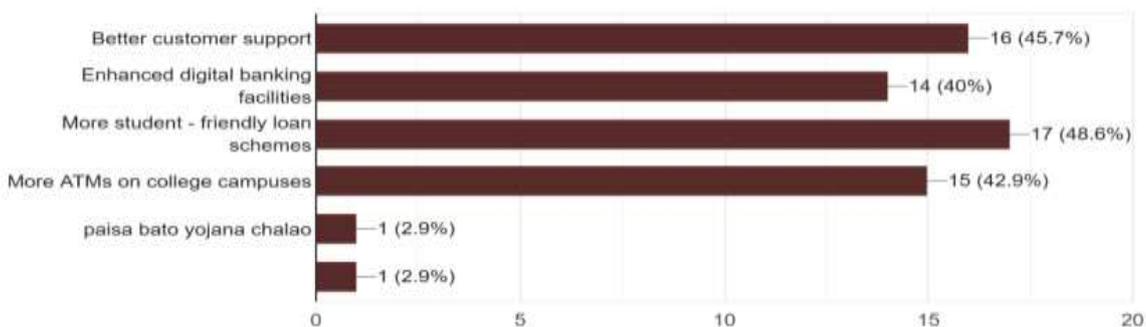
16. Interpretation

From the second graph, it is evident that most respondents (77.1%) would recommend their current bank to other students, while only 22.9% would not.

Overall, this suggests that the majority of respondents are satisfied and confident in their bank’s services, reflecting a strong level of trust and positive experience.

What improvements would you suggest for better banking facilities for students ?

35 responses

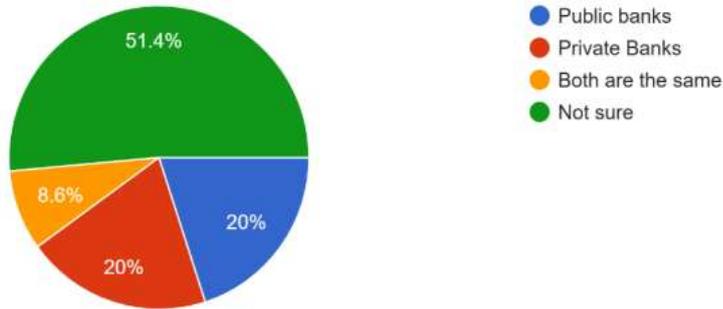


17. Interpretation

The majority of respondents suggested *more student-friendly loan schemes* (48.6%), *better customer support* (45.7%), and *more ATMs on campuses* (42.9%) as key improvements. Enhanced digital banking facilities (40%) were also highlighted, indicating that students value convenience, accessibility, and tailored financial services.

Which type of bank offers better loan services for students ?

35 responses

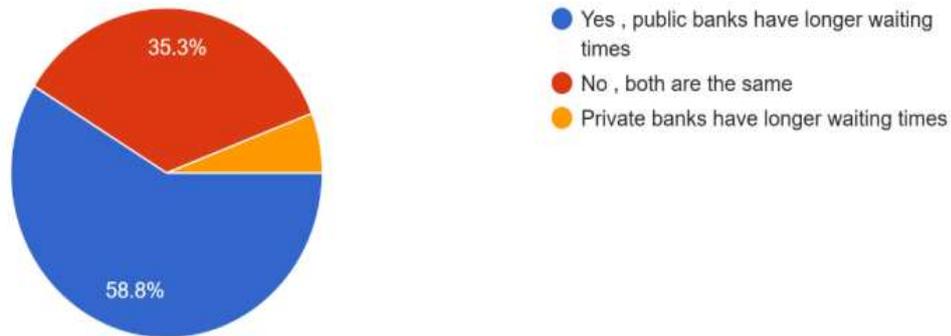


18. Interpretation

Over half of the respondents (51.4%) were *not sure* which type of bank offers better loan services. Among the remaining, 20% *each* believed public and private banks provide better options, while 8.6% felt both are similar. This shows a general lack of clarity or awareness among students about loan services offered by different banks.

Have you experienced long waiting times in public banks compared to private banks ?

34 responses

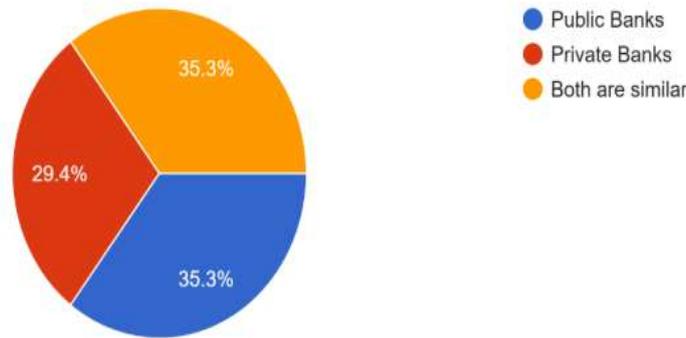


19. Interpretation

From the above graph, it is clear that the majority of respondents (58.8%) believe public banks have longer waiting times compared to private banks. Meanwhile, 35.3% think both types of banks have similar waiting times, and only 5.9% feel private banks have longer queues. Overall, this indicates that most respondents associate public banks with slower service.

Which type of bank do you think is more transparent in terms of fees and charges ?

34 responses

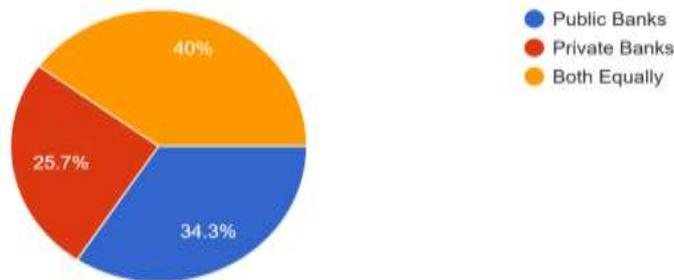


20. Interpretation

From the above graph, it is observed that opinions are nearly divided — 35.3% of respondents consider public banks more transparent, while another 35.3% believe both are similar. About 29.4% favor private banks for transparency. Overall, this suggests that students perceive both public and private banks as fairly comparable in terms of fee transparency.

In terms of security and trustworthiness , which type of bank do you trust more ?

35 responses

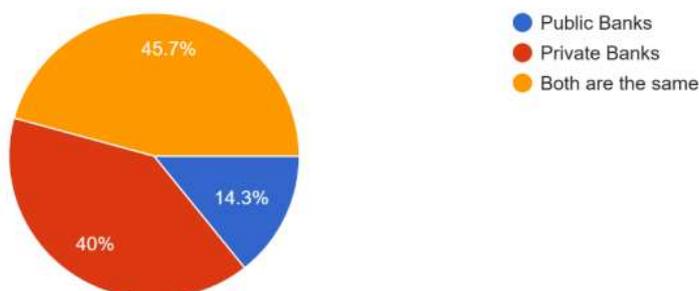


21. Interpretation

From the above graph, it is clear that respondents are almost evenly divided in their trust levels. About 34.3% trust public banks more, 25.7% prefer private banks, and the highest share (40%) believe both are equally trustworthy. Overall, this suggests that students perceive both public and private banks as reliable in terms of security and trust.

Which type of bank provides better UPI and mobile banking services ?

35 responses

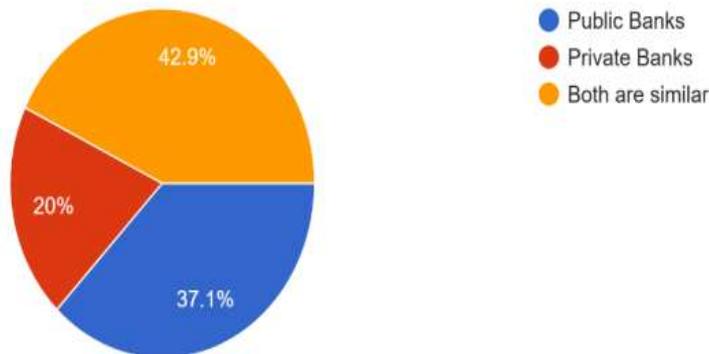


22. Interpretation

From the above graph, it is evident that 45.7% of respondents feel both public and private banks offer similar UPI and mobile banking services. However, 40% believe private banks provide better digital services, while only 14.3% favor public banks. Overall, this indicates that private banks are seen as slightly ahead in offering efficient digital banking experiences.

Which type of bank provides better scholarships-related services or student-specific benefits ?

35 responses



23. Interpretation

From the above graph, it is clear that 42.9% of respondents believe both public and private banks provide similar scholarship-related services and student benefits. Meanwhile, 37.1% think public banks perform better in this regard, and 20% Favor private banks. Overall, the results indicate that most respondents find both types of banks to be equally effective in offering student-specific benefits.

KEY FINDINGS

The research provides valuable insights into students' banking preferences, behaviours, and perceptions regarding public and private sector banks. Based on the data analysis and interpretations, the following key findings were observed:

- **Demographic Profile:** The majority of respondents (77.1%) belong to the 18–22 age group, indicating that the study primarily represents college-going young adults.
- **Banking Inclusion:** Most participants (88.6%) have active bank accounts, showing a strong level of financial inclusion among students.
- **Bank Preferences:** A considerable portion of respondents (37.1%) hold accounts in both public and private banks, reflecting trust and awareness of the benefits offered by each sector.
- **Digital Banking Usage:** A large majority use their accounts for **online payments (65.7%)** and savings (60%), highlighting the increasing adoption of digital and cashless transactions.
- **Customer Satisfaction:** Most respondents expressed satisfaction with their banking services, with 71.4% rating their satisfaction as 4 or 5, indicating positive user experiences.
- **Service Quality Perception:** Around 60% believe there is a difference in service quality between public and private banks, with many perceiving private banks to offer slightly better digital and customer services.
- **Digital Efficiency:** Private banks are seen as slightly ahead in providing efficient **UPI and mobile banking services**, though many believe both perform similarly.
- **Student-Oriented Services:** A large portion of respondents (42.9%) believe both public and private banks offer similar scholarship and student-specific benefits, suggesting comparable service delivery in this area.

- **Improvement Areas:** Students emphasized the need for **more student-friendly loan schemes, better customer support, and increased campus ATM facilities**, reflecting their desire for convenience and tailored financial products.
 - These findings collectively indicate that students are digitally aware, financially active, and generally satisfied with their banks, though they seek more personalized and technology-driven banking solutions.
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SUGGESTIONS

- **Improve Awareness Programs:** To inform college students about various banking services, including digital banking, student loans, and savings options, banks should host workshops or awareness campaigns.
- **Simplify Banking Processes:** To make their digital transaction systems, loan processing, and account opening more student-friendly, Axis Bank and Indian Bank should all streamline these processes.
- **Enhance the Digital Banking Experience:** Banks should enhance mobile app interfaces, lower transaction errors, and fortify cybersecurity because college students prefer online banking.
- **Introduce Student-Specific Programs:** Banks can create programs specifically suited to the needs of students, such as low-balance accounts, debit cards with no fees, or simple education loans.
- **Boost Feedback Interaction:** To better understand student customers' changing preferences and tailor services to meet those needs, banks should routinely gather feedback from their patrons.
- **Improve Customer Service:** Young customers' satisfaction and trust can be increased by having staff members who are courteous, knowledgeable, and quick to respond, particularly in campus locations.
- **Increase Campus Presence:** Students can have easier access to banking services by placing additional ATMs or mini-branches close to colleges.
- **Periodic Research:** To obtain a more comprehensive understanding of young people's banking preferences, future research can compare other banks and include students from various cities.

LIMITATIONS

- **Response Bias:** Due to incomplete knowledge of banking facilities, students may provide answers that are socially acceptable or may not answer truthfully.
- **Limited Awareness:** The accuracy of responses may be impacted by the fact that many college students lack in-depth knowledge or experience with all banking services.

- **Limited Sample Size:** The study may only include a small number of universities or students, which may not accurately reflect the opinions of all college students.
- **Sampling Bias:** The findings might not accurately represent the views of students from different backgrounds if the sample consists of students from a particular college, region, or stream.
- **Subjectivity in Responses:** Individual experiences with banks can cause perceptions to differ greatly, which can affect the data.
- **Limitations of the Questionnaire:** Because the information is gathered using structured questionnaires, the responses might not provide thorough explanations or support for viewpoints.
- **Time constraints and non-response:** Some students may fill out questionnaires quickly or fail to return them, which could result in answers that are erroneous or incomplete.
- **Geographical Limitation:** The study's findings may not be as broadly applicable if it is restricted to a particular area or college campus.

CONCLUSIONS

The goal of the current study was to examine how college students felt about the banking services and amenities offered by Indian Bank and Axis Bank. The majority of students are aware of basic banking services like savings accounts, ATMs, and mobile banking, according to the questionnaire responses. Their knowledge of and use of cutting-edge services like online investing, credit facilities, and loan schemes, however, is still lacking.

According to the analysis, Indian Bank is seen as more dependable and approachable in terms of customer service and conventional banking services, while Axis Bank is thought to offer superior technological and digital amenities.

While they generally expressed satisfaction with the ease of banking operations, students also identified areas that needed improvement, including more student-specific offers or benefits, faster grievance handling, and a better digital user experience.

Overall, the study shows that college students' banking practices are quickly moving toward digital platforms due to factors like technology adoption and ease of use. Therefore, banks must concentrate on raising the level of digital literacy among their younger clientele and create services that meet their needs. Customer satisfaction and loyalty among this expanding market can be further increased by stepping up awareness campaigns, creating personalized student accounts, and guaranteeing smooth digital transactions.

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