

**A DISSERTATION ON  
“ANALYSIS OF CUSTOMER SATISFACTION  
FROM E-BANKING SERVICES :  
A COMPARATIVE STUDY OF HDFC AND ICICI  
BANK IN NALBARI DISTRICT”**



**Submitted in partial fulfilment for the Award of the  
Degree of Master of Commerce  
under Gauhati University**



Submitted by

**Binod Kalita**

**M.Com 3rd Semester**

**Roll No. : PC-211-200-0008**

**GU Regn. No. : 18010188 of 2018-19**

**Academic Year : 2021-22**

Under the guidance of

**Dr. Rimakhi Borah**

**Assistant Professor**

**Department of Accountancy**

**Nalbari Commerce College**



**A DISSERTATION ON  
“ANALYSIS OF CUSTOMER SATISFACTION FROM  
E-BANKING SERVICES : A COMPARATIVE  
STUDY OF HDFC AND ICICI BANK IN NALBARI  
DISTRICT”**



**Submitted in partial fulfilment for the Award of the Degree of Master of  
Commerce under Gauhati University**

**Under the guidance of**

Dr. Rimakhi Borah  
Assistant Professor  
Department of Accountancy  
Nalbari Commerce College



**Submitted by**

**Binod Kalita**  
M.com 3<sup>rd</sup> Semester  
Roll No. : PC-211-200-0008  
GU Regn. No. : 18010188 of 2018-19  
Academic Year : 2021-22

## CERTIFICATE OF DECLARATION

I, Binod Kalita declare that this Project Report titled "**Analysis of Customer Satisfaction from E-Banking Services: A comparative study of HDFC and ICICI Bank in Nalbari District.**" for the purpose of partial fulfillment of M.com Semester course curriculum under Gauhati University has been prepared by me. This report is the result of my own efforts and it has not submitted to any other University.

I also do hereby declare the information disclosed in the project report is true to the best of my knowledge.

Date: 29/11/23

Place : Nalbari

*Binod Kalita*

Binod Kalita

M.Com 3<sup>rd</sup> semester

Roll No:PC-211-200-0008

Registration No:18010188 of 2018-19

Nalbari commerce College, Nalbari



## ACKNOWLEDGMENTS

The success and final outcome of dissertation of work required a lot of guidance and assistance from many people and I am extremely fortunate to have this all along the completion of my work.

I express my sincere thanks to all Professor of NALBARI COMMERCE COLLEGE for this valuable suggestion and help to prepare this dissertation.

I express my deep sense of gratitude to my guide Dr. Rimakhi Borah mam for his valuable guidance in his endeavour. He has been a constant source of inspiration and I sincerely thanks for his suggestion and help to prepare this dissertation.

Finally, it is my foremost duty to thank my respondents, family and friends who helped me to complete my field works without which this dissertation would not have been possible. Above all, I thank and praise the almighty for the love and guidance throughout.

Date: 29/11/23

Place : Nalbari

*Binod Kalita*

Binod Kalita

M.Com 3<sup>rd</sup> semester

Roll No: PC-211-200-0008

Registration No:18010188 of 2018-19

## PREFACE

The underlying aim of the live project is to do a comparative study of the satisfaction of customers about the E-Banking services provided by HDFC and ICICI Bank. The primary bank data for the studies were obtained from the questionnaire and field study and the secondary data were collected from banks websites and articles published in newspapers. E-banking is defined as the automated delivery of new and traditional banking products and services directly to customers through electronic, interactive communication channels. This project gave me a great learning experience and at the same time it gave enough scope to implement my analytical ability. This report will help to know about the customer satisfaction and e-banking services and its various aspects. This project also helps customer satisfaction about the e-banking services provided by HDFC and ICICI. HDFC Bank (NYSE: HDB), one amongst the firsts of the new generation, tech-sawy commercial banks of India, was incorporated in August 1994, after the Reserve Bank of India allowed setting up of banks in the private sector. The Bank was promoted by the Housing Development Finance Corporation Limited, a premier housing finance company (set up in 1977) of India. ICICI Bank is India's second-largest bank with total assets of Rs. 3,562.28 billion (US\$ 7 billion) at December 31, 2009 and profit after tax Rs. 30.19 billion (US\$ 648.8 million) for the nine months ended December 31, 2009. The Bank has a network of 1,723 branches and about 4,883 ATMs in India and presence in 18 countries.



## LIST OF TABLES

Sl. No.	Table No.	Title	Page No.
1	1	Table showing gender of respondents	73
2	2	Table showing age distribution of respondents	74
3	3	Table showing the occupation of respondents	75
4	4	Table showing the monthly family income of respondents	76
5	5	Table showing the importance of e-banking services in present scenario	77
6	6	Table showing the availability of bank account of respondents	78
7	7	Table showing the availing e-banking services of the respondents	79
8	8	Table showing the usage of net banking/mobile banking/phone banking	80
9	9	Table showing the specific banks for availing e-banking services by the respondents	81
10	10	Table showing the preferential factors while choosing e-banking services by the respondents	82
11	11	Table showing the reasons for selecting particulars banks	83
12	12	Table showing the services done by using e-banking service	85
13	13	Table showing the usage of digital banking services	87
14	14	Table showing the online features use regularly	88
15	15	Table showing the preference of types of e-banking services	90
16	16	Table showing the satisfaction for e-banking services	91
17	17	Table showing the satisfaction of HDFC and ICICI bank	92
18	18	Table showing the problem while using digital banking services	94

## LIST OF FIGURES

Sl. No.	Figure No.	Title	Page No.
1	1	Diagram of e-banking system	21
2	2	Organizational structure	53
3	3	Diagrammatic representation of gender of respondents	73
4	4	Diagrammatic representation age distribution of respondents	74
5	5	Diagrammatic representation of occupation of respondents	75
6	6	Diagrammatic representation of family income of respondents	76
7	7	Diagrammatic representation of importance of e-banking services in present scenario	77
8	8	Diagrammatic representation of availing e-banking services of the respondents	79
9	9	Diagrammatic representation of usage of net banking/mobile banking/phone banking	80
10	10	Diagrammatic representation of preferential factors while choosing e-banking service by the respondents	82
11	11	Diagrammatic representation of reasons for selecting particulars bank	83
12	12	Diagrammatic representation of the services done by using e-banking service	85
13	13	Diagrammatic representation of the usage of digital banking services	87
14	14	Diagrammatic representation of the online feature regularly	88
15	15	Diagrammatic representation of the preference of types of e-banking services	90
16	16	Diagrammatic representation of the satisfaction for e-banking services	91
17	17	Diagrammatic representation of the problem while using digital banking services	94



## Chapter – I

### INTRODUCTION

#### 1.1 Introduction:

The first banks were probably the religious temples of the ancient world, and were probably established in the third millennium B.C. Banks probably predated the invention of money. Deposits initially consisted of grain and later other goods including cattle, agricultural implements, and eventually precious metals such as gold, in the form of easy-to-carry compressed plates. Temples and palaces were the safest places to store gold as they were constantly attended and well built. As sacred places, temples presented an extra deterrent to would-be thieves. There are extant records of loans from the 18th century BC in Babylon that were made by temple priests/monks to merchants.

By the time of Hammurabi's Code, banking was well enough developed to justify the promulgation of laws governing banking operations. Ancient Greece holds further evidence of banking. Greek temples, as well as private and civic entities, conducted financial transactions such as loans, deposits, currency exchange, and validation of coinage. There is evidence too of credit, whereby in return for a payment from a client, a moneylender in one Greek port would write a credit note for the client who could "cash" the note in another city, saving the client the danger of carting coinage with him on his journey. Pythius, who operated as a merchant banker throughout Asia Minor at the beginning of the 5th century B.C., is the first individual banker of whom we have records. Many of the early bankers in Greek city-states were metics! or foreign residents. Around 371 B.C., Pericles, a slave, became the wealthiest and most famous Greek banker, gaining his freedom and Athenian citizenship in the process. The fourth century B.C. saw increased use of credit-based banking in the Mediterranean world. In Egypt, from early times, grain had been used as a form of money in addition to precious metals, and state granaries functioned as banks. When Egypt fell under the rule of a Greek dynasty, the Ptolemies (332-30 B.C.), the numerous scattered government granaries were transformed into a network of grain banks, centralized in Alexandria where the main accounts from all the state granary banks were recorded. This banking network functioned as a trade credit system in which payments were affected by transfer from one account to another without money passing. In the late third century