Darshan - The International Journal of Commerce and Management ISSN: 2583-1682 (online) Volume - 2, Issue – II, December -2022
Bi-Annual double-blind peer-reviewed International Journal
Paper Submission Date:10th Nov 2022 Paper sent back for Revision: 11th Nov 2022 Paper Acceptance Date: 19th Nov 2022

"A comparative study on E-banking services of HDFC Bank and AXIS Bank"

[1]Devangi Chhanga, [2]Prof. Prashant Kachhela

[1]Student of MBA, Darshan Institute of Management, Darshan University, Rajkot, India.

[2]Assistant Professor, Darshan Institute of Management, Darshan University, Rajkot, India.

E-mail: [1]devangichhanga93@gmail.com, [2]Prashant.kachhela@darshan.ac.in

Abstract: This research is a comparative study on E-banking services of HDFC Bank and AXIS Bank. The main objective of this study is to identify the customer satisfaction on E-banking services of HDFC Bank and AXIS Bank and also identify the awareness on electronic banking services. The sample size of the study was 65 and primary data collected by the questionnaire in Morbi city. In this study was applied Non probability sampling method and used to chi-square test. So, the result shows customers of HDFC and AXIS Bank are satisfied with E-banking services.

Key Words: Comparison, E-banking services, Customer satisfaction, HDFC Bank, AXIS Bank

INTRODUCTION:

A Bank is a financial institution. Its functions are to accept deposits, pay interest on pre-defined rates, make loans, and often act as an intermediary in financial transactions. The modern banking system emergence a mid of the 18th century in India. It was first introduced by Europeans of Alexander and company.

HDFC Bank:

The Housing Development Finance Corporation Limited (HDFC) was the first financial institution in India which was established from approved by the Reserve Bank of India in the private sector, which as part of RBI's policy for liberalization of the banking industry was done in 1994.

AXIS Bank:

The Axis Bank was established as known as UTI Bank on 3 December 1993, which opened its registered office in Ahmedabad and opened its corporate office in Mumbai. Axis Bank was one of the first new generation private sector banks, it operated in 1994.

LITERATURE REVIEW:

1. **According to (Dr. Komal Gupta & G. Divya, 2022),** said that the current examination rotates around the organization quality and customer satisfaction among private and open area banks in India. The result shows that the organizational gap is between private banks and open area banks. They said the

versatility of Internet banking is very lower. They show that out of 232 hard and fast respondents 51% are unexercised with the organizations of Internet banking.

2. **According to (Spoorthi H & Dr Basavaraj C S, 2022),** this study makes a comparison of E-banking service quality between public and private sector banks. For this research, a structured questionnaire was randomly distributed and chosen sample is 628 respondents from Kalaburagi City. In this research statistical tools used are the Chi-square test, independent test, and paired test. They show results Private sector banks are providing better E-services than public sector banks.

3. **According to (Parigadupu Lakshmi & K.S.V. Kiran Kumar, 2021),** in this study attempted to understand the customer perception level on E-banking services of HDFC Bank. For this research was make a structured questionnaire and chosen sample was 162 respondents from the HDFC bank customers only in Hyderabad City. It was tested by the ANOVA and using the SPSS 20.0 Version. Consequently, there is a significant impact of motivational factor on age group, gender, and occupation, except education and income status of respondents.

4. **According to (Dr.M.Surekha, 2020),** this paper's main objective was to determine the impact of E-services quality on customer satisfaction. For this research was make a questionnaire and chosen sample was 252 customers of private banks and public banks in India. So, the result was found that E-service quality has a significant impact on customer satisfaction in public sector banks as well as private sector banks.

5. **According to (Mr. Rahulkumar M. Dhruv & Dr. Rajesh M. Patel, 2020),** in this paper researcher has explained various E-banking services and tried to cover overall aspect of E-banking services. For this study, used ANOVA and Wilcoxon test on the basis of primary data collected from the North Gujarat through the structured questionnaire. So, the result was customers prefer the E-banking services of private sector banks more when compared with public sector banks.

6. **According to (K. Madavan & Dr. C. Vethirajan, 2020),** this study was customer satisfaction on E-banking services of public and private sector banks in Pondicherry region. The sample size of the study was 478 and data collected from both the primary and secondary information. In this study was applied Non probability sampling techniques and used statistical tools like, independent sample t-test, ANOVA, Correlation, Mean, and Standard Deviation. So, the result shows that customers of public

sector banks have not as much perception of the E-services quality compared with the private sector banks.

7. **According to (Viral Bhatt & Bhoomi Mehta, 2020),** this study identified factors influencing the overall service quality of online banking. For this research, the sample size was 1014 users and analyzed independent factors like, assistance, competence, and ease of use, connectivity, tangibility, security, and accessibility. To more effective the model and compare the public and private banks, the multiple regression analysis was applied.

8. **According to (Rambabu Lavuri, 2018),** this study was on customer perception of E-banking services towards public and private banks. The data was collected through the questionnaire. The sample size was 169 respondents from the public and private sector banks customers of Hyderabad city and analyzed to independent sample t-test by using SPSS 20.0 Version. So, result was no significant difference between public and private banks with respect all dimensions of E-banking services.

9. **According to (C.Mathuraj & Dr.T.Gayathri, 2017),** this paper showed the comparative study between nationalized and private banks in E-banking in Din Digul cities and identified the how much E-banking adoption in different banks in Dindigul cities. The sample size was not ensuring representative and conclusive finding and statistical tool used percentage analysis. Finally, result was that most of the respondents satisfied from private banks.

10. **According to (Prof. (Dr.) Dinesh C. Agrawal & Sakshi Chauhan, 2017),** they represented find the consumer satisfaction in E-banking and perception of employees for using E-banking in public and private sectors banks and referenced by SBI and HDFC bank. For this study, sample size was 50 and collected data through the questionnaire. So, the result was that the people are more satisfied from the private banks due to give their better services.

RESEARCH METHODOLOGY:

This research is a study on E-banking services of private sector banks. So, here selected HDFC Bank and AXIS Bank in this research. The purpose of this research is to compare on E-banking services of HDFC Bank and AXIS Bank. This research is to compare the services quality of HDFC Bank and AXIS Bank by customer satisfaction and also measure how much awareness on E-banking services in India.

RESEARCH PROBLEM:

- The customer trusts on Private Sector Banks.
- Lack of awareness towards E-banking services among the customers.
- If the people are aware on E-banking services, whether they are using the E-banking services or not.

BACKGROUND OF STUDY:

Electronic Banking is more commonly referred to as internet banking or simply net banking. It is an electronic payment system supported by a website that offers an array of products and services of any bank that is possible to work electronically, like payments, transfers, deposits etc.

E-banking services are available on all 7 days all-round the hours of the day. It is a convenient way to access account information and allied services related to the account from the comfort of your home and a stable internet connection. These services are made to be secure against cyber-attacks too. These net banking portals can only be availed through User IDs and passwords, by generating OTPs and captchas while logging in. Internet banking has reduced the stress on banking institutions as well as its customers.

HDFC Bank is always just a few clicks away. Do over 200 important transactions without having to step out with HDFC Bank's online solutions. Transfer money, pay utility and credit card bills, get a statement over email and see your loan account easily and conveniently. HDFC Bank's online banking is safe, fast, and convenient. The net banking of HDFC Bank is available 24/7 for customers and with highest level of security.

AXIS Bank provides easy steps to start online banking. Assistance is available 24/7 for customers. Avail a variety of benefits and services by AXIS through the online banking service. Hassle-free internet banking options makes banking with AXIS Bank the best.

RESEARCH OBJECTIVES:

- To inspect the customer satisfaction on electronic banking services of Private Sector Banks in India.
- To identify awareness of customers on electronic banking services in Private Sector Banks in India.
- To study on electronic banking services quality of Private Sector Banks.
- To determine the relationship between customer satisfaction and electronic banking services in Private Sector Banks.

SCOPE OF THE STUDY:

- This research helps to identify and analyze the customer satisfaction on Private Sector Banks in India.
- In this research selected private banks of HDFC and AXIS Bank.
- This research helps to identify the awareness of customer on electronic banking services.
- The scope of this study is only Morbi city.
- The data collected by questionnaire and other information gathered by internet.

RESEARCH PLAN:

Population	3,68,000
Research design	Exploratory research
Sampling method	Non probability sampling method
Sampling	Convenience Sampling
Sample size	65
Sample area	Morbi
Data Collection	Primary
Data tool	Questionnaire
Research Duration	15th May to 15th August, 2022

FORMULATION OF HYPOTHESIS:

H0: Customers of HDFC Bank and AXIS Bank are not satisfied with E-banking Services.

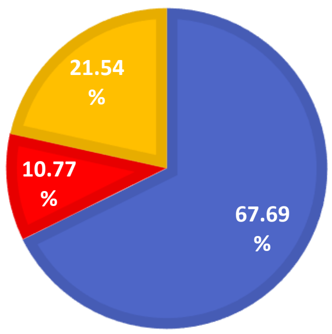
H1: Customers of HDFC Bank and AXIS Bank are satisfied with E-banking services.

TESTING OF HYPOTHESIS:

H0: Customers of HDFC Bank and AXIS Bank are not satisfied with E-banking services.

H1: Customers of HDFC Bank and AXIS Bank are satisfied with E-banking Services.

Chi-square:



	No. of Respondents	%
Yes	44	67.69%
No	7	10.77%
Neutral	14	21.54%
Total	**65**	**100%**

Interpretation:

From the above pie chart we can interpret that 67.69% respondents satisfied, 10.77% respondents dissatisfied, and 21.54% respondents neutral with HDFC or AXIS Bank's services.

	O	E	O-E	(O-E)2	(O-E)2 / E
Yes	44	21.66	22.34	499.0756	23.04134811
No	7	21.67	-14.67	215.2089	9.931190586

Neutral	14	21.67	-7.67	58.8289	2.714762344
Total	**65**	**65**			**35.68730104**

Degree of freedom: 3-1 = 2

Significance difference: 5%

Calculate value: 35.69

Table value: 5.99

Table value > Calculate value

= 5.99 > 35.69

Conclusion: H0 is rejected and H1 is accepted. So, we can say that customers of HDFC and AXIS Bank are satisfied with E-banking services.

FINDINGS & OBSERVATIONS:

- This research identified and analyzed 67.69% respondents satisfied, 10.77% respondents dissatisfied, and 21.54% respondents neutral with the HDFC Bank and AXIS Bank's E-banking services.
- The customer is 92.9% trusted on HDFC Bank and AXIS Bank.

SUGGESTIONS:

- The HDFC and AXIS Bank should be improve overall services.
- The HDFC and AXIS Bank should be improve E-banking services.
- They should be aware to their customers on E-banking services.

CONCLUSION:

Researcher studied about E-banking services of HDFC Bank and AXIS Bank in this research. The respondents were taken from Morbi city. This study is analyzed the customer satisfaction and also awareness of E-banking services. This study used to Chie-square for hypothesis testing. According to chi-square, we can say that customers of HDFC Bank and AXIS Bank are satisfied with E-banking services.

REFERENCES:

C.Mathuraj, & Dr.T.Gayathri. (2017). A Comparative Study on E-banking Services between Nationalized and Private Banks in Dindigul District. *International Journal of Recent Research and Applied Studies*.

Dr. Komal Gupta, & G. Divya. (2022). Customer Perception Toward E-banking Services Provided by Private & Public Sector Bank in Chhattisgarh. *International Journal of Early Childhood Special Education (INT-JECS)*.

Dr.M.Surekha. (2020). E-service Quality & Customer Satisfaction A Comparative Study of Private & Public Sector Banks. *Journal of Xi'an University of Architecture & Technology*.

K. Madavan, & Dr. C. Vethirajan. (2020). Customer Satisfaction on E-banking Services of Public and Private Sector Banks in Puducherry Region-An Empirical Analysis. *International Journal of Management (IJM)*.

Mr. Rahulkumar M. Dhruv, & Dr. Rajesh M. Patel. (2020). A Relative Study on E-banking Services Provided by Selected Public and Private Sector Banks in Gujarat. *PalArch's Journal of Archaeology of Egypt / Egyptology*.

Parigadupu Lakshmi, & K.S.V. Kiran Kumar. (2021). Customer Perception on Banking Service of HDFC Bank . *International Journal of Techno-Engineering*.

Prof. (Dr.) Dinesh C. Agrawal, & Sakshi Chauhan. (2017). A Comparative Study on E-banking in Public and Private Sector Banks. *Motherhood International Journal of Multidisciplinary Research & Development*.

Rambabu Lavuri. (2018). Customer Perception towards E-banking Services: A Study on Public and Private Banks. *International Journal for Research in Applied Science & Engineering Technology (IJRASET)*.

Spoorthi H, & Dr Basavaraj C S. (2022). A Comparative Analysis Of E-banking Service Quality In Select Public And Private Sector Banks - The Case Of Kalaburagi City. *Journal of Positive School Psychology*.

Viral Bhatt, & Bhoomi Mehta. (2020). Factors Influencing Overall Service Quality of Online Banking;: A Comparative Study of Indian Public and Private Sector Banks. *Journal of Applied Business and Economics Vol.*

https://www.tutorialspoint.com/bank_management/bank_management_introduction.htm
https://www.goniyo.com/blog/the-evolution-of-banking-in-india/
https://www.knightfintech.com/knowledge-center/articles/learning/structure-of-the-indian-banking-system
https://www.hdfcbank.com/personal/about-us/overview/who-we-are
https://en.wikipedia.org/wiki/HDFC_Bank
https://www.projects4mba.com/swot-analysis-of-hdfc-bank/4669/
https://embapro.com/frontpage/pestelcoanalysis/10571-hdfc-bank
https://www.academia.edu/39201526/Mba_project_report_on_hdfc_bank
https://www.axisbank.com/about-us
https://en.m.wikipedia.org/wiki/Axis_Bank
https://www.projects4mba.com/swot-analysis-of-axis-bank/2194/
https://www.mbaskool.com/pestle-analysis/companies/18231-axis-bank.html
https://cleartax.in/g/terms/e-banking-electronic-banking