Naveen Shodh Sansar (An International Refereed / Peer Review Multidisciplinary Research Journal)
RNI No.- MPHIN/2013/60638, ISSN 2320-8767, E- ISSN 2394-3793, Scientific Journal Impact Factor (SJIF)- 8.054,
January to March 2026, E-Journal, Vol. I, Issue LIII (53), ISO 9001:2015 - E2024049304 (QMS)

A Comparative Empirical Study of Overall Satisfaction among Women Customers of Public and Private Sector Banks in Neemuch District

Dimple Khurana* **Dr. L.N. Sharma****

*Research Scholar, PMCoE Swami Vivekanand Govt. P.G. College, District Neemuch (M.P.) INDIA
** Retd. Prof. of Commerce & Ex-Principal, PMCoE Rajiv Gandhi Govt. P.G. College, Mandsaur (M.P.) Ex-Dean of Commerce & Ex-Member Executive Council,Samrat Vikramaditya University, Ujjain (M.P.) INDIA

Abstract- The banking sector plays an important role in providing financial services, and women make up essential portion of bank customers. The objective of the study is to analyse and compare the overall satisfaction level of women customers of public and private sector banks in Neemuch district. The study is empirical in nature and is based on primary data collected through a structured questionnaire. A total of 500 questionnaires were distributed, out of which 480 valid responses were used for analysis, including 240 women customers of public sector banks and 240 women customers of private sector banks. Data was analysed using percentage analysis and chi square test. The results of the study show a difference exist between public and private sector banks. Women respondents' shows higher overall satisfaction with private sector banks. Hence the null hypothesis is rejected. The study highlights the needs for improve service quality and customer-oriented practices in public sector banks.
Keywords: Women Customers, Customer Satisfaction, Banking Services, Public Sector Banks, Private Sector Banks, Neemuch District.

Introduction - The banking sector plays an important role in the economic growth of the country by providing banking services. At the present time banks are focusing on customer satisfaction to remain competitive. Women customers are an important part of the banking system due to their increasing participation in savings, investment, and credit activities. Both public and private banks differ in service delivery, technology adoption, and customer relationship management, which can impact satisfaction levels. Neemuch District, with the active presence of both banking sectors, offers a suitable area for study. Therefore, the study presented analyses and compared the overall satisfaction of women customers of public and private sector banks in Neemuch district.

Literature Review:

1) Singh and Gupta (2017) examined customer satisfaction in Indian banks and found that service quality significantly influences customer perception.

2) Rangappa and Bai (2016) studied the impact of banking services on women customers and reported improved satisfaction due to accessibility and staff support.

Research gap:-The review indicates that while several studies have examined customer satisfaction in banking, limited empirical research has been conducted focusing specifically on women customers at the district level, particularly in Neemuch District. The present study attempts to fill this gap.

Research Objectivesof the Study: The main objectives of the study are:

1. To study the overall satisfaction level of women customers in public sector banks in Neemuch district.
2. To study the overall satisfaction level of women customers in private sector banks in Neemuch district.
3. To examine compare the overall satisfaction levels of women customers of public and private sector banks in Neemuch District.
4. To identify key areas for improvement in the banking services.

Hypothesis of the Study:

Null Hypothesis (H_0): There is no significant difference between women Customers of public and private banks regarding their overall satisfaction level with bank.

Alternative Hypothesis (H_1): There is significant difference between women customers of public and private banks regarding their overall satisfaction level with bank.

Research Methodology:

1. Nature of the study: This study is descriptive and empirical in nature.

2. Study Area: This study was conducted women customers above 18 years of age from Neemuch District.

3. Data Source: The study is based on primary data collected from respondents.

4. Data Collection Tool: Primary data were collected through a structured questionnaire.

5. Sample Size: A total of 500 questionnaires were distributed, out of which 480 valid responses were considered, including 240 women customers from public sector banks and 240 from private sector banks.

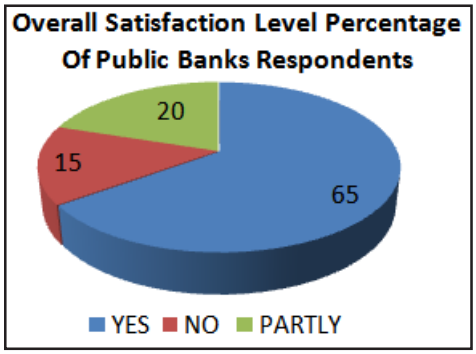
6. Sampling Technique: Purposive sampling technique was used to select the respondents.

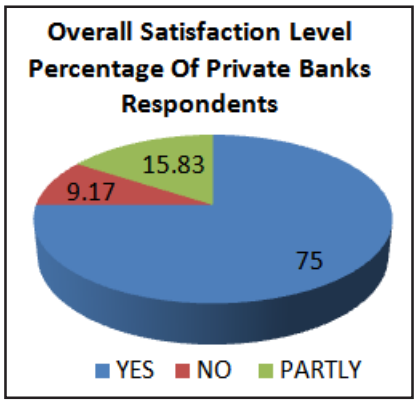
7. Statistical Tools Used: Percentage analysis, chi square test were used for data analysis.

8. Scope of the Study: The study is limited to women customers aged 18 years and above public and private sector banks in Neemuch District and focuses on their overall satisfaction with banking services.

Data Analysis and Interpretation of overall Satisfaction level with Banks: The primary data collected from women respondents were classified and analysed using appropriate statistical tools. The results are presented in tabular form along with meaningful interpretation.

Table 1 (see in last page)





1.1 Overall Percentage Of Satisfaction Level With Bank Pie Chart

Interpretation: Table 1 show the overall satisfaction of women respondents with bank. It is observed that 336 (70%) of respondent satisfied with bank, followed by 86 (17.92%) partly satisfied and 58 (12.08%)not satisfied with bank .Among public bank respondents156 (65%) of respondent satisfied with bank, followed by 48 (20%) partly satisfied and 36 (15%)not satisfied with bank, while in private bank respondents 180 (75%) of respondent satisfied with bank, followed by 38 (15.83%) partly satisfied and 22 (9.17%)not satisfied with bank . The response shows a difference in satisfaction level with banks.

Inference: Respondents associated with private banks reported a higher level of satisfaction. This reflects that the personalised guidance provided by the private banks has been effective and supportive. Yet some respondents are not satisfied and partly satisfied.

Hypothesis Testing Result: The Chi -Square test is applied to examine overall satisfaction level among women customers of public and private banks. The calculated Chi-square Value (X^2) = 6.26 with df= 2 and p value = 0.044, indicate that the difference is statistically significant at 5% level and null hypothesis is rejected. This indicates that women associated with private bank show a higher level of satisfaction compared to public bank respondents.

Result: The result indicates that women associated with private bank show a higher level of satisfaction compared to public bank respondents.

Finding:

1. Predominate Positive Response: The study shows that majority of women customer respondents in public and private sector banks are satisfied.

2. Sectorial Comparison and Satisfaction level Comparison: Private Sector banks respondents show higher satisfaction compared to public bank respondents.

3. Service Gaps: The study shows that service gap still exists across both banks.

Discussion: The Role of Bank Satisfaction in Enhancing Women Empowerment:

1. Psychological Empowerment:-Banking satisfaction plays a significant role in women empowerment by enhancing their psychological empowerment.

2. Financial Autonomy: Overall higher satisfaction level with banking encourages regular use and giving women direct control over saving and spending.

3. Boost Confidence: Positive interactions with banks boost self-confidence in handling money.

4. Access to Resources: Favourable interactions with banking encourage them to make greater use of banking facility.

5. Decision Making and Family influence: Satisfaction with bank helps women make decision and influences Family matter.

6. Long Term Planning: Satisfaction with banking motivates women to plan and invest for future.

Conclusion: The study concludes that there is a difference in the overall satisfaction levels of women customers of public and private sector banks in Neemuch District. The comparative analysis indicates that private sector banks provide a better overall banking experience aligned with women's expectations. Overall, it can be concluded that banking satisfaction level plays a key role in transforming women from passive observer to active financial decision

maker.

Suggestions:

1. Public sector banks should strengthen customer-focused practices to enhance the overall banking experience of women customers.
2. Banks may regularly collect feedback from women customers to better understand their expectations and improve overall satisfaction.
3. Efforts may be made to improve awareness and effective use of banking facilities among women customers across different age groups.

References:-

1. Reserve Bank of India. (2023). Annual Report 2022–23. Mumbai: RBI.
2. Reserve Bank of India. (2024). Financial Inclusion and Development Report 2023–24. Mumbai: RBI.
3. Ministry of Finance. (2023). Direct Benefit Transfer: Annual Report 2022–23. New Delhi: Government of India.
4. National Bank for Agriculture and Rural Development. (2023). Annual Report 2022–23. Mumbai: NABARD.
5. Rangappa, S., & Bai, N. (2016). Impact of banking initiatives on women empowerment. International Journal of Research in Commerce and Management, 7(6), 45–52.
6. Singh, R., & Gupta, P. (2017). Challenges faced by women in accessing banking services in India. Journal of Finance and Banking Studies, 5(3), 112–120.

Table 1: COMPARATIVE ANALYSIS OF OVERALL SATISFACTION LEVEL WITH BANK AMONG RESPONDENTS OF PUBLIC AND PRIVATE BANK:

S.	Satisfaction With Bank	Public Bank		Private Bank		Total	
		Number	Percentage	Number	Percentage	Number	Percentage
1	YES	156	65	180	75	336	70
2	NO	36	15	22	9.17	58	12.08
3	PARTLY	48	20	38	15.83	86	17.92
	TOTAL	240	100.00	240	100.00	480	100.00

SOURCE: Field Survey

****