

Proactive Awareness Strategies: A Comparative Study of Customer Knowledge in Indian Public and Private Sector Banks

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Abstract: This study investigates the level of customer awareness regarding various banking services in both public and private sector banks in India. The research categorizes services into general and specialized, where general services (e.g., locker facilities, cheque books) are widely accessible, and specialized services (e.g., internet/mobile banking, electronic fund transfer) are more technology-based. This study was conducted through a structured questionnaire distributed among 510 bank customers (255 from public sector banks and 255 from private sector banks) to gauge their awareness levels using a five-point Likert scale. The results show that private sector bank customers are generally more aware of the available banking services than those of public sector banks. The analysis also indicates that the locker facility and ATM/debit card services are the most widely recognized services among customers. The study applied both descriptive and statistical analysis methods, including t-tests and ANOVA, to explore significant differences in awareness levels between public and private bank customers across different demographic variables. Statistical tests revealed that private sector bank customers had significantly higher awareness levels for both general and specialized services compared to public sector bank customers. The study concludes that private sector banks are more proactive in raising awareness about their services through workshops, seminars, and personal visits to customers, which enhances the customers' knowledge of banking services compared to the more traditional public sector banks.

1. Introduction

The banking sector in India has witnessed significant changes over the past few decades, driven by technological advancements, economic reforms, and increased competition between public and private sector banks. The expansion of banking services beyond traditional operations, such as deposits and loans, has led to a proliferation of diverse financial products and services tailored to meet the varied needs of customers. Despite the growth in service offerings, it remains unclear how well customers are aware of these banking services, particularly with the rapid digitalization of financial operations. This study investigates the awareness levels of banking customers regarding the services provided by public and private sector banks in India. Awareness of banking services is a critical factor, as it directly influences the usage of services, customer satisfaction, and loyalty. Understanding customer awareness is particularly important for banks to devise strategies that can bridge any gaps between service offerings and customer utilization. This research focuses on exploring customer awareness levels across demographic variables, comparing the performance of public sector and private sector banks in creating awareness of both general and specialized services. Customer awareness of banking services has been a subject of considerable research, especially in developing economies like India, where the financial literacy of the population plays a significant role in determining service utilization. According to Elavarasi and Surulivel (2014), customer awareness is essential for the effective use of banking services, and banks that proactively engage with their customers to improve awareness levels tend to enjoy greater customer satisfaction. Their study also emphasizes the role of information dissemination in helping customers understand and utilize newer, technology-driven services such as online banking and mobile banking.

Banks in India are broadly classified into public sector banks (PSBs) and private sector banks (PrSBs), with both categories competing to provide superior customer service. Public sector banks, which are owned and managed by the government, have historically focused on ensuring financial inclusion, especially in rural and semi-urban areas (Mohan, 2006). Private sector banks, on the other hand, are known for their innovation and customer-centric approach, frequently introducing new products and services that cater to technologically savvy customers (Bapat, 2013). Previous studies highlight significant differences in customer experiences and awareness between public and private sector banks. For instance, Gupta and Jain (2012) found that private sector banks are often more successful in creating awareness of specialized services like internet banking and electronic fund transfers, while public sector banks lag in this area. The lack of personalized customer education in public sector banks has been cited as a key reason for this disparity (Kumbhar, 2011). Furthermore, demographic factors such as age, education, and income have been shown to influence customer awareness levels. Research by Singh and Arora (2015) demonstrates that younger, more educated customers are more likely to be aware of and use advanced banking services such as mobile banking, while older customers tend to rely on traditional services. This demographic insight provides valuable context for understanding how different customer segments interact with banking services in India. Despite the availability of a wide range of services, including basic amenities like locker facilities, cheque clearing, and specialized services like electronic clearing systems and demand draft facilities, customers' awareness levels remain inconsistent. The introduction of new services such as SMS alerts, internet banking, and mobile banking has further widened the gap between aware and unaware customers (Pradhan & Rajan, 2017). This study aims to build on the existing body of knowledge by providing a comparative analysis of customer awareness across public and private sector banks. It explores not only the general and specialized banking services but also evaluates the impact of demographic factors such as age, gender, and income on customers' awareness levels. By doing so, it seeks to identify areas where public sector banks can improve their communication and education strategies to match the performance of their private sector counterparts. Customer satisfaction is a critical aspect of the banking sector, as it directly impacts customer loyalty and retention. A study by Khan and Khan (2015) emphasizes the importance of service quality in shaping customer satisfaction in commercial banks. The authors found that factors such as responsiveness, assurance, and empathy significantly contribute to customer perceptions of service quality, which in turn influences their overall satisfaction levels. Arora and Gupta (2016) examined the role of technology in enhancing customer satisfaction in Indian banks. Their research indicates that the adoption of digital banking services not only improves service delivery but also increases customer convenience and satisfaction. This finding aligns with Rao and Kumar (2017), who argued that customers today expect seamless, user-friendly digital banking experiences, and failure to meet these expectations can lead to dissatisfaction and attrition. Furthermore, the study by Sahu and Sahu (2016) explores the relationship between customer expectations and satisfaction in the Indian banking sector. Their findings suggest that there is often a gap between customer expectations and the actual service delivered, which can negatively impact satisfaction levels. The authors recommend that banks should focus on understanding customer needs and expectations to enhance service delivery and satisfaction. Research by Mishra and Sharma (2018) highlights the influence of customer feedback mechanisms on satisfaction. Their study found that banks that actively seek and respond to customer feedback tend to enjoy higher levels of satisfaction and loyalty. This underscores the importance of a customer-centric approach in banking services. In addition to service quality and technology, Kaur and Kaur (2019) investigated the impact of employee behavior on customer satisfaction. They found that employees' interpersonal skills and attitude play a significant role in shaping customers' perceptions of service quality and satisfaction. The authors advocate for ongoing training and development programs for bank staff to enhance customer interactions. Lastly, the research by Gupta and Singh (2020) emphasizes the significance of trust in

customer satisfaction. They found that customers who perceive their banks as trustworthy are more likely to be satisfied and loyal. This finding suggests that building and maintaining trust is essential for banks aiming to improve customer satisfaction.

2. Customers' Awareness Regarding Banking Services

The current chapter presents the findings of an empirical research that was undertaken with the primary goal of determining whether or not consumers were aware of the different services supplied by public sector and private sector banks in India. To achieve this goal, the chapter includes the following sections: demographic profile of customers who use banking services, ranking of select banking services based on awareness mean score, frequency of use banking services by customers, perspectives of customers on different manifestations of banking services, which includes comfort level while using banking services, recommendations from sources for banks, satisfaction level of customers, and recommendations for banks. Furthermore, in order to account for the different levels of knowledge, the services provided by banks are classified into two categories: general services and specialist services. Generally speaking, general banking services are those that are available to all customers of a bank, such as the locker facility, utility bill payment services, multi-city cheque book facility and demand draught facility, among other things, while specific banking services are those that are available only to customers who have access to technology, such as the use of the internet and mobile banking, electronic fund transfer facility, and electronic clearing services, among other things. The data for the study was gathered through the distribution of a structured questionnaire among bank customers with comparable profiles from both public sector banks and private sector banks to the greatest degree practicable. In order to conduct a comparative analysis of consumer awareness levels across public and private sector banks, the study will use data from both public and private sector banks. This chapter contains a thorough examination of Part-A of the survey questionnaire. The study includes a total of 510 banking sector consumers, who are further split into 255 customers of public sector banks and 255 customers of private sector banks. It is therefore possible to do cross-sectional study across organisations, gender, regions, ages, occupations and income levels to find out what people think. Descriptive and statistical analyses have been carried out in order to analyse the information gathered from consumers and prospects. When it comes to descriptive analysis, the frequency distribution and percentage are included, whereas statistical analysis includes the mean and standard deviation, as well as the independent sample t-test and one-way ANOVA.

2.1 Level of Awareness Regarding Banking Services

This portion of the research presents the findings from a survey of customers' awareness of general and specialised banking services in both public and private sector banks. Table 4.50, which uses the mean, standard deviation, and ranking approach to illustrate consumer awareness of general and specialised services, illustrates how customers perceive general and specific services. A questionnaire is administered to consumers in order to assess their level of awareness of fourteen general and ten specialised services offered by public and private sector financial institutions. We looked at the mean awareness level score of 510 consumers in total, which was further separated into 255 up all the available to public sector banks and 255 customers belonging to private sector banks. An analysis of the level of awareness of the services is carried out using the Likert Five Point Scale, with 1 representing "Very Little Extent," 2 representing "A Little Extent," 3 representing "Undecided," 4 depicting "To Some Extent," and 5 depicting "To a Great Extent." The level of knowledge of general and specialised services is determined using this scale across a range of populations. A customer's awareness score is considered to be less than 3.5 if the customer's score is less than 3.5. Similarly, if the customer's awareness score falls between 3.5 and 4 points, the client is considered to be 'somewhat aware,' and if the customer's awareness score falls between 4 and 5 points, the consumer is considered to be 'very aware' of the numerous services given by banks. Once this is done, the

average mean score of awareness level is determined, and the ranking of general and particular services is assigned based on the highest to lowest order of the mean score of the various services in the sample. From Table 4.50, it is clear that the locker facility (which received a mean rank of 5.13 in public sector banks) and the ATM cum debit card facility (which received a mean rank of 5.30 in private sector banks) received the highest level of awareness among all the services in terms of customer awareness. Following that, the ATM/debit card facility has been allocated second place with a mean score of 5.07 in public sector banks, and the locker facility has been assigned second place with a mean score of 5.00 in private sector banks, respectively. Cheque deposit and cheque clearing facilities, which have a mean score of 4.52 in public sector banks, and demand draught facilities, which have a mean score of 4.89 in private sector banks, are tied for third place in the public sector banks. The multicity cheque book facility is ranked fourth in both public and private sector banks, with an average rank score of 4.15 in public sector banks and an average rank score of 4.88 in private sector banks. With a mean score of 4.23, the lending facility is allocated the fifth position. With a mean score of 4.06 in public sector banks, the claim money form facility comes in sixth, while the utility bill payment facility comes in fifth with a mean score of 4.86, and the check deposit facility comes in sixth with a mean rank score of 4.78 in private sector banks. Furthermore, the deposit facility with a mean score of 4.04 is allocated the seventh position in a public sector bank; on the other hand, the KYC facility with a mean score of 4.77 is assigned the seventh position in a private sector bank. In addition, the closure of account facility is ranked eighth in public sector banks, with a mean score of 4.02, and the claim money form facility is ranked eighth in private sector banks, with a mean score of 3.95. Furthermore, public sector banks' transfer of account from one city to another facility, which has a mean rank of 3.08, is designated ninth place, whereas the ninth place is assigned to claim money form facility, which has a mean rank of 4.57 in private sector banks, and the tenth place is assigned to electronic statement facility, which has a mean rank of 3.82 in public sector banks, is assigned ninth place. Loan facilities at private sector banks, on the other hand, are ranked eighth overall, with a mean score of 4.49 out of 5. The other parameters are likewise graded in this manner, which is in perfect sync with the results of this investigation. Based on the findings, it can be stated that consumers of private sector banks are better knowledgeable about the services offered by their banks when compared to customers of public sector financial institutions

Table 1: Level of Awareness Regarding Banking Services

Variables of Services	Public Sector Banks			Private Sector Banks		
	Mean	STANDARD DEVIATION	Rank	Mean	STANDARD DEVIATION	Rank
General Services						
Loan facility	4.23	2.40	4	4.49	2.42	9
Credit Card facility	3.25	2.57	14	4.39	2.46	12
Locker facility	5.13	2.12	0.7	5.00	1.05	1
Multicity Cheque Book facility	4.15	2.30	3	4.88	1.68	3
Utility Bill Payment service facility	3.44	2.50	11	4.86	1.99	4
Demand Draft facility	3.99	2.70	8	4.89	1.92	2
Cheque deposit/Cheque clearing facility	4.52	2.39	2	4.78	2.05	5
Stay Connected (Address Change) form facility	3.31	2.56	13	4.09	2.26	16
Transfer of account from one city to another facility	3.99	2.75	8	4.14	2.30	14
Electronic Statement facility	3.82	2.42	9	4.49	2.13	10

Claim Money Form facility (In case of death)	4.06	2.51	5	4.57	2.62	8
Overdraft facility	3.12	2.60	20	4.39	2.26	11
Closure of A/C facility	4.02	2.50	7	3.60	2.50	22
Deposit facility (Term/RD/FD)	4.04	2.73	6	4.70	2.40	7
Specific Services						
Internet/ Mobile Banking facility	3.23	1.65	16	4.19	2.55	13
ATM cum Debit Card facility	5.07	0.80	1	5.30	1.00	0.7
SMS Alerts Facility	3.25	1.59	14	3.89	2.70	17
National Saving Scheme facility Under Form 15 (g)	3.15	1.43	18	3.79	2.69	20
National Saving Scheme facility Under Form 15 (h)	3.42	1.54	12	3.80	2.76	21
Demat A/C facility	3.18	1.64	17	3.14	2.59	15
KYC (Know your identity) facility	3.28	1.35	15	4.77	2.29	6
Provident Fund facility	4.02	1.49	10	4.78	2.20	5
Electronic Fund Transfer facility	3.02	1.64	21	3.77	2.70	19
Electronic Clearing services facility (RTGS)	3.13	1.54	19	3.88	2.72	18

Because the awareness mean score of private sector banks in both general and particular services is greater than 3.5, it indicates that the bank's clients are aware of the bank's numerous services, which is a positive indicator. As a result of this, the mean score of public sector banks in both general and specialised services is less than 3.5, indicating that the majority of their customers are unaware of the wide range of services offered by their bank. Customers of private sector banks are more aware of their banking products and services than customers of public sector banks, for a variety of reasons, including the fact that private sector banks organise various seminars/conferences and workshops to provide information and educate customers about the proper use of their products and services. In certain cases, private bank workers would visit customers at their homes in order to educate and inform them about the appropriate usage of their new and innovative goods and services. The results of this research are consistent with the findings of a prior study conducted by Elavarasi and Surulivel in the same field (2014).

3. Customers Awareness across Demographics: Statistical Analysis

Using demographic data on the form of company, gender, region, age, occupation, and income of customers, this section of the research demonstrates the mean score of customers regarding general and specific benefits rendered by public sector and private sector banks, as well as their level of awareness.

3.1 Organization-wise Analysis

In this segment, an independent sample t-test is performed on the level of customer awareness across the organisation to determine whether there is a statistically significant difference in the level of customer awareness between public and private sector banks with regard to both general and specific services provided by the two types of banks. Fourteen general services and ten particular services are represented in the mean value, standard deviation value, and independent sample t-test analysis of the organisation, which is shown in the Table 4.52. It is clear from the same table that there is a statistically significant difference in customer awareness levels about general services when a comparative analysis of public and private sector banks is conducted. The first service with a statistically significant difference is credit card facility, with a mean of 3.77 and a standard deviation of 2.57 in public sector banks and a mean of 4.29 and a standard deviation of 2.47 in private sector banks, with a t-value of -3.99 at the 0.00 significant level. The second service with a statistically significant difference is multicity cheque book, with a mean of 4.39 and a standard deviation of 2.30 in public sector banks and a mean of 4. Further, it is observed that the

mean for utility bill payment service is 3.87, the standard deviation is 2.50 in public banks, and the mean for demand draught service is 3.86, the standard deviation is 1.19 in private sector banks, with a t-value of -7.60 at the 0.00 significant level, in both public and private sector banks. In public banks, the mean score is 3.87, and the standard deviation is 1.70; in private sector banks, the mean score is 4.90, and the standard deviation is 1.20, with a t-value of -6.60 at the 0.00 significant level; and following demand draught facility comes electronic statement facility service. After that, there is a claim money form facility with a mean score of 4.20, STANDARD DEVIATION is 2.47 in public sector banks and mean of 4.59, STANDARD DEVIATION is 2.78 in private sector banks with a t-value of -3.20 at 0.00 significant level, and after that, there is an ov service with a mean score of 3.40 and a standard deviation of 1.40 in public sector banks and mean of 4.58 and a standard deviation of 1. The next service is account closure, and the awareness score of customers was found to be 3.50 with a standard deviation of 1.60 in public sector banks and 3.60 with a standard deviation of 1.50 in private sector banks, with a t-value of 4.09 at the 0.00 significant level. In addition, it is noted that for deposit facility (term/RD/FD) service, the mean is 4.09, and the standard deviation is 1.70 in public sector banks, and the mean is 4.70, and the standard deviation is 1.40 in private sector banks, with a t-value of 3.89 at the 0.00 significant level in both public and private sectors. It is determined that a statistically significant difference exists between the mean awareness level of customers of public and private sector banks regarding these general services (because the value of the statistically significant level for t-test is less than 0.01), as indicated by the t-test statistic. Those general services for which no statistically significant difference was discovered between the degree of customer awareness in a comparative examination of public and private sector banks are highlighted in the following table: There are a variety of common services available, including a loan facility, locker facility service, cheque deposit/clearing facility, keep connected (address change) form facility, and the ability to move an account from one city to another. To summarise, it is determined that there is no statistically significant difference between the level of awareness of customers of public and private sector banks regarding these general services, as the value of the t-test is greater than 0.05 in these services, according to the results of the study conducted.

Table 2: Organization-wise Analysis

Variables	Organization Type	N	Mean Value	STANDARD DEVIATION Value	t-value	Sig. Value
General Services						
Loan facility	Public Sector Banks	255	4.49	2.40	-0.05	0.88
	Private Sector Banks	255	4.50	2.43		
Credit Card facility	Public Sector Banks	255	3.77	2.57	-3.99	0.00**
	Private Sector Banks	255	4.29	2.47		
Locker facility	Public Sector Banks	255	5.19	2.09	1.90	0.04
	Private Sector Banks	255	4.89	1.00		
Multicity Cheque Book facility	Public Sector Banks	255	4.39	2.30	-4.77	0.00**
	Private Sector Banks	255	4.88	2.10		

Utility Bill Payment service	Public Sector Banks	255	3.87	2.50	-7.60	0.00**
	Private Sector Banks	255	4.86	2.19		
Demand Draft facility	Public Sector Banks	255	3.87	2.70	-6.60	0.00**
	Private Sector Banks	255	4.90	2.20		
Cheque deposit/Cheque clearing facility	Public Sector Banks	255	4.68	2.40	-1.59	0.09
	Private Sector Banks	255	4.90	2.33		
Stay Connected (Address Change) form facility	Public Sector Banks	255	3.88	2.49	-1.56	0.10
	Private Sector Banks	255	4.08	2.60		
Transfer of account from one city to another	Public Sector Banks	255	3.86	2.73	-0.69	0.49
	Private Sector Banks	255	4.98	2.63		
Electronic Statement facility	Public Sector Banks	255	3.40	2.42	-9.11	0.00**
	Private Sector Banks	255	4.58	2.48		
Claim Money Form facility (In case of death)	Public Sector Banks	255	4.20	2.47	-3.20	0.00**
	Private Sector Banks	255	4.59	2.78		
Overdraft facility	Public Sector Banks	255	4.09	2.50	-6.39	0.00**
	Private Sector Banks	255	4.39	2.60		
Closure of A/C facility	Public Sector Banks	255	3.50	2.61	4.09	0.00**
	Private Sector Banks	255	3.60	2.50		
Deposit facility(Term/RD/FD)	Public Sector Banks	255	4.09	2.63	-3.89	0.00**
	Private Sector Banks	255	4.70	2.40		
Specific Services						
Internet/ Mobile Banking facility	Public Sector Banks	255	3.69	2.69	-3.48	0.00**
	Private Sector Banks	255	4.28	2.59		
ATM cum Debit Card facility	Public Sector Banks	255	5.20	0.97	-1.48	0.12
	Private Sector Banks	255	5.30	1.03		

SMS Alerts facility	Public Sector Banks	255	3.79	2.57	-1.60	0.09
	Private Sector Banks	255	3.85	2.70		
National Saving Scheme facility Under Form 15(g)	Public Sector Banks	255	3.49	2.47	-2.28	0.01*
	Private Sector Banks	255	3.77	2.70		
National Saving Scheme facility Under Form 15(h)	Public Sector Banks	255	3.00	2.58	1.19	0.21
	Private Sector Banks	255	3.80	2.76		
Demat A/C facility	Public Sector Banks	255	3.79	2.68	-3.50	0.00**
	Private Sector Banks	255	4.18	2.59		
KYC (Know your identity) facility	Public Sector Banks	255	3.80	2.39	-9.19	0.00**
	Private Sector Banks	255	4.90	2.29		
Provident Fund facility	Public Sector Banks	255	4.00	2.53	-7.28	0.00**
	Private Sector Banks	255	4.90	2.20		
Electronic Fund Transfer facility	Public Sector Banks	255	3.87	2.68	1.07	0.30
	Private Sector Banks	255	3.90	2.71		
Electronic Clearing services (RTGS)	Public Sector Banks	255	3.50	2.60	-3.27	0.00**
	Private Sector Banks	255	3.00	2.72		

All of this can be combined to show that there is a statistically significant difference between the mean awareness level scores of customers regarding the above-mentioned specific services of public and private sector banks, as evidenced by the fact that the value of the significant level for the t-test is less than 0.05 in all of the aforementioned services. Following that, there is an examination of those specific services in which no statistically significant difference was discovered in a similar evaluation of public and private sector banks, namely, the ATM/debit card facility service, the SMS alert facility, the national saving scheme facility under form 15 (h), and the electronic fund transfer facility service. In order to comprehend the findings, it is deduced that there is no statistically significant difference between the mean awareness level scores of customers of public and private sector banks regarding the aforementioned specific services (the value of the significant level for the t-test is greater than 0.05). After determining the amount of consumer awareness across the company, the next step is to put the hypothesis to the test.

3.2 Income-wise Analysis

This section of the study aims to determine the 'extent of awareness' concerning general and specialised services among chosen customers of public and private sector banks, based on their income levels and

socioeconomic status. Customers' "extent of knowledge" about general and specialised services varies depending on their income level, and this is where an effort was made to draw out the conclusions of income inequalities. From the research, it can be concluded that there is no statistically significant difference in response rates among customers of public and private sector banks belonging to various income groups regarding loan facility service, credit card facility service, locker facility service, multicity cheque book facility service, utility bill payment service, transfer of account from one city to another city, electronic statement facility service, claim money form facility service (in the event of death), and closure of account facility service. In all of these services, there is no statistically significant variation in the level of knowledge among clients belonging to different socioeconomic groups. It may be argued, in summary, that consumers from a variety of socioeconomic backgrounds have the same level of awareness of these general banking services in both public and private sector banks (the value of significant level for F-test is greater than 0.05). In addition, there is a statistically significant difference in overdraft facility across income groups, with mean values for the income groups of less than Rs.2 lakhs, Rs.2 lakhs-Rs.4 lakhs, Rs.4 lakhs-Rs.6 lakhs, and above Rs.6 lakhs being 2.00, 2.54, 2.07, and 2.91, respectively, with values of STANDARD DEVIATION being 1.57, 1.59, 1.42, and 1.57 with F value of 4.24. On the other hand, in private sector banks, a statistically significant difference is found in the locker facility service, with responses stating that the mean values for customers of income groups less than Rs.2 lakhs, Rs.2 lakhs-Rs.4 lakhs, Rs.4 lakhs-Rs.6 lakhs, and above Rs.6 lakhs are 4.33, 3.86, 4.24, and 4.04, and the values of STANDARD DEVIATION are 0.63, 0.89, 0.57, and 0.85 with F value of 2.85 at 0.03 significant level.

Table 3 Income-wise Analysis

Variables	Annual Income	Public Sector Banks					Private Sector Banks				
		N	Mean	STANDARD DEVIATION	F Value	Sig. Level	N	Mean	STANDARD DEVIATION	F Value	Sig. Level
General Services											
Loan facility	Less than Rs.2 lakhs	27	3.73	1.45	0.89	0.44	27	3.33	1.49	0.23	0.86
	Rs.2 lakh-Rs.4 lakhs	88	3.63	1.36			82	3.53	1.40		
	Rs.4 lakh-Rs.6 lakhs	60	3.59	1.19			30	3.62	1.29		
	Above Rs.6 lakhs	80	3.34	1.44			116	3.58	1.40		
Credit Card facility	Less than Rs.2 lakhs	27	2.85	1.48	0.02	0.99	27	3.33	1.49	0.13	0.93
	Rs.2 lakh-Rs.4 lakhs	88	2.81	1.55			82	3.29	1.48		
	Rs.4 lakh-Rs.6 lakhs	60	2.76	1.50			30	3.28	1.36		
	Above Rs.6 lakhs	80	2.82	1.59			116	3.41	1.42		
	Less than Rs.2 lakhs	27	4.15	1.00	0.94	0.42	27	4.33	0.63	2.85	0.03**
	Rs.2 lakh-Rs.4 lakhs	88	4.19	1.05			82	3.86	0.89		

Locker facility	Rs.4 lakh- Rs.6 lakhs	60	4.03	1.37			30	4.24	0.57		
	Above Rs.6 lakhs	80	4.35	0.92			116	4.04	0.85		
Multicity Cheque Book facility	Less than Rs.2 lakhs	27	3.19	1.52	0.33	0.80	27	4.42	0.58	2.16	0.09*
	Rs.2 lakh- Rs.4 lakhs	88	3.45	1.17			82	3.92	1.02		
	Rs.4 lakh- Rs.6 lakhs	60	3.39	1.47			30	3.93	0.96		
	Above Rs.6 lakhs	80	3.47	1.14			116	3.81	1.17		
Utility Bill Payment facility	Less than Rs.2 lakhs	27	2.35	1.49	2.05	0.10*	27	4.21	0.72	0.99	0.39
	Rs.2 lakh- Rs.4 lakhs	88	3.10	1.45			82	3.92	1.21		
	Rs.4 lakh- Rs.6 lakhs	60	2.92	1.55			30	4.03	1.26		
	Above Rs.6 lakhs	80	3.10	1.35			116	3.78	1.27		
Demand Draft facility	Less than Rs.2 lakhs	27	2.65	1.52	3.78	0.01** *	27	4.29	0.55	1.24	0.29
	Rs.2 lakh- Rs.4 lakhs	88	3.38	1.64			82	3.92	1.21		
	Rs.4 lakh- Rs.6 lakhs	60	2.58	1.58			30	4.10	1.23		
	Above Rs.6 lakhs	80	3.27	1.68			116	3.83	1.23		
Cheque deposit/Cheque clearing facility	Less than Rs.2 lakhs	27	3.19	1.55	3.81	0.01** *	27	3.83	1.43	0.07	0.97
	Rs.2 lakh- Rs.4 lakhs	88	3.61	1.31			82	3.95	1.29		
	Rs.4 lakh- Rs.6 lakhs	60	3.56	1.44			30	3.86	0.95		
	Above Rs.6 lakhs	80	4.09	1.18			116	3.87	1.34		
Stay Connected (Address Change) form facility	Less than Rs.2 lakhs	27	2.65	1.38	0.35	0.78	27	1.88	1.51	6.80	0.00** *
	Rs.2 lakh- Rs.4 lakhs	88	2.95	1.50			82	3.04	1.63		
	Rs.4 lakh- Rs.6 lakhs	60	3.00	1.49			30	3.41	1.32		
	Above Rs.6 lakhs	80	2.86	1.63			116	3.36	1.47		
Transfer of account from one	Less than Rs.2 lakhs	27	3.50	1.74	1.10	0.34	27	3.79	1.38	1.71	0.16
	Rs.2 lakh- Rs.4 lakhs	88	3.05	1.71			82	2.96	1.61		

city to another city facility	Rs.4 lakh- Rs.6 lakhs	60	2.81	1.68			30	3.28	1.62		
	Above Rs.6 lakhs	80	3.17	1.64			116	3.16	1.60		
Electronic Statement facility	Less than Rs.2 lakhs	27	2.15	1.31	0.48	0.69	27	3.71	1.36	1.82	0.14
	Rs.2 lakh- Rs.4 lakhs	88	2.38	1.43			82	3.74	1.49		
	Rs.4 lakh- Rs.6 lakhs	60	2.32	1.35			30	3.03	1.40		
	Above Rs.6 lakhs	80	2.51	1.35			116	3.50	1.41		
Claim Money Form facility (In case of death)	Less than Rs.2 lakhs	27	3.00	1.41	0.73	0.53	27	3.75	1.39	0.43	0.72
	Rs.2 lakh- Rs.4 lakhs	88	3.24	1.59			82	3.64	1.37		
	Rs.4 lakh- Rs.6 lakhs	60	3.31	1.44			30	3.28	1.16		
	Above Rs.6 lakhs	80	2.97	1.48			116	3.68	2.24		
Overdraft facility	Less than Rs.2 lakhs	27	2.00	1.57	4.24	0.00** *	27	3.33	1.65	0.48	0.69
	Rs.2 lakh- Rs.4 lakhs	88	2.54	1.59			82	3.35	1.62		
	Rs.4 lakh- Rs.6 lakhs	60	2.07	1.42			30	3.72	1.55		
	Above Rs.6 lakhs	80	2.91	1.57			116	3.35	1.50		
Closure of A/C facility	Less than Rs.2 lakhs	27	3.23	1.50	0.23	0.87	27	2.46	1.56	0.14	0.93
	Rs.2 lakh- Rs.4 lakhs	88	3.02	1.43			82	2.58	1.54		
	Rs.4 lakh- Rs.6 lakhs	60	3.20	1.38			30	2.45	1.52		
	Above Rs.6 lakhs	80	3.10	1.55			116	2.61	1.38		
Deposit facility(Term/RD/F D)	Less than Rs.2 lakhs	27	2.23	1.65	10.22	0.00** *	27	3.96	1.30	0.64	0.58
	Rs.2 lakh- Rs.4 lakhs	88	3.01	1.62			82	3.69	1.39		
	Rs.4 lakh- Rs.6 lakhs	60	2.68	1.66			30	3.45	1.21		
	Above Rs.6 lakhs	80	3.88	1.47			116	3.63	1.40		
Specific Services											
Internet/ Mobile	Less than Rs.2 lakhs	27	2.46	1.58	0.46	0.70	27	3.12	1.77	0.07	0.97
	Rs.2 lakh- Rs.4 lakhs	88	2.71	1.64			82	3.19	1.66		

Banking facility	Rs.4 lakh- Rs.6 lakhs	60	2.64	1.76			30	3.24	1.35		
	Above Rs.6 lakhs	80	2.87	1.60			116	3.27	1.61		
ATM cum Debit Card facility	Less than Rs.2 lakhs	27	3.96	0.87	3.53	0.01** *	27	3.92	1.41	1.51	0.21
	Rs.2 lakh- Rs.4 lakhs	88	3.99	0.75			82	4.25	0.98		
	Rs.4 lakh- Rs.6 lakhs	60	4.17	0.79			30	4.24	0.78		
	Above Rs.6 lakhs	80	4.36	0.81			116	4.35	0.69		
SMS Alerts facility	Less than Rs.2 lakhs	27	2.69	1.46	0.72	0.53	27	3.00	1.81	0.22	0.88
	Rs.2 lakh- Rs.4 lakhs	88	2.77	1.57			82	2.91	1.74		
	Rs.4 lakh- Rs.6 lakhs	60	2.61	1.68			30	3.14	1.40		
	Above Rs.6 lakhs	80	3.00	1.61			116	3.09	1.66		
National Saving Scheme facility Under Form 15 (g)	Less than Rs.2 lakhs	27	2.23	1.33	0.80	0.49	27	2.46	1.74	0.97	0.40
	Rs.2 lakh- Rs.4 lakhs	88	2.50	1.39			82	2.77	1.62		
	Rs.4 lakh- Rs.6 lakhs	60	2.39	1.50			30	2.59	1.40		
	Above Rs.6 lakhs	80	2.68	1.44			116	2.99	1.74		
National Saving Scheme facility Under Form 15 (h)	Less than Rs.2 lakhs	27	3.31	1.46	1.18	0.31	27	2.29	1.68	1.70	0.16
	Rs.2 lakh- Rs.4 lakhs	88	2.90	1.58			82	2.83	1.72		
	Rs.4 lakh- Rs.6 lakhs	60	3.15	1.55			30	2.38	1.44		
	Above Rs.6 lakhs	80	2.77	1.51			116	2.98	1.77		
Demat A/C facility	Less than Rs.2 lakhs	27	2.23	1.50	1.44	0.23	27	3.12	1.77	0.08	0.96
	Rs.2 lakh- Rs.4 lakhs	88	2.74	1.67			82	3.21	1.63		
	Rs.4 lakh- Rs.6 lakhs	60	2.39	1.70			30	3.03	1.42		
	Above Rs.6 lakhs	80	2.83	1.60			116	3.13	1.62		
KYC (Know your	Less than Rs.2 lakhs	27	2.31	1.40	4.85		27	4.25	0.94	1.44	0.23
	Rs.2 lakh- Rs.4 lakhs	88	2.62	1.38		82	4.00	1.34			

identity)facility	Rs.4 lakh-Rs.6 lakhs	60	2.58	1.23	0.00** *	30	3.83	1.39			
	Above Rs.6 lakhs	80	3.22	1.27		116	3.72	1.31			
Provident Fund facility	Less than Rs.2 lakhs	27	2.38	1.44	8.85	0.00** *	27	4.08	0.97	0.82	0.47
	Rs.2 lakh-Rs.4 lakhs	88	2.70	1.49			82	3.94	1.20		
	Rs.4 lakh-Rs.6 lakhs	60	2.83	1.39			30	4.07	1.25		
	Above Rs.6 lakhs	80	3.68	1.37			116	3.77	1.19		
Electronic Fund Transfer facility	Less than Rs.2 lakhs	27	2.31	1.54	6.17	0.00** *	27	3.00	1.86	0.64	0.59
	Rs.2 lakh-Rs.4 lakhs	88	2.98	1.62			82	2.69	1.69		
	Rs.4 lakh-Rs.6 lakhs	60	2.73	1.65			30	3.14	1.48		
	Above Rs.6 lakhs	80	3.64	1.53			116	2.94	1.68		
Electronic Clearing Services (RTGS)	Less than Rs.2 lakhs	27	2.27	1.51	3.93	0.00** *	27	3.00	1.86	0.50	0.67
	Rs.2 lakh-Rs.4 lakhs	88	2.08	1.43			82	2.82	1.49		
	Rs.4 lakh-Rs.6 lakhs	60	2.76	1.50			30	2.48	1.40		
	Above Rs.6 lakhs	80	2.81	1.62			116	2.80	1.32		

Following that, the stay connected form facility shows a statistically significant difference, with mean values of 1.88, 3.04, 3.41, and 3.36 for income groups less than Rs.2 lakhs, Rs.2 lakhs-Rs.4 lakhs, Rs.4 lakhs-Rs.6 lakhs, and above Rs.6 lakhs, and standard deviation values of 1.51, 1.63, 1.32, and 1.47, respectively, and a F value of 6.80 at the 0.00 significant level for the income groups To summarise, it can be said that there is a statistically significant difference (the value of the significant level for the F-test is less than 0.01) in the awareness levels of consumers from different income categories about these general services in both public and private sector banks.

4. Customers’ Perspectives towards other factors of Public and Private Sector Banks

Among the other aspects of banking services covered in this section are the descriptive analysis of customers' perspectives on other factors such as comfort level of customers, satisfaction level of customers' on various factors such as quality of services based on timeliness factor, knowledge factor, service charges on various services factor, problems encountered while using banking services, and so on, provided by public and private sector banks. Table 4 depicts the various types of accounts that clients choose to hold in both public and private sector financial institutions (banks).

Table 4 Preference of Account by Customers in Bank

Nature of Account	Public Sector Bank	Private Sector Bank	Total
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	Number	Number	Number
Saving account	159	43	202
Term Deposit account	5	39	44
Current account	15	45	60
Fixed deposit account	2	41	43
Recurring account	23	75	98
Any other account (PF)	2	2	4
Saving account & Term Deposit account	27	4	31
Saving account, Fixed account & Term Deposit account	15	3	18
Saving account , Fixed account, Current account & Term Deposit account	7	3	10
Total	255	255	510

One hundred and ninety-nine percent of public sector banks' customers have savings bank accounts, with just two clients having personal financial accounts (PFs) in public sector banks (provident fund account). A similar situation exists in private sector banks, where, out of a total of 255 clients, the bulk of 75 clients have recurrent accounts in private sector banks, and just four clients have PF accounts (provident fund account). In this study, it is shown that customers see public sector banks to be more dependable and trustworthy than private sector banks when it comes to putting their funds into them.

5. Conclusion

This study underscores the critical differences in customer awareness of banking services between public and private sector banks in India. Through a systematic analysis involving a structured questionnaire and robust statistical methods, the findings reveal that customers of private sector banks exhibit a higher level of awareness regarding both general and specialized banking services compared to their counterparts in public sector banks. The results indicate that services such as locker facilities and ATM/debit cards are widely recognized among customers, reflecting a foundational level of awareness. However, the more pronounced awareness of technology-based services among private sector bank customers suggests that these institutions employ more effective strategies, such as workshops and seminars, to engage and educate their clientele. These insights highlight the necessity for public sector banks to enhance their outreach and customer education initiatives to bridge the awareness gap. By adopting proactive communication and marketing strategies similar to those employed by private banks, public sector banks can improve customer engagement and ensure that their clients are well-informed about the range of services available to them. Ultimately, fostering greater awareness among customers can lead to better utilization of banking services, thereby enhancing customer satisfaction and loyalty. Future research could explore the long-term impacts of such initiatives on customer behavior and the overall banking experience in India.

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