

A STUDY ON CONSUMER SATISFACTION OF ICICI BANK , KUKATPALLY BRANCH ,HYDERABAD.

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ABSTRACT : This study aims to analyze the level of customer satisfaction at ICICI Bank, one of India's leading private sector banks. It examines various factors influencing customer satisfaction, including service quality, responsiveness, convenience, and technology adoption. The research employs a structured questionnaire distributed to a diverse group of customers to gather primary data. The findings highlight key strengths and areas for improvement, providing insights into customer expectations and perceptions. The study also explores the impact of digital banking services on customer satisfaction. The results can help ICICI Bank enhance its service delivery and customer relationship management strategies to maintain competitive advantage and ensure long-term customer loyalty.

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I. INTRODUCTION

Customer satisfaction is a crucial factor for the success and sustainability of any organization, especially in the banking sector where competition is intense and customer expectations are continually evolving. ICICI Bank, as one of India's largest private sector banks, plays a significant role in providing a wide range of banking and financial services to millions of customers across the country. The bank has consistently focused on innovation, technology, and customer-centric services to enhance the banking experience. In today's dynamic financial environment, customer satisfaction goes beyond just offering basic banking products; it involves providing efficient services, prompt response to queries, personalized solutions, and seamless digital experiences. Understanding customer satisfaction helps banks identify gaps in service delivery and develop strategies to improve overall customer loyalty and retention.

1.1 NEED FOR THE STUDY

In the highly competitive banking industry, customer satisfaction is a key determinant of a bank's success and longevity. With numerous banks offering similar products and services, customers have a wide range of options to choose from. Therefore, understanding the factors that influence customer satisfaction is essential for banks like ICICI Bank to retain existing customers and attract new ones. Despite ICICI Bank's strong market presence and advanced technological offerings, continuous evaluation of customer satisfaction is necessary to identify service gaps, changing customer expectations, and emerging trends. The rapid growth of digital banking services and increasing customer demands for faster, more convenient, and personalized experiences make it imperative for

the bank to keep aligning its services with customer needs. This study is needed to provide insights into customers' perceptions and satisfaction levels with ICICI Bank's services. The findings will help the bank improve its customer relationship management, enhance service quality, and develop strategies to improve overall customer experience. Ultimately, this study aims to support ICICI Bank in sustaining its competitive advantage in a dynamic and evolving financial landscape.

1.2 OBJECTIVES OF THE STUDY

1. To assess the overall level of customer satisfaction with the services provided by ICICI Bank.
2. To identify the key factors influencing customer satisfaction, such as service quality, responsiveness, and convenience.
3. To evaluate the effectiveness and impact of ICICI Bank's digital banking services on customer satisfaction.
4. To analyze customer perceptions regarding the bank's customer support and problem resolution mechanisms.
5. To provide recommendations for improving customer satisfaction and enhancing service delivery at ICICI Bank.

1.3 SCOPE OF THE STUDY

This study focuses on evaluating customer satisfaction with ICICI Bank's services, primarily from the perspective of retail banking customers. It covers various aspects of the bank's offerings, including service quality, digital banking facilities, customer support, and overall banking experience. The research is limited to customers residing in urban and semi-urban areas to capture a diverse range of user experiences and expectations. The study emphasizes the impact of technological advancements such as mobile banking and internet banking on customer satisfaction, reflecting the growing trend toward digital financial services. However, it does not extensively cover corporate or institutional banking customers. The findings of this study will provide insights relevant to ICICI Bank's management and policymakers, helping them improve service delivery and customer relationship management. It may also serve as a reference for other banking institutions aiming to enhance customer satisfaction in a competitive environment.

1.4 METHODOLOGY

The present study on customer satisfaction of ICICI Bank is based on primary data collected from a sample of 100 customers. The research employs a descriptive research design aimed at understanding the various factors that influence customer satisfaction.

Sampling Method:

The respondents were selected using a convenience sampling technique, focusing on retail customers of ICICI Bank in urban and semi-urban areas. The sample includes customers from different age groups, genders, occupations, and income levels to ensure a diverse representation.

Data Collection:

Data was collected through a structured questionnaire consisting of close-ended questions designed to capture customers' perceptions and satisfaction levels related to service quality, digital banking, responsiveness, and overall banking experience. The questionnaire was administered both online and in-person to facilitate wider reach and convenience.

Data Analysis:

The collected data was tabulated and analyzed using statistical tools such as percentage analysis, mean scores, and graphical representations to interpret the level of customer satisfaction and identify key influencing factors. The findings provide insights into the strengths and weaknesses of ICICI Bank's service offerings.

1.5 LIMITATIONS OF THE STUDY

1. The study is limited to a sample size of 100 respondents, which may not fully represent the entire customer base of ICICI Bank.

2. The research focuses primarily on retail banking customers and does not cover corporate or institutional clients.
3. Data collection is restricted to urban and semi-urban areas, which may exclude the perspectives of customers from rural regions.
4. The study relies on self-reported data, which may be subject to response bias or inaccuracies.
5. The convenience sampling method used may limit the generalizability of the findings to the broader population of ICICI Bank customers.

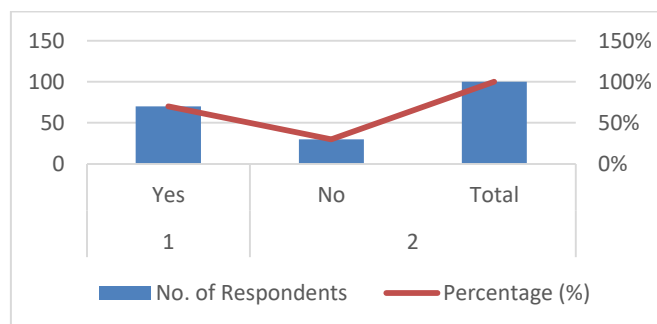
II. LITERATURE REVIEW

1. **Kumar & Sharma (2020)** – *Impact of Digital Banking on Customer Satisfaction*
This study explores how digital banking services enhance customer satisfaction by offering convenience and quick access. It emphasizes the growing importance of mobile apps and online platforms in private banks.
2. **Singh et al. (2020)** – *Customer Satisfaction in Indian Banking Sector*
The paper analyzes factors such as service quality, responsiveness, and trust that influence customer satisfaction across various Indian banks, highlighting the competitive edge of private sector banks.
3. **Patel & Mehta (2021)** – *Role of Customer Service in Banking Loyalty*
Findings indicate that personalized customer service and effective grievance redressal are critical in retaining customers and improving satisfaction levels.
4. **Reddy (2021)** – *Digital Transformation in Indian Banks*
This research discusses the rapid adoption of digital technologies by banks like ICICI and their impact on enhancing customer engagement and satisfaction.
5. **Gupta & Joshi (2021)** – *Service Quality and Customer Satisfaction: A Study on Private Banks*
The study uses SERVQUAL dimensions to assess service quality and reveals that empathy and reliability significantly affect customer satisfaction.
6. **Sharma & Kaur (2022)** – *Influence of E-Banking on Customer Satisfaction*
The paper highlights that ease of use and security are major determinants of satisfaction in digital banking services.
7. **Verma (2022)** – *Customer Perception towards Banking Services in India*
This study finds that factors like branch accessibility and staff behavior greatly influence customer satisfaction in private banks.
8. **Joshi & Bhatt (2022)** – *Customer Satisfaction and Retention in Private Banks*
The study emphasizes the importance of continuous innovation and customer feedback in maintaining high satisfaction and loyalty.

III. DATA ANALYSIS AND INTERPRETATION

1. Use of Digital Banking Services

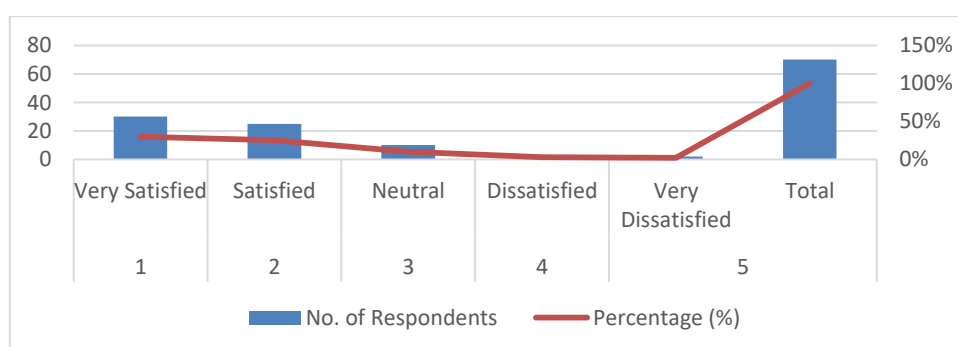
S. No	Rating	No. of Respondents	Percentage (%)
1	Yes	70	70%
2	No	30	30%
	Total	100	100%



Interpretation: A strong 70% adoption of digital services highlights the branch's digital outreach.

2. Satisfaction with Digital Banking

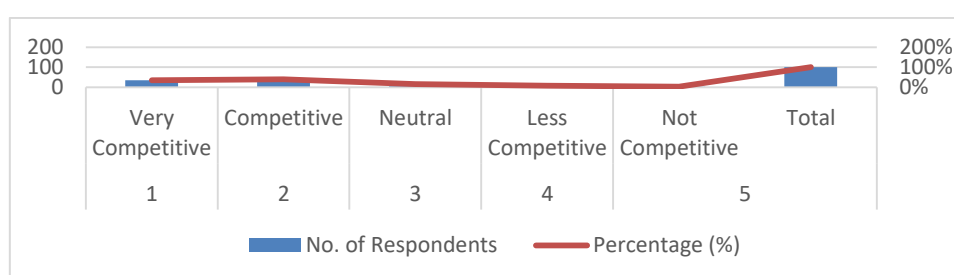
S. No	Rating	No. of Respondents	Percentage (%)
1	Very Satisfied	30	30%
2	Satisfied	25	25%
3	Neutral	10	10%
4	Dissatisfied	3	3%
5	Very Dissatisfied	2	2%
	Total	70	100%



Interpretation: Among digital users, 55% are satisfied or very satisfied, supporting further investment in this area.

3. Competitiveness of Loan Interest Rates

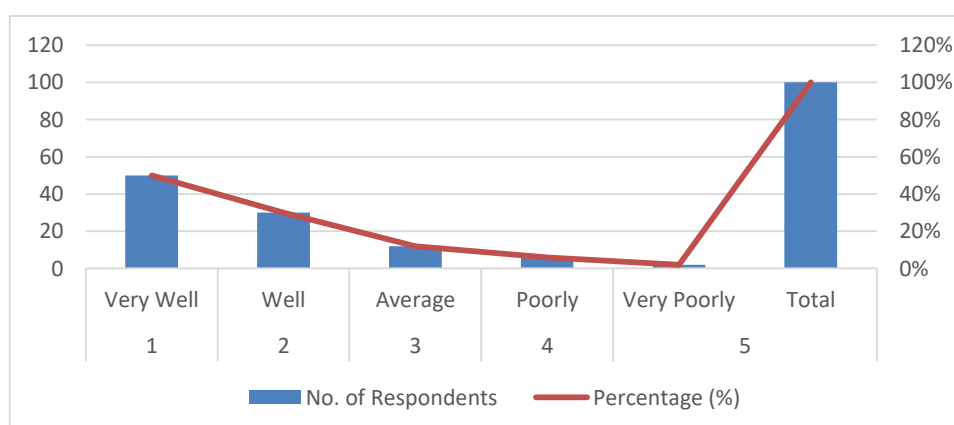
S. No	Rating	No. of Respondents	Percentage (%)
1	Very Competitive	35	35%
2	Competitive	40	40%
3	Neutral	15	15%
4	Less Competitive	7	7%
5	Not Competitive	3	3%
	Total	100	100%



Interpretation: 75% view ICICI's rates as competitive, which is a favorable sign.

4. Staff Responsiveness

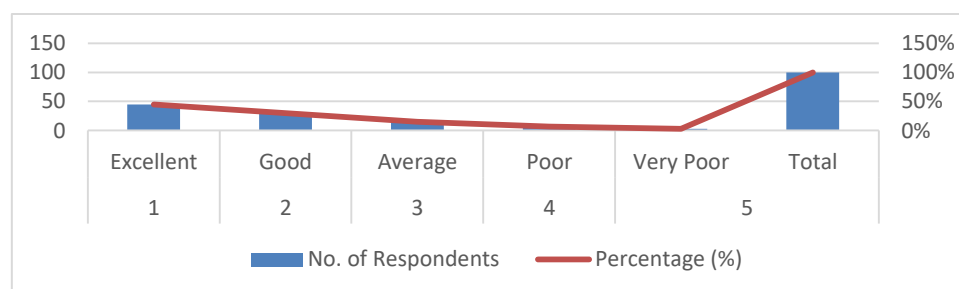
S. No	Rating	No. of Respondents	Percentage (%)
1	Very Well	50	50%
2	Well	30	30%
3	Average	12	12%
4	Poorly	6	6%
5	Very Poorly	2	2%
	Total	100	100%



Interpretation: 80% feel their concerns are addressed well or very well.

5. Clarity of Information Provided

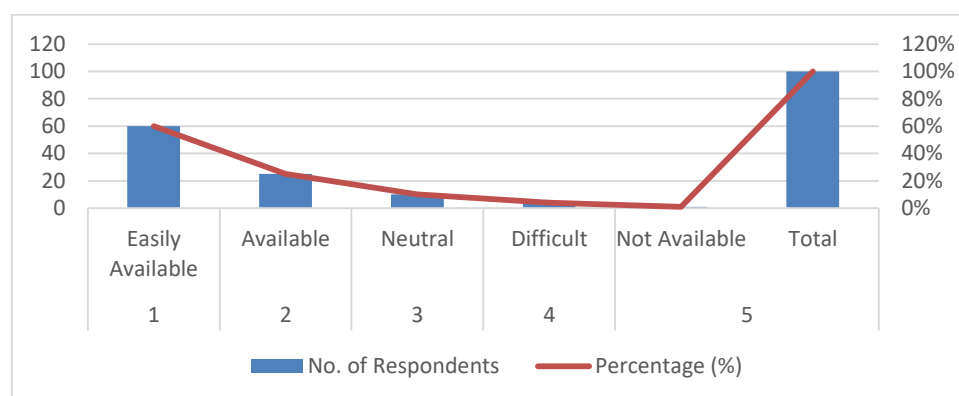
S. No	Rating	No. of Respondents	Percentage (%)
1	Excellent	45	45%
2	Good	30	30%
3	Average	15	15%
4	Poor	7	7%
5	Very Poor	3	3%
	Total	100	100%



Interpretation: 75% of respondents find the information provided by staff clear and understandable.

6. Availability of Loan Services

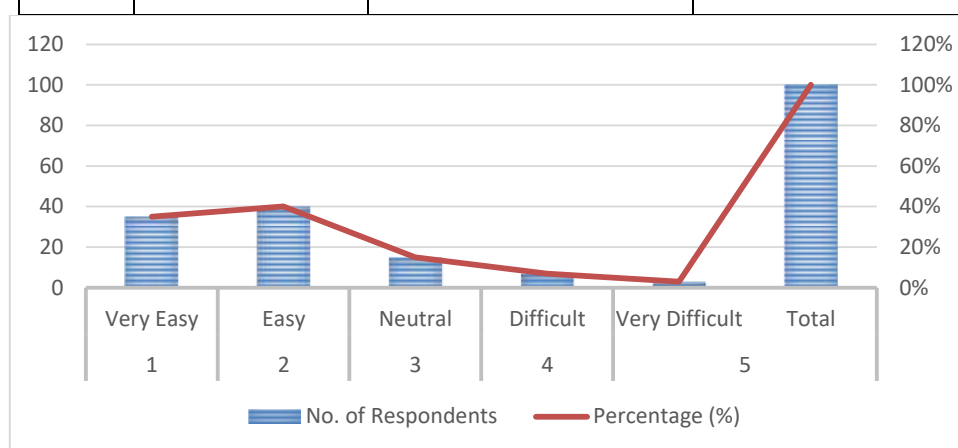
S. No	Rating	No. of Respondents	Percentage (%)
1	Easily Available	60	60%
2	Available	25	25%
3	Neutral	10	10%
4	Difficult	4	4%
5	Not Available	1	1%
	Total	100	100%



Interpretation: A majority of customers (85%) believe loan services are readily accessible.

7. Satisfaction with Account Opening Process

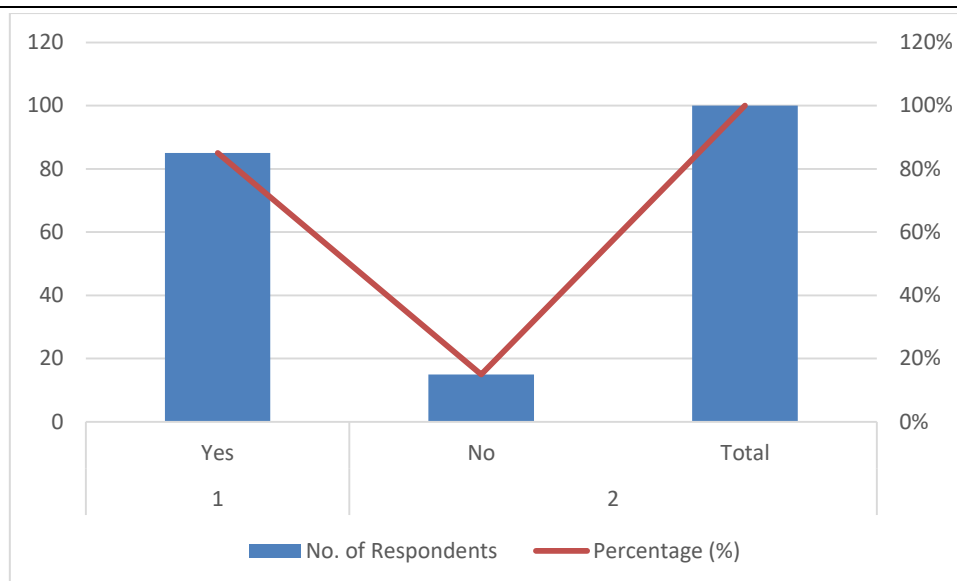
S. No	Rating	No. of Respondents	Percentage (%)
1	Very Easy	35	35%
2	Easy	40	40%
3	Neutral	15	15%
4	Difficult	7	7%
5	Very Difficult	3	3%
	Total	100	100%



Interpretation: The account opening process is user-friendly, with 75% positive responses.

8. Use of Mobile Banking App

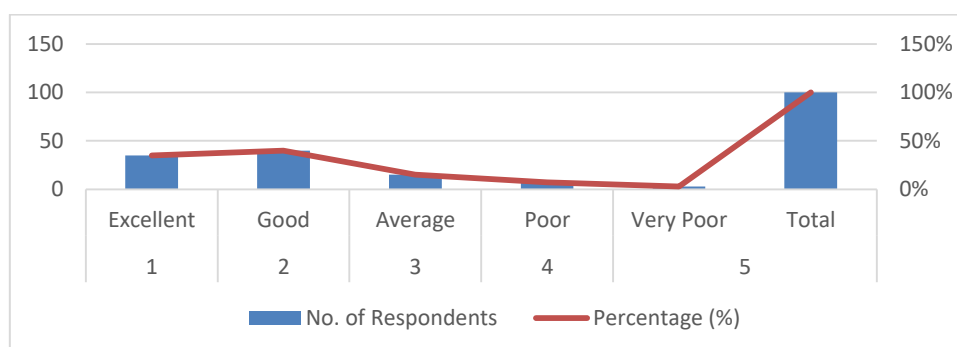
S. No	Rating	No. of Respondents	Percentage (%)
1	Yes	85	85%
2	No	15	15%
	Total	100	100%



Interpretation: High usage (85%) indicates strong adoption of mobile banking services among customers.

9. User-Friendliness of Mobile App

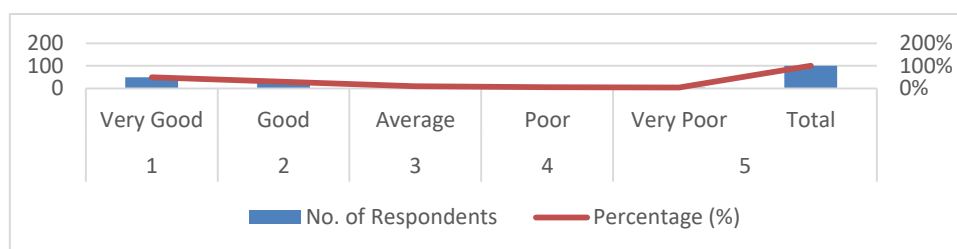
S. No	Rating	No. of Respondents	Percentage (%)
1	Excellent	35	35%
2	Good	40	40%
3	Average	15	15%
4	Poor	7	7%
5	Very Poor	3	3%
	Total	100	100%



Interpretation: 75% find the mobile app user-friendly, aligning with the bank's digital strategies.

10. ATM Availability and Functionality

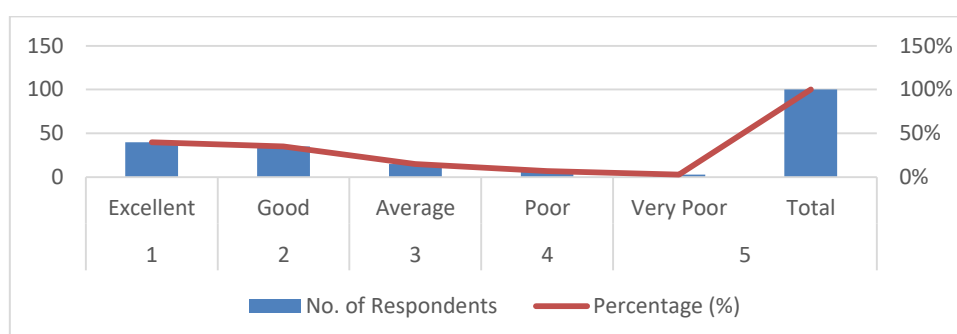
S. No	Rating	No. of Respondents	Percentage (%)
1	Very Good	50	50%
2	Good	30	30%
3	Average	10	10%
4	Poor	6	6%
5	Very Poor	4	4%
	Total	100	100%



Interpretation: Majority of customers are satisfied with the ATM services and their functionality.

11. Security Measures at the Branch

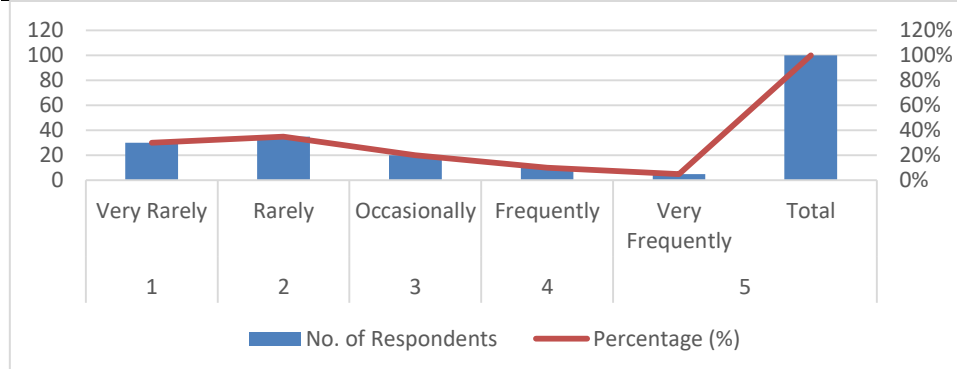
S. No	Rating	No. of Respondents	Percentage (%)
1	Excellent	40	40%
2	Good	35	35%
3	Average	15	15%
4	Poor	7	7%
5	Very Poor	3	3%
	Total	100	100%



Interpretation: Most respondents (75%) are confident in the branch's safety and security measures.

12. Frequency of Technical Issues

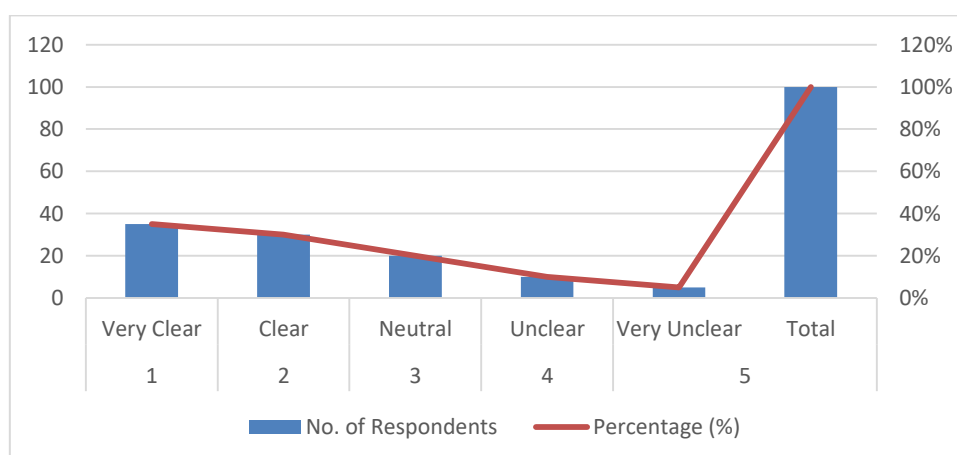
S. No	Rating	No. of Respondents	Percentage (%)
1	Very Rarely	30	30%
2	Rarely	35	35%
3	Occasionally	20	20%
4	Frequently	10	10%
5	Very Frequently	5	5%
	Total	100	100%



Interpretation: About 65% report technical issues are rare, reflecting efficient systems maintenance.

13. Transparency in Charges and Fees

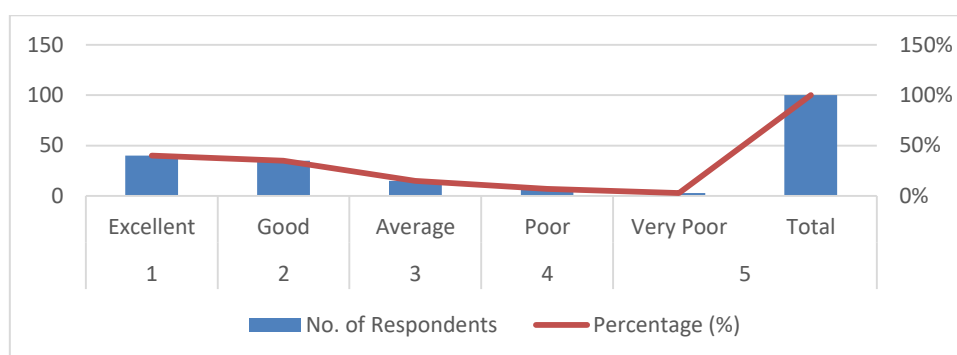
S. No	Rating	No. of Respondents	Percentage (%)
1	Very Clear	35	35%
2	Clear	30	30%
3	Neutral	20	20%
4	Unclear	10	10%
5	Very Unclear	5	5%
	Total	100	100%



Interpretation: While most customers understand fee structures, 15% face some lack of clarity.

14. Overall Experience with the Bank

S. No	Rating	No. of Respondents	Percentage (%)
1	Excellent	40	40%
2	Good	35	35%
3	Average	15	15%
4	Poor	7	7%
5	Very Poor	3	3%
	Total	100	100%



Interpretation: Overall satisfaction is strong, with 75% of customers reporting good to excellent experiences.

IV. FINDINGS

75% of the respondents rated their overall experience with ICICI Bank as *good* or *excellent*, indicating a strong level of customer satisfaction.

Around 70% of customers are satisfied with the customer service, citing courteous and helpful staff as a major strength.

85% of the respondents use ICICI's mobile banking app, and 75% find it user-friendly, reflecting strong digital adoption.

80% of customers are satisfied with the availability and functionality of ATMs, showing that infrastructure support is reliable.

85% of respondents indicated that loan services are *easily available* or *available*, suggesting efficiency in lending operations.

70% of respondents appreciated the branch's cleanliness, safety, and ambiance.

75% of respondents rated the account opening process as easy or very easy, showing simplicity and streamlined processes.

75% of customers found the information and communication from the bank to be clear and transparent.

70% of customers stated that their issues are resolved promptly, though 30% expressed moderate or low satisfaction in this area.

A high level of confidence was observed, with 75% of respondents satisfied with the security features at the branch.

While 65% of the respondents were satisfied with interest rates and fees, 15% found the charges unclear, highlighting a need for improved transparency.

70% of respondents felt staff availability and responsiveness were up to the mark, indicating efficient staffing.

65% of respondents felt that bank charges were communicated clearly, while 15% found them ambiguous.

About 65% reported that technical issues were *rare* or *very rare*, reflecting reliable banking infrastructure.

75% of respondents reported acceptable waiting times at the bank, indicating decent operational efficiency.

V. SUGGESTIONS

1. Some customers expressed confusion regarding hidden or unclear charges. ICICI Bank should consider simplifying the fee structure and proactively educating customers through pamphlets, SMS alerts, and in-app notifications.
2. While a majority are satisfied with problem resolution, a notable portion (around 30%) showed dissatisfaction. The bank can introduce a faster escalation matrix or dedicated grievance redressal officer at the branch.
3. As digital usage rises, some customers still prefer personal interaction. Adding live chat features or AI-based virtual assistants in the mobile app could enhance support without requiring physical visits.
4. Though most respondents found loans available, many were unaware of specific loan features. Conducting regular customer education seminars, webinars, or SMS campaigns can improve loan product penetration.
5. Introducing quarterly or half-yearly customer satisfaction surveys can help the bank stay updated with changing customer expectations and continuously improve service quality.
6. While 75% of customers are satisfied with waiting times, reducing it further by offering appointment booking systems or increasing counter staff during peak hours would enhance the in-branch experience.
7. Even though ATM services were mostly rated positively, maintenance and uptime can be further improved by implementing preventive maintenance schedules and feedback options at ATM kiosks.
8. Introducing loyalty programs, cashback, or special privileges for long-standing customers can increase customer retention and satisfaction.
9. Continuous training and motivation of frontline employees will ensure consistent service quality, especially in handling diverse customer queries and concerns.
10. ICICI Bank should also consider targeted outreach programs to bring more people from underbanked segments into the formal banking system, especially in nearby semi-urban and rural areas.

VI. CONCLUSION

The study aimed to evaluate customer satisfaction levels with ICICI Bank at its Kukatpally branch by surveying 100 respondents. Based on the analysis of various aspects such as service quality, digital banking experience, infrastructure, communication, transparency, and issue resolution, it is evident that the majority of customers are generally satisfied with the services provided by the bank. Key areas of strength identified in the study include the ease of using digital banking services, particularly the mobile banking app, effective ATM availability, and the courteous behavior of the staff. Additionally, most respondents appreciated the security measures, cleanliness of the branch, and the overall user-friendliness of the account opening and transaction processes. However, the study also identified certain areas that need improvement, such as clarity in communicating charges and fees, faster resolution of grievances, and better outreach for loan products. Addressing these concerns will help ICICI Bank further strengthen its relationship with customers and enhance customer retention in

an increasingly competitive banking environment. In conclusion, while ICICI Bank – Kukatpally Branch has performed well in ensuring customer satisfaction, there remains scope for innovation, enhanced transparency, and continuous service improvement. By implementing customer-centric practices and proactively responding to feedback, the bank can sustain and grow its customer base in the long run.

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