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## An Analytical Assessment Of Demographic Features Of Customers In Public And Private Sector Banks

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### **Abstract:**

Knowing the demographic factors of customers is important in developing a Customer Relationship Management approach by a banking unit. The purpose of this research was to increase knowledge and understanding the Demographic Profile of customers in Public and Private Sector Banks. The main aim of this research is specifically to analyse and make a comparative study of consumer profile in different banking type. Demographic characteristics include gender, age, marital status, occupation and income.

**Key words:** Customer Relationship Management, Demographic, Knowledge, Private Sector Banks, Public Sector Banks.

### **1.Introduction**

Demographic profile of a customer helps in understanding the needs of customers in a better way and aids in building good relationship with them. Zablah, Beuenger, and Johnston (2003) suggest that CRM is “a philosophically-related offspring to relationship marketing which is for the most part neglected in the literature,” and they conclude that “further exploration of CRM and its related phenomena is not only warranted but also desperately needed.” CRM can be defined from at least three perspectives: narrowly and tactically as a particular technology solution, wide-ranging technology, and customer centric. These perspectives can be portrayed as a continuum (Reinartz, Krafft, and Hoyer 2004). According to Swift (2000), CRM provides enhanced opportunities to use data and information to both understand customers and co create value with them. This requires a cross-functional integration of processes, people, operations, and marketing capabilities that is enabled through information, technology, and applications. According to Gholami and

Rahman (2012), four main enablers that play major role in business performance are people, technology, strategy, and process. The thought that dual creation of value is at the heart of CRM is moreover evident in all previous studies that examine the company–customer boundary.

### **2.Research Methodology**

#### *2.1.Objective Of The Study*

To make an analysis of the demographic characteristics of the customers visiting public and private sector banks.

#### *2.2.Research Design*

In this research descriptive research design is used for  
Analyzing the research problem

To specify the objective with sufficient precision to ensure that the data collection were relevant.

#### *2.3.Sampling Procedure*

The present study is confined to the demographic profile of customer visiting public and private sector bank in Udaipur.

Gender	Public		Private	
	N	%	N	%
Male	115	57.50	136	68.00
Female	85	42.50	64	32.00
Total	200	100.00	200	100.00

*Table 1: Distribution Of Respondents According To Their Gender*

The data depicted in the table 5.1.2 shows the distribution of respondents according to the gender. It was found that 57.50% respondents are male and 42.50% respondents are female in a public sector bank. On the other hand from the respondents of a private sector bank 68.00% are male and remaining 32.00% are female. Thus we can conclude that frequency of men is more than women both in private and public sector banks.

Age in years	Public		Private	
	N	%	N	%
20-30	39	19.50	36	18.00
30-40	76	38.00	95	47.50
40-50	63	31.50	55	27.50
50-60	16	8.00	13	6.50
Above 60	6	3.00	1	0.50
Total	200	100.00	200	100.00

*Table 2: Distribution Of Respondents According To Their Age*

The data exhibited in the table shows the distribution of respondents according to the age. In public sector banks 38% customers aged between 30-40 yrs., 31.50% belongs to 40-50 yrs. of age, 19.50 % ageing between 20-30 yrs., 8% belongs to 50-60 yrs. of age and remaining 3% of customers are ageing above 60 yrs. of age.

While in private sector banks 47.50% customers aged between 30-40 yrs., 27.50% belongs to 40-50 yrs. of age, 18.00 % ageing between 20-30 yrs., 6.50% belongs to 50-60 yrs. of age and remaining .50% of customers are ageing above 60 yrs. of age.

Thus, most of the banking customers are mid-aged people as can be interpreted by the data.

Occupation	Public		Private	
	N	%	N	%
Service	75	37.50	78	39.00
Student	20	10.00	15	7.50
Housewife	29	14.50	13	6.50
Business	72	36.00	91	45.50
Retired	4	2.00	3	1.50
Total	200	100.00	200	100.00

*Table 3: Distribution Of Respondents According To Their Occupation*

The data presented in the table shows the distribution of respondents according to their occupation. In public sector banks 37.50% customers are employed in a service, 36.00% are businessmen, 14.50 % customers are housewives, 10.00% are students and remaining 2.00% of customers are retired people. The data interprets that the majority of customer base in a public sector bank are service class.

While in private sector banks 45.50% customers are businessmen, 36.00% are employed in a service, 7.50% are students, 6.50% customers are housewives, and remaining 1.50% of customers are retired people. Thus it can be interpreted that main customer base in the private sector banks are business class people.

Income	Public		Private	
	N	%	N	%
Below 5 lakh	53	26.50	50	25.00
5-10 lakh	91	45.50	94	47.00
10-15 lakh	44	22.00	43	21.50
Above 15 lakh	12	6.00	13	6.50
Total	200	100	200	100.00

*Table 4: Distribution Of Respondents According To Their Income*

The table reveals data distribution on the basis of income of the bank's customers. The table shows that in public sector banks, maximum number of respondents that is 45.50% are having annual income within the range of 5-10 lakh, 26.50% are having income below 5 lakh, 22.00% comes in the income slab of 10-15 lakh and remaining 6.00% customers are having annual income above 15 lakh.

On the other hand in private sector banks, maximum number of respondents that is 47.00% are having annual income within the range of 5-10 lakh, 25.00% are having income below 5 lakh, 21.50% comes in the income slab of 10-15 lakh and remaining 6.50% customers are having annual income above 15 lakh.

Thus it can be said that most of the bank customers are middle class people as justified by their annual income.

### 3. Conclusion

From the above analysis it can be concluded that most of the a/c in private and public sector banks are men rather than women. Middle-aged people are the main customer base in both type of banks. Service class people approach more to public sector banks while business class prefers private sector banks. Thus bank should provide such facilities which help in building better relationship with middle income people as per their nature of occupation and other demographic profile.

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