

A Study on Customers Perception and Expectation from ICICI Bank Limited

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Abstract: *The banking sector has made unbelievable progress in India from the Economic reorganize happen in 1991. Many new private banks came into existence which has brought changes in the banking sector in India, changes with respect to proper utilization of resources, improvement in services provided to the customers, and introduction of innovative products as well as policies. ICICI bank is a private bank that is customer-oriented. All policies, facilities, and services provided by ICICI bank revolve around its This survey attempts to examine the changing perception of the customer which is preferably toward the services provided to them by ICICI bank. This study included both secondary as well as Primary Data. Primary Data was collected through a Questionnaire included 18 questions..There were 69 respondents from an age group of 18-56. Simple random Sampling was used for data collection. The data was collected from states of India. Chi square test was used in the analysis of data. Null hypothesis was accepted which states that people satisfied with interest rates is due to the trust and reliability they have with the bank.*

Keywords: ICICI bank, Perception, Customers Satisfaction, Innovative

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