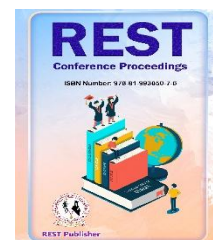


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# A Study on Retail Banking Services Provided By Axis Bank With Reference To Amravati City

Saurav. S. Madane, P. M. Wasankar

SIPNA C.O.E.T., Amravati, Maharashtra, India.

**Abstract:** The study evaluates the quality and range of retail banking services offered by Axis Bank in Amravati city, amid the growing competition in India's banking sector. With the shift towards a broad-based lending portfolio and a focus on retail banking, private banks like Axis are increasingly competing with public sector banks. The research examines various retail banking products, including savings and current accounts, fixed deposits, loans, and digital banking services, by collecting primary data through structured questionnaires from Axis Bank customers. It highlights customer satisfaction, awareness, accessibility, and usage patterns, identifying both strengths and areas for improvement in service delivery to enhance customer experience and retention.

**Keywords:** Retail Banking, Axis Bank, Customer Satisfaction, Banking Services, Amravati, Digital Banking, Financial Services, Service Quality

## 1. INTRODUCTION

The banking sector plays a pivotal role in the economic development of a country by mobilizing savings and facilitating investments. Retail banking, in particular, has emerged as a crucial segment within the banking industry, offering financial products and services directly to individual consumers rather than businesses or corporations. These services typically include savings and current accounts, personal loans, credit cards, fixed deposits, and digital banking facilities. Axis Bank, one of the leading private sector banks in India, has made significant strides in enhancing its retail banking segment to cater to the dynamic needs of customers. The bank emphasizes customer satisfaction, innovation, and convenience through its extensive range of retail banking services. This study focuses on evaluating the effectiveness and reach of retail banking services provided by Axis Bank in Amravati city. Amravati, being a growing urban center in Maharashtra, offers a representative landscape to understand customer behavior, preferences, and expectations in retail banking. The study aims to assess customer awareness, satisfaction, and usage patterns while identifying areas for improvement and service enhancement. Understanding the customer perception of Axis Bank's retail services in Amravati will help the bank further refine its strategies and offer more personalized, efficient, and technology-driven solutions to its clients. Retail Banking refers to consumer banking catering to the needs of individuals and small and average size companies. Here the relationship size of each account is small but the number of relationships is huge. The banks develop products based on customer segments like salaried individuals and students etc. and make them available through their branches. The products are standardized and the service provided is through alternate channels like phone banking, internet banking, SMS banking etc. Products like car loans, housing loans and personal loans are part of retail asset loans and accounts like saving accounts, current accounts and fixed deposits are retail liability products. Since the value of each relationship is small, the impact of one customer defaulting on a loan is low. So, the retail banking business is said to have diversified their risks. In the process they extend banking facilities to a large set of people. One can even call this mass banking or consumer banking.

**Why Amravati City is selected for the Study:** Amravati, a major city in Maharashtra's Vidarbha region, is witnessing rapid urban growth and rising demand for retail banking services. Axis Bank has a strong presence here, with multiple branches and a sizeable customer base, making it an ideal location for assessing its retail banking effectiveness and customer perception. The city's diverse population—salaried individuals, professionals, small business owners, and students—provides varied insights into expectations and satisfaction levels. Being a Tier-II city, Amravati also offers a valuable context to study how Axis Bank addresses challenges of infrastructure, digital adoption, and banking awareness, with findings relevant to similar cities across India.

## 2. OBJECTIVES

1. To study the services provided by the Axis bank.
2. Awareness of retail banking sector in Amravati city.
3. Consumer behavior about retail banking service.
4. Awareness about retail banking system.
5. Creating awareness about services provided by Axis bank Amravati city.

**Limitation:** The study is limited to Amravati city only. Therefore, the findings may not be representative of the retail banking experience in other regions or cities where Axis Bank operates. Due to time and resource constraints, the study was conducted with a limited number of respondents. A larger sample size could have provided more comprehensive and accurate insights. Some customers were unwilling or unavailable to participate in the survey, which may have affected the diversity and depth of opinions gathered. The study was conducted within a specific time frame, which restricted the ability to track long-term changes or trends in customer satisfaction and service usage. The data collected is based on customers' personal opinions and perceptions, which can be subjective and may not always reflect the actual performance or service quality of Axis Bank.

**Scope of The Study:** The study is focused on evaluating the retail banking services offered by Axis Bank in Amravati city. It covers various aspects such as customer awareness, satisfaction, service quality, usage of digital banking facilities, and overall experience with the bank's retail services. The study includes data collected from Axis Bank customers through questionnaires and interviews. The scope is limited to the retail segment only and does not cover corporate or institutional banking. The findings aim to help Axis Bank understand customer expectations in a Tier-II city and improve its service offerings accordingly.

## 3. METHODOLOGY

The study adopts a descriptive research design to analyse the quality, reach, and customer satisfaction of retail banking services offered by Axis Bank in Amravati city. Descriptive research is suitable for understanding the existing scenario and capturing insights from customers. While deciding the size of sample, researcher must determine the desired precision as also an acceptable confidence level for the estimate. The size of population variance needs to be considered as in case of larger variance usually a bigger sample is needed. The size of population must be kept in view for this also limits the sample size. The parameters of interest in a research study must be kept in view, while deciding the size of the sample. Costs too dictate the size of sample that we can draw. As such, budgetary constraint must invariably be taken into consideration when we decide the sample size. The Sample will be selected by simple Random Sampling Methods. The sample size is 100. Customers of Axis Bank Amravati City only.

## 4. REVIEW OF LITERATURE

Retail banking has been widely studied in India and abroad due to its growing significance in financial services and customer relationship management. According to Deolalkar (2000), the Indian banking sector has undergone rapid transformation, with private sector banks increasingly adopting technology-driven models to compete with traditional public sector institutions. This shift has led to greater emphasis on service quality and customer orientation. Kothari (2004) emphasizes that customer perception studies in banking provide critical insights into how banks can align their services with consumer expectations. In line with this, Mittal and Dhademad (2005) highlight profitability as an important performance measure but note that in a competitive environment, retaining customers through satisfaction and trust is equally vital. Nirala (2016), in her study on debit card usage, found that awareness and ease of access to financial products play a major role in shaping consumer adoption of banking services, particularly in semi-urban regions. Pandey (2005) argues that financial management practices in banks are increasingly linked to customer-centric strategies, with retail banking emerging as the foundation of sustainable growth. Research by Gupta and Kaura (2017) also stresses that service quality dimensions—such as responsiveness, reliability, and empathy—are significant determinants of customer satisfaction in Indian retail banking. Similarly, Sharma and Malhotra (2019) found that digital banking has improved convenience but also highlighted barriers such as lack of awareness, trust issues, and limited digital literacy in smaller cities.

### Hypothesis

**H<sub>0</sub> (Null Hypothesis):** There is no significant relationship between customer satisfaction and the retail banking services provided by Axis Bank in Amravati city.

**H<sub>1</sub> (Alternative Hypothesis):** There is a significant relationship between customer satisfaction and the retail banking services

## 5. DATA ANALYSIS AND INTERPRETATION

The data collected from respondents in Amravati city was analyzed to understand customer perception of Axis Bank's retail banking services. The analysis focused on key parameters such as service quality, digital banking adoption, employee behavior, trust, and overall satisfaction.

### **Demographic Profile:**

The majority of respondents belonged to the 21–40 age group, with a balanced mix of salaried employees, business owners, professionals, and students. This indicates that Axis Bank's retail services cater to a diverse customer base in Amravati.

### **Awareness and Usage of Services:**

Most respondents reported being aware of savings accounts, debit/credit cards, and internet banking facilities. However, advanced products like wealth management and investment-linked services showed lower awareness. This suggests that Axis Bank needs to strengthen promotional efforts for specialized products.

### **Digital Banking Adoption:**

While a large section of respondents used mobile banking and internet banking for convenience, around one-third expressed difficulties due to lack of digital literacy and concerns over security. This reflects the typical challenges of Tier-II cities, where digital adoption is growing but not yet universal.

### **Service Quality and Employee Interaction:**

Respondents rated Axis Bank's staff behavior as polite and helpful, though some pointed out delays in query resolution and insufficient guidance about new services. This highlights the importance of continuous staff training in customer engagement and proactive communication.

### **Trust and Reliability:**

Trust emerged as a strong factor in banking choice. While Axis Bank was considered reliable by many respondents, some customers still preferred public sector banks due to long-standing credibility and perceived safety of deposits.

### **Overall Satisfaction:**

A majority of customers expressed satisfaction with Axis Bank's services, particularly in terms of branch infrastructure, ATM availability, and digital convenience. However, areas such as transparency in charges, financial literacy support, and quicker resolution of complaints require improvement.

**Interpretation:** The findings indicate that Axis Bank has established itself as a competitive private sector bank in Amravati, appealing to a wide demographic. Its strong infrastructure and digital services are appreciated, yet gaps remain in awareness, trust-building, and customer education. Digital banking adoption is increasing but continues to face challenges in Tier-II cities due to security concerns and limited digital skills. Service quality, though satisfactory, can be further enhanced through personalized interaction and faster problem-solving. Overall, the data suggests that while Axis Bank enjoys a favorable perception among Amravati customers, there are opportunities to strengthen loyalty and expand outreach by focusing on awareness, digital support, and trust-building initiatives.

**Findings:** The study indicates that awareness of banking services in Amravati is fairly high, with 91% of respondents familiar with general banking facilities and 85% specifically aware of retail banking. Public sector banks continue to dominate slightly, though Axis Bank is recognized for its steady growth, urban image, and reliable digital platforms. Service quality emerged as the strongest determinant of customer choice, followed by employee behavior and the overall reputation of the bank. Most respondents rated Axis Bank employees positively, particularly in terms of politeness and clarity, though many felt there was scope for more proactive guidance and personalized attention. Digital banking adoption is growing, and customers acknowledged the convenience of Axis Bank's internet and mobile services. However, some expressed concerns about digital awareness, security, and ease of access, which remain barriers for less tech-savvy users. The responses further suggest that loyalty is driven less by brand identity and more by service efficiency and trust, reflecting the highly competitive nature of retail banking in Tier-II cities like Amravati.

**Suggestions:** The study suggests that Axis Bank can further strengthen its retail banking presence in Amravati by focusing on both service quality and customer outreach. First, the bank should invest in financial literacy initiatives to educate customers, particularly students, small business owners, and less digitally literate groups, about the full range of retail banking and digital services available to

them. Alongside this, Axis Bank needs to simplify its digital platforms and provide better support for first-time users, as concerns about usability and security continue to limit adoption. Employee–customer interaction also emerged as a key factor in satisfaction, highlighting the need for regular staff training in communication, empathy, and proactive service delivery. Moreover, to remain competitive with public sector banks, Axis Bank should expand its reach into semi-urban and peri-urban areas surrounding Amravati, ensuring that customers outside the city also have access to its services. Building greater trust and confidence among customers is equally important, and this can be achieved through regular awareness campaigns on safe banking practices, fraud prevention, and secure online transactions.

## 6. CONCLUSION

The study concludes that Axis Bank has established a significant presence in Amravati by offering diverse retail banking products supported by efficient digital services. Customers value the bank’s service quality, employee behavior, and technological innovation, which together strengthen its reputation as a leading private sector bank. Nevertheless, the findings reveal that awareness and usage of advanced services are uneven, especially among less digitally literate groups. Addressing this gap through targeted financial literacy initiatives and simplified digital platforms could help the bank widen its customer base. Despite stiff competition from public sector banks, Axis Bank holds considerable potential to expand its market share in Tier-II cities by balancing technology with strong personal engagement. The evidence suggests a meaningful relationship between customer satisfaction and the retail banking services of Axis Bank, thereby supporting the alternative hypothesis. Overall, the study reinforces that the future of retail banking in cities like Amravati lies in building trust-driven, customer-centric services while leveraging digital transformation for wider financial inclusion.

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