



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON CONSUMER SATISFACTION LEVEL TOWARDS ICICI BANK LTD IN MADURAI CITY

Ms. M. Shanmugapriya

Assistant Professor,

*UG Department of Commerce with Computer
Applications,*

*Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

K. Sanjay Karuppa Samy

Student,

*UG Department of Commerce with Computer
Applications*

*Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

V. Saravanan

Student,

UG Department of Commerce with Computer Applications

*Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

Abstract

This project study focuses on the growth, performance, and customer service practices of ICICI Bank, one of the leading private sector banks in India. The study examines the bank's financial performance, innovative banking services, digital transformation initiatives, and customer satisfaction levels. ICICI Bank has played a significant role in modernizing the Indian banking sector through the introduction of internet banking, mobile banking applications, digital payment systems, and customer-centric financial products. The research analyzes various banking services such as savings accounts, loans, credit facilities, investment services, and

digital banking platforms offered by ICICI Bank. It also evaluates the bank's marketing strategies, risk management practices, and competitive position in the Indian banking industry.

Primary and secondary data were used to understand customer perception and service efficiency. The findings reveal that ICICI Bank maintains strong brand value, technological advancement, and customer trust, which contribute to its sustained growth. However, continuous improvement in service quality and customer relationship management is essential to maintain competitiveness in the dynamic banking environment.



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

This study provides insights into ICICI Bank's operational efficiency and highlights its contribution to the development of the Indian financial system.

Keywords: Private Sector Banking, Customer Satisfaction, Loan and Credit Services, Banking Innovation, Risk Management

1. Introduction

The Indian banking sector has undergone a remarkable transformation over the past few decades, moving from traditional, branch-centric operations to a technology-driven and customer-focused industry.

Among the frontrunners of this evolution is ICICI Bank Limited, one of India's largest private sector banks. Established in 1994 as a part of the Industrial Credit and Investment Corporation of India (ICICI), the bank was created to provide a wide range of financial products and services to retail and corporate customers.

ICICI Bank has consistently played a pioneering role in modernizing India's banking landscape. It was among the first institutions in the country to embrace internet banking, mobile banking, and electronic payment solutions, making financial services more accessible and convenient.

Over the years, the bank has expanded its footprint beyond India, establishing subsidiaries and branches in several countries, thus positioning itself as a global player.

Today, ICICI Bank offers an extensive portfolio of services, including retail banking, corporate banking, investment banking, wealth management, insurance, loans, and treasury operations. Its customer base ranges from individuals and small businesses to large corporations and government entities.

With an emphasis on innovation, risk management, and customer satisfaction, the bank continues to strengthen its market leadership. The significance of ICICI Bank in the Indian economy is substantial. By mobilizing savings, financing infrastructure, supporting entrepreneurship, and facilitating digital payments, the bank contributes to national growth and financial inclusion.

Its strong capital base, diversified revenue streams, and adherence to regulatory standards have earned it trust among stakeholders. This project report aims to provide a comprehensive study of ICICI Bank, examining its history, organizational structure, products and services, operational strategies, and performance.

It will also explore the bank's role in promoting technology adoption in banking, its approach to customer relationship management, and the challenges and opportunities it faces in an increasingly competitive and regulated environment.

Through this study, an in-depth understanding of ICICI Bank's functioning will be developed, highlighting best practices and areas for improvement. The report will



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

serve as a valuable resource for students, researchers, and professionals interested in learning about one of India's most influential financial institutions.

Objectives

- To provide a comprehensive profile of ICICI Bank, detailing its history, organizational structure, and range of products and services.
- To review existing literature on the Indian banking sector and the performance of private banks to establish a theoretical context.
- To analyze the financial performance of ICICI Bank using key financial ratios and metrics.
- To conduct a SWOT analysis to identify the bank's internal strengths and weaknesses, as well as external opportunities and threats.
- To understand the bank's strategic initiatives in areas such as digital banking, customer relationship management, and market expansion.

2.1 Sources of Data

Primary Data:

Primary data for the project on ICICI Bank was collected directly from customers through structured questionnaires and personal interviews to analyze their

satisfaction, preferences, and usage of banking services.

Secondary Data:

Secondary data for the project on ICICI Bank was collected from annual reports, official website publications, RBI reports, journals, and other published financial records.

2.2 Sample Size

The study is based on 70 respondents selected from urban and semi-urban consumers.

2.3 Sampling Technique

Convenience sampling method was used due to accessibility of respondents.

2.4 Tools Used for Analysis

Percentage Analysis:

Percentage analysis was used to classify and interpret the responses of the respondents, enabling the researcher to understand the distribution of opinions and the relative importance of different factors influencing customer satisfaction.

2.5 Variables Studied

In this project on ICICI Bank, the variables studied include service quality, interest rates, digital banking facilities, branch accessibility, customer support services, and



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

service charges as independent variables, while customer satisfaction, customer loyalty, brand preference, usage level of banking services, and overall customer experience are considered as dependent variables to analyze the relationship between banking services and customer perception.

3. Key Factors Influencing Customer Satisfaction in E-Commerce

3.1: Website and Mobile Application Usability

The ease of use of digital platforms plays a major role in customer satisfaction. The website and mobile banking application of ICICI Bank should have a simple interface, easy navigation, quick login process, and clear instructions. A user-friendly design reduces confusion and enhances the overall online banking experience, leading to higher satisfaction levels.

Step 2: Security and Privacy Protection

Security is one of the most important factors in e-commerce banking. Customers expect safe online transactions with strong security measures such as OTP verification, encryption, secure payment gateways, and fraud detection systems. Ensuring data privacy and protecting customer information increases trust and confidence in digital banking services.

Step 3: Transaction Speed and Reliability

Fast processing of online payments, fund transfers, bill payments, and shopping transactions significantly influences satisfaction. Minimal technical errors, reduced downtime, and instant transaction confirmations improve reliability. Customers prefer a banking platform that works efficiently without delays or system failures.

Step 4: Customer Support and Grievance Redressal

Effective customer service support, including 24/7 helpline numbers, chat support, email assistance, and quick complaint resolution, enhances customer satisfaction. Prompt responses to issues related to failed transactions or technical problems strengthen customer trust and loyalty.

Step 5: Transparency and Convenience of Services

Clear information about service charges, transaction fees, interest rates, and policies improves customer confidence. Additionally, convenient features such as 24/7 accessibility, easy bill payments, online shopping payments, EMI options, and personalized notifications contribute to a positive e-commerce banking experience.

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

4. Data Analysis

Table 1: How long have you been a customer of ICICI Bank

Factors	No of respondent	Percentage
Less than 1 year	46	65.71%
1-3 years	17	24.29%
3-5 year	3	4.29%
More than 5 years	4	5.71%
Total	70	100.00%

Source: Secondary Data

Interpretation

The data shows that a majority of the respondents (65.71%) have less than 1 year of experience, indicating that most participants are relatively new in their roles or fields. Only a small proportion have more extensive experience: 24.29% have 1-3 years, while just 10% have more than 3 years of experience combined.

This suggests that the respondent group is largely composed of newcomers, which may influence perspectives, needs, or training requirements.

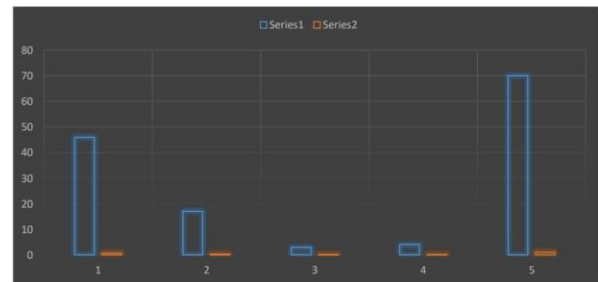


Fig 1: Bar Chart

5. Findings of the Study

- Most customers are satisfied with the overall banking services provided by ICICI Bank, especially account management and transaction facilities.
- Customers widely use mobile banking and internet banking services due to convenience, speed, and easy access.
- ICICI Bank provides diversified financial products such as savings accounts, loans, credit cards, and insurance services that meet customer needs.
- Bank employees provide professional service and respond effectively to customer queries and complaints.
- ICICI Bank maintains a strong market reputation which increases customer trust and loyalty.
- Some customers feel that service charges are high and waiting time in branches should be reduced.



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

5.1 Suggestions and Recommendations

- Since most respondents were new, focus on smoother onboarding, clear communication, and early engagement programs (e.g., welcome calls, tutorials on digital tools).ss
- Reduce technical glitches; improve app performance. Offer training or short videos on how to use iMobile Pay, Net Banking, and UPI effectively.
- Market loans, investments, and insurance more aggressively, highlighting benefits for younger customers.
- A large neutral segment on competitiveness suggests many don't see ICICI as offering clear cost benefits – consider revising or clarifying fees and rates.
- Since students are the largest group, offer simple guides/workshops on banking, investments, and digital security.
- Share updates on problem resolution, new features, or service enhancements to increase transparency and trust.

6. Conclusion

The survey results show that ICICI Bank enjoys a strong reputation and overall customer satisfaction, especially among young customers. Most respondents rate the bank's services—such as branches, ATMs, loans, credit cards, and customer care—as good or

excellent. Trust, reliability, and a wide branch/ATM network are the main reasons people choose ICICI. However, the findings also reveal opportunities for improvement. A large part of the customer base is new, meaning early engagement and strong onboarding are crucial. Digital banking services (iMobile Pay, Net Banking, UPI) are popular, but many users still face technical issues, and a significant group remains neutral about interest rates and charges. Faster service, fewer glitches, and more competitive fees are the main expectations. Overall, ICICI Bank is viewed as a dependable and customer-friendly institution with a solid foundation in traditional banking. By enhancing digital platforms, speeding up service delivery, improving customer support, and offering clearer value on rates and charges, the bank can further strengthen loyalty, attract more digital users, and maintain its edge in an increasingly competitive market.

7. References

1. Bhole, L.M., & Mahakud, J. (2019). Financial Institutions and Markets: Structure, Growth and Innovations. McGraw Hill, New Delhi.
2. Gordon, E., & Natarajan, K. (2021). Banking Theory, Law and Practice. Himalaya Publishing House.
3. Ramesh, A., & Prasad, K. (2018). "Impact of Digital Banking on



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

Customer Satisfaction: A Study of ICICI Bank." International Journal of Banking and Finance Research, 5(3), 45-52.

4. Singh, R. (2020). "Performance Analysis of Indian Private Sector Banks: A Case Study on ICICI Bank." International Journal of Management Studies, 7(2), 120-132.
5. ICICI Bank. (2024). Annual Report 2023-24. Retrieved from <https://www.icicibank.com>
6. ICICI Bank official website: <https://www.icicibank.com>
7. Money control - ICICI Bank Financials: <https://www.moneycontrol.com/financials/icicibank>
8. Economic Times - Banking Section: <https://economictimes.indiatimes.com/industry/banking>