CUSTOMERS' OPINION TOWARDS CSR OF PUBLIC AND PRIVATE SECTOR BANKS IN TIRUNELVELI- A COMPARATIVE STUDY
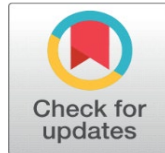
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ABSTRACT

Banking system plays an important role in the economic development of the country. Today, banks have diversified their activities and are getting into new products and services that include opportunities in credit cards, consumer finance, wealth management, life and general insurance, investment banking, mutual funds, pension fund regulation, stock broking services, etc. All private and public sector banks are keenly concentrated in fulfilling the need of doing CSR and disclosure practices regularly. The level of its impact on customers shall be measured by using some techniques. In the present study the researcher has concentrated on the view and perception of customers and their attitude towards the achievement of CSR of banking sector particularly in the study area and analysed by using statistical tools like percentage analysis, Chi-square test, two independent sample t-test etc.

Keywords: Perception, Model creation of CSR, Chi-square test, t-test

1. INTRODUCTION OF THE STUDY

A bank is a financial intermediary that accepts deposits and channels those deposits into lending activities. They are the active players in financial market. The essential role of a bank is to connect those who have capital with those who seek capital. After the post economic liberalization and globalization, there has been a significant impact on the banking industry. Most of the leading Indian banks are going global, setting up offices in foreign countries, by themselves or through their subsidiaries. The main aim of banks is to profit maximization but now a day's situation has been changed. The aim is changed from profit maximization to do more and more CSR activities. Now-a-days CSR has been assuming greater importance in the corporate world including financial institutions and banking sector. RBI (2007) has also directed Indian banks to undertake CSR initiatives for sustainable development and also asked banks to begin non-financial reporting which is related to activities in the era of environmental, social and economic accounting. In the present study the researcher has concentrated on the view and perception of customers and their opinion towards the achievement of CSR of banking sector particularly in the study area.

2. STATEMENT OF THE PROBLEM

Today banks are spending much on CSR activities to create a stronger relationship with their customers and enhance their reputation. there has been a very little research on the reaction of banking customers to different CSR initiatives. Due to this limited investigation, it is still not clear what the customers think about CSR initiatives that are carried out by the banking sector. Therefore, it is important to study about the customers' real pleasure with regard to the adoption of CSR practices by all banks. This well help the bank to best allocate its resources to increase CSR activities in order to satisfy customers. It is also important to test whether the public or private sector bank customers have an optimistic thinking or attitude towards CSR initiatives provided by their banks.

3. OBJECTIVES OF THE STUDY

The following are the objectives of the study.
- To study the socio-economic and banking profile of the respondents.
- To analyse and compare the customers' opinion of both public and private sector banks regarding CSR
- To evaluate the relationship between socio-economic variables and opinion about CSR.

4. METHODOLOGY

PRIMARY DATA

The primary data have been collected from 196 respondents by using a pre-tested interview schedule from the public and private sector bank customers.

SECONDARY DATA

The secondary data have been collected from books, journals, bank websites, periodicals and various internet sources.

SAMPLING DESIGN

Of the different banks operating in the study area, only the State Bank of India (SBI) from the public sector and ICICI Bank from the private sector are selected for the present study since the selected two banks are the biggest and leading banks in the study area. Moreover, these two banks are found to be having more branches covering almost all places of the study area. From these bank branches, the researcher has selected 196 sample customers which is determined by using www.samplesurvey.com i.e., 98 customers from each bank by adopting convenience sampling method for the study in order to ascertain the attitude of customers towards CSR.

PLAN OF ANALYSIS

To analyze and interpret the collected data, the researcher has used the following tools:
- Percentage Analysis
- Chi-square test
- Two independent sample t-test

5. ANALYSIS AND INTERPRETATION

5.1 SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

The following are the socio-economic profile of the respondents of both SBI and ICICI bank customers. The results are interpreted under the heading findings of the study.

TABLE 1

Particulars		No. of Respondents		
		SBI	ICICI	TOTAL
Gender	Male	50 (51.00)	43 (43.90)	**93 (47.40)**
	Female	48 (49.00)	55 (56.10)	**103 (52.60)**
	Total	**98 (100.00)**	**98 (100.00)**	**196 (100.00)**
Age group	Upto 30 years	57 (58.20)	50 (51.00)	**107 (54.60)**

	31-40 years	24 (24.50)	28 (28.60)	**52 (26.50)**
	41-50 years	8 (8.20)	11 (11.20)	**19 (9.70)**
	51 and above	9 (9.20)	9 (9.20)	**18 (9.20)**
	Total	**98 (100.00)**	**98 (100.00)**	**196 (100.00)**
Marital status	Married	58 (59.20)	53 (54.10)	**111 (56.60)**
	Unmarried	40 (40.80)	45 (45.90)	**85 (43.40)**
	Total	**98 (100.00)**	**98 (100.00)**	**196 (100.00)**
Educational category	Upto high school	7 (7.10	5 (5.10)	**12 (6.10)**
	Diploma	3 (3.10)	7 (7.10)	**10 (5.10)**
	Graduation	32 (32.70)	31 (31.60)	**63 (32.10)**
	Post graduation	38 (38.80)	42 (42.90)	**80 (40.80)**
	Professional	18 (18.40)	13 (13.30)	**31 (15.80)**
	Total	**98 (100.00)**	**98 (100.00)**	**196 (100.00)**
Employment category	Private employee	26 (45.60)	26 (48.10)	**52 (46.80)**
	Government employee	15 (26.30)	11 (20.40)	**26 (23.40)**
	Businessperson	3 (5.30)	9 (16.70)	**12 (10.80)**
	Professional	13 (22.80)	8 (14.80)	**21 (18.90)**
	Total	**57 (100.00)**	**54 (100.00)**	**111 (100.00)**
Other occupational category	Student	24 (58.50)	23 (52.30)	**47 (55.30)**
	Housewives	2 (4.90)	6 (13.60)	**8 (9.40)**
	Jobseeker	6 (14.60)	11 (25.00)	**17 (20.00)**
	Retired	9 (22.00)	4 (9.10)	**13 (15.30)**
	Total	**41 (100.00)**	**44 (100.00)**	**85 (100.00)**
Family monthly income	Upto 10000	29 (29.60)	17 (17.30)	**46 (23.50)**
	10001- 20000	18 (18.40)	34 (34.70)	**52 (26.50)**
	20001- 30000	16 (16.30)	17 (17.30)	**33 (16.80)**
	30001- 40000	9 (9.20)	12 (12.20)	**21 (10.70)**
	Above 40000	26 (26.50)	18 (18.40)	**44 (22.40)**
	Total	**98 (100.00)**	**98 (100.00)**	**196 (100.00)**

5.2 BANKING PROFILE OF THE RESPONDENTS

The banking profile of the respondents are analysed and presented in the below table and the results are summarized under findings of the study

Table 2

Particulars		No. of Respondents		
		SBI	ICICI	TOTAL
Period of having account in bank	Below 2 years	21 (21.40)	17 (17.30)	**41 (20.90)**
	2-4 years	46 (46.80)	43 (43.90)	**86 (43.90)**
	4-6 years	12 (12.30)	20 (20.40)	**32 (16.30)**
	Above 6 years	19 (19.50)	18 (18.40)	**37 (18.90)**
	Total	**98 (100.00)**	**98 (100.00)**	**196 (100.00)**
Type of account maintained in bank	Savings Bank Account	66 (67.30)	70 (71.40)	**136 (69.40)**
	Current Account	8 (8.20)	17 (17.30)	**25 (12.80)**
	Fixed Deposit Account	11 (11.20)	8 (8.20)	**19 (9.70)**
	Recurring Deposit Account	13 (13.30)	3 (3.10)	**16 (8.20)**
	Total	**98 (100.00)**	**98 (100.00)**	**196 (100.00)**
Frequency of making Transactions with the Bank	Daily	12 (12.20)	13 (13.30)	**25 (12.80)**
	Weekly	31 (31.60)	31 (31.60)	**62 (31.60)**
	Bi-weekly	13 (13.30)	18 (18.40)	**31 (15.80)**
	Monthly	42 (42.90)	36 (36.70)	**78 (39.80)**
	Total	**98 (100.00)**	**98 (100.00)**	**196 (100.00)**
Importance given by the Bank	Customers	48 (49.00)	46 (46.90)	**94 (48.00)**
	Employees	19 (19.40)	20 (20.40)	**39 (19.90)**
	Society	20 (20.40)	17 (17.30)	**37 (18.90)**
	Shareholders	11 (11.20)	15 (15.30)	**26 (13.30)**
	Total	**98 (100.00)**	**98 (100.00)**	**196 (100.00)**

Level of importance given by bank	Not at all important	5 (5.10)	6 (6.10)	**11 (5.60)**
	Low level	7 (7.10)	10 (10.20)	**17 (8.70)**
	Medium level	52 (53.10)	43 (43.90)	**95 (48.50)**
	High level	34 (34.70)	39 (39.80)	**73 (37.20)**
	Total	**98 (100.00)**	**98 (100.00)**	**196 (100.00)**

Source: Primary Data   Note: Figures within bracket are percent to Total

5.3 OVERALL OPINION OF CUSTOMERS ABOUT THE LEVEL OF CSR

The overall opinion of customers of both public and private sector banks are collected and analysed by using LIKERT scaling techniques and the results are presented below

S. No	Level of CSR	No. of Respondents		
		SBI	ICICI	Total
1.	Good	17 (17.30)	15 (15.30)	32 (16.32)
2.	Moderate	68 (69.40)	65 (66.30)	133 (67.85)
3.	Poor	13 (13.30)	18 (18.40)	31 (15.83)
	Total	**98 (100.00)**	**98 (100.00)**	**196 (100.00)**

Source: Primary Data   Note: Figures within bracket are percent to Total

From the Table 3 it is inferred that the level of opinion of customers about the responsibility of banks are at moderate level for both SBI (69.40%) and ICICI (66.30%).

OVERALL OPINION OF CUSTOMERS ABOUT THE LEVEL OF CSR- APPLICATION OF TWO INDEPENDENT SAMPLE T-TESTS

The researcher has collected the opinion of customers about the CSR of banks in three aspects namely Responsibility of banks towards customers, environment and society by using factor analysis The high loading factors or the selected factors are the overall opinion of customers about CSR. The researcher has further analyzed that there is any significant difference in the overall opinion of customers about CSR of SBI and ICICI by framing null hypothesis which is shown under.

Ho: "There is no significant difference in the overall opinion of customers of SBI and ICICI about CSR of banks"- two independent sample t-tests

Table 4

	SBI		ICICI		t-test	'p'value
Overall opinion of customers about CSR	**Mean**	**S.D**	**Mean**	**S.D**		
	78.76	12.036	80.38	13.611	-.884	.378

Source: Computed data

From the above analysis, it is found that the significance value is 0.378. It is greater than 0.05. Therefore the null hypothesis is accepted. Hence it is inferred that the overall opinion of customers in SBI and ICICI about CSR of banks do not differ significantly.

5.4. SOCIO- ECONOMIC VARIABLES AND OPINION ABOUT LEVEL OF CSR IN SBI & ICICI– CHI-SQUARE TEST

To test the relationship between socio-economic variables and the level of CSR, the following socio-economic variables are taken for analysis i.e., gender, age, educational qualification. In addition to that the period of relationship of customers with SBI and their level of CSR are also taken into account for identifying the relationship and make comparison of SBI and ICICI while differ in their attitudes. To test the relationship between these variables, the Pearson Chi square test is applied.

5.4.1 GENDER OF THE RESPONDENTS AND OPINION ABOUT THE LEVEL OF CSR IN SBI

"There is no significant association between the gender of the respondents regarding their opinion about the level of CSR in SBI"

To test the above hypothesis Pearson's Chi-square test is applied and the results are presented in the following Table

Gender of the Respondents and Opinion about the Level of CSR in SBI

Gender of the Respondents	Opinion about the Level of CSR in SBI			Total
	Good	Moderate	Poor	
Male	7	33	10	**50**
	53.8%	48.5%	58.8%	**51.0%**
Female	6	35	7	**48**
	46.2%	51.5%	41.2%	**49.0%**
Total	**13**	**68**	**17**	98
	100.0%	**100.0%**	**100.0%**	**100.0%**

Source: Computed Data

From the above Table 5.29 it is found that respondents of SBI are 98, out of 13 respondents who are opined the level of CSR is Good 7 are male, out of 68 respondents who are opined the level of CSR is Moderate 35 are female, out of 17 respondents who are opined the level of CSR is Poor 10 are male.

Result of Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.625	2	.732
Likelihood Ratio	.627	2	.731
Linear-by-Linear Association	.122	1	.727
N of Valid Cases	98		

source : computed data

From the above Table 5.30, it is revealed that the Chi-square value of 0.625 shows the significance value of 0.732 for 2 degrees of freedom. It is more than the acceptable level of 0.05. Hence the null hypothesis is accepted. It is concluded that there is no significant association between the gender of the respondents regarding their opinion about the level of CSR in SBI.

5.4.2 AGE OF THE RESPONDENTS AND OPINION ABOUT THE LEVEL OF CSR IN SBI

"There is no significant association among the age groups of the respondents towards their opinion about the level of CSR in SBI"

To test the above hypothesis Pearson's Chi-square test is applied and the results are presented in the following Table

Age of the Respondents and Opinion about the Level of CSR in SBI

Age of the Respondents	Opinion about the Level of CSR in SBI			Total
	Good	Moderate	Poor	
Upto 30 years	9	41	7	57
	69.2%	60.3%	41.2%	58.2%
30-40 years	3	15	6	24
	23.1%	22.1%	35.3%	24.5%
41-50 years	0	7	1	8
	.0%	10.3%	5.9%	8.2%
51 years and above	1	5	3	9
	7.7%	7.4%	17.6%	9.2%
Total	13	68	17	98
	100.0%	100.0%	100.0%	100.0%

Source: Computed Data

From the above Table 5.43, it is found that respondents of SBI are 98, out of 13 respondents who are opined the level of CSR is Good 8 are belongs to the age group of 30-40 years of age, out of 68 respondents who are opined the level of CSR is Moderate 36 are below 30 years of age, out of 17 respondents who are opined the level of CSR is Poor 7 are belongs to the age of below 30 years of age.

Result of Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.309	6	.505
Likelihood Ratio	6.076	6	.415
Linear-by-Linear Association	2.435	1	.119
N of Valid Cases	98		

Source: Computed Data

From the above Table, it is revealed that the Chi-square value of 5.309 shows the significance value of 0.505 for 6 degrees of freedom. It is more than the acceptable level of 0.05. Hence the null hypothesis is accepted. It is concluded that there is no significant association among the age group of the respondents towards their opinion about the level of CSR in SBI.

5.4.3 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND OPINION ABOUT THE LEVEL OF CSR IN SBI

"There is no significant association among the educated groups of the respondents towards their opinion about the level of CSR in SBI"

Educational Qualification of the Respondents and Opinion about the Level of CSR in SBI

Educational Qualification of the Respondents	Opinion about the Level of CSR in SBI			Total
	Good	Moderate	Poor	
Upto high school	1	6	0	7
	7.7%	8.8%	.0%	7.1%
Diploma	0	3	0	3
	.0%	4.4%	.0%	3.1%
Graduation	1	23	8	32
	7.7%	33.8%	47.1%	32.7%
Post graduation	11	22	5	38
	84.6%	32.4%	29.4%	38.8%
Professional	0	14	4	18
	.0%	20.6%	23.5%	18.4%
Total	13	68	17	98
	100.0%	100.0%	100.0%	100.0%

Source: Computed Data

From the above Table, it is found that respondents of SBI are 98, out of 13 respondents who are opined the level of CSR is Good 11 are post graduates, out of 68 respondents who are opined the level of CSR is Moderate 23 are graduates, out of 17 respondents who are opined the level of CSR is Poor 8 are graduates.

Result of Chi square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.371	8	.026
Likelihood Ratio	21.066	8	.007
Linear-by-Linear Association	.084	1	.771
N of Valid Cases	98		

Source: Computed Data

From the above Table, it is revealed that the Chi-square value of 17.371 shows the significance value of 0.026 for 8 degrees of freedom. It is less than the acceptable level of 0.05. Hence the null hypothesis is not accepted. It is concluded that there is a significant association among the educated groups of the respondents towards their opinion about the level of CSR in SBI.

5.4.4 PERIOD OF HAVING ACCOUNT WITH SBI AND OPINION ABOUT THE LEVEL OF CSR

"There is no significant association between period of having account with SBI and opinion about the level of CSR"

Period of having Account with SBI and Opinion about the Level of CSR

Period of having Account with SBI	Opinion about the Level of CSR			Total
	Good	Moderate	Poor	
Below 2 years	9	14	1	24
	69.2%	20.6%	5.9%	24.5%
2-4 years	1	35	7	43
	7.7%	51.5%	41.2%	43.9%
4-6 years	0	9	3	12
	.0%	13.2%	17.6%	12.2%
Above 6 years	3	10	6	19
	23.1%	14.7%	35.3%	19.4%
Total	13	68	17	98
	100.0%	100.0%	100.0%	100.0%

Source: Computed Data

From the above, it is inferred that the respondents of SBI are 98, out of 13 respondents are opined the level of CSR is Good 9 respondents are having the contact with SBI for a period of below 2 years, out of 68 respondents who are opined the level of CSR is Moderate, 35 are having the contact with SBI for a period of 2-4 years, out of 17 respondents who are opined the level of CSR is Poor, 7 are having the period of contact with SBI for about 2-4 years.

Result of Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.383	6	.001
Likelihood Ratio	24.093	6	.001
Linear-by-Linear Association	7.858	1	.005
N of Valid Cases	98		

Source: Computed Data

From the above Table, it is revealed that the Chi-square value of 23.383 shows the significance value of 0.001 for 6 degrees of freedom. It is less than the acceptable level of 0.05. Hence the null hypothesis is not accepted. It is concluded that there is a significant association between the period of having account with SBI and the opinion about the level of CSR.

5.4.5 GENDER OF THE RESPONDENTS AND OPINION ABOUT THE LEVEL OF CSR IN ICICI

"There is no significant association between the gender of the respondents regarding their opinion about the level of CSR in ICICI"

Gender of the Respondents and Opinion about the Level of CSR in ICICI

Gender of the Respondents	Opinion about the Level of CSR in ICICI			Total
	Good	**Moderate**	**Poor**	
Male	4	31	8	**43**
	22.2%	47.7%	53.3%	**43.9%**
Female	14	34	7	**55**
	77.8%	52.3%	46.7%	**56.1%**
Total	**18**	**65**	**15**	**98**
	100.0%	**100.0%**	**100.0%**	**100.0%**

Source: Computed Data

From the above Table, it is found that respondents of ICICI are 98, out of 18 respondents who are opined the level of CSR is Good 14 are female, out of 65 respondents who are opined the level of CSR is Moderate 34 are female, out of 15 respondents who are opined the level of CSR is Poor 8 are male.

The result of the Chi-square test is presented in the following Table

Result of Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.357	2	.113
Likelihood Ratio	4.616	2	.099
Linear-by-Linear Association	3.452	1	.063
N of Valid Cases	98		

Source: Computed Data

From the above Table 5.42, it is revealed that the Chi-square value of 4.357 shows the significance value of 0.113 for 2 degrees of freedom. It is more than the acceptable level of 0.05. Hence the null hypothesis is accepted. It is concluded that there is no significant association between the gender of the respondents regarding their opinion about the level of CSR in ICICI.

5.4.6 AGE OF THE RESPONDENTS AND OPINION ABOUT THE LEVEL OF CSR IN ICICI

"There is no significant association among the age groups of the respondents towards their opinion about the level of CSR in ICICI"

Age of the Respondents and Opinion about the Level of CSR in ICICI

Age of the Respondents	Opinion about the Level of CSR in ICICI			Total
	Good	**Moderate**	**Poor**	
Upto 30 years	7	36	7	**50**
	38.9%	55.4%	46.7%	**51.0%**
30-40 years	8	14	6	**28**
	44.4%	21.5%	40.0%	**28.6%**
41-50 years	1	10	0	**11**
	5.6%	15.4%	.0%	**11.2%**
51 years and above	2	5	2	**9**
	11.1%	7.7%	13.3%	**9.2%**
Total	**18**	**65**	**15**	**98**
	100.0%	**100.0%**	**100.0%**	**100.0%**

Source: Computed Data

From the above Table, it is found that respondents of ICICI are 98, out of 18 respondents who are opined the level of CSR is Good 8 are belongs to the age group of 30-40 years of age, out of 65 respondents who are opined the level of CSR is Moderate 36 are having below 30 years of age, out of 15 respondents who are opined the level of CSR is Poor 7 are belongs to the age group of below 30 years of age.

Result of Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.929	6	.243
Likelihood Ratio	9.435	6	.151
Linear-by-Linear Association	0.086	1	.769
N of Valid Cases	98		

Source: Computed Data

From the above Table 5.44, it is revealed that the Chi-square value of 7.929 shows the significance value of 0.243 for 6 degrees of freedom. It is more than the acceptable level of 0.05. Hence the null hypothesis is accepted. It is concluded that there is no significant association among the age groups of the respondents towards their opinion about the level of CSR in ICICI.

5.4.7 EDUCATIONAL QUALIFICATION AND OPINION ABOUT THE LEVEL OF CSR IN ICICI

"There is no significant association among the educated groups of the respondents towards their opinion about the level of CSR in ICICI"

Educational Qualification and Opinion about the Level of CSR in ICICI

Educational qualification of the Respondents	Opinion about the Level of CSR in ICICI			Total
	Good	Moderate	Poor	
Upto high school	1	3	1	**5**
	5.6%	4.6%	6.7%	**5.1%**
Diploma	0	6	1	**7**
	.0%	9.2%	6.7%	**7.1%**
Graduation	5	24	2	**31**
	27.8%	36.9%	13.3%	**31.6%**
Post graduation	8	26	8	**42**
	44.4%	40.0%	53.3%	**42.9%**
Professional	4	6	3	**13**
	22.2%	9.2%	20.0%	**13.3%**
Total	**18**	**65**	**15**	**98**
	100.0%	**100.0%**	**100.0%**	**100.0%**

Source: Computed Data

From the above Table, it is found that respondents of ICICI are 98, out of 18 respondents who are opined the level of CSR is Good 8 are post graduates, out of 65 respondents who are opined the level of CSR is Moderate 26 are post graduates, out of 15 respondents who are opined the level of CSR is Poor 8 are post graduates.

Result of Chi square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.962	8	.541
Likelihood Ratio	8.444	8	.391
Linear-by-Linear Association	.065	1	.799
N of Valid Cases	98		

Source: Computed Data

From the above Table, it is revealed that the Chi-square value of 6.962 shows the significance value of 0.541 for 8 degrees of freedom. It is more than the acceptable level of 0.05. Hence the null hypothesis is accepted.

It is concluded that there is no significant association among the educated groups of the respondents towards their opinion about the level of CSR in ICICI.

5.4.8 PERIOD OF HAVING ACCOUNT WITH ICICI AND OPINION ABOUT THE LEVEL OF CSR

"There is no significant association between period of having account with ICICI and opinion about the level of CSR"

Period of having Account with ICICI and Opinion about the Level of CSR

Period of having Account with ICICI	Opinion about the Level of CSR			Total
	Good	Moderate	Poor	
Below 2 years	4	13	0	17
	22.2%	20.0%	0%	17.3%
2-4 years	5	29	9	43
	27.8%	44.6%	60.0%	43.9%
4-6 years	4	16	0	20
	22.2%	24.6%	0%	20.4%
Above 6 years	5	7	6	18
	27.8%	10.8%	40.0%	18.4%
Total	**18**	**65**	**15**	**98**
	100.0%	**100.0%**	**100.0%**	**100.0%**

Source: Computed Data

It is inferred that the respondents of ICICI are 98, out of 18 respondents are opined the level of CSR is Good 5 are having contact with ICICI for a period of 2-4 years and another 5 are having account with ICICI for a period of above 6 years, out of 65 respondents who are opined the level of CSR is Moderate, 29 are maintaining account with ICICI for a period of 2-4 years, out of 15 respondents who are opined the level of CSR is Poor, 9 are having the period of 2-4 years of contact with ICICI.

Result of Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.459	6	.017
Likelihood Ratio	20.391	6	.002
Linear-by-Linear Association	.322	1	.571
N of Valid Cases	98		

Source: Computed Data

It is revealed that the Chi-square value of 15.459 shows the significance value of 0.017 for 6 degrees of freedom. It is less than the acceptable level of 0.05. Hence the null hypothesis is not accepted. It is concluded that there is a significant association between the period of having account with ICICI and the opinion about the level of CSR.

5.4.9 COMPARISON OF CHI SQUARE TEST RESULTS OF SBI AND ICICI

The Chi square test results of socio-economic variables, banking profile of the respondents and opinion about CSR of SBI and ICICI are taken into account for comparison purpose. The following Table shows the results of Chi-square test applied to SBI and ICICI.

Chi Square Test Results of SBI and ICICI

S. No.	Variables	SBI	ICICI
1.	Gender	Not significant	Not significant
2.	Age	Not significant	Not significant
3.	Educational Qualification	Significant	Not significant
4.	Period of having Account in Bank	Significant	Significant

Source: Computed Data

From the above Table, it is clearly stated that only the educational qualification of the respondents of SBI influences the opinion about CSR in SBI among the other socio-economic variables and in case of banking profile, the period of relationship with their bank influences the opinion of customers towards CSR in SBI and ICICI.

6. FINDINGS OF THE STUDY

The findings of the research work are presented here under in detail.

SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

- It is found that majority of the respondents in SBI (51.00%) are male and in ICICI(56.10%) they are female.

- It is clear that majority of the respondents (58.20%) in SBI and in ICICI (51.00%) arecoming under below 30 years of age.
- It is observed from the table that majority of the respondents in SBI (59.20%) and inICICI (54.10%) are married.
- It is explicit that out of 98 respondents from each bank, 38.80 per cent in SBI and 42.90 per cent in ICICI are post graduates.
- It is elucidated that out of 98 respondents from each bank, majority of them in SBI(58.20%) and in ICICI (55.10%) are employed.
- It is clear that out of 57 employed respondents, 45.60 per cent in SBI are private employees and in ICICI out of 54 employed respondents 48.10 per cent are privateemployees.
- It is evolved from the analysis that out of 41 unemployed respondents in SBI, 58.50 per cent and out of 44 unemployed respondents in ICICI, 52.30 per cent are belongs to student community.
- It is found that out of 98 respondents from each bank, 29.60 per cent in SBI are having their family income of upto 10000 and 34.70 per cent in ICICI are having their family income within 10001- 20000.

BANKING PROFILE OF THE RESPONDENTS
- It is inferred that out of 98 respondents from each bank, 46.80 per cent in SBI and 43.90per cent in ICICI are keeping their account with the banks for a period of 2 – 4 years.
- It shows that out of 98 respondents from each bank, majority of the respondents in SBI(67.30 %) and in ICICI (71.40 %) are having savings bank account.
- The analysis reveals that out of 98 respondents from each bank, 42.90 per cent in SBI and 36.70 per cent in ICICI are approaching their bank only once in a month.
- It explores that out of each 98 respondents, 49.00 per cent of the respondents in SBI and 46.90 per cent in ICICI are thought that bank should give much importance only to theircustomers rather than others.
- It is elucidated that out of 98 respondents from each bank, 53.10 per cent in SBI and 43.90 per cent in ICICI consider that the CSR activity is important for every bank at amedium level.
- The analysis shows that out of 98 respondents from each bank, 19.40 per cent in SBI and 21.40 in ICICI are availing the knowledge of CSR through their Bank employees.

OPINION OF CUSTOMERS ABOUT THE LEVEL OF CSR
- It is revealed that the opinion of customers about level of CSR by both SBI (69.40%) and ICICI (66.30%) are at moderate level.

RESULT OF TWO INDEPENDENT SAMPLE T-TEST
- It is inferred that the overall opinion of customers of SBI and ICICI about CSR of banks do not differ significantly

RESULT OF CH-SQUARE TEST
- The educational qualification of the respondents of SBI influences the opinion about CSR in SBI among the other socio-economic variables and in case of banking profile, the period of relationship with their bank influences the opinion of customers towards CSR in SBI and ICICI.

7. SUGGESTIONS OF THE STUDY
Based on the findings of the study, the researcher has made the following suggestions.

- It is elucidated that out of 98 respondents from each bank, 53.10 per cent in SBI and 43.90 per cent in ICICI consider that the CSR activity is important for every bank at a medium level. – *It reveals that customers are less aware about the CSR practices done by every branch. Therefore, bank should undertake the following primitive measures to create inthe mind of the customers how important the CSR activity is for every bank*.
  - Disclosing their branch CSR activities by displaying it inside the bank premises.
  - By printing about CSR activities on the backside of the bank account statements in every month.
  - By sending e-mails or SMS regarding CSR activities done by branches in a regular interval.
  - It is revealed that the opinion of customers about level of CSR by both SBI (69.40%) and ICICI (66.30%) are at moderate level - Therefore, *the banks may creating separate department for planning and regulating CSR practices and maintaining records for the same in every month to increase the level of CSR as Good*.

FOR SBI & ICICI
- the banks should maintain a well working relationship with their customers that will lead toimprove their

reputation.

- SBI should give importance also to the less educated customers by inviting them on anyspecial occasions like bank day for attending special feedback meetings regarding CSR.

8. CONCLUSION

CSR has become necessary for the organizational health and wealth of Banks. It plays a role of supporter and facilitator in the journey that enterprises undertake to reach the peak along with the highest ethical standards. It will help the banks in their endeavours in serving the cause of society. It will also help the banks in evolving a suitable mechanism for implementing the CSR programmes and to keep a close watch on their effects. The various forms of business organization were undertook as the second part of CSR. Good CSR practices are essential for sustainable business. It generates long-term value to all its shareholders and other stakeholders. Even private organization is constructing only the profit motive. So the private sector is voluntarily initiating the CSR.

CONFLICT OF INTERESTS

None.

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