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A Study On Consumer Behaviour and Perception on HDFC Bank

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***Abstract* – Consumer behaviour and perception play a vital role in the success of the banking industry. With increasing competition among banks and the rapid growth of digital banking, understanding customers' needs, preferences, and expectations has become essential. This study focuses on analysing the consumer behaviour and perception of customers towards HDFC Bank and the factors that influence their banking decisions. The primary objective of the study is to examine customer preferences regarding HDFC Bank's products and services, evaluate their level of satisfaction, and identify the key factors affecting their perception of the bank. The research is based on both primary and secondary data. Primary data were collected through a structured questionnaire from HDFC Bank customers, while secondary data were gathered from books, journals, research articles, company reports, and the official HDFC Bank website. The study evaluates customer opinions on service quality, digital banking facilities, staff behaviour, accessibility, trust, product variety, complaint handling, and overall banking experience. The findings indicate that most customers have a positive perception of HDFC Bank due to its reliable services, strong digital banking platform, wide range of financial products, and customer-focused approach. However, some customers expect improvements in complaint resolution, personalized services, and waiting time at branches.**

***Keywords* – Consumer Behaviour, Customer Perception, Customer Satisfaction, Digital Banking, Online Banking, Customer Experience.**

I. INTRODUCTION

The banking sector plays a significant role in the economic development of a country by providing financial services to individuals and businesses. In today's competitive environment, banks are focusing not only on offering financial products but also on understanding customer needs, preferences, and expectations. Consumer behaviour and perception have become important factors that influence customer satisfaction, loyalty, and the overall success of a bank.

Consumer behaviour refers to the study of how individuals select, use, and evaluate banking products and services. Customer perception refers to the opinions, beliefs, and attitudes customers develop regarding a bank based on their experiences. Understanding these aspects helps banks improve their services, retain existing customers, and attract new ones.

HDFC Bank is one of India's leading private sector banks, known for its wide range of banking products, innovative digital services, and customer-centric approach. The bank offers various services such as savings accounts, current accounts, loans, credit cards, investment products, and online banking facilities. The increasing use of digital banking has further transformed customer expectations and banking experiences. This study aims to analyse the behaviour and perception of customers towards HDFC Bank. It examines the factors influencing customers' choice of the bank, their satisfaction level with the services provided, and their perception of service quality, technology, reliability, and customer support. The findings of the study will help understand customer expectations and provide suggestions for improving customer satisfaction and loyalty.

The study is based on primary and secondary data collected from customers and various published sources. It provides valuable insights into customer preferences and contributes to understanding the relationship between service quality and customer perception in the banking sector.

II. REVIEW OF LITERATURE

Kotler and Keller (2016) stated that consumer behaviour is the study of how individuals select, purchase, use, and evaluate products and services to satisfy their needs. Understanding consumer behaviour helps organizations develop effective marketing strategies.

Oliver (1997) explained that customer satisfaction is the result of comparing customer expectations with the actual performance of a product or service. Higher satisfaction leads to increased customer loyalty and retention.

Parasuraman, Zeithaml, and Berry (1988) developed the SERVQUAL model, which identifies five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. These dimensions are widely used to measure customer satisfaction in the banking industry.

Sureshchandar et al. (2002) found that service quality has a direct impact on customer satisfaction and customer loyalty in the banking sector. Better service quality results in a positive customer perception.

Kumar and Gulati (2010) observed that customers prefer banks that provide efficient services, quick transactions, and modern banking facilities. Technology and convenience significantly influence customer behaviour.

Rao and Sharma (2015) concluded that digital banking services such as internet banking and mobile banking have improved customer convenience and positively influenced customer perceptions towards banks.

Singh (2018) highlighted that customer trust, transparency, and prompt grievance handling are major factors affecting customer perception and satisfaction in the banking sector.

Agarwal and Rastogi (2009) found that security concerns and trust are the primary factors influencing customers' adoption of online banking services.

Malhotra and Singh (2010) observed that private sector banks have gained customer preference due to their technological innovations, efficient services, and customer-centric approach.

Sathye (1999) highlighted that awareness and perceived usefulness significantly influence customers' willingness to adopt electronic banking services.

Uppal (2011) concluded that customer satisfaction in banks is influenced by factors such as service quality, accessibility, employee behaviour, technological facilities, and reliability.

III. NEED OF THE STUDY

1. To understand the factors that influence customers in choosing HDFC Bank for their banking needs.
2. To analyse customer perception regarding the quality of services provided by HDFC Bank.
3. To measure the level of customer satisfaction with various banking products and services.
4. To evaluate customer opinions on digital banking facilities such as internet banking, mobile banking, and online transactions.
5. To identify the strengths and weaknesses of HDFC Bank from the customers' perspective.
6. To examine the impact of service quality, employee behaviour, trust, and convenience on customer loyalty.
7. To understand changing customer expectations in the modern banking environment.

IV. SCOPE OF THE STUDY

The scope of the study is limited to analyzing the consumer behaviour and perception of customers towards HDFC Bank. The study focuses on understanding customer preferences, satisfaction levels, and factors influencing their choice of banking services.

The scope of the study includes:

1. Examining the behaviour of customers while selecting banking products and services offered by HDFC Bank.
2. Assessing customer perception regarding service quality, reliability, and overall banking experience.
3. Evaluating customer satisfaction with various banking services such as savings accounts, loans, credit cards, internet banking, and mobile banking.
4. Analyzing the impact of digital banking facilities on customer convenience and satisfaction.
5. Studying factors such as trust, accessibility, employee behaviour, responsiveness, and security that influence customer perception.
6. Identifying customer expectations and preferences related to banking services.
7. Understanding the level of customer awareness about different products and services offered by HDFC Bank.
8. Providing suggestions to improve customer satisfaction, service quality, and customer retention.
9. The study is based on data collected from selected HDFC Bank customers through questionnaires and other relevant sources.
10. The findings of the study are useful for understanding customer behaviour and helping the bank formulate strategies to enhance customer experience and loyalty.

Thus, the study provides valuable insights into customer attitudes and perceptions towards HDFC Bank and helps identify areas for service improvement and business growth.

V. OBJECTIVES OF THE STUDY

1. To study the consumer behaviour of customers towards HDFC Bank.
2. To understand the factors influencing customers in selecting HDFC Bank
3. To analyze customer perception regarding the products and services offered by HDFC Bank.
4. To measure the level of customer satisfaction with banking services.
5. To evaluate customer opinions on service quality, reliability, and responsiveness of HDFC Bank.

VI. RESEARCH METHODOLOGY

Research Design: A descriptive approach is used to look at how the HDFC industry has grown and changed over time

- Type of Data: The study uses both Primary Data and Secondary Data.
- Where Data came From: The data for the study on Consumer Behaviour and Perception towards HDFC Bank was collected from the following sources:
- Time Frame: The study was conducted over a period of 3 months, from January 2026 to March 2026 (you may modify the period according to your project requirements).

• Tools and Methods: Tools Used for Data Collection

- Structured Questionnaire
- Personal Interviews
- Observation Method
- Online Surveys (if applicable)

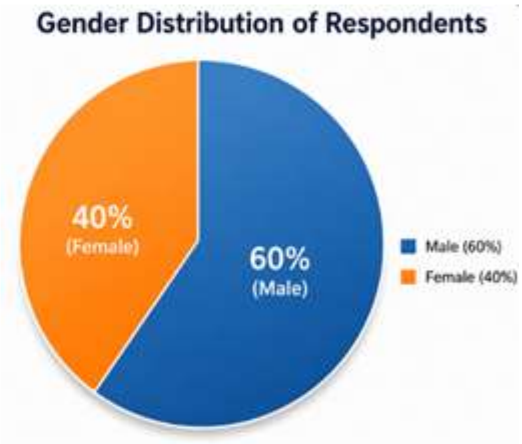
Tools Used for Data Analysis

- Percentage Analysis
- Tables and Frequency Distribution
- Bar Charts
- Pie Charts
- Statistical Analysis using MS Excel

VII. LIMITATIONS OF THE STUDY

1. The study is limited to a selected group of HDFC Bank customers and may not represent the opinions of all customers.
2. The sample size is limited, which may affect the generalization of the findings.
3. The study is conducted within a specific geographical area and does not cover all branches of HDFC Bank.
4. The accuracy of the results depends on the honesty and understanding of the respondents while answering the questionnaire.

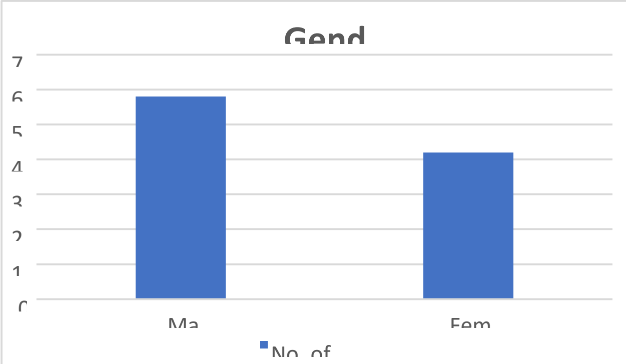
Gender	Number of Respondents	Percentage (%)
Male	60	60%
Female	40	40%
Total	100	100%



Interpretation:
Most respondents (60%) are male, while 40% are female customers of HDFC Bank.

Question 1: Gender

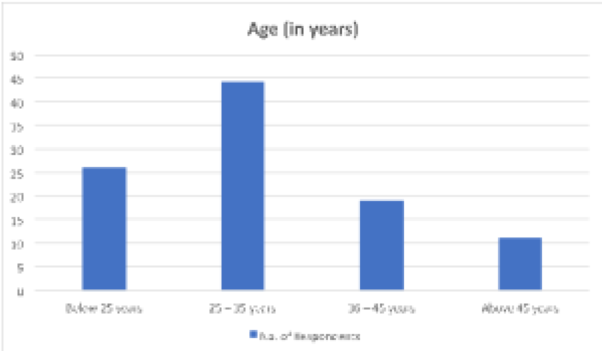
S. No.	Particulars	No. of Respondents	Percentage (%)
1	Male	58	58
2	Female	42	42
Total		100	100



Interpretation: From the above table, it is observed that 58 per cent of the respondents are male and 42 per cent are female. This indicates that the sample includes a reasonably balanced representation of both genders among the customers of the branch.

Question 2: Age (in years)

S. No.	Particulars	No. of Respondents	Percentage (%)
1	Below 25 years	26	26
2	25 – 35 years	44	44
3	36 – 45 years	19	19
4	Above 45 years	11	11
	Total	100	100



Interpretation: It is observed that 44 per cent of the respondents belong to the age group of 25– 35 years, followed by 26 per cent below 25 years, 19 per cent between 36–45 years, and 11 per cent above 45 years. The customer base of the Madhapur branch is thus dominated by young customers, reflecting the IT-corridor location of the branch.

Question 3: Occupation

DISTRIBUTION OF RESPONDENTS BY OCCUPATION

S. No.	Particulars	No. of Respondents	Percentage (%)

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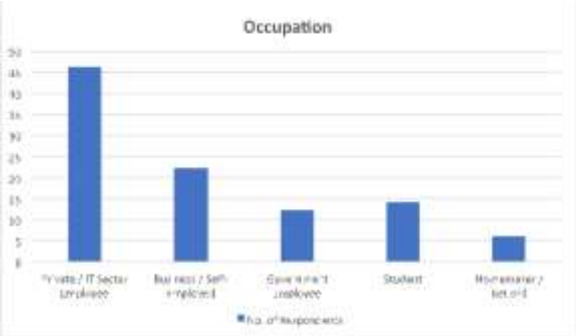
1	Private / IT Sector Employee	46	46
2	Business / Self-employed	22	22
3	Government Employee	12	12
4	Student	14	14
5	Homemaker / Retired	6	6
	Total	100	100



Interpretation: The table shows that 46 per cent of the respondents are private or IT sector employees and 22 per cent are business persons, while students, government employees, and homemakers form the rest. The occupational profile confirms that salaried professionals constitute the core customer segment of the branch.

Question 4: Monthly Income

DISTRIBUTION OF RESPONDENTS BY MONTHLY INCOME

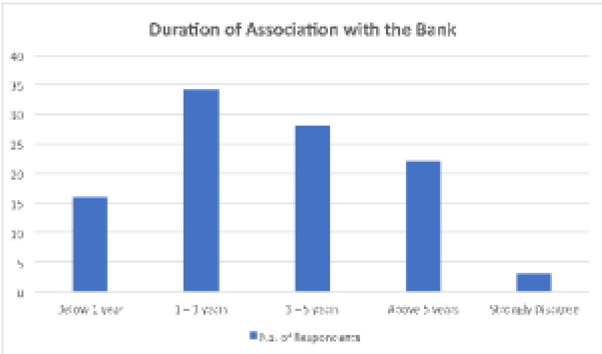
S. No.	Particulars	No. of Respondents	Percentage (%)
1	Below Rs. 25,000	18	18
2	Rs. 25,000 – Rs. 50,000	34	34
3	Rs. 50,001 – Rs. 1,00,000	30	30
4	Above Rs. 1,00,000	18	18
	Total	100	100

Interpretation: It is evident that 34 per cent of the respondents earn between Rs. 25,000 and Rs. 50,000 per month and 30 per cent earn between Rs. 50,001 and Rs. 1,00,000, while 18 per cent each fall in the lowest and highest income groups. The respondents thus represent a broad middle to-upper income customer base.

Question 5: Duration of Association with the Bank

DISTRIBUTION OF RESPONDENTS BY DURATION OF ASSOCIATION WITH THE BANK

S. No.	Particulars	No. of Respondents	Percentage (%)
1	Below 1 year	16	16
2	1 – 3 years	34	34
3	3 – 5 years	28	28
4	Above 5 years	22	22
	Total	100	100



Interpretation: From the above table, it is observed that 34 per cent of the respondents have been customers of the bank for 1–3 years, 28 per cent for 3–5 years, and 22 per cent for more than 5 years. Half of the respondents have an association of over three years, giving them sufficient experience to evaluate the bank's services meaningfully.

Question 6: The bank offers a wide range of products and services that meet my banking needs.

RESPONSES OF THE RESPONDENTS TO QUESTION 6

S. No.	Particulars	No. of Respondents	Percentage (%)
1	Strongly Agree	35	35
2	Agree	42	42
3	Neutral	13	13
4	Disagree	7	7
5	Strongly Disagree	3	3
	Total	100	100

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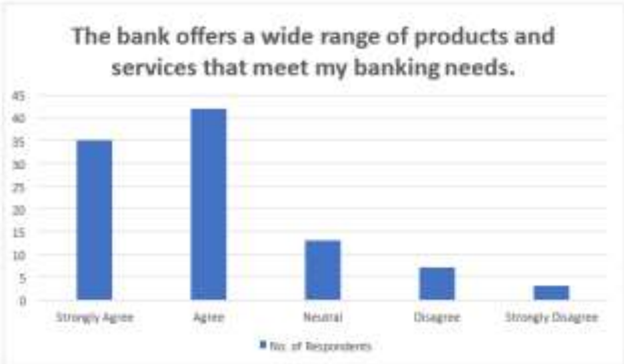


Interpretation: It is observed that 77 per cent of the respondents (35% strongly agree and 42% agree) feel that the bank offers a wide range of products and services meeting their needs, while 13 per cent are neutral and 10 per cent disagree. The product range of the bank is thus perceived very favourably by the customers.

Question 7: I prefer HDFC Bank for most of my banking transactions compared to other banks.

RESPONSES OF THE RESPONDENTS TO QUESTION 7

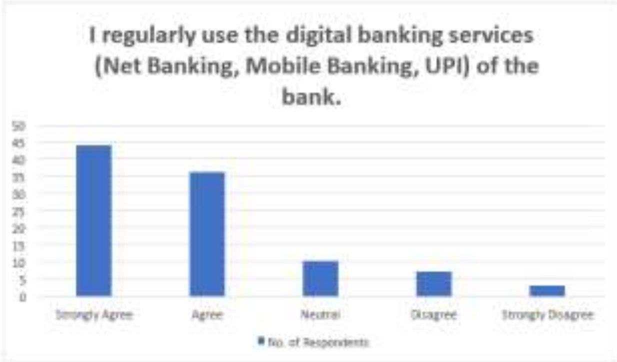
S. No.	Particulars	No. of Respondents	Percentage (%)
1	Strongly Agree	32	32
2	Agree	40	40
3	Neutral	16	16
4	Disagree	8	8
5	Strongly Disagree	4	4
	Total	100	100

Interpretation: The table reveals that 72 per cent of the respondents prefer HDFC Bank for most of their banking transactions, whereas 16 per cent are neutral and 12 per cent disagree. This indicates strong behavioural preference for the bank among the majority of its customers.

Question 8: I regularly use the digital banking services (Net Banking, Mobile Banking, UPI) of the bank.

RESPONSES OF THE RESPONDENTS TO QUESTION 8

S. No.	Particulars	No. of Respondents	Percentage (%)
1	Strongly Agree	44	44
2	Agree	36	36
3	Neutral	10	10
4	Disagree	7	7
5	Strongly Disagree	3	3
	Total	100	100

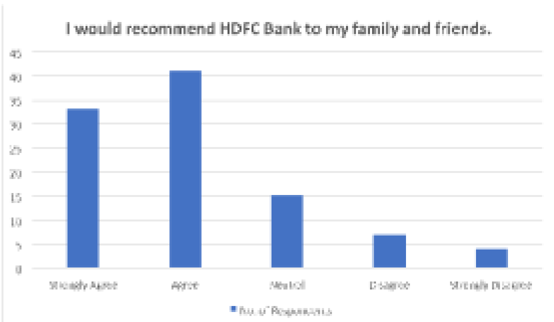


Interpretation: It is observed that 80 per cent of the respondents regularly use the digital banking services of the bank, the highest agreement level in the survey. This confirms that the customers of the Madhapur branch are digitally active and that digital channels have become the primary mode of banking behaviour.

Question 9: I would recommend HDFC Bank to my family and friends.

RESPONSES OF THE RESPONDENTS TO QUESTION 9

S. No.	Particulars	No. of Respondents	Percentage (%)
1	Strongly Agree	33	33
2	Agree	41	41
3	Neutral	15	15
4	Disagree	7	7
5	Strongly Disagree	4	4
	Total	100	100



Interpretation: The table shows that 74 per cent of the respondents are willing to recommend the bank to their family and friends, while 15 per cent are neutral and 11 per cent disagree. The strong willingness to recommend reflects favourable overall perception and behavioural loyalty towards the bank.

Question 10: The employees of the branch are courteous, knowledgeable and helpful.

RESPONSES OF THE RESPONDENTS TO QUESTION 10

S. No.	Particulars	No. of Respondents	Percentage (%)

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1	Strongly Agree	31	31
2	Agree	42	42
3	Neutral	16	16
4	Disagree	8	8
5	Strongly Disagree	3	3
	Total	100	100

Interpretation: It is evident that 73 per cent of the respondents perceive the branch employees as courteous, knowledgeable, and helpful, whereas 16 per cent are neutral and 11 per cent disagree. Employee behaviour, a critical determinant of service perception, is rated positively by a clear majority.

Question 11: The bank provides prompt and error-free services.

RESPONSES OF THE RESPONDENTS TO QUESTION 11

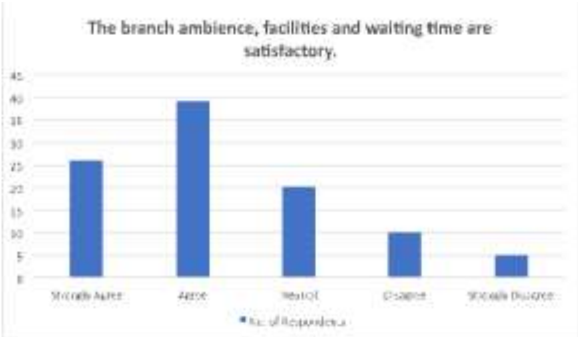
S. No.	Particulars	No. of Respondents	Percentage (%)
1	Strongly Agree	28	28
2	Agree	40	40
3	Neutral	19	19
4	Disagree	9	9
5	Strongly Disagree	4	4
	Total	100	100

Interpretation: From the above table, 68 per cent of the respondents agree that the bank provides prompt and error-free services, while 19 per cent are neutral and 13 per cent disagree. Though the majority perceive the services as reliable, the sizeable neutral segment suggests scope for improving speed and accuracy.

Question 12: The branch ambience, facilities and waiting time are satisfactory.

RESPONSES OF THE RESPONDENTS TO QUESTION 12

S. No.	Particulars	No. of Respondents	Percentage (%)
1	Strongly Agree	26	26
2	Agree	39	39
3	Neutral	20	20
4	Disagree	10	10
5	Strongly Disagree	5	5
	Total	100	100



Interpretation: The table indicates that 65 per cent of the respondents are satisfied with the branch ambience, facilities, and waiting time, while 20 per cent are neutral and 15 per cent are dissatisfied.
Waiting time and crowd management at the branch emerge as areas needing managerial attention.

Question 13: The digital banking services of the bank are easy to use, fast and secure.

RESPONSES OF THE RESPONDENTS TO QUESTION 13

S. No.	Particulars	No. of Respondents	Percentage (%)
1	Strongly Agree	40	40
2	Agree	38	38
3	Neutral	12	12
4	Disagree	7	7
5	Strongly Disagree	3	3
	Total	100	100

Interpretation: It is observed that 78 per cent of the respondents perceive the bank's digital services as easy to use, fast, and secure, with only 10 per cent disagreeing. The bank's investment in digital platforms is clearly reflected in highly favourable customer perception of its digital channels.

Question 14: The bank protects the privacy and security of my transactions and personal data.

RESPONSES OF THE RESPONDENTS TO QUESTION 14

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S. No.	Particulars	No. of Respondents	Percentage (%)
1	Strongly Agree	36	36
2	Agree	40	40
3	Neutral	14	14
4	Disagree	7	7
5	Strongly Disagree	3	3
	Total	100	100

Interpretation: The table reveals that 76 per cent of the respondents trust the bank in protecting the privacy and security of their transactions and data, while 14 per cent are neutral and 10 per cent disagree. Trust in security — the foundation of banking perception — stands at a healthy level among the customers.

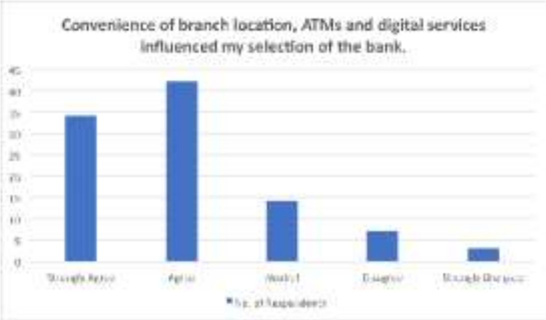
Question 15: Trust and brand image of HDFC Bank influenced my decision to choose the bank.
RESPONSES OF THE RESPONDENTS TO QUESTION 15

S. No.	Particulars	No. of Respondents	Percentage (%)
1	Strongly Agree	38	38
2	Agree	40	40
3	Neutral	13	13
4	Disagree	6	6
5	Strongly Disagree	3	3
	Total	100	100

Interpretation: It is observed that 78 per cent of the respondents chose the bank because of its trust and brand image, while 13 per cent are neutral and 9 per cent disagree. Brand image emerges as the strongest factor influencing the selection of the bank by customers.

Question 16: Convenience of branch location, ATMs and digital services influenced my selection of the bank.
RESPONSES OF THE RESPONDENTS TO QUESTION 16

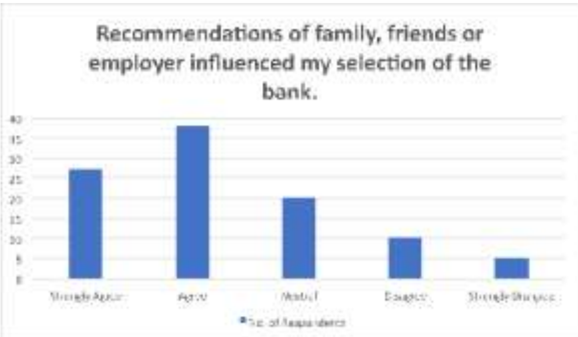
S. No.	Particulars	No. of Respondents	Percentage (%)
1	Strongly Agree	34	34
2	Agree	42	42
3	Neutral	14	14
4	Disagree	7	7
5	Strongly Disagree	3	3
	Total	100	100



Interpretation: The table shows that 76 per cent of the respondents were influenced by the convenience of branch location, ATM network, and digital services in selecting the bank.
Convenience is thus the second major factor shaping customer choice after brand trust.

Question 17: Recommendations of family, friends or employer influenced my selection of the bank.
RESPONSES OF THE RESPONDENTS TO QUESTION 17

S. No.	Particulars	No. of Respondents	Percentage (%)
1	Strongly Agree	27	27
2	Agree	38	38
3	Neutral	20	20
4	Disagree	10	10
5	Strongly Disagree	5	5
	Total	100	100



Interpretation: It is evident that 65 per cent of the respondents were influenced by the recommendations of family, friends, or employer (including salary accounts), while 20 per cent are neutral and 15 per cent disagree. Word of mouth and social influence thus play a substantial role in customer acquisition.

Question 18: My complaints and grievances are resolved quickly and satisfactorily by the bank.
RESPONSES OF THE RESPONDENTS TO QUESTION 18

S. No.	Particulars	No. of Respondents	Percentage (%)

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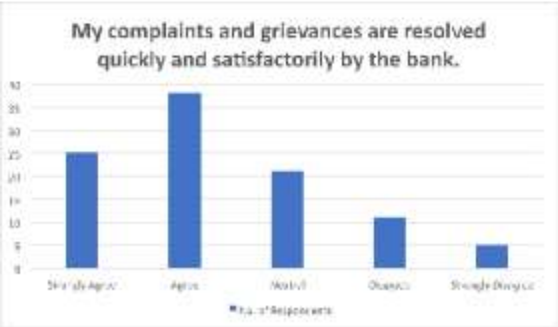
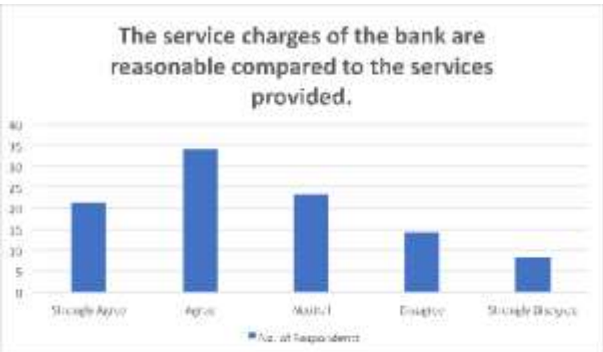
1	Strongly Agree	25	25
2	Agree	38	38
3	Neutral	21	21
4	Disagree	11	11
5	Strongly Disagree	5	5
	Total	100	100



Interpretation: From the above table, 63 per cent of the respondents are satisfied with the resolution of their complaints and grievances, while 21 per cent are neutral and 16 per cent are dissatisfied. Grievance handling records one of the lower scores in the survey and requires strengthening.

Question 19: The service charges of the bank are reasonable compared to the services provided.
RESPONSES OF THE RESPONDENTS TO QUESTION 19

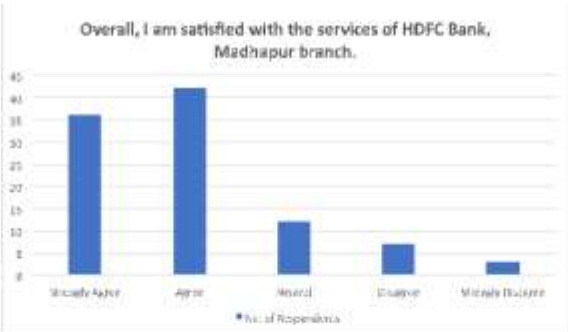
S. No.	Particulars	No. of Respondents	Percentage (%)
1	Strongly Agree	21	21
2	Agree	34	34
3	Neutral	23	23
4	Disagree	14	14
5	Strongly Disagree	8	8
	Total	100	100



Interpretation: The table indicates that only 55 per cent of the respondents perceive the service charges of the bank as reasonable, while 23 per cent are neutral and 22 per cent disagree. Perception of service charges is the weakest score in the entire survey and represents the principal source of customer dissatisfaction.

Question 20: Overall, I am satisfied with the services of HDFC Bank, Madhapur branch.
RESPONSES OF THE RESPONDENTS TO QUESTION 20

S. No.	Particulars	No. of Respondents	Percentage (%)
1	Strongly Agree	36	36
2	Agree	42	42
3	Neutral	12	12
4	Disagree	7	7
5	Strongly Disagree	3	3
	Total	100	100



Interpretation: It is observed that 78 per cent of the respondents (36% strongly agree and 42% agree) are satisfied overall with the services of the branch, while 12 per cent are neutral and 10 per cent are dissatisfied. The overall verdict of the customers on the bank's services is strongly positive.

Overall Interpretation

The analysis reveals that HDFC Bank enjoys a positive image among its customers. Most respondents are satisfied with the bank's services, especially savings accounts and digital banking facilities. The bank has successfully maintained customer trust through quality service, technological innovation, and effective customer relationship management. These factors have contributed significantly to positive consumer behaviour and perception towards HDFC Bank.

IX. SUMMARY OF FINDINGS

1. The study found that the majority of respondents (35%) belong to the 25–35 years age group, indicating that young adults are the primary customers of HDFC Bank.
2. Male customers constitute 60% of the respondents, while female customers account for 40%.
3. Most respondents are salaried employees, showing that HDFC Bank is widely preferred by working professionals.

4. The majority of customers maintain savings accounts, making it the most popular banking service offered by HDFC Bank.
5. A significant number of respondents use digital banking services, including internet banking and mobile banking.
6. Most customers are satisfied with the quality of banking services provided by HDFC Bank.
7. Customers perceive HDFC Bank as a reliable and trustworthy financial institution.
8. The behaviour and support provided by bank employees are viewed positively by the majority of respondents.

X. SUGGESTIONS

1. HDFC Bank should continue to improve its customer service quality to enhance customer satisfaction and loyalty.
2. The bank should reduce waiting time at branches by increasing staff efficiency and streamlining service processes.
3. More awareness programs should be conducted to educate customers about digital banking services and their benefits.
4. The bank should strengthen its grievance redressal system to resolve customer complaints quickly and effectively.
5. HDFC Bank can introduce more customer-friendly products and services based on changing customer needs and preferences.
6. Regular feedback from customers should be collected and analyzed to identify areas for improvement.
7. The bank should enhance cybersecurity measures to ensure the safety and security of customer transactions.

XI. CONCLUSION

The study on Consumer Behaviour and Perception towards HDFC Bank reveals that customers generally have a positive opinion about the bank and its services. The findings indicate that HDFC Bank has successfully built a strong reputation through quality service, customer-centric approaches, and advanced banking technologies.

Most respondents expressed satisfaction with the bank's products and services, particularly savings accounts, internet banking, and mobile banking facilities. Customers also appreciate the reliability, security, and efficiency of the bank's operations. The growing adoption of digital banking services reflects the bank's ability to meet the evolving needs of modern customers.

The study further highlights that customer satisfaction is influenced by factors such as service quality, employee behaviour, convenience and technological innovation. Effective customer relationship management has helped HDFC Bank maintain customer trust and loyalty.

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