OPEN ACCESS

Ind. Jr. of Mod. Res. and Rev — *PEER-REVIEWED JOURNAL* — *Volume 4 Issue 1 [Jan] Year 2026*

Indian Journal of Modern Research and Reviews

This Journal is a member of the *'Committee on Publication Ethics'*

Online ISSN:2584-184X

Research Article

Customer Satisfaction Across Professional and Educational Segments in Cooperative Banks

Anurag Pare [1*], Dr. Pooja Yadav [2]

[1] Research Scholar, Renaissance University, Indore, Madhya Pradesh, India

[2] Professor, Renaissance University, Indore, Madhya Pradesh, India

Corresponding Author: * Anurag Pare

DOI: https://doi.org/10.5281/zenodo.21593273

Abstract

This study profiles customer satisfaction across Professional and educational segments in cooperative banks. Cooperative banks serve customers with different income patterns, financial knowledge, and service needs. These differences can shape how customers judge service encounters and overall satisfaction (Oliver, 1980). Guided by the service quality and satisfaction literature, the study examines whether satisfaction varies significantly by profession and educational qualification (Parasuraman et al., 1985). Two hypotheses are tested for differences in customer satisfaction across professions and educational levels.

A cross-sectional survey design is used. Primary data are collected from cooperative bank customers using a structured questionnaire. Overall satisfaction is operationalized as a multi-item construct capturing perceptions of service performance, process clarity, staff behavior, and convenience. Scale development and refinement follow established measurement guidance, including item reliability (Churchill, 1979). Data screening is conducted to check missing values, outliers, and internal consistency.

To test the hypothesis, one-way analysis of variance (ANOVA) is used to compare mean satisfaction scores across professional categories and educational groups. The study also positions satisfaction as a managerial outcome that can influence retention and repeat usage, making segment-level diagnostics valuable for cooperative banks (Mittal & Kamakura, 2001).

The expected contribution is a clear, segment-wise picture of satisfaction in cooperative banks. Findings can help banks prioritize targeted service improvements, such as clearer communication and assisted service for customers with lower formal education, and faster issue resolution for customers whose Professions require time-sensitive banking. The study supports evidence-based customer segmentation and more inclusive service design in cooperative banking.

Manuscript Information

- **ISSN No:** 2584-184X
- **Received:** 26-12-2025
- **Accepted:** 23-01-2026
- **Published:** 30-01-2026
- **MRR:**4(1); 2026: 303-308

- **Plagiarism Checked:** Yes
- **Peer Review Process:** Yes

How to Cite this Article

Pare A, Yadav P. Customer Satisfaction Across Professional and Educational Segments in Cooperative Banks. Indian J Mod Res Rev. 2026;4(1):303-308.

Access this Article Online

www.mrrjournal.in

KEYWORDS: Customer Satisfaction, Banking, Cooperative Banks, Profession and Satisfaction.

1. INTRODUCTION

Cooperative banks occupy a distinctive place in the Indian financial system, serving customer bases that are often more diverse in income, occupation, and formal education than those of commercial banks. Because these institutions are deeply embedded in semi-urban and rural economies, they routinely serve customers ranging from agriculturists and small business owners to salaried service-class individuals, many of whom differ widely in their financial literacy and exposure to formal banking processes. This diversity raises an important question for bank managers and policymakers alike: does a customer's profession or educational qualification shape how satisfied they are with the bank's services?

Customer satisfaction has been widely studied as an outcome that drives retention, repeat usage, and word-of-mouth, and the service quality literature has long argued that perceptions of tangibles, assurance, dependability, responsiveness, and empathy jointly determine how customers evaluate a service provider. In the specific context of banking, prior studies point to service quality, convenience, technological ease of use, trust, and personalized interaction as key drivers of satisfaction. What remains comparatively under-examined is whether these satisfaction levels differ systematically across customer segments defined by profession and education, particularly within cooperative banks that cater to a population with varied occupational and academic backgrounds.

This study addresses this gap by examining customer satisfaction across professional and educational segments among cooperative bank customers in Dewas district. Using a structured questionnaire built on the SERVQUAL framework and a sample of 450 respondents, the study tests whether satisfaction levels vary significantly by profession and by educational qualification. The findings are intended to help cooperative bank managers understand whether segment-specific service strategies are warranted, or whether satisfaction drivers operate more uniformly across the customer base, thereby supporting more evidence-based and inclusive service design.

2. REVIEW OF LITERATURE

Customer Satisfaction

Customer satisfaction has long been recognized as a central goal for businesses and policymakers. Early research by **Hunt (1991)** positioned consumer satisfaction not only as a marketing outcome but also as a consumer protection issue, arising from efforts by public agencies to measure dissatisfaction and guide policy. Satisfaction was initially seen as a comparison between expected and received product performance.

Building on this, **Szymanski and Henard (2001)** conducted a meta-analysis showing that disconfirmation of expectations and perceived fairness (equity) were the strongest predictors of satisfaction. Their work confirmed that satisfaction is influenced both by cognitive judgments and emotional responses. They emphasized that the way satisfaction is measured (e.g., attribute-based or overall evaluation) can moderate its relationship with other outcomes like loyalty and complaints.

Later, **Kalamas et al. (2002)** introduced a deeper view by distinguishing between "should" and "will" expectations in service encounters, highlighting how both internal and external factors shape consumer expectations and, in turn, satisfaction levels. Their model highlighted how consumer judgments are dynamic.

The concept of satisfaction has been further explored in some recent studies. After conducting a thorough review of 104 studies **Palaña et al. (2019)** verified that both cognitive evaluations (e.g. performance confirmation of expectations) and affective reactions (e.g. positive feelings) greatly enhance contentment. They pointed out that these elements have different effects in traditional and online environments.

Lastly **Dhiman and Arora (2022)** stressed that aspects of service quality like assurance, responsiveness, and dependability are important factors that influence customer satisfaction particularly in the banking industry. They emphasized how today's satisfaction is multifaceted combining emotional experiences with logical evaluations.

Customer Satisfaction in Banking

In the banking industry customer satisfaction is a complex concept that is impacted by numerous variables. The quality of the services rendered has a major impact on customer satisfaction **(Parasuraman et al., 1985)**. Effective service delivery, responsiveness, and dependability all have a big impact on positive customer perceptions **(Sureshchandar et al., 2003)**. Additionally, the convenience and accessibility of banking services have an impact on customer content **(Yiu et al., 2007)**. Furthermore, the use of technology in modern banking has a significant impact on customer satisfaction particularly the usability and functionality of digital platforms **(Gautam and Sah, 2023)**.

Customer satisfaction is also impacted by trust in the bank's security and integrity procedures **(Cardoso and Cardoso, 2024)**. Raising satisfaction levels is largely dependent on the caliber of customer service representatives and personalized interactions **(Froehle, 2006)**. Additionally, customers want competitive rates and fair fees **(Reichheld & Schefter, 2000)**, and their level of satisfaction is influenced by how valuable they believe banking services to be **(Sweeney & Soutar, 2001)**. In conclusion customer satisfaction in banking is strongly correlated with service quality, convenience, technology advancements, trust, personalized experiences, and perceived value. The intricacy of the variables affecting client satisfaction in the banking sector.

Customer Satisfaction and Profession & Education

Evidence for a direct effect of profession is weak. Most of the evidence says service attributes and employee factors drive satisfaction more than customer profession. Satisfaction rises with better customer service, employee job satisfaction in banking. (**Lee et al, 2024**)

In case of education, few studies report that higher education is associated with higher satisfaction, especially for e-banking and mobile banking (**Kumbhar, 2011**), but some studies find education is a weak predictor or not statistically significant once other factors are considered.

3. RESEARCH METHODOLOGY

The basic framework been is provided by the SERVQUAL dimensions which include tangibles, assurance, dependability, responsiveness, and empathy. The essence of satisfaction assessment is demonstrated by these parameters.

Data collection

The data is collected within Dewas district. The data is divided into to two groups Dewas city and Dewas Rural, which is surrounding area of Dewas city

Instrument used

The instrument is based upon the SERVEQUAL model. The questionnaire is adopted from most used and useful scale. A pilot is conducted to validate the scale in the context of cooperative banking and Dewas district bank customers.

Sampling Plan

This is defining the target population to be surveyed. In this research the sampling unit was the customers of cooperative bank. Who had an account in any branch located in Dewas district. Purposive sampling method was adopted to select the customers.

Sample size: In this survey the sample size decided was 450. This is fairly large enough to represent the population. Further it was decided that respondents will be surveyed to make equal representation of gender and locality.

Respondents were told about the purpose of this research and were helped in understanding any particular question in case there was any need. Sufficient time was given to respondents to go through the questionnaire before giving their responses.

Statistical tools employed

The research and statistical tools employed in this study are frequency analysis, factor analysis and ANOVA (analysis of variance). SPSS 16 was used to perform statistical analysis.

Data Analysis

The total sample size is 450 respondents. The respondents were primarily within the 35–45 years' category with majority of them living in Dewas city. Table 1,2, and 3 illustrates the characteristics of the sample in this study

Primary Objectives

1. To assess the relationship of satisfaction level of customers and education for Co-operative banks in Dewas district.
2. To assess the relationship of satisfaction level of customers and profession for Co-operative banks in Dewas district.

Hypotheses

H01: There is no significant difference in customer satisfaction level of various professions of customers of the cooperative bank.

H02: There is no significant difference in customer satisfaction level of customers based on the educational level of the cooperative bank.

The Analysis

Descriptive Statistics

What is the gender-based participation in cooperative banking?

1. Gender

Table -1: Gender

Gender						
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Male**	296	65.8	65.8	65.8
	Female	154	34.2	34.2	100.0
	Total	450	100.0	100.0	

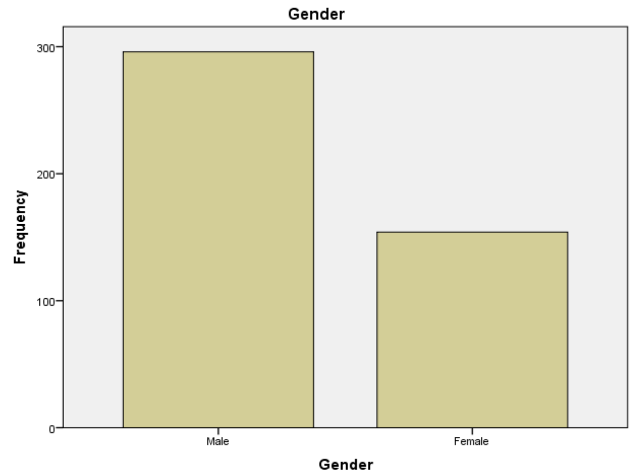

Figure -1: Gender

Inference:

The dataset represents a fair share of female participants—more than one-third of female participants in the Indian banking system. The data becomes more critical when the target audience is cooperative banking consumers, who primarily come from tier-3 cities or even rural areas. This data paints a better picture of the participation of rural and tier-3 women in the Indian banking system.

What is the participation by age?

2. Age

Table -2: Age

Age					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	25-35	144	32.0	32.0	32.0
	35-45	186	41.3	41.3	73.3
	45-55	120	26.7	26.7	100.0
	Total	450	100.0	100.0	

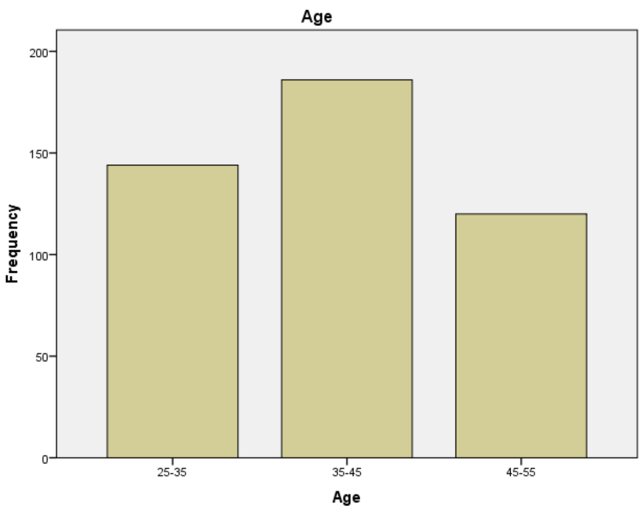

Figure -2: Age

Inference:

Almost one third of the respondents are from 25 to 25 years age group, which tells a lot about the younger generation's participation in the cooperative banking system. The age group 35 to 45 years is the most significant participant, and this can be understood. These are the years when a person is most active financially, and hence a large share of the population falls within this age group.

How is the participation by tenure?

3. Customer Tenure

Table -3: Tenure of the customer

Customer Tenure						
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**1-5**	78	17.3	17.3	17.3
	5-10	184	40.9	40.9	58.2
	10-15	188	41.8	41.8	100.0
	Total	450	100.0	100.0	

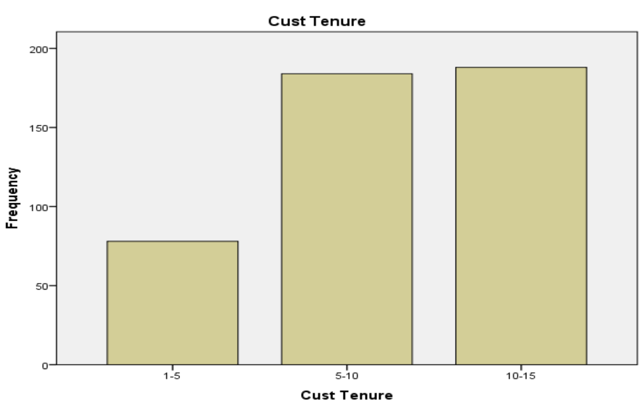

Figure -3: Customer Tenure

Inference:

A long-standing customer in a system may be a little more mature than a new customer, as the older customer is well-versed in the organization's policies, procedures, and products. organization's policies, procedures, and products. The viewpoint of such a customer is closer to reality as they know the organization very well. Organization very well. In this dataset, we see that two-thirds of respondents have been with the company for more than 5 years, which is beneficial for the study.

What is the participation by profession?

4. Profession

Table 4: Profession

Profession					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agri	237	52.7	52.7	52.7
	Business	108	24.0	24.0	76.7
	Service	103	22.9	22.9	99.6
	Agri,Bus	2	.4	.4	100.0
	Total	450	100.0	100.0	

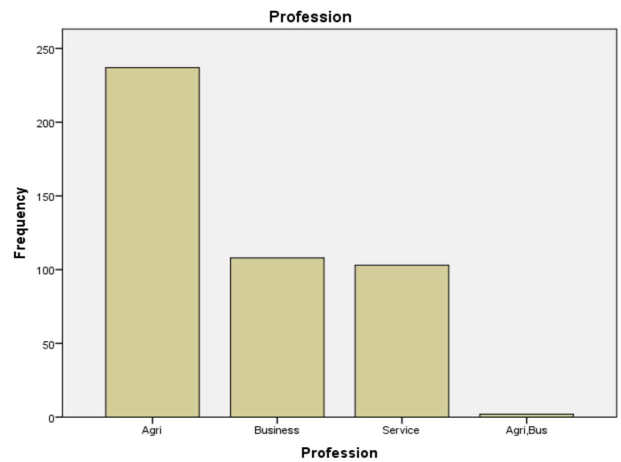

Figure 4: Profession

Inference:

The data endorses the point. The majority of cooperative bank customers have an agricultural background. The rest are in business, and during our personal interview, we found that a lot of our respondents are in agriculture-related businesses.

What is the participation by education?

5. Education

Table -5: Education

Education					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**School**	346	76.9	76.9	76.9
	Graduate	102	22.7	22.7	99.6
	PG	2	.4	.4	100.0
	Total	450	100.0	100.0	

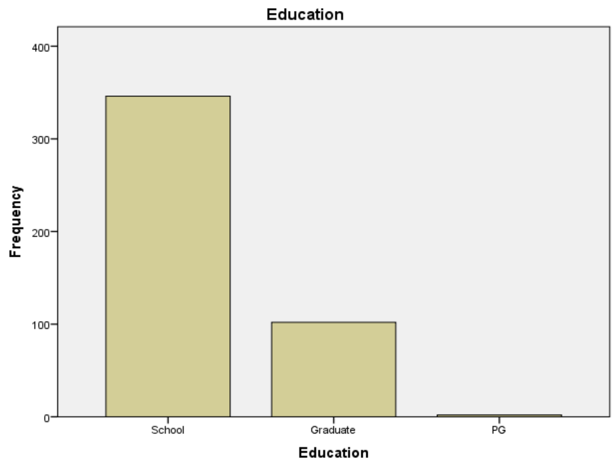

Figure -5: Education

Inference:
College education is still a peripheral phenomenon. However, it is a matter of satisfaction that school education is deeply penetrated in Indian rural society. A mere 23% of graduates' cooperative customers is a good reminder when drafting marketing communications.

What is the scenario of education across various professions?

6 - Profession and Education

Table 6: Profession and Education

Profession * Education					
Count					
		Education			Total
		School	Graduate	PG	
Profession	Agri	214	23	0	237
	Business	77	30	1	108
	Service	55	47	1	103
	Agri,Bus	0	2	0	2
Total		346	102	2	450

Table 6A: Profession and Education

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	65.230[a]	6	.000
Likelihood Ratio	64.974	6	.000
Linear-by-Linear Association	62.510	1	.000
N of Valid Cases	450		
a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .01.			

Inference:
Education is pushing people away from agriculture. The data is evident here. More graduates are moving away from agriculture and taking jobs or starting businesses. Only 23% of graduates are in agriculture.

H01: There is no significant difference in customer satisfaction level of various professions of customers of the cooperative bank.

Normality Tests			
		statistic	p
Satisfaction	Shapiro-Wilk	0.474	< .001
	Kolmogorov-Smirnov	0.373	< .001
	Anderson-Darling	94.749	< .001

One-Way ANOVA (Non-parametric)

Kruskal-Wallis			
	χ^2	df	P
Satisfaction	0.738	2	0.691

Result: A Kruskal-Wallis test was performed to compare the means of customer satisfaction between different professional groups. The results showed no significant difference between the professional groups, H(2) = 0.738, p = .691.

H 02: There is no significant difference in customer satisfaction level of customers based on the educational level of the cooperative bank.

Independent Samples T-Test			
		Statistic	p
Satisfaction	Mann-Whitney U	16842.000	0.350
Note. H_a $\mu_1 \neq \mu_2$			

Assumptions

Tests of Normality			
		statistic	p
Satisfaction	Shapiro-Wilk	0.456	< .001
	Kolmogorov-Smirnov	0.387	< .001
	Anderson-Darling	100.824	< .001

Group Descriptives						
	Group	N	Mean	Median	SD	SE
Satisfaction	1	346	74.069	72.000	6.063	0.326
	2	102	73.549	72.000	5.024	0.497

Result: A Mann–Whitney U test was conducted to examine differences in customer satisfaction level between school-educated (Mdn = 72) and Graduate (Mdn = 72) customers. The results showed that the difference was not statistically significant, U = 16842.000, p = .35)

7. FINDINGS

Profession*:*
Over half (53%) of customers were from agriculture, confirming the agrarian base of cooperative banking, and No significant difference in satisfaction across agriculture, business, and service groups.
Education:
77% of respondents had only a school-level education. Graduates accounted for just 23%, and postgraduates were negligible, indicating limited financial literacy. No significant difference in satisfaction between school-educated and graduates.

Managerial Implication

The Managerial Implications translates findings into actionable, practical, and strategic recommendations for cooperative bank managers. The study explicitly reflects results from Dewas district that neither profession nor education impacting the satisfaction.
Hence the cooperative banks are supposed to create the policies, marketing communication if they have e-banking or other services. In that case the education may impact. Till than there is no influence of these factors over banking customer satisfaction.

Limitations of the study

The study has been carried out in the Dewas district only, which is very small area where the education level and income level of population cannot be compared with bigger cities. So the finding of the research can be generalized only for smaller town and cannot be generalized for the nation.

Future Scope

This research focused on satisfaction in cooperative banking. Additional research may well explore the other variables. Future research should explore other geographies and customers' satisfaction. Similar research can be undertaken in bigger cities to find the differences between the customer satisfaction level between urban and rural customers.

8. CONCLUSION

This study by analyzing customer preferences and expectations, will provide significant insights that can help cooperative banks in Dewas district and probable in other geographies. Customer satisfaction understanding enhances any organizations products and services. In future when the cooperative banks will provide e-banking services, in that case the education may emerge as influencing factor.

REFERENCES

1. Churchill GA Jr. A paradigm for developing better measures of marketing constructs. J Mark Res. 1979;16(1):64-73.
2. Kumbhar V. Customers' demographic profile and satisfaction in e-banking services: A study of Indian banks. Int J Bus Strategy Manag. 2011;1(1).
3. Lee J, Ooi L, Wun X, Wong P, Yin J, Yang H, Kee D. The impact of job satisfaction and performance on user satisfaction with banking services. Int J Tour Hosp Asia Pac. 2024.
4. Mittal V, Kamakura WA. Satisfaction, repurchase intent, and repurchase behavior: Investigating the moderating effect of customer characteristics. J Mark Res. 2001;38(1):131-42.
5. Oliver RL. A cognitive model of the antecedents and consequences of satisfaction decisions. J Mark Res. 1980;17(4):460-9.
6. Parasuraman A, Zeithaml VA, Berry LL. A conceptual model of service quality and its implications for future research. J Mark. 1985;49(4):41-50.