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DEMOGRAPHIC PROFILE OF BANK CUSTOMERS CONCERNING THE CHITTOR DISTRICT

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This study provides a comprehensive analysis of the demographic profile of bank customers in Chittoor district, focusing on factors such as age, gender, education, employment, income levels, and banking preferences. Understanding these demographic elements is crucial for banks to design tailored services that meet diverse customer needs. The research findings indicate that the majority of bank customers belong to the middle-aged segment, are well-educated, and are primarily employed. A significant shift towards digital banking is also observed, signifying the growing role of technology in financial services. The study concludes by highlighting key demographic trends that influence banking behavior and suggesting strategies that financial institutions can adopt to improve customer engagement and satisfaction.

1. INTRODUCTION

Banking services have undergone significant transformation over the years, influenced by technological advancements and changing consumer behaviors. Understanding the demographic characteristics of bank customers is essential for financial institutions to enhance their service offerings and ensure financial inclusion. Chittoor district, with its mix of urban and rural populations, provides an ideal setting to examine these demographic trends and their impact on banking preferences.

This study seeks to analyze the key demographic attributes of bank customers in Chittoor district and how these factors shape their banking behaviors. The findings will provide valuable insights for policymakers, banking professionals, and researchers in understanding customer needs and preferences. Additionally, the study will explore the extent to which factors such as education, employment status, and income levels influence the choice of banking methods, whether traditional or digital. By identifying these trends, banks can refine their services to cater to different customer segments effectively.

2. REVIEW OF LITERATURE

Existing literature highlights the strong correlation between demographics and banking preferences. Sharma and Gupta (2020) found that higher education levels contribute significantly to digital banking adoption, with more educated customers demonstrating greater confidence in online financial transactions. Patel et al. (2019) conducted a comparative study on banking preferences across age groups and observed that younger customers prefer mobile banking due to convenience, while older customers tend to rely on traditional banking methods due to concerns regarding digital security.

Singh and Kumar (2021) explored the role of employment status in banking engagement, revealing that salaried individuals are more likely to use investment-related banking services, while self-employed individuals exhibit higher engagement in credit and loan services. These studies emphasize the need for financial institutions to understand their customer base to develop tailored financial products. This research aims to build upon these findings by offering an in-depth demographic analysis of bank customers in Chittoor district.

3. METHODOLOGY

This study employs a quantitative research methodology using primary data collected through a structured questionnaire. A sample of 425 bank customers from Chittoor district was selected using stratified random sampling to ensure diverse representation across age groups, income levels, and banking preferences. The questionnaire covered various aspects such as demographic characteristics, preferred banking methods, banking frequency, and reasons for choosing specific banking services.

The collected data were analyzed using descriptive statistics to identify demographic patterns and their influence on banking preferences. Additionally, correlation analysis was conducted to examine relationships between demographic factors and customer behaviors. The findings provide an empirical basis for understanding the banking landscape in Chittoor district and suggest recommendations for banks to improve their service delivery.

4. DEMOGRAPHIC ANALYSIS

The demographic profile of the study population provides a comprehensive understanding of their characteristics and banking preferences. The age distribution reveals a diverse participant group, with the majority (30.8%) falling in the 31–40 years age range, highlighting a predominantly middle-aged demographic. This group is followed by individuals aged 41–50 years (27.1%), reflecting a slightly older segment, while participants aged 18–30 years make up 24.7%, indicating significant representation of young adults. The smallest group, those aged 51 and above (17.4%), represents older respondents who may exhibit different banking behaviors and preferences compared to the younger cohorts.

Gender analysis underscores a pronounced disparity, with males constituting 66.6% of the sample, while females represent only 33.4%. This imbalance could reflect a gendered difference in banking access, usage, or participation in financial surveys. Similarly, preferences for bank types reveal a slight inclination toward private banks, chosen by 52% of respondents, whereas 48% opt for public banks. This near parity indicates a balanced trust and reliance on both banking sectors among the population.

Marital status data demonstrates that the majority of respondents are married (75.8%), suggesting potential family-related financial responsibilities influencing their banking choices. Single individuals account for 15.1%, while divorced (7.1%) and widowed (2.1%) respondents form smaller groups, potentially indicating differing financial priorities and banking behaviors in these segments.

The educational background of respondents indicates a highly educated population, with 48.2% holding a master's degree and 40.5% a bachelor's degree. Only 11.3% possess high school education or below, suggesting that higher education might play a significant role in shaping banking habits, particularly the adoption of digital banking methods.

Employment status analysis highlights a majority of respondents employed full-time (66.6%), showcasing the economic activity of the group. A significant proportion (25.9%) are self-employed, indicating entrepreneurial or independent financial habits. Unemployed (4.9%) and retired individuals (2.6%) form smaller segments, potentially reflecting limited financial engagement or reliance on fixed income sources.

Income levels exhibit concentration in the middle brackets, with 30.6% earning between 10–15 Lacs and 29.9% between 5–10 Lacs. These groups dominate the sample, reflecting a middle-income demographic with moderate financial capacities. Lower-income respondents (below 5 Lacs) and higher-income individuals (15–20 Lacs) each constitute approximately 20%, indicating representation across economic strata.

Residence data reveals nearly equal representation from urban (36%) and sub-urban (35.5%) areas, with rural residents comprising 28.5%. This distribution suggests diverse geographical contexts influencing banking preferences and accessibility. Cultural background analysis further shows that most respondents are local residents (85.6%), while migrants and expatriates represent 14.4%, providing insight into the potential cultural factors affecting banking behaviours.

Table 1: Demographic Analysis

Category	Sub-category	Frequency	Percentage (%)	Cumulative Percentage (%)
Age	18–30 Years	105	24.7	24.7
	31–40 Years	131	30.8	55.5
	41–50 Years	115	27.1	82.6
	51 and Above	74	17.4	100.0
Gender	Male	283	66.6	66.6
	Female	142	33.4	100.0
Bank Type	Private Bank	221	52.0	52.0
	Public Bank	204	48.0	100.0
Marital Status	Single	64	15.1	15.1
	Married	322	75.8	90.8
	Divorced	30	7.1	97.9
	Widowed	9	2.1	100.0
Education	High School or Below	48	11.3	11.3
	Bachelor's Degree	172	40.5	51.8
	Master's Degree	205	48.2	100.0
Employment	Full-time	283	66.6	66.6
	Self-employed	110	25.9	92.5
	Unemployed	21	4.9	97.4
	Retired	11	2.6	100.0
Income	Below 5 Lacs	85	20.0	20.0
	5 to 10 Lacs	127	29.9	49.9
	10 to 15 Lacs	130	30.6	80.5
	15 to 20 Lacs	83	19.5	100.0

Residence	Urban	153	36.0	36.0
	Sub-urban	151	35.5	71.5
	Rural	121	28.5	100.0
Cultural Background	Local Resident	364	85.6	85.6
	Migrant/Expatriate	61	14.4	100.0
Preferred Banking Method	Traditional (In-Branch)	77	18.1	18.1
	Digital (Online/Mobile)	223	52.5	70.6
	Both	125	29.4	100.0
Bank Interaction Frequency	Daily	9	2.1	2.1
	Weekly	9	2.1	4.2
	Monthly	108	25.4	29.6
	Quarterly	132	31.1	60.7
	Rarely	167	39.3	100.0
Purpose of Banking	Savings/Deposits	253	59.5	59.5
	Loans	36	8.5	68.0
	Investments	27	6.4	74.4
	Everyday Transactions	72	16.9	91.3
	Other	37	8.7	100.0

Banking preferences indicate a significant shift toward digital platforms, with 52.5% of respondents favoring online or mobile banking methods. This preference underscores the increasing role of technology in banking convenience and efficiency. A substantial proportion (29.4%) prefer a hybrid approach, combining traditional and digital banking methods, while 18.1% continue to rely on in-branch banking, suggesting a need for maintaining traditional services for specific customer segments.

Bank interaction frequency highlights infrequent engagement, with 39.3% of respondents interacting rarely and 31.1% quarterly. This suggests that most respondents use banking services only as needed, likely influenced by digital tools that minimize physical bank visits. Daily and weekly interactions are rare (2.1% each), reflecting a limited need for high-frequency banking activities.

Finally, the purpose of banking indicates that the majority (59.5%) primarily use banking services for savings and deposits, emphasizing financial security as a key priority. Everyday transactions account for 16.9%, followed by loans (8.5%) and investments (6.4%). Other purposes comprise 8.7%, indicating niche financial needs within the population.

In conclusion, the demographic analysis portrays a well-educated, predominantly male, middle-aged, and middle-income population, with a strong preference for digital banking methods. The findings suggest varied financial behaviors influenced by education, employment, income, and geographic factors, providing valuable insights into the banking preferences and needs of the study population. This comprehensive analysis forms a robust foundation for further exploration of consumer behaviors in the financial sector.

5. DISCUSSION

The demographic analysis of bank customers in Chittoor district reveals several notable trends. Age-wise distribution shows that the majority of customers belong to the 31-40 years category (30.8%), followed by 41-50 years (27.1%). This indicates that middle-aged individuals form the largest banking customer base. Gender distribution highlights that males constitute 66.6% of the respondents, which may suggest either a greater financial engagement among men or gender-based differences in banking accessibility and participation.

Education levels show a strong inclination towards higher qualifications, with 88.7% of respondents holding at least a bachelor's degree. This finding implies that educated customers are more likely to engage with banking services, particularly digital banking. Employment data further reinforce this trend, as 66.6% of respondents are employed full-time, while 25.9% are self-employed. This suggests that financially stable individuals are more actively engaged in banking activities.

Income analysis reveals that 60.5% of respondents earn between 5-15 Lacs per annum, categorizing them as middle-income earners. This segment represents a key target group for financial institutions, as they are likely to use banking services for savings, loans, and investments. Banking preferences indicate a substantial shift towards digital platforms, with 52.5% of respondents favoring online or mobile banking. This shift underscores the increasing reliance on technology for financial transactions and the need for banks to enhance their digital infrastructure.

6. CONCLUSION

The demographic analysis of bank customers in Chittoor district provides valuable insights into their banking behaviors and preferences. The findings highlight the dominance of a middle-aged, well-educated, and financially stable customer base that increasingly favors digital banking methods. Banks must capitalize on these insights to refine their service strategies, enhance digital banking accessibility, and ensure inclusivity for all customer segments.

Additionally, financial institutions should focus on bridging the gender gap in banking participation and expanding financial

literacy programs to encourage wider adoption of banking services. Future research can delve into the impact of emerging financial technologies such as blockchain and AI on banking preferences. By leveraging demographic data, banks can create more personalized and efficient banking experiences, ultimately improving customer satisfaction and financial growth.

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