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## COMPARATIVE ANALYSIS OF DEMOGRAPHIC PROFILES OF ICICI & SBI CUSTOMERS

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### **ABSTRACT**

*Demographics play a crucial role in segmenting, targeting and positioning customer profile. It is a significant phenomenon of the behavior finance which helps banks in profiling their customers. In current study our main objective is to find out the impact of demographic characteristics like Age, Income, Occupation, and Education on the customers' choice between Public sector banks and Private sector banks. Major Banks like ICICI and SBI are chosen to collect the data for the study. On applying Chi-square on the cross table data it is found that except Income there is a significant difference between the age-wise, education-wise and occupation-wise distributions of the customers of the two types of banks (i.e. Private and Public sector Banks).*

**Keywords:** Demographics, Public sector Banks, Private sector Banks

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