

A STUDY ON CUSTOMER SATIFICATION ON STATE BANK OF INDIA IN KARUR

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DOI: <https://www.doi.org/10.58257/IJPREMS32732>

ABSTRACT

The purpose of this paper is to evaluate the customer satisfaction of the banks sector in, SBI, based on customer perception regarding service quality. . The questionnaire has been personally administered on a sample size of 100 bank customers. This paper makes a useful contribution as there are only a few studies dealing with the assessment of service quality in banking sector of SBI. Customer satisfaction research identifies how well an organization provide service to the customers from their point of view.

And also another goal is to identify areas that still need to be improved so that those areas can be further developed. Bank marketers are making considerable efforts to increase the satisfaction of their commercial customers because satisfied customers are known to display higher levels of sources and competitors. Here the data type of this study is primary data. Customers are satisfied to service.

Here the data type of this study is primary data. The data is collected by questionnaire method. And the simple average method is the statistical tool used here.

1. INTRODUCTION

1.1 Customer

A customer is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other valuable consideration.

1.2 Customer Satisfaction

Degree of satisfaction provided by the goods or services of a firm as measured by the number of repeat customers. Customer satisfaction is in the Advertising, Marketing, Selling and Customer Relations & Services subjects. **Customer satisfaction** appears in the definitions of the following terms: world class, non value adding activity, customer analysis, balanced scorecard (BSC), direct measures of quality, supply chain management (SCM), customer focused performance.

1.3 Measuring Customer Satisfaction

Organizations are increasingly interested in retaining existing customers while targeting non-customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which including follow-on database maintenance and management.

1.4 Importance of Consumer Satisfaction

Consumer behavior science deals with the characteristics of human behavior marketing belongs to human behavior at it deals write like a teacher has to study behind human behavior in respect of satisfaction of his wants. These are principal are as follows.

1. Decision marking in the market place
2. Changes in attitudes
3. Inherence of time uncertainty
4. Studies of group belonging

1.5 Need of the Consumer Satisfaction

The consumer market is the sum total of all the goods and purchase in a given period by all the inhabitance of a given consumer market actually consists of four components.

1. People
2. Purchasing power
3. Need for a specific product
4. Willing to fill the need with a given product

2. OBJECTIVES OF THE STUDY

- ❖ To study on socio-economic factor of the account holder
- ❖ To determine the reason for the account to made
- ❖ To develop and extent banking facilities in rural areas
- ❖ To examine the nature and extent service provided by the State Bank Of India.
- ❖ To know the account holders satisfaction level calculate State Bank Of India.

LIMITATIONS OF THE STUDY

- The study is conducted in a short period of time, in which only limited amount of information can be collected.
- Research in carried out on consumers who are human beings. Human beings have a tendency to behave artificially when they know that they are being observed so the customers or respondents start behave artificially when they know that their attitudes, opinion, beliefs, etc., are being studies. The aspect human behavior distorts the research result.
- The findings may not be true in all cases, because the sample size is limited.
- The primary data which was collected confined to the respondents of karur. Therefore this applicable only in this area.

SCOPE OF THE STUDY

- ❖ This study enables the user with solutions to formulate an effective marketing mix strategy with broader perspective to top areas where it did not feel the need earlier has the division of whether to penetrate.
- ❖ To keep things going per the ever-changing competitive business environment thoughts and ideas should pour into research development departments to innovate its existing products , Which should be beyond competitors.
- ❖ It also gave fair idea of potential of business and factors like brands price features in the future.
- ❖ The study will enable the management to access the area's where they are weak to it is necessary to take any promotion measures that can help in further expansion of market.

3. METHODOLOGY

Methods of Data Collection:

Data has collected in two types:

1. Primary data
2. Secondary data

1. Primary Data: Primary data were collected through survey from the customers using the questionnaire. Questionnaire helps to understand the performance of the customers. Only limited number of data is collected from the customers through primary data.

2. Secondary Data: Secondary data needed for conducting this research work were collected from brochures of the company and, books and various journals.

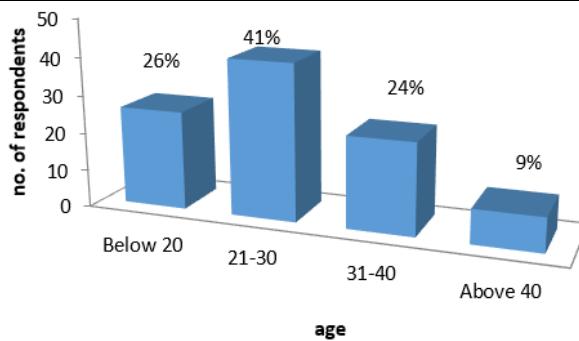
3. Sample Size: 100

4. ANALYSIS AND INTERPRETATION

Table Showing Age of the SBI Users

Table No -4.2- The Table Showing The Respondents On The Basis Of Age

S.NO	Age	No of respondents	Percentage
1	Below 20	26	26%
2	21-30	41	41%
3	31-40	24	24%
4	Above 40	9	9%
	Total	100	100%



Inference: The above table no III-2 shows respondent on the basis of their age out of 100 respondents, 41% respondents are coming under 21-30 years age group. Hence it can be concluded that most of the respondents belongs to 21-30 years of age group.

5. FINDINGS

- ❖ Most of the respondents are male.
- ❖ Most of the respondents belong to 21-30 years of age group.
- ❖ Most of the respondents are married.
- ❖ Most of the respondents are living rural area.
- ❖ Most of the respondents are primary education.
- ❖ Most of the respondents are working as a farmer category.
- ❖ Most of the respondents are earning Rs.5001-10000 income per month.
- ❖ Most of the respondents are consist of 4-7 family members.
- ❖ Most of the respondents are earning 2 members in their family.
- ❖ Most of the respondents are come to know the schemes others categories.
- ❖ Most of the respondents are using saving deposit account.
- ❖ Most of the respondents are reason for opening account others categories..
- ❖ Most of the respondents are feel about normal formalities.
- ❖ Most of the respondents are visit the bank monthly once.
- ❖ Most of respondents are 3-4 years customers of this bank.
- ❖ Most of the respondents have account for easy transactionon for deposit this bank.
- ❖ Most of the respondents are neutral level in the satisfaction of the bank service.

6. SUGGESTIONS

- ❖ Most of the account holders feel that bank customer care is very good.
- ❖ The Bank transactions are done very quickly. Its attract the account holders. So the bank must continue the service.
- ❖ Most of the account holders feel the Interest level is low. So the bank must be consider the Interest level of customer deposit.
- ❖ Most of the respondents feel the ATM service is not good. So must improve the ATM facility.
- ❖ To expand the ATM facility to the rural area also.

7. CONCLUSION

The survey is conducted in and around of Nagpur area. The study has been undertaken to evaluate the Customer satisfied of study, the customer are highly satisfied to all dimension of service to some extended level to retain the customer for future period. The bank overall services customer are highly satisfied. We also came to know about the total process of disbursing a commercial loan and all its related aspects and the various types of services available under the roof of SBI. However the bank is seen to be taking lot of initiative in attracting customers, helping them financially and provide expert support as and when required to its nearby business units to either setup or expand its operations.

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