

Customer Satisfaction Towards Banking Services in Rural areas of Alirajpur District – A Study on selected Banks

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Abstract

The world economy is facing difficult situations such as the bankruptcy of banks and financial institutions, the debt crisis of the world's major economies, and the Eurozone crisis. The uncertainty of the situation caused the decline of major economies such as the USA and Europe. This raises some important questions about the country's survival, growth and stability. However, banks play an important role in the development of the country with the high scores and commitments they receive. Banks perform development functions and are the source of people's hopes and expectations. Banks and finance are like oxygen for freedom. Financial markets are involved in the macroeconomic and monetary policy of any country. It plays an important role in supporting companies and projects. Business dynamics in banking are very different from other businesses. They are there to analyze loan capital, monitor the user's behavior and efforts, provide risk insurance, and create assets. Therefore, this study focuses on customer satisfaction with banking services in rural areas of selected banks in Alirajpur district.

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Keywords: Customer Satisfaction, Banking Services, Indian Economy, Rural.

1.1 Introduction

Bank minimizes fraud and bad choices by collecting saver data, analyzing investment results, and directing these funds to commercial production. Indian banking has a long history spanning the traditional economy, from the British era to the reform era, from corporate banking to private banking and now many foreign banks in India. So the Indian banking sector has come a long way. The Indian financial industry has gone through many changes. It has undergone tremendous changes since independence. This situation is a result of the rapid development of credit and increased profits and production, similar to banks in developed economies. The emergence of Section NPAs and focus on accounting has made the Indian banking sector even stronger. Indian banks have started adjusting their growth trajectories and reassessing cur

rent prospects for economic growth. The industry is one of India's largest services and currently has the largest market share in Asia. The goal of today's financial industry is how to provide good customer service. There are many financial institutions in the Indian banking system whose purpose is to serve the financial and financial needs of the people. Following the liberalization, privatization and globalization (LPG) policy, the Indian banking sector has changed dramatically. International banks, whether private or public banks, have entered the market to compete with local banks. Each bank offered a variety of products as well as new information, ideas and services. Consumers have many options to collect quality data at low cost and can benefit from this competition. In the age of globalization, customers have more rights to choose the right products according to their personal needs and get value for their money.

➤ **Review of Literature**

Avasthi and Sharma (2000) in their study found that advancement in marketing will change the face of business. Technology has changed the delivery of retail banking services. This situation also affects the banking sector. This study also explores the issues faced by the banking industry and its regulators. Janki (2002) examined how technology affects employee productivity. There is no doubt that financial institutions in India, especially state-owned ones, need to use technology to improve efficiency and customer service. Unprecedented opportunities will emerge to use technology to increase customer value, create new products, improve risk management, and more. Technological change and the emergence of the internet are one of the most important and challenging changes in the business world. As Rishi and Saxena (2004) argue, new technology has brought improvements in productivity. The study found that the advancement of technology in the banking industry of industrialized countries has increased the value of international trade. Arora (2003) emphasized the importance of banking reforms. Technology plays a decisive role in supporting the banking sector and the impact of technology has led to banks in India introducing new products and services. Hua G. (2009) investigated the acceptance of online shopping in China through an experiment investigating how users' perceptions of online shopping are influenced by the convenience of the website, the ease of usage and privacy policy provided by the online money website. Jala n, B. (2003), IT revolution has brought about significant changes in the banking sector. Perhaps no other sector has been more affected by the developments in the economy than business and finance. It is crucial in coping with increasing competition and the rapid expansion of financial transactions. Mittal, R.K. & Dhingra, S. (2007) studied the role of technology in the financial sector. They analyze the asset quality of Indian banks but this study refers to the preIT Act period when the technology infrastructure of Indian banks was very limited. However, both researchers presented their views well. Pardee, K.C. (2007

) examines the impact of technological innovation on the banking sector and makes suggestions about future trends. Key resources will provide a comparative advantage.

➤ Objectives of the Study

The study titled "A Study on Customer Satisfaction of Banking Services in Rural Areas of Alirajpur District with Special Reference to SBI and Narmada -

Jhabua Gramin Bank", the following objectives were formulated to determine the significance of the study in the present situation.

1. Understand the nature of the banking sector in India.
2. Emphasize the importance of banking services in rural areas.
3. Research the problems in rural banking.
4. Understand what service quality the bank does well and what needs to be improved.

➤ Need & Importance of the Study

In many countries, services have played an important role in the market. According to (Kotler, 2003), approximately 80% of employment and 76% of GDP in the US economy is provided by the service sector.

In India, the service sector is also playing an increasing role in the national economy; accounts for approximately 64% of GDP, including major exports; 42% of India's products are fully exported, offering many employment opportunities. . In this context, finance is one of the most popular services in India. The

Indian financial industry is growing rapidly. It has become one of the most popular business centers in the world. The growth opportunities offered by the Indian market are unlikely to lead to global growth. F

inancial transactions are the basis of business. The stronger and more efficient the banking sector is, the easier it is to do business, the more attractive the business will be for companies, and the better it will be

for users. The success of a business in rural areas depends on how well it can serve its customers. In order to survive in this competitive environment and provide satisfactory customer satisfaction, banking service providers now need to improve the service quality of their facilities in rural areas. Customer satisfaction

plays an important role in every service. This research project aims to estimate customer satisfaction and dissatisfaction with bank services from loan services, bank deposits, insurance services and service

added value, and how gender and income affect bank loans. Tests will be performed to understand marital relationships and changes in commonly accepted recommendations. This study helps determine customer preferences and satisfaction with banking services.

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➤ **Statement of the Problem**

Customers are the lifeblood of business. Finance is a high-service business. When there is a service issue it is always about a customer satisfaction decision. In this study, researchers will try to find out the reasons behind the perceptions of the people of Alirajpur city in choosing banking services based on factors such as price, convenience, amenities and general equipment such as updates of banks, timeliness of banking services.

1.2 Methods

➤ **Data Collection:**

This study will be an empirical study; It will be based on primary and secondary data. Important information regarding bank preference and customer satisfaction regarding services provided by SBI and Narmada Jhabua Gramin Bank will be collected from persons having accounts with SBI and Narmada Jhabua Gramin Bank in Alirajpur district with the help of a researcher in the interview schedule. Interview them directly below. Secondary data was collected from various bank books, bank websites, newspapers, magazines, government research papers, newspapers and magazines.

➤ **Sample Selection**

For the purpose of this study, all two publicly traded companies will be selected; The selected banks are SBI Bank and Narmada Jhabua Gramin Bank. Therefore, we believe that the analysis of key data from surveys of customers of these banks will help understand the level of satisfaction with services on the bank account.

➤ **Sampling Methods**

The selection of banks will be based on individual decisions and two banks will be selected for research. 150 customers from each bank were selected using simple random method. This sample package has 300 customers and is reasonably calculated for the sake of example. In this study, data will be collected from rural areas (Jobat, Sondwa, Udaigarh and Kathiwada) of Alirajpur district by stratified and area sampling method.

➤ **Scope of the Study**

Many studies have been conducted in major Indian cities such as Bangalore, Chennai, Hyderabad and Delhi, but there are differences between the attitudes, usage patterns and returns of consumers in cities and people living in rural areas, hence the current study will be on the majority. Your customers. Rural people of Alirajpur district in MP state use banking services. This study is limited to the satisfaction of customers using ATM and mobile banking with banking services in Alirajpur district of MP state. This study is intended only for respondents who are customers of SBI and Narmada Jhabua Gramin Bank. These customers come from different genders, different income groups, different age groups and different demographic structures living in rural areas of Alirajpur district of MP State.

Factors		
Gender	Male	55%
	Female	45%
Age	Upto 20	3%
	20-40	64%
	40-60	27%
	Above 60	6%
Occupation	Business	15%
	Govt job	8%
	Private job	66%
	others	11%
Education	HSC	5%
	UG	19%
	PG	71%
	Others	9%
Marital status	Married	75%
	Unmarried	25%
Income	>10000	18
	10000-30000	30%
	<30000	52%

1.3 Result and Discussion

- **Modern Equipment:** When we look at the main variables such as available equipment, we see that the private sector scores higher here. While 34% of those associated with private banks found the advanced technology used by private banks worrying, only 14% of those associated with public institutions did so.
- **Physical offices:** In terms of physical offices, customers of private banks are more satisfied than customers of public banks. It can be seen that 48% of private bank users responded as "good" and "very good". This was despite the fact that only 35% of bank customers in the state gave "excellent" and "excellent" ratings.
- **Employee Performance:** According to the opinion of 47% of private bank customers, private bank customers are satisfied with the representatives. By contrast, only 27% of bankers in the state thought so.
- **Material Quality:** Passport, check etc. When we look at the quality of the materials used in the materials, we see that they attract the attention of private users. 46% of customers rate it as "excellent" or "excellent", compared to 33% for state banks.
- **Tenure:** Private banks perform better than national banks in terms of following tenure. 45% of private bank customers and 23% of state bank customers have this opinion.
- **Employees are satisfied with customers' problems:** Private bank customers believe that these bank representatives are willing to solve their problems. We see that 45% of private banking customers feel this way. By contrast, only 23% of bankers in the state thought so.
- **Management control by agents:** If we check the consistency of management provided by banks in two aspects, we find that 44% of users of private banks feel this way, compared to 25% of users of public banks.
- **Performance time over standard time:** 44% of private banking customers rated performance time over standard time as excellent to excellent. Only 23% of bank customers rated it as "excellent" or "very good".

- Good data storage report: Consumers believe that banks store data lawfully. We see that 57% of private banking customers feel this way. By contrast, only 29% of bank customers in the state felt that way.
- Information and guidance provided to agencies: 44% of private banking customers believe that banks provide legal information and guidance to their employees, but only 24% of public bank customers think so.
- Timing of Service Personnel: Customers of private banks are satisfied with the timing of services offered by these banks. It appears that 37% of private banking users feel this way. In comparison, only 20% of state bank customers are interested in this area.

1.4 Conclusion

When comparing private banks with open banks, private banks score higher on all 22 indicators in this test. Private banks tend to meet the needs of their customers with quality services and have modern technology, infrastructure, equipment availability, etc. It is effective in achieving significant changes such as Private banks have achieved great results in building relationships with their customers, but open banks need to improve a lot in this area. Most respondents think that private company representatives respond very quickly to the customer's needs. But customers of state banks once thought that representatives were worried about their customers. Private banking customers expect their banks to take their comfort levels into account and make plans to suit their preferred working hours. Although this research aims to cover all aspects of performance management, some concepts may be overlooked or used as new trends in financial management companies. In future research, consumers will find new products of the store's quality management system that are important to them, and these products should be added to the index in order to review the concept of business management in the retail sector.

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