



Customer Perception towards Bank of Baroda in Baroda

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INTRODUCTION

The Maharaja of Baroda, Maharaja Sayajirao Gaekwad III, established the bank on July 20, 1908, in the Princely State of Baroda, Gujarat. The government of India nationalized the bank, along with 13 other major commercial banks in India, on July 19, 1969, and declared it as a profit-making public sector business. The Bank of Baroda is India's sixth largest bank. It has total assets of Rs. 12.03 lakh crores, a network of 9,544 branches and offices, and over 13000 ATMs. In the fields of investment banking, credit cards, and asset management, Bank of Baroda provides a wide range of banking products and financial services to corporate and retail customers through a number of channels and special delivery subsidiaries and affiliates.

LITERATURE REVIEW

(1) Pooja Malhotra and B. Singh (2010) The purpose of this study is to illustrate the current state of Internet banking in India, as well as the scope of Internet banking services provided by Internet banks. It also aims to investigate the factors that influence the availability of Internet banking services. The information for this study comes from a survey of bank websites conducted in July 2008. The sample includes 82 banks that were active in India on March 31, 2007. The drivers of the scope of Internet banking services are investigated using a multiple regression technique. In comparison to public sector banks, the results reveal that private and international Internet banks have performed well in offering a greater range and more advanced Internet banking services. Size of the bank, experience of the bank in supplying Internet banking, funding pattern, and ownership of the bank are determined to be key determinants impacting the amount of Internet banking services. The scope and size of the study's sample, as well as other elements (e.g. market, environmental, regulatory, etc.) that may influence banks' decisions to offer a wide range of Internet banking services, are the study's key limitations. The goal of the research is to fill up large knowledge gaps about India's Internet banking market.

(2) This study by Uppal, R.K., and Chawla, R. (2009) focuses on customer impressions of e-banking services. In October 2008, a study of 1,200 people was done in Punjab's Ludhiana district. The respondents were split evenly between three types of banks: public, private, and foreign. The current study investigates bank customers' perceptions of the necessity of e-banking services, the quality of e-banking services, bank frauds, the future of e-banking, bank customers' preferences regarding banks, a comparative study of banking services in various bank groups, preferences regarding the use of e-channels, and bank customers' problems. The study's main result is that customers of all bank groups are interested in e-banking services, but they face challenges such as a lack of expertise, a bad network, and a lack of infrastructure. Location is unsuitable, ATM cards are being misused, and opening an account is tough. With these issues in mind, this paper proposes several solutions to improve e-banking services, such as customer education, seminars/meetings, suitable network and infrastructure facilities, online shopping facilities, proper operation and installation of ATM machines, and so on.

RESEARCH METHODOLOGY

(1) Marketing research is defined as the systematic design, collection, analysis, and reporting of data and findings related to the company's specific marketing situation.

(2) My project was created on the base of exploratory and descriptive research.

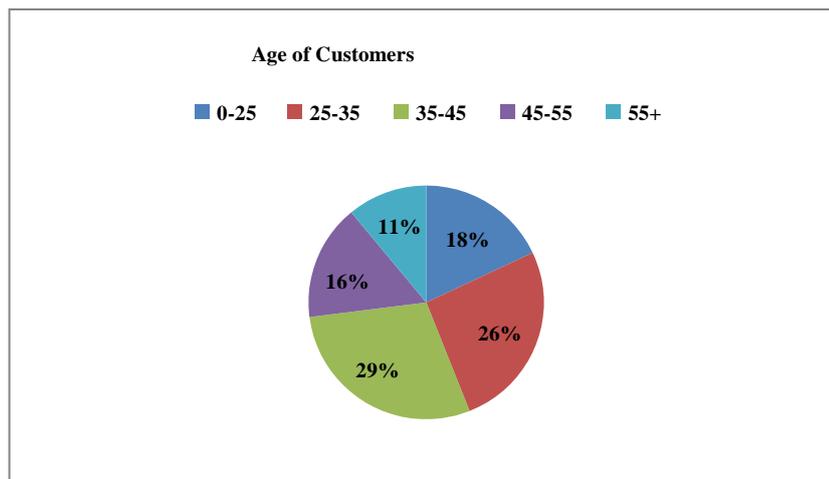
(3) The study is descriptive in that the data was collected from the internet and secondary sources such as news, magazines, database bob, reports, and so on.

(4) It is also analytical in nature, as the questionnaire data is analyzed and the necessary findings and conclusions are derived based on the questionnaire data.

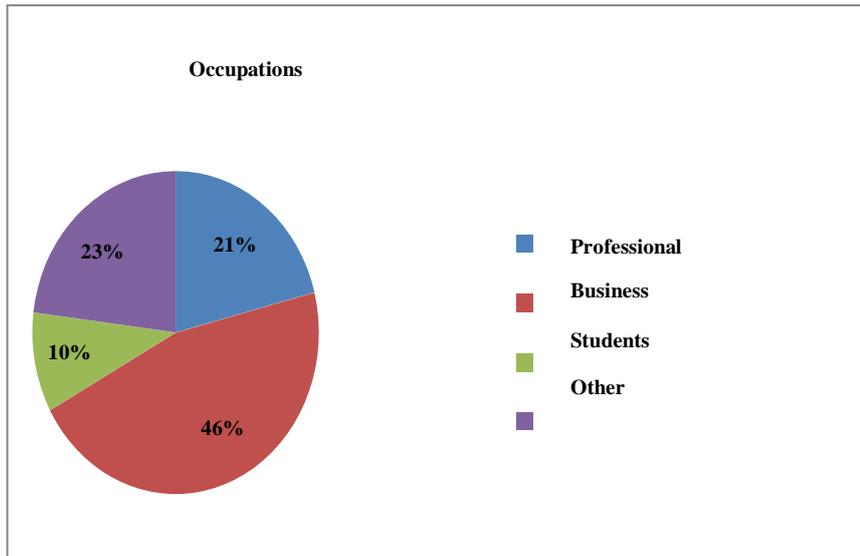
Objectives of Study

- (1) Consumer awareness about the products and services provided by the bank of baroda.
- (2) Consumer preference about various products and services.
- (3) Customer's perception towards public sector banking and their expectations from public banks.
- (4) Customer satisfaction with the service provided by the bank.
- (5) To identify the major attributes of customer satisfaction.
- (6) To check out staff co-operation towards customers.

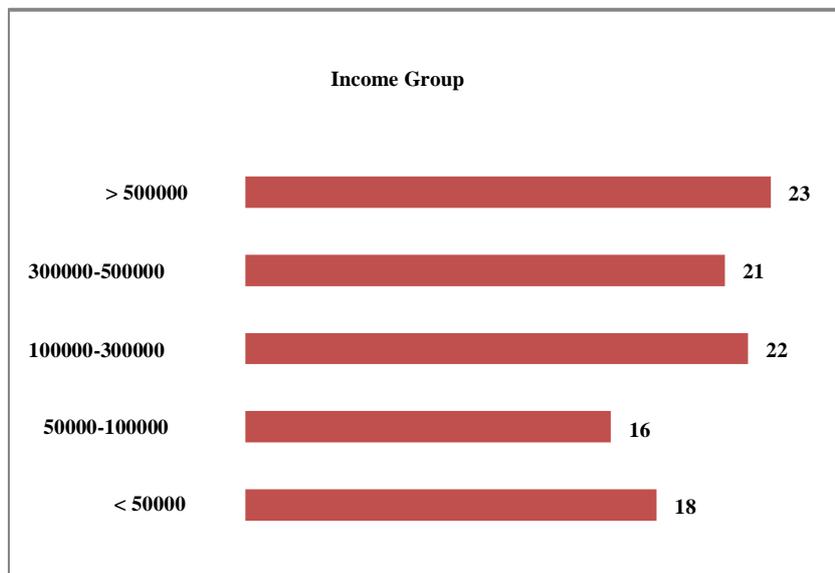
DATA ANALYSIS AND INTERPRETATION



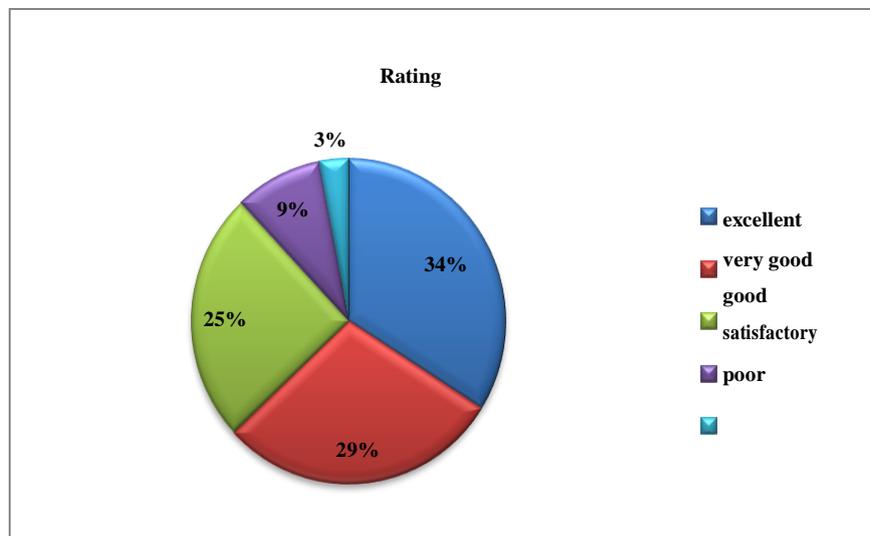
After looking at this bar graph, it is clear that consumers between the ages of 25 and 45 are the most important bank clients, accounting for over 55 percent of the graph. In terms of the untapped market — young and old people — the bank has a lot of promise. High pay packages for today's employed youth, as well as large savings among the elderly (particularly in urban areas), have made them appealing potential clients.

Occupation of Customers

We can see that around half of the consumers are from the business class. Only 20% of the population is from the service class. This could be because Surat is a city with a higher proportion of business class residents than service class residents

Which income group does you belong to?

When it comes to opening a Bank of Baroda account, income makes no difference, as the bar diagram clearly shows that more or less people from every income bracket have opened and are continuing to open accounts. As a result, it can be argued that the Bank of Baroda's target group, particularly for saving accounts, is made up of people from all walks of life, as the bank is dedicated to providing the best services to its customers.

How would you rate the account features/services of Bank of Baroda?

Customers are satisfied, as shown in the above figure, with roughly 65 percent of customers rating features/attributes of Bank of Baroda's account as excellent or very good. This could be due to a variety of features associated with items that provide actual value to customers, and marketing personnel are also committed to providing the finest service possible. Efforts must be made to determine why some consumers continue to state average or poor about their accounts, and what circumstances are causing that segment of the population to do so.

CONCLUSION

- The study focused mostly on client orientation, including how customers think, what they want from their banks, and how they make decisions while visiting a bank.
- In this investigation, I discovered that Bank of Baroda's relationship with its clients is extremely strong, owing to the company's primary focus on customer retention.
- Although Bank of Baroda is not the largest public sector bank in India, the huge range of goods and services available make it one of the best banks in the country, according to this survey.

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