



A STUDY ON THE EFFECTIVENESS OF SELECTIVE SERVICES PROVIDED TO CUSTOMERS OF SBI BANK WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Now a days life of the people are different and peoples are not using the SBI bank services effectively. The educated peoples does not have any time to use the SBI bank services. The uneducated peoples are not aware of using the SBI bank services. Some of the services are most convenient to the customers. During the holidays, the SBI bank services are help the customers in emergency time. In this competition world the bank are providing the different services to attract the customers, this is mainly due to the improved technology. The survey with 120 respondents was made to find their effectiveness towards SBI bank services.

Keywords: SBI services, Internet banking

1. INTRODUCTION

A bank is a financial institution that accepts deposits from the public and creates a demand deposit while simultaneously making loans. Lending activities can be directly performed by the bank or indirectly through capital markets. Finance is the life blood of commerce, industry and trade. Now a day's banking sector act as a back bone of modern business. Development of many countries depends upon the banking system. Banking is directly or indirectly connected with the trade of a country and the life of each individual. It is an industry that manages credit, cash, and other financial transactions. In banking, the commercial bank is the most influential institution for any country's economy or for providing any credit to its customers. In India, a banking company is responsible for transacting all the business transactions including withdrawal of cheques, payments, investments, etc. In other words, the bank is involved in the deposit and withdrawal of money, repayable on demand, savings, and earning a decent amount of profits by lending money.

TYPES OF SERVICES

Internet banking: The internet banking portal of the bank- onlinesbi.com, enables its retail banking customers to operate their accounts from anywhere anytime, removing the restrictions imposed by geography and time.

National Pension System (NPS): National Pension System (NPS) is a defined contribution pension system introduced by the government as a part of pension sector reforms, with an objective to provide social security to all citizens of India

Online Trading: SBI in alliance with SBI Cap Securities Limited offers an online trading account which allows trading from the comfort of home or office through the internet.

Safe Deposit Locker: For the safety of valuables, SBI offers safe deposit locker facility at a large number of branches. There is a nominal annual rent, which depends on the size of the locker and the centre at which the branch is located. The rent is payable in advance for the financial year.

Green remit card: SBI green remit card is a simple magstripe based card without PIN. The product is targeted to facilitate non-home cash deposit transactions to be routed through green channel counter (GCC)/ cash deposit machine (CDM)..

STATEMENT OF PROBLEM

Today the entire banking sector are providing a lot of services to their customers. It is necessary to study whether the SBI bank customers are using the services effectively which is offered by the SBI bank. The educated and uneducated peoples are using the services of SBI bank but the uneducated peoples are not aware of the bank services compared to educated people. The SBI bank is spending lot of time and energy to introduce a new service to the customers. During the online banking SBI has a connectivity issues.

OBJECTIVES OF STUDY

- To study about the demographic profile of the respondents.
- To find the various methods used by the bank to provide effective services to their customers.
- To find the types of banking services used by the customers.
- To analyse the problem involved in banking services.
- To make the necessary steps for improving the banking services.

HYPOTHESIS

H₁. There is significant relationship between the qualification and preference of customers towards the SBI bank.

H₁. There is significant relationship between the income and the reason to choose the SBI bank services.

H₁. There is significant relationship between the age and the types of SBI bank services.

SCOPE

The present study was undertaken to know the effectiveness of services offering to the customer of SBI bank. The problem of the customer is that they are not aware of services offered by the SBI bank. This study also focused on the customer to understand how the banking service has been improved. This study covers the customers of SBI bank.

LIMITATIONS

- This study is confined to Coimbatore district only.
- Only SBI bank has been considered for this study.
- The study is based on the services provided by the bank to the customers.
- The study is based on how effectively the services are offered to the customer of the SBI bank.
- The data collected for the research is fully on the primary data given by the respondents.

2. REVIEW OF LITERATURE

Adham, KhairulAkmaliah (2000)¹ indicated that Malaysian banks could be grouped into two in regard to their reasons for adopting the electronic delivery systems.

Featherman, MauricioSanchez (2002)² studied that perceived risk inhibited consumer adoption intentions as well as perception of the usability, usefulness of online payment.

Bauer, Keldon.J (2002)³ examined that bankers and consumers are both interested in the potential for internet banking. The findings show that banks too have been developing their infrastructure to address what they perceive as a growing demand for online services.

Massad, Nelson (2003)⁴ contributed at a theoretical level by providing deeper understanding of the transactions between customers and service providers.

Lee, Jihyun (2003)⁵ examined that to identify whether customer intention affecting to use online financial services. The effects of attitude toward behaviour, subjective norm were examined. Demographic variables were included as control variables.

Siregar, DonaD (2004)⁶ investigate that the relative importance of different factors influence bank decision on going public over consolidating with other banking organisations. Many banks experienced consolidation through merger acquisitions (M&A).

Bayles, MichelleEsther (2004)⁷ have said that investigating factor contribute their decision to bank online, frequency of banking activities.

3. RESEARCH METHODOLOGY

Research as an organized, systematic, database, critical, objective, scientific, inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solution to it. The information provided could be the result of a careful analysis of data gathered firsthand or of data that are already available in the company, industry, archives etc. data can be quantitative or qualitative.

Sample size: The sample size for the survey conducted is 120 respondents.

DATA COLLECTION METHOD

Primary data: The study was built on primary data, which is collected by using questionnaire. The questionnaire was prepared by analyzing from various topic and utmost care was given to conform the questions to be include in this research.

Secondary data: The secondary data, on the other hand are those which have already collected by someone else and which have already been passed through the statistical process. The primary data was collected through questionnaire. The primary data was improved by the secondary data. The various secondary information sources used for the present research included the journals and magazines.

AREA OF THE STUDY

The survey was conducted in Coimbatore city.

Period of the study: The Duration of this study is 3 months.

TOOLS

Questionnaires were collected based on the various factors affecting industrial relation statistical tools used for analysis of data. The data collected was analyzed using the tools like.

SIMPLE PERCENTAGE:

Here the various factors are analyzed based on the percentage of satisfied. Among the sample size 120, from these samples the percentage of satisfied level is found to give conclusion.

CHI-SQUARE:

The chi-square analysis is mainly used to test the independence of two factors. In other words, the chi-square analysis performed to test the significance of one factor over the other. In this study the factors are classified under personal. The personal factors are age group of the respondents

DATA ANALYSIS AND INTERPRETATION

Demographic profile of the respondents

S NO	DEMOGRAHPHIC		PERCENTAGE
1	Gender	Male	46
		Female	52
		Others	2
2	Age	Below 18	17
		19-29	15
		30-40	10
		41-51	9
		52 above	14
3	Qualification	Schooling	15
		Under graduate	44
		Post graduate	33
		Professionals	10
4	Occupational status	Private employee	25
		Government employee	12
		Professionals	9

	Entrepreneur	10
	Students	44

Interpretations: The above table clearly states that demographic profiles of the respondents. Majority (52%) of the respondents are male. Majority (72%) of the respondents are in the age group of 19-29. Majority (42%) of the respondents are under graduates. Majority (44%) of the respondents are students. Majority (46%) of the respondents are unmarried. Majority (46%) of the respondents belongs to a 4 members family. Majority (50%) of the respondents are in the income level of Rs.10000- Rs.20000.

Chi-Square table: 1

H₁. There is significant relationship between the qualification and preference of customers towards the SBI bank.

Result:

There is relationship between the qualification and the need to prefer the SBI bank.

Level of significance =5%

Chi –square value = 11.91

Table value =16.919

That the chi- square value (X^2) is lesser than the table value. Hence, we accept the hypothesis. There is significant relationship between the qualification and preference of customers towards the SBI bank.

Chi-Square table: 2

H₁ There is significant relationship between the income and the reason to choose the SBI bank services.

Result:

There is relationship between the income and the reason to choose the SBI bank services.

Level of significance =5%

Chi –square value = 16.360

Table value = 26.296

That the chi- square value (X^2) is lesser than the table value. Hence, we accept the hypothesis. There is relationship between the income and the reason to choose the SBI bank.

Chi-Square table: 3

H₁ There is signification relationship between the age and the types of SBI bank services.

Result

There is relationship between the age and the types of SBI bank services.

Level of significance =5%

Chi –square value = 19.07

Table value = 26.296

That the Chi- square value (X^2) is lesser than the table value. Hence, we accept the hypothesis. There is relationship between the age and the type of SBI bank.

FINDINGS

- 1) Majority (52%) of the respondents are male
- 2) Majority (72%) of the respondents are in the age group of 19-29.
- 3) Majority (42%) of the respondents are under graduates.
- 4) Majority (44%) of the respondents are students.
- 5) Majority (46%) of the respondents are unmarried.
- 6) Majority (46%) of the respondents belongs to a 4 members family.
- 7) Majority (50%) of the respondents are in the income level of Rs.10000- Rs.20000.
- 8) Majority (32%) of the respondents have an account (6 months and 1 year).
- 9) Majority (37%) of the respondents are aware about the SBI bank services by friends and relatives.
- 10) Majority (68%) of the respondents are interested in using SBI bank services.
- 11) Majority (72%) of the respondents prefer online services from SBI bank.
- 12) Majority (37%) of the respondents are using SBI services for past 1 to 3 years.
- 13) Majority (42%) of the respondents have knowledge about the internet banking
- 14) Majority (37%) of the respondents uses the SBI bank services twice a month.
- 15) Majority (50%) of the respondents choose the SBI bank services for efficient customers services.
- 16) Majority (30%) of the respondents prefer safe deposit locker.
- 17) Majority (46%) of the respondents are highly satisfied about the services provided by the SBI bank.
- 18) Majority (37%) of the respondents choose more ATM's.
- 19) Majority (50%) of the respondents choose that SBI bank offers competitive service charges and (50%) of the respondents that bank does not offer competitive services charges.
- 20) Majority (82%) of the respondents choose the services of the alternative bank.
- 21) Majority (32%) of the respondents feels very safe and secure while using the SBI bank services
- 22) Majority (72%) of the respondents choose that SBI bank services are effective.
- 23) Majority (42%) of the respondents are satisfied with current services provided by the SBI bank.
- 24) (a) Majority(50%) of the respondents rated excellent for SBI bank services
 - (b) Majority(33%) of the respondents rated good for SBI bank services
 - (c) Majority(33%) of the respondents rated average for SBI bank services
 - (d) Majority(33%) of the respondents rated average for SBI bank services
 - (e) Majority(33%) of the respondents rated average for SBI bank services
- 25) Majority (37%) of the respondents neutral with the services provided by the SBI bank.
- 26) There is significant relationship between the qualification and preference of customers towards the SBI bank.

27) There is significant relationship between the income and the reason to choose the SBI bank services.

28) There is significant relationship between the age and the types of SBI bank services.

SUGGESTIONS

- Many people's say that the process of solving problem is too slow private bank are fast in this matter so SBI bank needs to faster its services.
- The management of SBI bank should Introduces more services awareness campaign.
- Advertisement of the SBI Bank are very less compared to other competitors .so the SBI management should promote more advertisement through various advertisement channels.
- Right kind of rewards to be provided to strong services provider.

4. CONCLUSION

As per the analysis the researcher has done it is found that the SBI services are most convenient and it is trust worthy. It should develop the quality of service. Internet banking has facilitate customer in many aspects like time saving, less efforts, ease in doing transaction. Within Coimbatore city, due to industrial base and educational institutes, majority are using internet banking services of SBI. The banking sector is undergoing major changes due to competition and the advent of technology. The customers are looking for better and quality services which would enhance their satisfaction.

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