



ANALYSIS OF SBI, HDFC AND BDCC BANK MARKETING SERVICES

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ABSTRACT

The banking system is formed when a large number of individuals or companies come together to form a system. They do their job in the economic and financial markets, where they raise funds and lend money. The need for some entities to be in charge of carrying out financial intermediation operations is the key reason and justification for the existence of this industry. It is likely that money would travel from one location to another in this manner, adapting to the uncertainties and deadlines that are part of the financial reality. The need for such entities to be in charge of carrying out financial intermediation operations is the key reason and justification for the sector's existence. In this way, money will travel from one location to another while taking into account those uncertainties and deadlines that are part of the financial reality.

Keywords: SBI, HDFC, BDCC, Banking, Marketing, Services

1. INTRODUCTION

The banking system is formed when a large number of individuals or companies come together to form a system. They do their job in the economic and financial markets, where they raise funds and lend money. The need for some entities to be in charge of carrying out financial intermediation operations is the key reason and justification for the existence of this industry. It is likely that money would travel from one location to another in this manner, adapting to the uncertainties and deadlines that are part of the financial reality. The need for such entities to be in charge of carrying out financial intermediation operations is the key reason and justification for the sector's existence. In this way, money will travel from one location to another while taking into account those uncertainties and deadlines that are part of the financial reality.

2. NEED OF STUDY

The study is being conducted with the aim of identifying and analyzing the various obstacles, constraints, and problems that banking and other financial services in the country face in the current free market climate. In the financial services industry, there has been a significant increase in competition as more and more banking firms compete to attract and retain customers. Customer-centric corporate models have been implemented in the financial services industry. The business models must be considered by the financial services company. Customer-centric, production-centric, market-centric, and fulfillment-centric strategies are used to optimize core competencies.

3. OBJECTIVE OF THE STUDY

The research is being carried out in order to achieve the following essential goals:

1. To investigate the scope of the problems and concerns that arises in the selling of services in general, as well as the marketing of banking services in particular.
2. To investigate SBI, BDCC Bank, and HDFC Bank's creative, dynamic, and competitive banking services.
3. To identify customer satisfaction, research compares SBI, BDCC Bank, and HDFC Bank.
4. To highlight the issues with SBI, BDCC Bank, and HDFC Bank's marketing of banking services.
5. To suggest steps to solve the problems of SBI, BDCC Bank, and HDFC Bank Marketing Services.

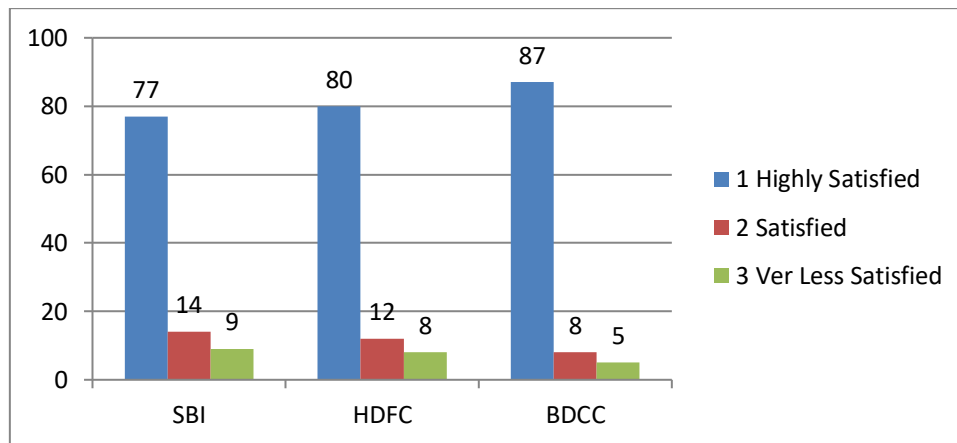
4. 4. DATA ANALYSIS AND INTERPRETATION

It was difficult to compare the three most active banks in Bagalkot District's public, private, and cooperative sectors. The three banks being investigated are public, private, and cooperative. It's important to note that each of the banks is a pioneer in its area. HDFC Bank is the market leader in home loans, while SBI Bank is the market leader in retail banking and BDCC Bank is the market leader in small finance.

1.1 Comparison of Reply to Customer Grievances:

Comparison of Reply to Customer Grievances				
S.No	Responses	SBI	HDFC	BDCC
1	Highly Satisfied	77	80	87
2	Satisfied	14	12	8
3	Very Less Satisfied	9	8	5

(Table 4.1)



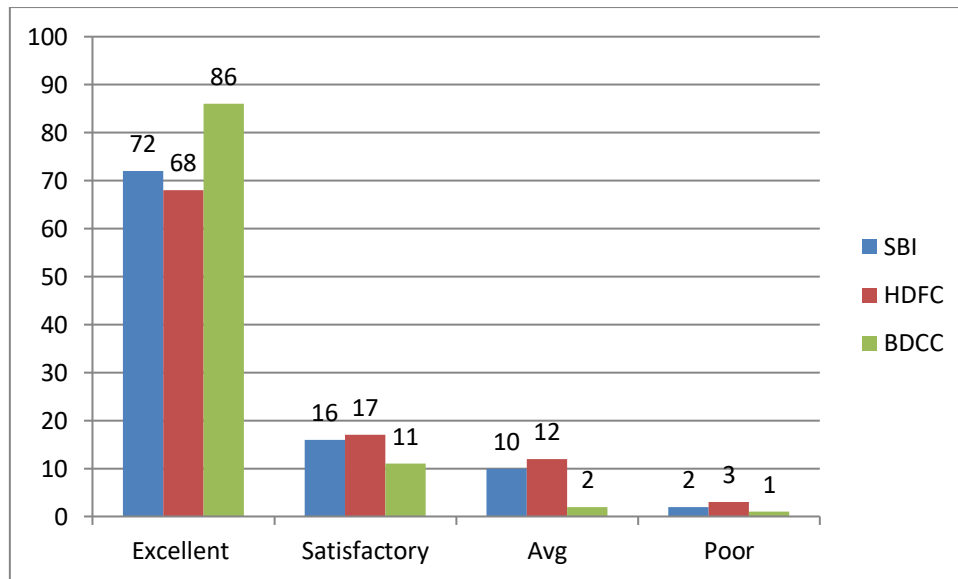
(Graph 4.1)

As previously said, consumer satisfaction cannot be fully investigated without taking into account the resolution of customer complaints. SBI Bank, HDFC Bank, and BDCC Bank have all redressed grievances, according to the table and graph. The aim of the survey was to determine customer satisfaction, and respondents were asked to rate SBI Bank, HDFC Bank, and BDCC Bank in terms of customer complaint responses. In terms of the SBI Bank grievance redressal scheme, 77 percent of respondents said they were very pleased, 14 percent said they were satisfied and just 9% said they were very dissatisfied. In terms of the HDFC Bank grievance redressal system, 80 percent of respondents said they were very pleased, while 12 percent said they were satisfied. Just 8% of respondents said they were very dissatisfied with the HDFC Bank grievance redressal system. 87 percent of respondents said they were very pleased with the BDCC Bank grievance redressal system, while 8% said they were satisfied. Only 5% said they were very dissatisfied with the BDCC Bank grievance redressal system.

1.2 Customer Awareness about Existing Services Provided by SBI, HDFC and BDCC Bank:

Customer Awareness about Existing Services Provided by SBI, HDFC and BDCC Bank				
S.No	Responses	SBI	HDFC	BDCC
1	Excellent	72	68	86
2	Satisfactory	16	17	11
3	Avg	10	12	2
4	Poor	2	3	1

(Table 4.2)



(Graph 4.2)

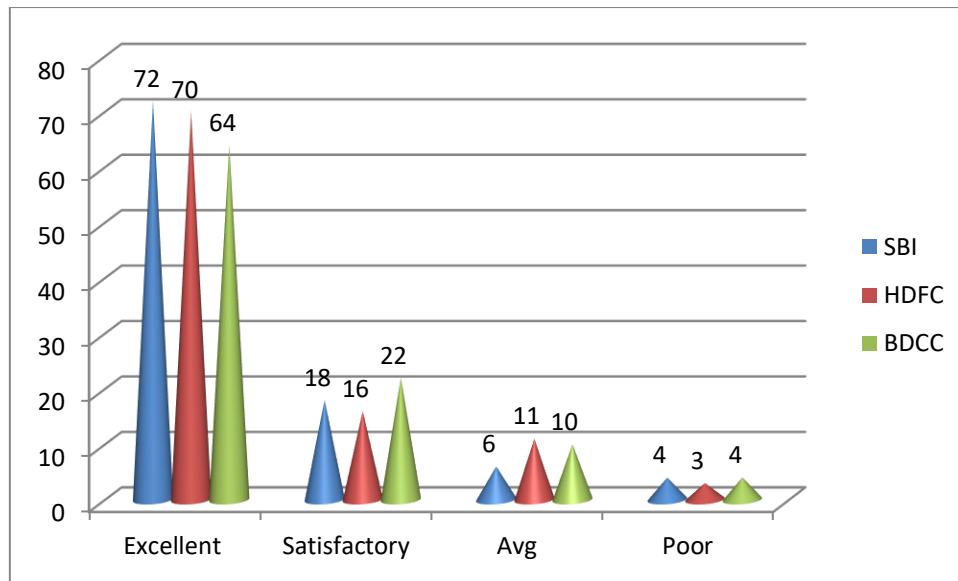
Customers of SBI Bank report that they are generally happy. Around 72 percent of respondents said SBI Bank's existing services are excellent, while only 16 percent said they are satisfactory. SBI Bank Existing Services are rated as average by 10% of respondents, while existing services are rated as bad by just 2% of respondents. Customers of HDFC Bank report that they are generally pleased. Around 68 percent of respondents said HDFC Bank's existing services are excellent, while 17 percent said they are satisfactory. Around 12% of respondents said HDFC Bank's current services are average, while only 3% said they are bad.

Customers of BDCC Bank report that they are generally happy. Around 86 percent of respondents said BDCC Bank's existing services are excellent, while only 11 percent said they are satisfactory. Around 2% of respondents said BDCC Bank's current services are average, while only 1% said they are bad.

1.3 Customer Awareness about Opening Up of New Branches by SBI, HDFC and BDCC Bank:

Customer Awareness about Opening Up of New Branches by SBI, HDFC and BDCC Bank				
S.No	Responses	SBI	HDFC	BDCC
1	Excellent	72	70	64
2	Satisfactory	18	16	22
3	Avg	6	11	10
4	Poor	4	3	4

(Table 4.3)



(Graph 4.3)

The research also tries to figure out how satisfied people are with knowledge about new branch openings. In this regard, the customer responses are mentioned in the table and graph above. SBI Bank's contact with customers is ranked as follows when it comes to the opening of new branches: It was rated as excellent by 72 percent, satisfactory by 18 percent, average by 6 percent, and bad by 4 percent. When it comes to new branch openings, HDFC Bank's customer contact is ranked as follows: 70% thought it was outstanding, 16% thought it was satisfactory, 11% thought it was average, and 3% thought it was poor. When it comes to new branch openings, BDCC Bank's customer contact is ranked as follows: 64 percent thought it was outstanding, 22 percent thought it was satisfactory, 10% thought it was average, and 4% thought it was poor.

5. CONCLUSION

Customers' needs, perceptions, beliefs, and habits will be central to marketing research in financial services. Customer research can assist in identifying and predicting customer desires that can be addressed by product creation or differentiation. Customer satisfaction with personal service and automated service-delivery methods can be tracked through marketing research on banking services, allowing for the identification of areas where service quality can be improved. Internal marketing will also be challenged to use technology to more accurately classify and segment markets and prospects for which a special offer can be made.

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