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A Study on Customer Satisfaction Towards SBI Credit Card Users with Reference to Coimbatore City

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INTRODUCTION:

A credit card allows customers to borrow cash as much as a predetermined restriction for purchases or cash withdrawals, with the expectation that the borrowed quantity can be repaid later. Unlike fee playing cards, credit score cards offer the ability of wearing a stability, even though interest is generally charged on unpaid quantities. They are extensively generic globally and play a extensive role in modern monetary transactions. A credit card also differs from a fee card in that it usually includes a 3rd-party entity that will pay the vendor and is later reimbursed through the purchaser, whereas a rate card genuinely defers the client's charge till a later date. Additionally, a credit score card differs from a debit card, which features like forex for the cardholder, without delay deducting price range from their financial institution account. A credit card Issuing employer, which includes a bank or credit score union, enters into agreements with traders to just accept their credit playing cards. Merchants often imply which cards they take delivery of through showing popularity marks, normally derived from emblems, on signage or different organization materials.

OBJECTIVE:

- To examine the patron delight regarding the benefits presented by SBI credit service.

Scope:

This look at analyses the modern status and shape of credit score playing cards, as well as their impact on patron spending. It explores each the economic elements and the mental elements that impact purchaser behaviour when the usage of credit cards. Additionally, the study examines the factors affecting credit score card utilization and evaluates whether private or public zone banks provide satisfactory services to their credit card holders. The studies is performed using a questionnaire designed to evaluate the impact of credit playing cards, helping to identify usage styles, client critiques, and overall studies. Moreover, the study offers insights into purchaser mentality concerning credit score card acquisition and usage, highlighting the importance of keeping sturdy relationships between banks and their credit card holders.

STATEMENTS OF THE PROBLEM:

Credit cards provide comfort and rewards, but additionally they include risks which could lead to financial difficulties if not managed well. High interest fees can result in full-size debt when full balances are not paid, and numerous costs, consisting of annual fees, overdue price charges, and foreign transaction prices, can collect quick. Failing to make well timed payments and relying too much on credit score can negatively impact credit score rankings, making future borrowing greater expensive. Additionally, credit score card fraud is a commonplace difficulty that requires vigilance, often leading to disputes and financial strain. The ease of using credit playing cards can inspire impulsive spending, resulting in economic strain. Furthermore, many human beings discover the phrases and situations difficult, leading to misunderstandings approximately interest costs, fees, and rewards. Understanding these dangers and the use of credit score responsibly is important for preserving economic stability.

REVIEW OF LITERATURE:

- Lassar et al. (2000) emphasized that trust and reliability are fundamental in shaping customer perceptions of credit card services. If purchasers agree with their bank or card issuer, they are more likely to use credit score cards regularly and remain glad with the service. Additionally, the perceived advantages including praise programs, cashback, and one-of-a-kind privileges drastically impact pleasure stages.
- Yousafzai et al. (2005) tested the effect of cybersecurity risks on purchaser believe in banking and credit card transactions, highlighting that fraud, identity theft, phishing assaults, and statistics breaches drastically have an impact on consumer behaviour.

- Thaler & Sunstein (2008) In their e-book Nudge, highlighted that patron do now not continually make rational economic picks. Instead, behavioural biases have an effect on spending styles, in particular in credit score card usage. Consumers often underestimate destiny fees, overvalue on the spot rewards, and ignore long-term monetary effects, leading to impulsive spending and debt accumulation.
- Gupta & Sharma (2010) studied the position of service nice in consumer delight in banking services, concluding that elements which include interest charges, credit score limits, and transaction ease notably influence pride tiers.
- Lashari et al. (2011) showed that client pleasure in banking is at once connected to responsiveness, reliability, and empathy in provider transport.
- Kotler & Keller (2012) emphasized that factors such as advertising and marketing, promotional offers, brand photograph, and customer engagement impact client delight ranges in economic services, consisting of credit playing cards. In a especially competitive marketplace, banks and financial establishments use aggressive advertising techniques to attract and retain customers with the aid of highlighting advantages, rewards, and distinctive privileges.

PROFILE OF THE STUDY:

The State Bank of India (SBI) is a outstanding Indian multinational public zone financial institution and economic offerings statutory body, which has hooked up itself as one of the largest and maximum influential economic establishments in the international. Headquartered in Mumbai, Maharashtra, it serves as the most important financial institution in India, with huge operations spanning across the globe. SBI is diagnosed for its substantial marketplace percentage in India's monetary quarter. It holds round 23% of the market share by means of general property and has a commanding 25% proportion of both the overall loan and deposit markets inside the U. S. This dominance locations it in a pivotal position inside India's banking region, catering to a wide range of economic offerings for people, groups, and authorities' entities alike.

RESEARCH METHODOLOGY:

A research design is a clear plan about the research. There are various kinds of research inclusive of Fundamental Research, Experimental Research, Descriptive Research and Analytical Research.

LIMITATIONS OF THE STUDY:

- The study was confined to Coimbatore City only and therefore the findings of the study cannot be extended to other areas.
- The study is purely based on primary data. The subjectivity of the respondents may reflect on the study.
- The study is confined to SBI credit cardholders only. Time and cost are other factors limiting the study to a sample of 200 respondents. People are reluctant to give information for the fear of being used against them.

ANALYSIS AND INTERPRETATION OF DATA:

TABLE :4.1.6

TABLE SHOWING TYPE OF SBI CREDIT CARD USED

SBI CREDIT CARD USE	FRQUENCY	PERCENTAGE
SBI premium card	58	45.7
SBI prime card	25	19.6
SBI Aurum card	17	13.3
SBI elite card	27	21.4
TOTAL	127	100

SOURCE: primary data

INTERPRETATION:

The above desk shows that 45.7% of respondents are the use of SBI premium card 13.3% of the respondents are using SBI Aurum card ,19.6% of the respondents the usage of SBI prime card ,21.4% of the respondents are the usage of SBI Elite card.

Thus, the maximum of the respondents 45.7% belongs to SBI Premium card.

Table 4.2**TABLE SHOWING THAT OCCUPATION AND FREQUENCY OF USAGE**

OCCUPATION	DAILY	WEEKLY	MONTHLY	RARELY	TOTAL
Student	11	10	4	4	29
Professional	2	1	3	2	8
Business Owner	7	11	6	13	37
Home Maker	18	12	12	11	53
TOTAL	38	34	72	30	127

SOURCE: PRIMARY DATA

INTERPRETATION:

The above analysis, the calculated value (4.453) is less than the value (16.919) at the level of 5% significant. hence, null hypothesis is accepted, thus, there is no significant relationship between occupation and frequency of usage by the respondents.

FINDINGS:

The look at on SBI Bank credit card users in Coimbatore suggests mild to excessive pleasure, driven through logo trust and rewards. However, troubles like hidden prices, high-hobby quotes, and delayed aid have an effect on user experience. Most use the cardboard for shopping, invoice bills, and journey, but challenges like past due costs and technical issues persist. SBI can improve delight by improving transparency, streamlining assist, and simplifying rewards.

SUGGESTIONS:

To enhance customer pleasure amongst SBI credit score card users in Coimbatore, SBI need to improve customer support with 24/7 help and faster criticism resolution. Upgrading virtual services, ensuring a transparent charge shape, and introducing personalised credit card options with tailor-made rewards will add cost. Simplifying the software technique, strengthening security measures, and accomplishing economic literacy programs can similarly beautify trust. Additionally, a well-established complaint redressal system and regular comments collection will assist SBI deal with purchaser concerns and improve ordinary service pleasant.

CONCLUSION:

The have a look at on patron pleasure towards SBI Bank credit score card customers in Coimbatore City famous that while SBI offers more than a few credit score card advantages, along with praise applications and enormous acceptance, there are regions that need improvement. Factors along with provider nice, transparency in fees, complaint redressal, and digital banking experience appreciably impact consumer delight. Addressing worries related to hidden costs, customer support performance, and security measures can enhance person agree with and loyalty. By adopting a client-centric method, supplying personalised advantages, and leveraging era for seamless banking, SBI can further support its market presence and enhance typical purchaser pride in Coimbatore.

REFERENCES:

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