

A Study on Rural Consumer's Satisfaction Towards Sbi Banks In Coimbatore District

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Abstract:

Banking sectors supplies the lifeblood-money that supports and fasters growth in all the rural sector also. SBI has shown a remarkable responsiveness to the needs of the planned rural economy. The study aims to determine rural consumer's satisfaction towards SBI banks in Coimbatore District. The study was based on well structured questionnaire with a sample of 100 rural consumer's. The findings were analyzed using simple percentage analysis and chi-square test. Findings of the study reveal that majority of the rural consumer's level of satisfaction towards SBI banking services is medium.

Key Words: *financial, Bank, Rural, consumer's, Satisfaction, loan, deposit, growth, etc.*

Introduction:

In present scenario banking plays a most important role in the growth and development of developing countries like India. Banking institutions in India

lubricate the entire monetary and financial system and ensure smooth operations. Banking sectors supplies the lifeblood-money that supports and fasters growth in all the rural sector also. In present environment growth of the banking sector is measured by the increase in the number of banks' branches, deposits, credit, etc. In examining the banking sector, it shows the direction in which the country's economy is moving with the limitation of the process of liberalization and globalization of the economy. The banking sector, particularly the commercial State Bank of India, not only in urban areas, but also in rural areas where the first to experience the winds of change however, these changes were experienced more in urban areas than in rural areas. In India the economic reforms started in early nineties, but their result were visible now major changes took place in the functioning of banks in India only after liberalization, globalization and privatization.

SBI has shown a remarkable responsiveness to the needs of the planned rural economy. It has brought about a considerable progress in its efforts to mobilize rural consumers and has taken a number of measures in the recent past for accelerating the rate of growth of agriculture. The activities of SBI have growth in multi-directional ways as well as multi-dimensional manner.. In a way, SBI have emerged as key financial agencies for rapid rural economic development. The rural consumer's may use loan to readily purchase agricultural inputs such as seeds, fertilizers, pesticides etc and also draw cash for their production needs. SBI banks aims at provision of adequate and timely support from the banking system to the rural consumer's for their cultivation needs. SBI bank's objectives is to provide flexibility in operating within the of credit limit sanctioned to the borrower.

Need of the study:

- To know the present scenario of the rural consumer's in Coimbatore District.
- To know the satisfaction of rural consumer's of SBI bank.
- To find out the issues that affects rural consumer's in the inbound and outbound process of the finance.

Reviews of literature:

Anshuthakur andvishalgeete (2014) , in their study entitled “A Study On Customer Satisfaction Of Credit Cards and ATM Services Of SBI Of Indore City” revealed the peace of study has tried to through some light on the satisfaction of the credit or ATM card customers of state bank of India of Indore city. For this study well structured questionnaire has been framed and collected from 50 SBI card holders. Statistical analysis used for the study are z test and total 5 hypothesis has been framed for this study. The study concluded that SBI card holders are satisfied with the services provided by the bank.

P. Raja bau and S. Frakurdin Ali Ahamed (2015), in his study “performance of rural credit schemes: initiatives of financial inclusion for the development of rural economy” examined the conomy agriculture sector plays a important role and majority of the people depends on agriculture. Rural credit is most important for the development of rural economy and alleviation of poverty by providing credit facility to the poor and weaker section of the society. It is very helpful to find their needs improving their standard of life and greater access to

financial activities. In India more banks such as Commercial Banks, Regional Rural Banks (RRBs), Co-operative Banks and District Rural Credit Development Agency (DRDA) etc. These banking Institutions are having more than 1, 53,000 outlets have been serving rural people. The main objective of this study is to determine the needs for financial exclusion in rural areas and to estimate the factors influencing informal borrowings of rural households. The study concluded that today's main challenges before rural credit institutions are poverty alleviation, flow of rural credit and build-up the strength of co-operatives and regional rural banks.

SeemaChandel and Guru Swarup (2015), in their study entitled “Rural Banking System Through Credit And Its Effect On Agricultural Productivity In NagrotaBagwan Block in Kangra District Of Himachal Pradesh” examined that present study was confined to Kangra district of Himachal Pradesh. In this study NagrotaBagwan block was selected randomly. For this study a sample of 50 rural consumer's was obtained from this block. The present study showed that agricultural credit system in the study area showed that, Punjab National Bank, Himachal Gramin Bank, The Kangra Central Co-operative Bank and State Bank of Patiala, State Bank of India were operating. The study concluded that overall percent accessibility of sampled beneficiaries to the credit indicated that about 90 % of the loan applied was sanctioned by the institutions.

Objectives of the study:

- To determine rural consumer's satisfaction towards SBI banks in Coimbatore District.
- To offer suggestions to increase level of satisfaction of rural consumer's towards the services rendered by SBI Banks in Coimbatore District.

HYPOTHESIS:

1. There is no significant association between gender and satisfaction.
2. There is no significant association between age and satisfaction.
3. There is no significant association between educational qualification and satisfaction.
4. There is no significant association between monthly income and satisfaction.
5. There is no significant association between type of family and satisfaction.
6. There is no significant association between type of land and satisfaction.
7. There is no significant association between size of land and satisfaction.

LIMITATIONS:

1. The result of the study is based upon the views expressed by the rural consumer's towards SBI banks in Coimbatore District.
2. All the limitations of primary data are applicable to this study.
3. The statistical tools used to analyse the data have their own limitations.

RESEARCH METHODOLOGY:

Size of the study: The research study was done in Coimbatore District.

Type and source of data: The study is based on questionnaire method; primary data has been collected from various rural consumer's in Coimbatore and the secondary data have been collected from related journals, websites, magazines and textbooks.

Statistical tools used for the study:

- Simple percentage analysis
- Chi-Square analysis

Sampling Used: 100 rural consumer's were selected by convenience sampling method.

Analysis and Interpretation:

- Simple percentage analysis

Table No. 1: Demographic profile of the Respondents

Factors	No of respondents n=100	Percentage
Gender		
Male	56	56
Female	44	44
Age(years)		
Up to 25	30	30
26 to 50	38	38

Above 50	32	32
Educational qualification		
Up to School Level	46	46
UG/Diploma	30	30
PG	24	24
Monthly Income		
Up to Rs. 25000	42	42
Above Rs.25000	58	58
Type of Family		
Joint Family	68	68
Nuclear family	32	32
Type of Land		
Wet Land	54	54
Dry Land	46	46
Size of Land		
Below 5 Acres	56	56
Above 5 Acres	44	44

Inference: Table No.1 describes the demographic profile of rural consumer's towards SBI bank in Coimbatore District is taken for the study. Out of 100 rural consumer's who were taken for the study: it has been identified that most (56%) of the rural consumer's are male, (38%) whose age group are under 26 to 50, most

(46) of the rural consumer's are educated up to School level, the monthly income of (58%) rural consumer's are above Rs.25, 000, (68%) rural consumer's belong to joint family, (54%) rural consumer's are in wet land and (56%) rural consumer's have acres of below 5 acres.

Table No 2: Source of knowledge about SBI Bank Services

Source	Number of respondents	Percentage
Friends	23	23
Relatives	33	33
Media	44	44
Total	100	100

Inference: The above table shows that, out of 100 numbers of respondents 23% rural consumer's came to know about this SBI bank services through Friends, 33% through Relatives and 44% through Media.

Table No 3: Level of Satisfaction towards SBI Bank Services

Source	Number of respondents	Percentage
Low	38	38
Medium	48	48
High	14	14
Total	100	100

Inference: The above table shows that, out of 100 respondents, level of satisfaction is found to be low with regard to 38% rural consumer's, in case of 48%

rural consumer's level of satisfaction is medium and 14% rural consumer's are highly satisfied towards SBI Bank services.

➤ Chi-Square Test

Chi-Square, symbolically written as χ^2 is a non-parametric test, "It can be used to determine if categorical data shows dependency or whether the two classifications are independent it can also be used to make comparison between theoretical population and actual data when categories are used. It is defined as:

$$\chi^2 = E [(O - E)^2 / E].$$

Where O refers to the observed frequencies and E refers to the expected frequencies.

Table No.4 Relationship Between The Demographic Profile And Level Of Satisfaction.

S.NO	χ^2 Value	Table value	Remarks
Gender	6.89	5.991	S
Age	11.856	9.488	S
Educational Qualification	13.89	9.488	S
Monthly Income			

	4.425	5.991	NS
Type of family	6.445	5.991	S
Type of Land	8.033	5.991	NS
Size of Land	12.408	5.991	S

Table No 4 depicts the relationship between selected demographic variables and It is clear that, the calculated Chi-square value is less than table value at five percent level there does not exists any significant association between monthly income and type of land. Thus the null hypothesis is accepted. The calculated Chi-square value is greater than the table value at five percent level, there exists a significant association between gender, age, educational qualification, type of family and size of land. Thus the null hypothesis is rejected.

Suggestion:

- The government should arrange for some meetings to popularize their bank services among the rural consumer's.
- Organize special periodical meeting and seminars for rural consumer's in Coimbatore District.
- Enhance the advertisement about SBI services through local channels, media, websites news papers and magazines and like.
- Placing the flex boards containing features of services offered to rural consumer's at prominent places.

- The terms and conditions of the schemes introduced by SBI banks should be completely transparent to the rural consumer's.
- Agents and officers may frequently contact the rural consumer's and educate the features of the schemes offered in SBI banks.

Conclusion:

Banking sector in India is highly susceptible to compensate the risks like droughts and floods that are faced by rural consumer's. It is necessary to protect rural consumer's from natural calamities and ensure their finance needed for the upcoming season. In India, government introduced many agriculture loan schemes and rural consumer's welfare schemes throughout India. In this context, State Bank of India is playing a major role to help the rural consumer's. To encourage the rural consumer's the banking sector should understand the needs of the rural consumer's, but understanding rural consumer's is complex, as it is related to psychology of rural consumer's and also depends on various factors, which have a direct bearing on climatic changes. The study concludes that rural consumer's play an important role in rural banking, once the rural consumer's are satisfied by SBI they will bring more health and wealth to the nation.

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