



CUSTOMERS' AWARENESS TOWARDS BANKING SERVICES OF SBI

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ABSTRACT

Indian banking industry has transformed into one of the promising industries that offers services through multiple channels with the help of information system and technology. Banking is essentially a high contact service industry and there is a close communication between service providers to customers. Customer awareness and satisfaction about financial product and services are very crucial for the success of any Bank. The current banking technology allows the customer to buy products or consumer services using their bank account and other services from any place.

INTRODUCTION

Today, bank is such financial institution that accepts deposits, providing loans and offering other financial related activities. Banking is essentially a high contact service industry and there is a close communication between service providers to customers. Customer awareness and satisfaction about financial product and services are very crucial for the success of any Bank. Customers' attitude very small distinction in the financial services rendered by the banks and even new age banking service offering is very rapidly matched by national and international players. Indian Banks like any other service providers determined to increase customer preservation and have considerable contact on profits exceeding customer expectation.

Banking Service is an invisible recommending which is completely dependent on and indivisible from the customer. Services in Indian Banks are mostly urban and rural branch-based in the recent past Banks step with full scale banking technology enabled banking. Indian banking is typical and competitive market, where individual customers are mostly prefer local and public sector commercial banks. It is an attractive banking market segment having a large number of age, income, occupation, family size and territorial areas based customers. It encompasses various financial products i.e different types of deposit account, loan accounts, Demat, Mutual fund, Insurance services, credit &

debit cards, ATM's, internet bankings, mobile banking etc. Banking services comprise a combine type of offering that consists of both tangible goods like loan schemes, interest rate paid, kinds of accounts and the intangible services: behavior and employee's efficiency of the staff, speed of transactions, the ambience.

REVIEW OF LITERATURE

Krupa and Rajasekaran (2015) studied on "A Study on Customer Awareness Towards E-Banking Services in Coimbatore City". This study discussed about the banking industry which has witnessed a marvellous developments due to far-reaching changes that are taking place in the IT. In today's picture all most of banks offer services from beginning to end the electronic medium called E-banking. E-banking is creating lot of changes in the banking industry. Though all banking both public and private sector are providing e-banking, the main question is whether the customers are aware of all the e-banking services offered by their banks. So, it becomes necessary to study the customer awareness level towards e-banking services. The present study is a unassuming attempt made to know customer awareness on e-banking services provided by the banks in Coimbatore city. The major tool have been used for the customers data collection is questionnaire. For the purpose of the study they had used primary data along with secondary data. And A



standard methodology has been adopted and various statistical tools have been used to pull out the output.

Dutta Yajnya (2016) studied on “customers preferences retail banking services in Ganjam District”. This study present that, In modern competitive environments, services are gaining increasingly more importance in the competitive formula of both firms and countries. This study also defined about business environment, the commercial banks which are facing increasing competition from new players. Therefore, the main objective of this study is to examine the preferences of the customers towards retail banking services of the commercial banks in Ganjam District of odisha. For this study, the primary data were collected from 640 customers randomly and a questionnaire was constructed based on Likert scaling technique. In order to study the perception of the customers statistical tools has been employed. Besides, the study has also to find out the major factors influencing the customers to prefer retail banking services from the selected commercial banks in Ganjam district of our state.

Siddiq Abbokar (2017) studied on “A Study on Customer Awareness towards Banking Service with reference to Deposit and Loan in Mangaluru City”. This study presents that, Bank played an essential role or financial cum economic development of a country. The present era of LPG has made the banking industry very reasonable by providing market based various financial products and customers services. The banking investor and client required need to take decision about each other. As the level of awareness increases, it guides to increase in the customer’s preference towards banking product. This research have compared, analyzes and interpretation the customer awareness about different banking services at Mangaluru City.

IMPORTANCE OF THE STUDY

The aim of the study is to trace the usage behaviour of various services by different class of customers and their satisfaction towards the services rendered by Banks. The segment of customers such as age, gender, education and occupation, is treated with the

dependent variables such as awareness on the product, awareness on supplementary service, reasons for selecting private bank, usage of internet banking, phone banking, ATM, Mobile banking, bill pay service, satisfaction towards third party insurance products, satisfaction towards quality of service, satisfaction towards guidance and counselling banking services and so on.

OBJECTIVES OF THE STUDY

- To know about the profile of the Banking customers of Kasganj District.
- To study the customer awareness on banking products and services offered by the State Bank of India in Kasganj District.
- To study the customer awareness level of awareness towards banking products and services at Kasganj District.

METHODOLOGY

The present study is completely Descriptive in nature. Both primary as well as secondary data were used for the study. State bank of India (SBI) was selected based on the ground of concentration of public sector Banks in that area. The primary data was collected through the questionnaire method, randomly from selected 75 sample SBI respondents. And the Secondary data was collected from books, lead Journals, magazines, news papers, SBI annual reports and study related websites. The study area is limited to Kasganj District of Uttar Pradesh. The data were analysed using percentage and Pearson correlation.

DATA ANALYSIS & INTERPRETATION

Demographic Profile And Level of Awareness on the Product

There is no restriction to sell the bank products in regulated market. In general it is believed that the level of awareness on the product is not associated with the age of respondents. The age group of the sample respondents is classified into 4 categories: Up to 20 years, 21 to 30 years, 31 to 40 years, 41 to 50 years and 51 years and above.

**Demographic Profile and Awareness on the Product**

Gender	No of respondents	Percent
Male	58	77.33
female	17	22.67
total	75	
Age		
up to 20	7	9.33
21-30	19	25.33
31-40	24	32
40-50	14	18.67
51 and above	11	14.67
total	75	
Educational Qualification		
Up to metric	14	18.67
graduate	33	44
post graduate	19	25.33
professional degree	9	12
total	75	
occupation		
Salaried	35	46.67
Business	26	34.66
house wifes	8	10.67
others	6	8
total	75	

It is highlighted from the table that level of awareness on the product among the respondents of SBI with demographical profile. This table clearly indicated that, out of 75 respondents majority 77.33 of the male and 22.67 percent of females are very much aware about the banking products. Like this, out of 75 respondents majority age group 31-40 (32.00 percent) years and 21-30 years (25.33 percent) were very much aware about the banking products due to regular transaction. But age group bellow 20 (9.33 percent) years and above 51 years (14.67 percent) were not aware perfectly about the banking products and different services due to irregular transaction and not applicable their age.

In case of educational qualification, majority 44 % of graduates and 25.33 % of post graduates are

very much familiar with banking services which is provided by SBI. Yet 18.67 % of less qualified (upto metric) respondents are also aware about the different services provided by SBI as a public sector bank.

Similarly majority 46.67 % of the Salaried employed are aware about the different services provided by SBI, flowed by business man i.e 34.66. and only 10.66 % of house wifes and 8 % of students are also well-known about the different products and services of SBI.

Form this table its clear that majority of male, youth mass, graduated and salaried respondents were aware perfectly about the different banking products and services provided by SBI.

**Level of Awareness on the Banking Services**

Profile	Level of awareness on the product					
	Low	Percent	Medium		High	
Gender						
Male	9	81.82	31	77.5	19	79.17
Female	2	18.18	9	22.5	5	20.83
total	11		40		24	
Age						
up to 20	1	9.10	4	10	2	8.33
21-30	2	18.18	10	25	7	29.17
31-40	2	18.18	14	35	8	33.33
41-50	3	27.27	7	17.5	4	16.67
51 and above	3	27.27	5	12.5	3	12.50
total	11		40		24	
Educational Qualification						
Up to metric	7	63.64	6	15	1	4.17
graduate	3	27.27	18	45	12	50
post graduate	1	9.09	12	30	6	25
professional degree	0	0	4	10	5	20.83
total	11		40		24	
Occupation						
Salaried	0	0	22	55	13	54.17
Business	4	36.36	12	30	10	41.67
house wives	5	45.46	3	7.5	0	0
others	2	18.18	3	7.5	1	4.16
total	11		40		24	

It is identified from the table that percentage of higher and middle level of awareness on the product towards the product of the bank is highest with 79 % and 77.50 % among the male respondents and the same is lowest with 20 % and 22.5 % among the female respondents.

It is identified from the table that percentage of higher level of awareness on the product towards the product of the bank is highest with 33 % among the respondents age between 31 to 40 years and the same is lowest with 8% among the respondents with age up to 20 years. The percentage of Medium level of awareness on the product is highest with 35 among the respondent with age 31.40 years, the same is lowest with 10% among the respondents with bellow 20 years. The percentage of low level of awareness on the product among the respondents is highest with 27.27 with 41-50 and 51 and above, the same is low with 9.10 among the respondents with up to 20years.

This table also highlighted that the percentage of higher level of awareness on the product towards the product of the bank is highest with 50 % among the respondents having qualification graduate and the same is lowest with matriculates i.e 4.17 %. The percentage of Medium level of awareness on the product is highest with 45 % respondent with graduate qualification followed by post graduate, the same is lowest with 10% having professional qualification. The percentage of low level of awareness on the product among the respondents is highest with 63.64 with qualification upto metric, followed by graduates and post graduates in this study.

This table also indicated that the percentage of higher level of awareness on the product towards the product of the bank is highest with 54.17 % among the salaried respondents followed by Business man but the same, no one wife's are not higher level of awareness in banking services.



The percentage of Medium level of awareness on the product is highest with 55 % salaried employees, followed by business man, house wives

and students accordingly.. The percentage of low level of awareness on the product among the respondents is highest with 45.46 % are house wives followed by business man and students in this study.

Covariance analysis of gender and Level of awareness

Demographical profile	Low	Medium	High
Age			
Pearson Correlation:	0.134379258	0.987192413	0.984535804
Sig. (1-tailed): N:	.000	.000	.000
T-Statistics:	5	5	5
Df:	7.250166434	15.10875821	13.71287354
P Value:	3	3	3
	0.028611822	0.000629474	0.000839137
Educational Qualification			
Pearson Correlation:	0.101531864	0.978649713	0.934646674
Sig. (1-tailed): N:	.000	.000	.000
T-Statistics:	5	5	5
Df:	8.151483739	9.471972187	5.170453257
P Value:	3	3	3
	0.023494085	0.010963049	0.035430124
occupation			
Pearson Correlation:	0.982886932	0.977770259	0.989958053
Sig. (1-tailed): N:	.000	.000	.000
T-Statistics:	4	4	4
Df:	10.62562818	9.274374389	13.97085014
P Value:	3	3	3
	0.008741123	0.011427116	0.005084314

The correlation coefficient analysis was performed to examine the relationship between demographical profile and customers level of awareness about Banking products. The results indicated that Age is the main variable indicating that there is a positive strong significant relationship between level of awareness. Here, Medium level of awareness ($r = 0.987192413$, p value is less than 0.05), followed by High level of awareness ($r = 0.984535804$, $p < 0.05$) and low level of awareness ($r = 0.134379258$, $p < 0.05$) respectively.

Educational qualification variable indicating that there is a positive strong significant relationship between customer's Educational qualification and level of awareness about Banking products, Here, Low level of awareness ($r = 0.101531864$, p value is less than 0.05), followed by Medium level of awareness ($r = 0.978649713$, $p < 0.05$) and High level of awareness ($r = 0.934646674$, $p < 0.05$) respectively.

Similarly, present occupation of customers variable indicating that there is a positive strong significant relationship between occupation and level of awareness about Banking products. Here, low level of awareness ($r = 0.989958053$, p value is less than 0.05), followed by High

level of awareness ($r = 0.989958053$, $p < 0.05$) and Medium level of awareness ($r = 0.977770259$, $p < 0.05$) respectively.

From this table it is clearly indicated that (r value is more than p value, so, There is no demographic characteristics i.e age, education and occupation and level of awareness.

CONCLUSION

Banking sector reforms and liberalization process have raised many challenges to Indian Banks and for sustainable development it has become necessary to face these challenges effectively. Promoting banking business is a quite distinguished affair. At present, it has become very tricky due to the changing trends of banking industry, increasing competition and efficiency of regulatory system and the financial system in India. The difficulty in the banking services is also a matter of essential importance. This is the time SBI bank offer new and innovative services frequently in the market. The content of promotional tools and strategy should help the customer in making aware service and benefits and for taking most valuable financial decision. SBI should take the help of various types of digital media to promote their services at rural and semi urban areas. The promotional strategies should be adopted



by SBI is in the techniques of promoting and they are "Personal Selling", "Tele Calling" and "Events and Programme". And most of the SBI respondents are also aware about the different services provided by bank.

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