



Study on SBI bank credit card usage in Coimbatore city

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Abstract

A credit card issued allows the owner to purchase goods or services based on a promise to pay for the goods or services. A card issuer creates a revolving account and provides a consumer (or user) with a line of credit that allows the use of sophisticated technology, especially by foreign banks, has significantly raised customer expectations. Further sophistication of information technology is expected in the next few years. This should fundamentally change the marketing of banking services. The Era of Electronic Banking.

Keywords: user, SBI credit card, marketing

Introduction

Therefore, there is an urgent need for executives to rethink on his floor. Politicians have no choice but to create working conditions conducive to internationally competitive services. Perceptions of customer satisfaction must be learned in the light of change to customer expectations. In addition, social orientation requires focused attention, as the principles of social marketing also need to be conceptualized. Banks and other service providers have believed that their services have no basis for depreciation. In addition to generating profits, we must also look for ways to ensure user satisfaction and social orientation.

Internet Banking

Internet Banking allows customers to conduct banking transactions electronically through the bank's website. Internet banking was initially used primarily as an information presentation medium for banks to sell goods and services on their websites.

Benefits of e-Banking

- Operating costs per unit of service are lower for banks.
- Increase convenience as customers do not have to go to the bank's premises.

Errors are rare.

Risk Management in Electronic Banking

Transaction Risk:

- Transaction Risk arises from fraud processing errors and other unforeseen events that may prevent an institution from providing goods or services.
- This risk exists in all products and all services offered.

Objectives of The Survey

- To investigate customer satisfaction regarding value-added services provided by SBI Credit Card.
- To Provide policy recommendations to improve the service quality of SBI Credit Card.
- To Find out customer needs and desires in SBI's financial services.

- To Search for SBI bank various products and services offered given to credit card user.

Statement of Problem

- This survey is designed to help bankers understand the needs of their credit card customers.
- The Key to controlling transaction risk is implementing effective policy processes and controls to address the new risks introduced by e-banking.

Scope of Research

- To Acquisition of partial experience with knowledge of credit cards.
- Helped to study the mentality of identified customers.
- To maintain the credit card give good relationships with our bank with customers.

Survey Limitations

- The survey was limited to a certain number of respondents, which did not cover the entire population.
- Respondents were less interested and could not share their opinions.
- In some cases, the client's illiberal attitude was a stumbling block in eliciting a response.
- This survey only shows information for SBI credit cards.

Literature Review

Kaul Urvashi (2021) ^[1], in his article Credit Cards: The Power of Cash, explains the importance and benefits of credit cards, Indian market players, and various statistics on credit card growth. presented.

Riquelme (2020) surveyed that the majority of customers in their sample were satisfied or very satisfied with their attribution services and online systems. This research does not support previous findings that satisfied customers tend to use more products and services, or that the longer they use their Internet banking, the more satisfied they are. A company that offers a wide product portfolio and related his website content with prompt and courteous response seems to create happiness online. Srivastva (2019) found that: (1)

perceived risks of online shopping, (2) previous online shopping experience, (3) perceived benefits of online shopping, (4) perceived ease of online shopping, (5) perceived anxiety of online shopping. electronic banking Kamiya (2018) investigated how e- banking can customers, railway passing, Investing through internet banking, recharging your prepaid phone, shopping at your fingertips. The results support the impact of internet trust on risk perceptions and consumer attitudes towards internet banking. Willingness to trust is not only a determinant of interpersonal relationships, it is also a determinant of trust in technical systems. This is not a representative study. Sayar *et al* (2017) discussed that the developments in information technology and the subsequent evolution of internet banking have fundamentally changed. The results support the impact of internet trust on risk perception and consumer attitudes towards internet banking.

Research Methods

Descriptive and analytical research includes surveys and different types of surveys. The main purpose is to describe current state affairs.

Sampling Area

- Surveys are conducted in the city of Coimbatore it was done.
- Sample Size The sample size considered in the survey is 100 customers.

Data Collection Collection Methods

Study data sources are both primary and secondary data

Primary data

structured questionnaires are used for data collection.

Secondary Data

Secondary Data is collected from company documents, magazines, business journals, the Internet and textbooks.

Analysis Tools

Analyze collected data using percentage analysis and chi-square test.

Table 1: Analysis and Interpretation Demographic Profile of Respondents

Age/satisfy with SBI credit card	Highly Satisfactory	Satisfactory	Average	Dissatisfactory	Total
Below 19-25 Years	1	3	3	0	7
26-35	0	32	10	0	42
36-45	2	19	1	1	23
46-55	2	7	2	0	11
Above 55 Years	3	6	8	0	17
Total	8	67	24	1	100

Table 2: Chi-Square Table

O	E	(O-E)	(O-E)	(O-E)²/E
3	5.76	-2.76	7.62	1.323
54	48.24	5.76	33.18	0.658
14	17.28	-3.28	10.76	0.623
1	0.72	0.28	0.078	0.108
5	2.24	2.76	7.62	3.402
13	18.76	-5.76	33.18	1.769
10	6.72	3.28	10.76	1.601
0	0.28	-0.28	0.078	0.279
			Total	X² = 9.79

Chi- Square Analysis Formula

$$X^2 = \sum (O_i - E_i)^2 / E_i$$

- O = Observed Frequency
- E = Expected Frequency
- V = Degrees of freedom
- R = Row
- C = Column

At 5% significant level the degree of freedom is given by

$$\begin{aligned}
 V &= (r-1) \cdot (c-1) \\
 &= (5-1) \cdot (5-1) \\
 &= 4 \cdot 4 \\
 &= 16
 \end{aligned}$$

The table value is 26.3
 Calculated value is 8.4

Result

Calculated value is less than table value so H0 is accepted and concluded to be H0 There is no significant correlation between the age at which a person is born and satisfaction with the SBI credit card.

Results and Discussion

- 46% of the majority of respondents are in the 19-25 age group.
- 65% of respondents are unmarried.
- Majority of 41% of respondents had at Rs 10,0001-20,000.
- His 48% of respondents live in rural areas.
- This table is referenced by 41% of 1-3 year old respondents.
- 45% of respondents use the Silver card.
- 30% of respondents use it several times a week.
- 61% of respondents said they expect SBI Credit Card to provide prompt service to customers.
- A majority of 35% of respondents said they paid high taxes.
- Majority of respondents 35% answered coupon discount
- Majority 46% of respondents 5 mini or more to 10 mini.
- A majority of 36% of respondents describe their actual interest in providing information as moderate.
- A majority of 63% of respondents said they wouldn't get scammed if they lost their credit card.
- 73% of respondents said he answered yes to SBI.
- 43% of respondents said he was satisfied with a majority of 40%.

- A majority of 69% of respondents denied any economic loss.
- There no significant correlation between the Age and satisfaction with the SBI credit card.

Suggestion

- So that banks can increase the number of customers.
- SBI bank's credit cards and customers have a good relationship. Banks therefore want to make
- pre-technology readily available.
- Banks should focus more on opening as many credit card centers as possible to attract more new customers.
- The service given by the bank is satisfy with SBI credit card.
- Offer insurance options to all account holders.
- Offer free tariffs to all account holders.
- During the investigation he came to the conclusion that the overall situation of SBI Bank was satisfactory.

Conclusion

Customer expectations are the one of the analyzes that the help us to understand that help us to understand that the attitude and positioning of SBI Bank's customers in society's customer consciousness. We provide cash that is accepted anytime, anywhere, according to the customer's greatest needs and desires. SBI Bank's percentage analysis provides various information about SBI Bank's credit card services. SBI Bank's credit card analysis reflects overall customer's attitudes and expectations for multiple credit cards.

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