Empirical Analysis on Customer Relationship in Banking Service towards Rural Areas of Dharmapuri District in Tamilnadu

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ABSTRACT

„Customer Relationship Management is a comprehensive approach for creating, maintaining and expanding customer relationships"This provides a clear understanding of the banking industry in both retrospective and prospective. An effective CRM program designed and executed will obviously provide a win platform to both the service providers and the customers.The research methodology is the methodology which is used systematically to solve the research problem and it is a purely and simply the framework or a plan for the study that guides the collection and analysis of data. Research is the scientific way to solve the problem and it"s increasingly used to improve market potential. The research design adopted for the study is Descriptive Research.The area for the research is Dharmapuri District in Tamilnadu and Multistage Stratified Random sampling is used for the study. Out of the seven blocks, two blocks Dharmapuri and Harur were taken for the study. The two blocks were selected based on the maximum no of bank branches.

Key Words: Comprehensive, Customer,Systematically,Market Potential and Adopted.

Chapter- I

1.1. INTRODUCTION

Customer Relationship Management is the establishment, development, maintenance and optimization of long-term mutually valuable relationships between consumers and the organizations. Successful customer relationship management focuses on understanding the needs

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and desires of the customers and is achieved by placing these needs at the heart of the business by integrating them with the organization's strategy, people, technology and business processes.

1.2. Meaning and definition of CRM

„Customer Relationship Management is a comprehensive approach for creating, maintaining and expanding customer relationships".

1.3. The significance of the words used in the definitions:

(a) Comprehensive:

CRM does not belong to just sales or marketing. It is not the sole responsibility of a customer service group or an IT team; i.e. CRM must be a way of doing business that touches all the areas.

(b) Approach:

An approach is broadly a way of treating or dealing with something. CRM is a way of thinking about and dealing with the customer relationship. We can also use the word "strategy" because CRM involves a clear plan. In fact, CRM strategy can usually serve as a benchmark for other strategies in your organization, because any strategy sets directions for your organization.

(c) Customer relationship:

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Finally let us see what we mean by "customer relationship". In today's world where we do business with individuals or groups with whom we may never meet and hence much less know in person-to-person sense. CRM is about creating the feel of comfort in this high tech environment.

Chapter- II

2.1 OBJECTIVES OF THE STUDY

➢ To measure the level of customer satisfaction with banking services in terms of convenience, conduct, communication, competence, customer service, and customer loyalty.

2.2. STATEMENT OF HYPOTHESES

1. Ho: There is no significant association between Gender and Awareness level of the respondents towards various facilities by the banks.

2. Ho: There is no significant association between Age and Awareness level of the respondents towards various facilities by the banks.

Chapter- III

3.0RESEARCH METHODOLOGY

3.1.Meaning :

The research methodology is the methodology which is used systematically to solve the research problem. The research methodology is a purely and simply the framework or a plan for the study that guides the collection and analysis of data. Research is the scientific way to solve

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the problem and it's increasingly used to improve market potential. The research design adopted for the study is Descriptive Research.

3.2. Area of the study:

The area for the research is Dharmapuri District in Tamilnadu.

3.3 Sampling method

Multistage Stratified Random sampling is used for the study. Out of the seven blocks, two blocks DHARMAPURI AND HARUR were taken for the study. The two blocks were selected based on the maximum no of bank branches.

Chapter- IV

ANALYSIS AND INTERPRETATION

4.1 Level of awareness of the respondents

Table.3.1.1

Demographic profile of the respondents

	GENDER	FREQUENCY	PERCENT
1	Male	102	54.7
2	Female	98	45.3
	Total	200	100.0
	AGE		
1	Below 25 years	69	34.4

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2	26-35	64	31.1
3	36-45	35	17.4
4	46-55	18	9.5
5	Above 55 years	14	7.6
	Total	200	100.0
	QUALIFICATION		
1	10th	41	21.2
2	Diploma	69	34.5
3	UG Degree	77	38.2
4	PG Degree	6	2.8
5	Others	7	3.3
	Total	200	100.0
	OCCUPATION		
1	Student	72	35.8
2	Employee	41	21.2

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3	Farmer	60	30.3
4	Business	14	6.6
5	Others	13	6.1
	Total	200	100.0
	INCOME		
1	10000 – 20000	42	21.7
2	20000 – 30000	81	41.1
3	30000 – 40000	52	25.4
4	40000 – 50000	14	6.6
5	Above 50000	11	5.2
	Total	200	100.0
	MARITAL STATUS		
1	Married	116	58.6
2	Single	84	41.4
	Total	200	100.0

Result

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(i)Gender: Above table shows that 54.7 percent of the respondents are male and 45.3percent of the respondents are female.crm forms the key element to build long term customer relationship irrespective of the religion.

(ii)Age group: Above table shows that 34.4percent of the respondents are under 25 years and 7.6percent of the respondents are others.

(iii)Education qualification: Above table shows that 36.2 percent of the respondents are UG degree and 2.8percent of the respondents are pg degree.

(iv)Occupation: Above table shows that 33.8 percent of the respondents are student and 6.1 percent of the respondents are others.

(v)Income: Above Table shows that 38.0 Percent of the respondents are monthly income 20000 - 30000 and 5.2 Percent of the respondents are monthly income above 50000.

(vi)Marital status: Above Table shows that 54.5 Percent of the respondents are Married and 39.4 Percent of the respondents are Single**.**

Table 4.1.2

The results showing the significant association between the demographic profile of gender and awareness level of the respondents

The null hypothesis (Ho): There is no significant association between Gender and Awareness level of the respondents towards various facilities by the banks

Facilities	Male	Female	Chi	Sig	Result

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	Yes	No	Yes	No	square Value	value	
ATM	66	42	45	47	2.993	.084	Accepted
Tele banking	46	62	34	58	.658	.417	Accepted
Mobile banking	35	**73**	26	**66**	.403	.526	Accepted
Net banking	22	**86**	20	**72**	.056	.813	Accepted
Debit card	68	40	59	33	.029	.864	Accepted
Loan	**73**	35	59	33	.265	.606	Accepted
Interest rate	30	**78**	26	**66**	.006	.940	Accepted

Result

Since the values were at greater than significant level of. 005 % the hypothesis was accepted and it was proved that there is no significant association between the Gender and level of Awareness towards various facilities by the bank.

Table 4.1.3

The results showing the significant association between the demographic profile of age and awareness level of the respondents

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The null hypothesis (Ho): There is no significant association between Age and Awareness level of therespondents towards various facilities by the banks.

Facilities	Below25 years		26 - 35		36 - 45		46 - 55		Above 55 years		Chi square Value	Sig value	Result
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No			
ATM	40	29	39	25	13	22	9	9	10	4	7.371	.118	Accepted
Tele banking	25	44	28	36	16	19	6	12	5	9	1.700	.791	Accepted
Mobile banking	23	46	20	44	8	27	5	13	5	9	1.485	.829	Accepted
Net banking	12	57	17	47	6	29	3	15	4	10	2.737	.603	Accepted
Debit card	41	28	40	24	21	14	13	5	12	2	4.280	.369	Accepted
Loan	39	30	49	15	22	13	12	6	10	4	6.286	.179	Accepted
Interest rate	23	46	8	56	12	23	9	9	4	10	13.610	.009	Rejected

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Result: Since majority of factors were accepted the hypothesis was accepted and it was proved that there is a significant association between the Age and level of Awareness towards various facilities by the bank.

Chapter- V

CONCLUSION

The study provides an insight of banking in India with focus on rural area banking. This provides a clear understanding of the banking industry in both retrospective and prospective. An effective CRM program designed and executed will obviously provide a win platform to both the service providers and the customers. It is hoped that this study is a humble contribution towards achieving this goal.

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