



Research Paper

Study of Customer Awareness about Services Presently Offered by Banks

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Abstract:

Banks need to create relationships with customers that value more than providing the core product. It improves the addition of material and intangible elements into the core product to a "peripheral." Achieving one of the essential conditions for quality and value is the quality of measurement and control technology.

Keywords: customer awareness, bank facility, digitalization

I. Introduction:

Changes in today's competitive market, which is characterized by customer values the bank is extremely difficult to keep the customer in the long term to achieve benefits. Communicating the bank should be intended to all the customer mind and mind. You need to develop a special relationship with our customers. All of this can be done by the awareness of the customers for various services / facilities of the bank. A real challenge for the banks is to close emotionally before being transformed into a beautiful loyal to convert the emotions and trade relations based on a period of time. In this context, the researchers are convinced that the observation of Mahatma Gandhi on the "customer" and the persistent related to the next thousand years held the key to the success of the organization.

The banking system is undergoing enormous change. The focus is on customer service. Customers are aware of the technology and a variety of service options. As a result of these factors, severe competition between banks. Retail Bank in line with the recent years to become competitive in the market is aimed at maintaining customer base and increasing customer service while improving quality. Therefore, you need to perform a variety of features a modern banker. In addition, customers expect a financial supermarket that offers banks in a place for all types of financial services. Banks also suffer from competitive pressure. ATM is a channel that is most widely approved for internet banking and branch banking, telephone banking channels are the most widely used. The channel is the belief in the psychological level with some positive features are further predicted the approval of the ATM and internet banking and by telephone banking than banking adoption.

Commercial banks explain their duties or provide space and equipment that will help the others listed in Table 1. The conviction that you need to know about the services that the customer is currently required. The bank offers to be served by the bank. Through this research to find out about the level of awareness about the different services, try to offer quickly by the bank.

Table 1: The Bank Facilities Provided for Common Man to Their Well Being.

Travelers cheque / card	Retail loans	Investment Banking
Gift cards	Loan against gold	Online Stock Trading
Kisan credit card	Housing loans	Forex Remittances
Smart Card	Loan against shares/ debentures	Mutual Funds
Credit card	Microfinance	Debit card
ATM card	Agriculture and Rural Credit	Health cards

The study were performed in the local area of 3 main cities like Gorakhpur, Lucknow and NCR, region the main criteria of selecting these cities for the study is their lifestyle and assessment of bank for their daily and executive needs. It is to note down that the data were taken by the bank situated outside the crowded area so that the customers were ready to answer the questionnaire. The data here presented were in % of the customer's response who knows that the service is offered by their bank.

Table 2: Very common facilities provided by bank and their percentage awareness in customer.

S. No.	Banking and Financial Services	Responses of Customers (in %)		
		Gorakhpur	Lucknow	NCR
1	Travelers cheque / card	8.15	28.15	63.7
2	Gift cards	2.22	22.59	75.19
3	Kisan credit card	66.3	22.59	71.11
4	Smart Card	1.48	42.22	96.3
5	Credit card	12.22	20.74	67.04
6	ATM card	81.85	91.85	86.3
7	Debit card	87.41	95.56	97.41
8	Health cards	1.74	31.85	87.41

In table 2, we calculated the known percentage of the very basic services provided by bank in the form of different cards. There is a trend in NCR region about the Gift card and travelers card which will be provided by companies to the employees, so that it will be in the fashion in the Delhi-NCR region about the most of the bank facilities, these were found moderate awareness in luck now region but they know about the services provided by the bank but do not use frequently, while in Gorakhpur, the customers are not interested in many of the banking facilities, according to them these facilities are not easy to understand and hard to continue for a long time.

1. **The Travelers cheque / card:** Only 9% customer were aware about the Travelers cheque / card in Gorakhpur while 28% were known about this service in luck now while in Delhi NCR Region 63% were avail this facilities. Mostly this facility is provided by the MNC companies to their employees.

2. **Gift cards:** Only 2% customer were aware about the Gift cards in Gorakhpur while 22% were known about this service in luck now while in Delhi NCR Region 75% were avail this facilities. These were mostly used by Festive cards and gift to families(5).

3. **Kisan credit card:** Only 66% customer were aware about the Kisan credit card in Gorakhpur while 22% were known about this service in luck now while in Delhi NCR Region 71% were avail this facilities. Being very co-operative employees of banking sector this facility will become very easy to avail.

4. **Smart Card:** Only 2% customer were aware about the Smart Card in Gorakhpur while 42% were known about this service in lucknow while in Delhi NCR Region 96% were avail this facilities. Being very used to mall culture this facility is very common in advance cities.

5. **Credit card:** Only 12% customer were aware about the Credit card in Gorakhpur while 20% were known about this service in lucknow while in Delhi NCR Region 67% were avail this facilities. The shopaholic customers and mostly young generation were interestingly used but the old generation and smaller cities customer denied this due to very high interest rates(6).

6. **ATM card:** Only 81% customer were aware about the ATM card in Gorakhpur while 95% were known about this service in luck now while in Delhi NCR Region 97% were avail this facilities. Now the days due to abundance of the ATM machine this facility was become very easy to use(7).

7. **Debit card:** Only 87% customer were aware about the Debit card in Gorakhpur while 95% were known about this service in luck now while in Delhi NCR Region 97% were avail this facilities.

8. **Health cards:** Only 2% customer were aware about the Health cards in Gorakhpur while 31% were known about this service in luck now while in Delhi NCR Region 87% were avail this facilities.

Table 3: Loan related facilities and their percentage awareness in customer.

S. No.	Banking and Financial Services	Responses of Customers (in %)		
		Kanpur	Lucknow	Varanasi
1	Retail loans	71.11	44.81	84.07
2	Loan against gold	5.56	26.67	77.78
3	Housing loans	91.11	96.3	92.59
4	Loan against shares/ debentures	8.89	37.41	83.7

5	Microfinance	65.56	27.78	46.66
6	Agriculture and Rural Credit	70.6	78.52	81.48

In this section of table 3, we will take some Loan and credit type services provided by banks:

1. **Retail loans:** Lenders are lending money to individuals rather than institutions. Banks, credit unions, savings and credit institutions, mortgage banks are examples of retail lenders. Retail lenders will usually be used for collateral loans, debt car loans and finance for consumer loans. Only 71% customer were aware about the Retail loans in Gorakhpur while 44% were known about this service in luck now while in Delhi NCR Region 84% were avail this facilities.

2. **Loan against gold:** Loans for gold is a very simple concept. Lenders provide liquidity at a predetermined rate by promising their gold jewelry, coins, biscuits and bars. After careful review of the underlying loan documents, satisfactory evaluation of gold is recruited in the pledge. Only 5% customer were aware about the Loan against gold in Gorakhpur while 26% were known about this service in luck now while in Delhi NCR Region 77% were avail this facilities.

3. **Housing loans:** Housing loans are available for individuals who want to buy or build a house. The repayment of the loan took the property mortgage as security for the lender. Banks and Financial Institutions should maintain ownership of property or ownership unless debt is payable due to interest. Only 91% customer were aware about the Housing loans in Gorakhpur while 96% were known about this service in luck now while in Delhi NCR Region 92% were avail this facilities.

4. **Loan against shares/ debentures:** According to the guidelines of the Reserve Bank of India, there are loans, convertible bonds, convertible bonds and equity mutual funds to protect the shares, securities should not exceed the limit of Rs10lakh securities held in demat form organized in physical form. Only 9% customer were aware about the Loan against shares/ debentures in Gorakhpur while 37% were known about this service in luck now while in Delhi NCR Region 83% were availing this facility.

5. **Microfinance:** Microfinance is a form of financial service offered to the population with unemployed or low-income individuals or any other use for financial services. Only 65% customer were aware about the Microfinance in Gorakhpur while 27% were known about this service in luck now while in Delhi NCR Region 46% were avail this facilities.

6. **Agriculture and Rural Credit:** Credit financing is meant as a credit card designed specifically for such loans, bank acceptance or financial producers. Typically, this fund will be used for the acquisition of working capital, equipment purchase or real estate. Only 70% customer were aware about the Agriculture and Rural Credit in Gorakhpur while 78% were known about this service in luck now while in Delhi NCR Region 81% were avail this facility.

Table 1: Banking and Financial Services with respect to Responses of Customers (in %)

S.	Banking and Financial Services	Responses of Customers (in %)		
1	Investment Banking	1.48	11.11	87.41
2	Online Stock Trading	3.48	15.56	92.96
3	Forex Remittances	6.3	19.63	84.07
4	Mutual Funds	24.07	47.41	88.52

In this section (Table 3) we were take some very peculiar facilities provided by the banks and there awareness in the customers these were related to the investments in mutual funds shares and forex type of services.

1. **Investment Banking:** Investment banking is usually a private company offering a range of financial and other services, such as purchasing and financial capital, to individual, corporate, and works on the client representative Securities issued or taken over by the government. Only 2% customer were aware about the Investment Banking in Gorakhpur while 11% were known about this service in luck now while in Delhi NCR Region 87% were avail this facility.

2. **Online Stock Trading:** Online trading is the act of buying / selling orders for financial collateral and / or currencies using its own internet-based trading platform for real estate agents. Only 3% customer were aware about the Online Stock Trading in Gorakhpur while 15% were known about this service in luck now while in Delhi NCR Region 92% were avail this facility.

3. **Forex Remittances:** To transfer a foreign migrant worker money to family or other people in the country. And a lot of money and transfers, G8 and the World Bank try to control and regulate transfer costs.

Only 6% customer were aware about the Forex Remittances in Gorakhpur while 20% were known about this service in Lucknow while in Delhi NCR Region 84% were avail this facility.

4. Mutual Funds: Investment funds, many investors attracted savings of stocks, bonds, trusts professionally managed to invest in the stock market, such as short-term financial instruments and precious metals. Only 24% customer were aware about the Mutual Funds in Gorakhpur while 47% were known about this service in Lucknow while in Delhi NCR Region 88% were avail this facility.

II. Observations

In this study, it is recognized as the cut-off rate of 70% of the response to determine whether there is a wide range of banking and financial services that the bank offers customers in the Bank recognize distinction between consciousness and ignorance.

Therefore, if the response rate for the Yes option in the table above to identify customer perception of banking and financial services more than 70% of the majority of customer service. In the same way, "Can not Say" option of showing over 70% response to the vast majority of customers is seen as a recognized fact that has not yet been known about the service.

III. Results

The results are expected after sampling a lot of people on the topic data contains a number of outputs. Here is a brief description. The investigation reveals the fact that the majority of customers do not know about the different services offered by the Bank.

Except for the services like

- Retail loans (71.11 %)
- Locker facility (72.96 %)
- Agriculture and rural credit (70 %)
- Housing loan (91.11 %)
- ATM card (81.85 %)
- Electronic fund transfer (72.22 %)

The awareness on the availability of other services was comparatively very low. However, to some extent, customers were aware about the availability of services like

- Microfinance (65.56 %)
- Credit cards (67.04 %)
- Debit cards (57.41 %) etc.

It is interesting to note that while many of the sample banks offer services like

- Gift cheques
- Loan against gold
- Loan against shares/debentures
- Kisan credit card
- Health cards
- NRI Investment etc.

IV. Conclusion

Services and facilities offered by the banks to their customers establish the connecting link between the banker and the customers. They are the medium through which the banks launch their relationship with their customers. The core of banking does not merely lie in the acceptance of deposits from the public and advancement of loans to the needy businessmen. Banking has traditionally operated in a relatively stable environment for decades. In the current scenario, the customers demand a range of financial services and banking products to be offered to them under one roof. The place where all such services are offered is called as Financial Supermarket. Hence, it becomes necessary for the banks to develop competitive advantage. A competitive advantage provides customers with superior value compared with competitive offerings.

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