

**CHAPTER - VII**

**FINDINGS &  
CONCLUSIONS.**

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**FINDINGS, CONCLUSIONS AND SUGGESTIONS**

**I (A) FINDINGS BASED ON FIELD SURVEY:**

1. From the current research, the researcher has found that 82 % respondents are male while remaining 18 % are female. ( Ref : Table No.1.B)
2. During the research period it is found that majority of the respondents are from the age group of 41-50 years. ( Ref : Table No. 1 C)
3. The researcher has concluded that out of 200 respondents 110 (55 %) respondents are graduate followed by 60 (30%) respondents are graduate. (Ref :Table No.1D)
4. The researcher is of opinion that 60 % respondents earns the income between Rs. 1,00,000 - Rs. 2,00,000. While 15 % of the respondents earns the income between Rs. 2,00,000 to Rs. 3,00,000. (Ref : Table No. 1E)
5. During the research period it is viewed that out of 200 respondents 90 % (45) are belongs to private sector followed by 30 respondents (15%) are merchants. While 12.50 % respondents are govt. servant and industrialist respectively. (Ref : Table No. 1 F)
6. The researcher is of opinion that 38 % of the respondents are dealing with the bank since last 3 years while 40% of the respondents deals with the bank since less than 2 years. (Ref : Table No.1 G)
7. During the research period the researcher has realized that 53 % respondents have been preferred the SVC bank due to reference by the others. This reference group is friends, family members or media. (Ref : Table No.2 B)
8. The researcher has found that out of 70 respondents 48 i.e. 69 % says that the duration for withdraw the amount from the bank takes less than 10 minutes. While 15 respondents i.e. 21 % respondents are of opinion that it takes 10 - 20 minutes. (Ref : Table No.2 C)

9. During the research period almost all the respondents i.e. 90 % have opined that they do not find queue in bank. (Ref: Table No. 2D)
10. Majority of the respondents are of opinion that the deposit and Withdrawal Process is easy one. (Ref: Table No.2E)
11. The researcher has concluded that almost all the respondents are of opinion that the duration for pass book filling is very little because of adoption latest & newest computer media by the bank. (Ref : Table No.2 F)
12. During the research period the researcher has found that majority of the respondents are of opinion that counter person behavior is friendly. (Ref : Table No. 2G)
13. The researcher has tried to access the response for treatment given by the employee in the branch. It is found that strangely 86 % respondents get good treatment by the bank employee. While a few respondents have opined that the treatment to them is average one. (Ref : Table No.2H)
14. During the research, the researcher has found that 50 respondents got loan from the Bank. While most of them are well aware about Business Money, Good Homz Scheme of the bank. (Ref : Table No.3A & 3B)
15. From the current research, the researcher has found that majority of the respondents have taken business loans followed by vehicle loans. (Ref : Table No.3C)
16. The researcher is of view that due to fast, effective and efficient documentation tends to sanction the loans by the bank. (Ref : Table No.3 D)
17. During the research it is found that out of 200 respondents 40 respondents are enjoying the deposit scheme of the bank. And out of this 73 % respondents have term deposit with the Bank.(Ref : Table No.4 A)

18. During the research period it is found that 47 % and 35 % respondents have kept money in the bank due to attractive rate of interest and because of manager's advice respectively. (Ref : Table No. 4 B)
19. Majority of the respondents avails of the offering of any scheme of the bank. (Ref : Table No.4 C)
20. During the research period the researcher has found that out of 200 respondents 40 respondents have ATM card. (Ref: Table No.5A)
21. The researcher has tried to know why they have taken ATM ? The outcome of this study is that almost all the respondents are of opinion that they have taken this ATM as per their wish. (Ref: Table No. 5B)
22. During the research period the researcher has tried to know the factors behind the taking ATM. The outcome is that near about 75 % respondents have said that they have taken ATM because it is need of Hour while 15 % respondents are of opinion the cash may avail at any time from the bank ATM. Whereas 10 % respondents feel that the marinating the ATM in the pocket is just likes a status symbol. (Ref: Table No. 5C)
23. The researcher has tried to know opinion regarding atmosphere in banking. The researcher is of opinion that 43 % respondents feels that the atmosphere in banking is pleasant one followed by 40 % respondents have opined that the atmosphere is normal. ( Ref: Table. 6 A)
24. From the current research, the researcher has found that majority of the respondents thinks working of employee is very good & they are co-operative one. While a few respondents feel that the working employee is good (Ref: Table No 6B & 6C)
25. From the current research, the researcher has found that 84 % respondents have agreed that the banking relationship with them is normal while remaining 16 % respondents have mentioned the relationship is excellent. (Ref : Table No.6D).

26. During the research period the opinion regarding availability of facilities of Bank shows that 68 % respondents said that they gets good facilities from the bank. (Ref: Table No.6 E).
27. During the research period, the researcher has observed that almost all the respondents are of opinion that the timing of the bank is very convenient one. While a few feels inconvenient of timing. ( Ref : Table No.6 F )
28. From the current research, the researcher has concluded that almost all the respondents are really satisfied with the services rendered by the bank due to adoption of 7P's marketing, service marketing principles, good ergonomics etc. (Ref : Table No. 6G & 6H)

**I (B) FINDINGS AS PER INTERVIEW SCHEDULE FOR BRANCH MANAGER OF SHAMRAO VITHAL CO-OPERATIVE BANK LTD. SANGLI BRANCH.**

1. The SVC branch was established in the year 2006 in the Sangli. (Ref Point No. 1)
2. The total No. of SVC Branches are 105 within the country, while 70 branches are in Maharashtra state only. (Ref Point No.2)
3. The SVC Bank has Savings, Deposits, recurring, D- Mat, mutual fund, insurance, A.T.M, foreign Exchange products while locker facilities. (Ref Que. No A1)
4. The SVC bank gets always more respense towards the various kinds of savings, deposit, loans, current a/c, F.D, lockers and A.T.M products. (Ref Que. No A2)
5. The bank also provides necessary information regarding existing and new coming products to their customers through their well trained staff as they want to know more about it (Ref Que. No A3, A4, A5)
6. The rate of interest of loan varies as per the nature while regarding deposit it is depend upon the period. (Ref Que. No B1,B2)

7. The Bank has selected the residential area where M.I.D.C is near as well the area where is the bank located is business area. (Ref Que. No C1)
8. The timing of banking is also flexible and convenient also the customers. (Ref Que. No C2)
9. As the branch is well equipped with armed staff, CCTV, Siren, it is the safest as well as secured branch in the city. (Ref Que. No C3, G9)
10. By making advertising, publicity through eh print and electronic media the bank is promoting their products in effectively manner. (Ref Que. No D1, D2, D3)
11. The bank also greets their customers on the occasion of religious festivals to their customers. (Ref Que. No D4)
12. As the employee gets various types of training from time to time, the moral support and consideration of working and efforts by the higher authority as well as the performance appraisal always laid the foundation of providing and maintaining the courtesy, neat dissemination information of product to the customers. ( Ref Que No. E1 to E8).
13. There is a systematic hierarchy of bank where the product information as well as working process flows in the smooth manner up to the customers. The necessary guidelines to their employees by the Br. Manager from time to time always lead toward the satisfied customers. And these satisfied customers are the icon of the bank. Only because of this the SVC bank is winning various kinds of awards. (Ref Que. No F1 to F6)
14. The branch is well equipped with interior design. (Ref Que. No G1)
15. There is a sufficient space to move not only for employee but also for the branch employees (Ref Que. No G2)
16. The Bank has maintained drinking water facilities for the customers. (Ref Que. No G3)
17. The bank has 'May I Help You?' Desk in Branch. (Ref Que. No G4)

18. The bank is well equipped with currency checking machines. (Ref Que. No G5)
19. The Branch is well equipped with fire extinguisher also (Ref Que. No G6)
20. The bank has toilet facilities for customer in the branch. (Ref Que. No G7)
21. Yet the bank has not maintained Bio Matrix Facilities. (Ref Que. No G8)
22. CC TV Camera, armed guns force, siren etc are securities facilities for the branch. (Ref Que. No G9)
23. The bank has maintained Emergency Contact No.s registrar which is useful for the customers and the employee also. (Ref Que. No G10)
24. The banks 'Forms / Slips Box' in Branch. (Ref Que. No G11)
25. There is a notice board in the branch for the customer to display the circulars or notice or various schemes. (Ref Que. No G12)
26. There is a suggestion box in the branch. And through this the bank tries to solve the customer's complaint. (Ref Que. No G13,G14)
27. Yet the bank has no 'Cheque Drop Box' facility. (Ref Que. No G15)
28. The bank has maintained phone facility in emergency period for the customers. (Ref Que. No G16)
29. The branch is well equipped with 'FIRST AID BOX'. (Ref Que. No G17)

## **II ] CONCLUSION.**

The current research indicates that the SVC Bank is playing very prominent role & effective role in the co-operative sector bank by serving the customers very well by offering various types of banking service products and schemes. The transformation of traditional banking system to modern banking is adopted by the co-operative bank. The bank has realized the importance of marketing of banking services products. During the research work it is found that no student is accountholder of any type. The bank is duly engaged in offering newest scheme to their valued customers. Even

bank has not stopped only by offering deposit and loan schemes to their valued customers but they have offered the RTGS, ATM and NEFT, Insurance, Mutual Funds, Foreign Exchange services through the adoption of IT application. The bank has been understood the scope, importance of customer relationship management in banking. They are running on wheels of 7 P's of Service Marketing. The continuous awareness regarding latest products, their information, their usage as well as beneficiaries is adopted by the bank. Even this work is not of any single man i.e. Branch Manager. The supported staff is also playing the vital role towards achieving goal of the bank. The continuous periodical product training from time to time on behalf of higher authority i.e. Head office, the good hand and as well as good leadership quality possessed by the Branch Manager and the harmonious relationship between staff member, Branch Manager and the valued customers always leads to success of the bank.

The performance appraisal of the employee, to convince the employees about the new products, consideration of working progress from time to time by the Branch Manager as well as consideration of work, efforts by the Higher authority and motivating them is always leads to achieve the success of the bank by serving the customer better. With it the periodic review of the performance of the employee by the Branch manager from the angle of HRM is always tends to be maintaining the cordial and smooth relationship between the manager and the customers of the bank. While on the other hand, the banking atmosphere like banking layout, ergonomics, the basic amenities in proper manner also influence to attract and retain the new customers for the bank by serving the good products to its valued customers.

#### **TESTING OF HYPOTHESIS :**

I have done my research work as per the objectives and as per the hypothesis. I tried my best level to test the hypothesis with the sample study and statistical data collection. Simple random technique is used for analysis and interpretation of data. The data has been analyzed and interoperated



with the various statistical techniques. These techniques are use for the testing the hypothesis. These statistical tools are classification, tabulation, ratio analysis and comparative analysis.

### **1.HYPOTHESIS NO.1**

Marketing of Bank services & Customer satisfaction are dependent.

Really the customers satisfaction is always depend upon the effectiveness and efficient of customer services. If we serve the customer very well then he may be satisfied otherwise he may be called as a dissatisfied customer one. The satisfied customers are always act as a icon of successful of banking. In first hypothesis the elements or factors like efficiency, speed in working and services, offering of various service products as well as availability of various schemes as well as speed, accuracy in serving the customers has been considered. After considering these elements of banking services and customers satisfaction level it found that it gives the positive results and therefore it is accepted.

### **2.HYPOTHESIS NO.2**

The success of bank marketing is dependent on 7 P's [ i.e. Product, Price, Place, Promotion, People, Process & Physical Evidence.] of service marketing.

In case of 2<sup>nd</sup> hypothesis from the interviews of branch manager it is found that the bank is implementing effectively the 7 P's of marketing of services i.e. product, price, place, promotion, people, process, and physical evidence. In keen, cut throat competition so as to stand in the field of competition now a day has realized the importance of 7P's of marketing of services. The smooth relations as well as effectively weaving the threads among the 7P' are also an important. From the testing of above hypothesis it is found that it gives positive result and because of this the hypothesis is accepted.

### III ] SUGGESTIONS.

The researcher has been suggested suitable suggestions for the current research. They are based upon the facts, information found during the research period or research work. Even they are on the basis of data, facts, information found during the research work and the interview taken of the SVC Branch Manager. They are as follows:

**1. Maintenance of MIS & DBMS :** The bank is free to maintain the MIS (Management Information System) and Data Base Management System for their valued customers. In this regard, the Bank may collect the information, data at ;

- Primary School Level.
- Secondary School Level.
- College Level

So as to create awareness about savings, deposit habits. It is possible through the making contacts, tie up with the various education institutions. Even we can make contact their parents also.

**2. Special Programme for Primary and Secondary School :** So as to create an awareness and the interest regarding bank and banking system- its nature, functions, documentations, working process etc the bank can chalk out special program for Primary and Secondary school students.

**3. Target ' Women' Segment :** Former Finance Minister Mr. P. Chidambaram had said that the women are real investor in their home and they always contributes to the economy in well manner. They are well acquainted with the knowledge of finance management.

So, therefore in this regard the bank can target the women customers. By conducting the survey, the bank can analyze the exact need, requirement as well as expectation from the bank. As they have savings and deposit habits since long period of time bank can also provide necessary guidelines, manager can advice regarding various savings & deposits schemes. It may be beneficial for themselves and also for their children. And automatically this

culture may be cultivated among the family members, their following generations.

**4. Opening of ATMs :** The opening of ATMs at the heart of the city may be easy or effective one of the bank. The ATM well equipped with the displays of various schemes and the pamphlet in display box may be create awareness about the services rendered by the bank.

**5. Spot Promotion :** The 'Spot Promotion' is also one of the best and effective tool for the disseminate the information and making the advertisement and publicity regarding SVC bank service products. For this purpose, the umbrellas may be located at the important place, or weekly market corners. In this regard, the festivals, particular occasions may be choose. The LCD presentation and the pamphlet distribution may be done. By doing this we can collect, gather, store the all the information of the people and the FAQs through which we can solve the problems and create customer for the bank who may be for long period of time by enjoying the service products of the bank. Here we can take help of Degree or Management Education College students.

**6. Grahak Melava :** This concept is also called as Consumer fair. The bank may also conduct the 'Grahak Melava' once in a year. Here the bank can invite new as well as existing customers. By conducting such 'Grahak melava' the bank can disseminate the performance of the bank, the information regarding deposit and savings, loans products, insurance, D-mat, mutual Funds, Foreign Exchange and ECS etc. The record of all the customers should be maintained in well manner so as to take reference to the Branch Manager and also may help the higher authority.