



STUDY OF CUSTOMER SATISFACTION IN COOPERATIVE BANKS IN PUNE DISTRICT

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Abstract

In the The financial area is the foundation of monetary advancement of India. Particularly Urban Co-usable save money with its range to the lower part of the pyramid acquired the certainty of everyday citizens for different their monetary necessities. This study is pointed toward figuring out the contrast between the client fulfillments of Pune area concerning five parts of banking administrations. It incorporates Telephonic Contact, Various financial boundaries, sent explanation, banking official way of behaving and Branch perspectives.

Keywords: Urban Co-operative Banks, Customer Satisfaction, Branch Aspect, Economic Development, Financial Industry.

Introduction

The banking is the need of 60 minutes. According to RBI, the market size of Indian banking is colossal and all around directed. Today, there are 20 public area banks, 22 confidential area banks, 44 unfamiliar banks, 44 local country banks, 1,542 metropolitan helpful banks and 94,384 provincial agreeable banks notwithstanding helpful credit establishments. The accentuation is more on furnishing further developed financial administrations with state of the art

innovation. The financial business is turning out to be increasingly more client driven with reasonable banking alongside an inventive methodology. The Urban Co-usable Banks have become significant feature for the financial manageability of India. These sorts of bank principally giving assistance to the more vulnerable part of the general public as well as different areas like Health, Education, Agriculture, Cottage Industries and Small-Scale Industries.

The requirement for Urban Co-employable Bank and Rural Credit Co-agents was accentuated with the death of first co-usable credit society act in 1904. Further, in 1915, the Maclagan board of trustees proposed a few strategies for co-usable social orders which channelized the development of co-employable social orders. "Anyonya Shakari Mandal", Baroda (Gujarat) was the first metropolitan helpful society framed in Quite a while on fifth February 1889. The Urban Co-employable development gave a superior substitution to control of cash moneylenders. The principal point of such a financial framework is to cater the banking and credit need of center or lower working class which incorporates private companies, craftsman, assembly line laborers or individuals with a restricted pay source. Accordingly, to become effective, it becomes fundamental for metropolitan co-usable social orders to satisfy the need and offer palatable types of assistance to their clients.

1.1. Customer Satisfaction

Consumer loyalty can be characterized as something including worth, quality, and fulfillment. As per Fecikova (2004), esteem is associated with administration offered and sum paid in return, quality alludes to addressing the clients' requirements and assumptions, while fulfillment could be portrayed as associations addressing the necessities or needs of their clients. Since banks work in a believed industry, high fulfillment from

clients is viewed as essential for future endurance and pertinence. Moreover, the significance of a bank model can be exhibited through the consequence of consumer loyalty; it has of late likewise shown the significance of what it means for an association's incomes. Saves money with an elevated degree of consumer loyalty are bound to have expanded benefits contrasted with contenders with lower levels of consumer loyalty.

1.2. Co-operative Bank

A co-usable bank is a monetary substance which has a place with its individuals, who are simultaneously the proprietors and the clients of their bank. It is frequently settled by individuals having a place with a similar nearby or proficient local area having a typical interest. It is framed to advance the upliftment of monetarily more fragile areas of the general public and to safeguard them from the grip of cash moneylenders who give credits at a nonsensically exorbitant loan cost to the penniless. The co-employable design is planned on the standards of participation, shared help, majority rule independent direction and open enrollment. It follows the guideline of 'one investor, one vote' and 'no benefit, no misfortune'.

Cooperatives Banks are enlisted under the Cooperative Societies Act, 1912. These are directed by the Reserve Bank of India and National Bank for Agriculture and Rural Development (NABARD) under the Banking Regulation Act, 1949 and

Banking Laws (Application to Cooperative Societies) Act, 1965.

Helpful banks contrast from business banks on the grounds of association, administration, loan fees, and the extent of working, targets and values.

1.3. Functions of Co-operative Banks

- It furnishes monetary help to individuals with little means and safeguards them from the hooks of cash banks giving credits and different administrations at a higher rate to the detriment of the penniless.
- It oversees and directs partnered social orders.
- Country funding It gives supporting to rustic areas like dairy cattle cultivating, crop cultivating, bring forth, and so on at relatively lower rates.
- Metropolitan supporting it gives funding to limited scope ventures, individual budget, home money, and so forth.
- It assembles assets from its individuals and gives revenue on the contributed capital.

1.4. Types of Co-operative Banks in India

The co-operative banking structure in India is divided into the following 5 categories:

I. Primary Co-operative Credit Society

- The Primary Co-usable Credit Society is a relationship of

borrowers and non-borrowers living in a specific territory.

- The assets of the general public are gotten from the offer capital and stores of individuals and advances from focal co-employable banks.
- Getting is the main component of their functioning capital.
- The getting powers of the individuals along with of the general public are fixed however may contrast from one state to another.
- The advances are given to individuals for the acquisition of steers, grain, composts and pesticides.

II. Central Co-operative Banks

- These are the federations of primary credit societies in a district and are of two types:
 - Those having a participation of essential social orders as it were.
 - Those are having a participation of social orders as well as people.
- The assets of the bank comprise of offer capital, stores, credits and overdrafts from state agreeable banks and joint stocks.
- These banks give money to part social orders inside the

restrictions of the acquiring limit of social orders.

- They likewise direct all the matter of a joint-stock bank.

III. State Co-operative Banks

- The state co-employable bank is a league of focal co-usable bank and goes about as a guard dog of the co-usable financial design in the state.
- It acquires assets from share capital, stores, advances and overdrafts from the Reserve Bank of India.
- The state co-usable banks loan cash to focal co-employable banks and essential social orders and not straightforwardly to the ranchers.

IV. Land Development Banks

- These are coordinated in 3 levels, in particular; state, focal, and essential level with the goal to meet the drawn out credit necessities of the ranchers for formative purposes.
- Public Bank for Agriculture and Rural Development (NABARD) administers Land advancement banks.
- The wellsprings of assets for these banks are the debentures bought in by both Central and State government as these banks doesn't acknowledge stores from the overall population.

V. Urban Co-operative Banks

- It alludes to essential helpful banks situated in metropolitan and semi-metropolitan regions.
- Prior the extent of these banks was limited, which currently has been impressively augmented.
- They give assets and administrations to little borrowers and independent company.

2. Literature Review

Nakhuda Amina I. (2016) in their article on "Elements that Determine Customer Satisfaction in Banking Institutions: Evidence From Indian Banking Industry" characterized that 'Fulfillment is a general client demeanor or conduct towards a specialist co-op, or a profound response towards the distinction between what clients expect and what they get, in regards to the satisfaction of some longing, need or objective.

Anand S.Vijay and Selvaraj M. (2012) in their review named, "Effect of Demographic Variables on Customer Satisfaction in Banking Sector - An Empirical Study" discovered that there is no critical connection between the segment factors and consumer loyalty with the exception of the decision of the bank and the situation with a local location.

Beevi. Tks Fathima A. (2014), in her examination paper, "Consumer loyalty and Perception towards the Services of Co-usable Bank" brought up that, client have

an uplifting perspective towards the administrations delivered by Malappuram Service Co-employable Bank. The creator thought about following boundaries to know fulfillment and discernment regarding the bank - Document conventions, Interest rates borrowed, Convenience to arrive at the bank, Relationship of representatives, Overall administrations, Modern gear/innovation utilized, Time is taken for activities, actual offices of the bank, Employees demeanor and conduct, Bank intrigues in client's tackling issues and Convenience of working hours.

Sharmi Rosybala G., Dr Prabhakar L. (2017) composed an article on, "Consumer loyalty in Imphal Urban Co-employable Bank Ltd, Manipur". The pair thought about Reliability, Empathy, Responsiveness, Assurance and Tangibility as a trait for grasping consumer loyalty. The outcome was nonpartisan towards every one of the perspectives. The creator underlined the requirement for the foundation of an expert connection with client strengthening.

Dr P. Radhakrishnan (2018) in his examination work to be specific, "Consumer loyalty in Cooperative Banks in Comparison with Nationalized Banks with Special Reference to Palakkad District" looked at the consumer loyalty level. The creator reasoned that there is no huge distinction between consumer loyalty angle connected with public and metropolitan agreeable banks despite the fact that these banks are providing food the necessities of

the various fragments of the general public with the changed financial foundation.

Dr. C. Saraswathy and Dr. R.V.Suganya (2018), This essential centered to check the bury connections between the administrations experience Customer's Satisfaction and fix Value and their prompt immediate and aberrant impacts on clients objective results inside the kind of Behavioral Intentions. The review is led through exploratory and illustrative strategy for research. The review makes critical commitments by creating and a proportion of consumer loyalty's Service of banking administrations in Indian setting, by adding to the common discussion by laying out that administrations build which redid sizes of fulfillment level became created and approve depending on the help setting. The review is led with existing clients of financial administrations in Pudukkottai area. The concentrate additionally underscores the significance of Service Value in improving steadfastness related Behavioral Intentions of shoppers. The review focuses to the need for embracing a comprehensive way to deal with overseeing and upgrading Behavioral Intentions for Customer unwaveringness and maintenance by accentuating the outcomes of Customer Satisfaction and fix Value on Behavioral Intentions.

Happy Elizabeth John and Joby Joseph Thoomkuzhy (2018) have

investigated the fulfillment level of the clients who are profiting administrations from the bank and breaking down the administrations quality elements of the Pathanamthitta District Co-usable banks. It additionally targets creating techniques to support the norm of administrations and furthermore to recommend elective approaches to further developing client solace. There are many variables controlling their fulfillment level. Since individuals inside the region are mostly gotten comfortable country regions, this study becomes huge. Essential information were gotten from the buyers of around six parts of the Pathanamthitta District Co-usable Bank, visiting their homes and subsequently the shops. The review reasons that individuals under the low-pay class are the main help takers of the co-employable banks. But they're glad for the help rates; they're disappointed with the bank in refreshing them with the information on new administrations.

3. Research Methodology

Research philosophy is a system for gathering a wide range of data and information relating to the subject being referred to. The goal is to analyze every one of the issues in question and lead situational examination. The technique incorporates the general exploration configuration, testing strategy and hands on work done and at last the examination system. The procedure utilized in the review predictable of test study utilizing both essential and

optional information. The inquiries contained in the meeting plan were primarily dichotomous inquiries and five point Like scale questions. Auxiliary information have been gathered from books, diaries, papers, periodicals, reports, and web. Measurements devices utilized in this study is basic rate examination and weighted normal examination.

3.1. Research Design: Research configuration is the blue print for exact exploration work that directs the specialist in a logical manner towards the accomplishment of the goals. Review strategy has upheld the scientist to find the degree of fulfillment about helpful bank, fulfillment towards the administrations presented by the co-usable bank, relationship of representatives towards client and attention to agreeable banking among the clients.

3.2. Sample Technique: Testing procedure is basic in each logical review. Subsequently, chose to gather the information through Simple Random Sampling Technique.

3.3. Sample: A Sample of 100 clients both male and female drawn from neighboring territory have offer back the properly topped off poll .Respondents have been taken as the example size. Devices for gathering information: An

exploration instrument assumes a significant part in any beneficial examination as it is the sole calculate deciding the sound information and in coming to consummate end results about the issue or concentrate close by, which at last, helps in giving reasonable medicinal measures to the issue concerned.

4. Data Analysis

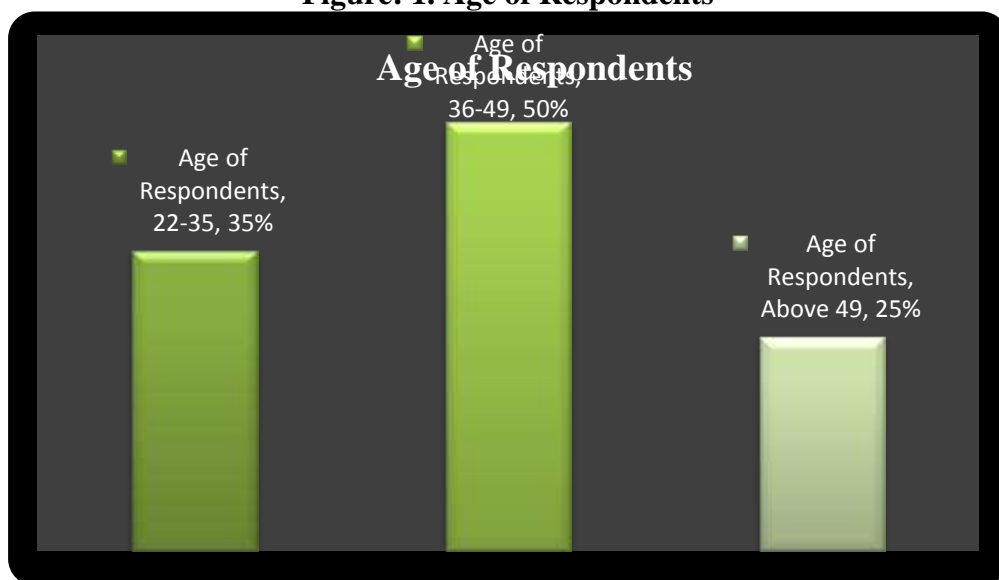
The Result Analysis comprises of a study directed with the assistance of surveys. The survey was filled by 100 people of various age bunches who are client of these co-usable banks.

➤ **Age of the Respondents**

Table: 1. Age of Respondents

| | Frequency | Percentage |
|----------|-----------|------------|
| 22-35 | 35 | 35% |
| 36-49 | 50 | 50% |
| Above 49 | 25 | 25% |

Figure: 1. Age of Respondents



As per the above table 35% of respondents are belonged to 22-35 years group. 50% of respondents are belonged to 36-49 years.

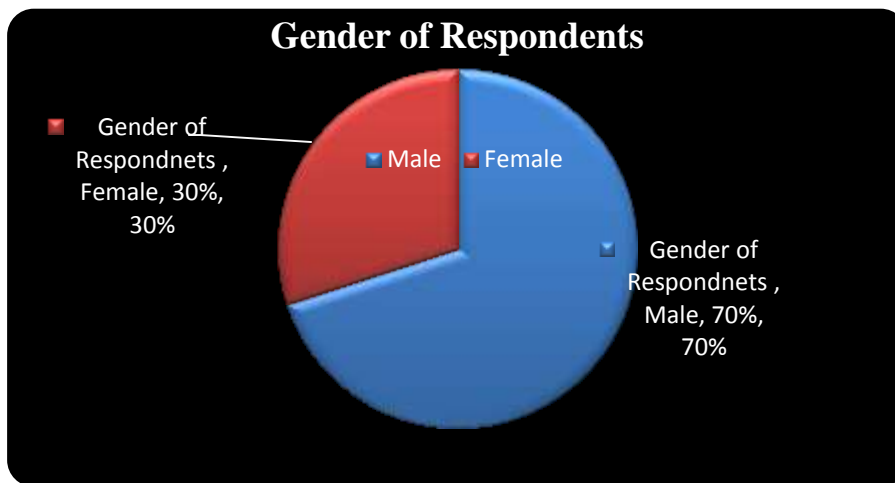
25% of respondents are belonged to above 49 years Group.

Table: 2. Genders of Respondents

| | Frequency | Percentage |
|------|-----------|------------|
| Male | 70 | 70% |

| | | |
|--------|----|-----|
| Female | 30 | 30% |
|--------|----|-----|

Figure: 2. Gender of Respondents



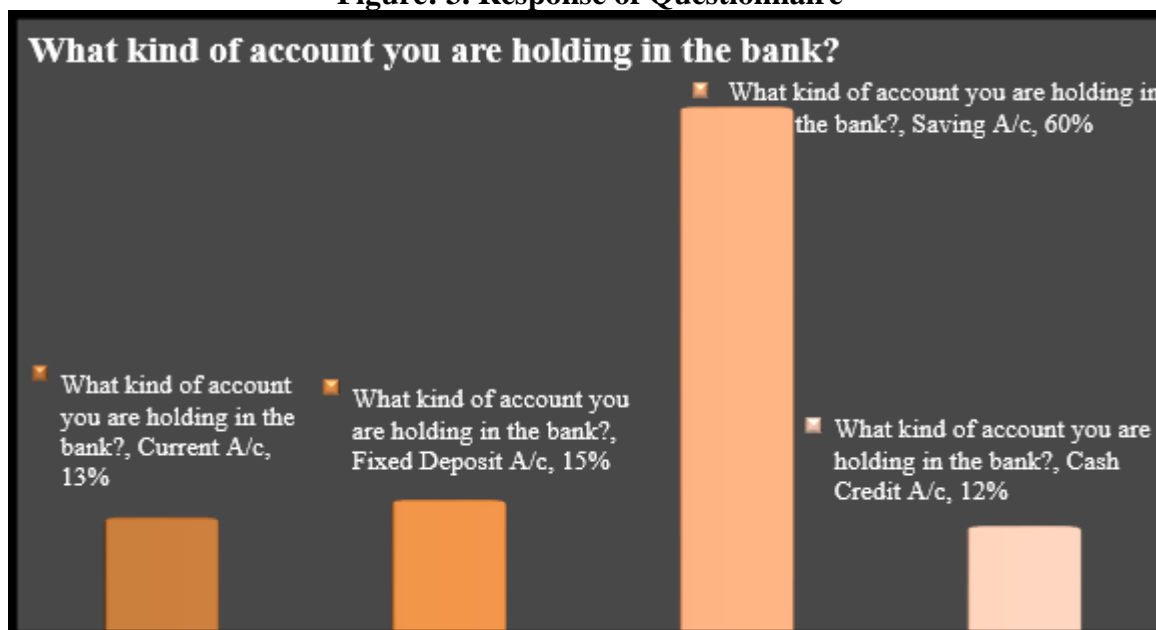
As per above table 70% of respondents are Male and rest 30% of respondents are Female.

| | F | % |
|-------------------|----|-----|
| Current A/c | 13 | 13% |
| Fixed Deposit A/c | 15 | 15% |
| Saving A/c | 60 | 60% |
| Cash Credit A/c | 12 | 12% |

1. What kind of account you are holding in the bank?

Table: 3. Response of Questionnaire

Figure: 3. Response of Questionnaire



Hence we can say that after seeing pie diagram of type of account holding , 60% are having saving account , 15% having fixed deposit account, 13% having a current account and very less % of respondents having cash credit account.

Table: 4. Response of Questionnaire

| | F | % |
|----------------|----|-----|
| ATM | 45 | 45% |
| Net Banking | 30 | 30% |
| Mobile Banking | 15 | 15% |
| Others | 10 | 10% |

2. Have you opted for the below mentioned services?

Figure: 4. Response of Questionnaire



45% of the respondents have opted the ATM service and rest have opted different

5. Conclusion

Co-usable banks are habitually framed by people having a place with a similar nearby or proficient local area or sharing a typical premium and give a large number of banking and monetary administrations like credits, stores, banking accounts and so forth to the individuals. The banks were directed many examinations to comprehend how their items and administrations met or surpass client assumptions for the enhancements of execution or nature of administration. This study showed the positive assessment toward the assistance of bank and the way of behaving of representatives for delivering administrations. In any case, contrasted with other private and public banks, co-employable banks smidgen more

services of the bank shown above in the pie diagram.

unfortunate in the reception of innovation and current hardware. Progressively the co-usable banks will take on more and present day advances for confronting rivalry and make their administrations more subjective one.

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