A Study On Customer Preference And Satisfaction Of Credit Card From Axis Bank With Special Reference To Coimbatore City

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ABSTRACT:

The Indian banking sector has witnessed a tremendous transformation in recent years, particularly in the retail banking space. Credit cards have emerged as a vital financial tool for consumers, offering flexibility and convenience in transactions. This study aims to explore the customer preferences and satisfaction levels concerning credit cards offered by Axis Bank, with a specific focus on Coimbatore city.The objective of this study is to understand the key factors influencing customer preference towards Axis Bank credit cards and to evaluate the satisfaction levels regarding various aspects such as credit limit, interest rates, customer service, reward points, and digital support. The research is based on both primary and secondary data. Primary data was collected through structured questionnaires distributed to Axis Bank credit card holders in Coimbatore, while secondary data was gathered from journals, reports, and online resources.

Keywords: Customer Preference, Customer Satisfaction, Credit Card, Axis Bank, Banking Services, Consumer Behavior.

INTRODUCTION:

In the modern banking landscape, credit cards have emerged as one of the most essential financial instruments for both individuals and businesses. With increasing consumerism and evolving financial needs, credit cards offer convenience, financial flexibility, and a wide array of benefits that make them highly attractive to customers. Among the leading private sector banks in India, Axis Bank has positioned itself as a key player in the credit card market, offering a variety of card options tailored to diverse customer segments.

This study aims to explore and analyze customer preferences and satisfaction levels with respect to Axis Bank credit cards in Coimbatore city. Coimbatore, being one of the major commercial and industrial hubs of Tamil Nadu, provides a suitable

demographic for understanding consumer behavior related to financial products such as credit cards.

OBJECTIVE:

● To understand the factory of influencing customer preference for axis Bank credit in coimbatore city.
● To evaluate the level of customer satisfaction with various features axis Bank credit card such a reward points, interested rate, Credit limit, annual fees and customer support.
● To analyse usage patterns and spending behaviour of Axis Bank credit card holder.
● To identify the expectations and suggestions of customer for improving credit card service.

SCOPE OF STUDY:

The scope of this study is limited to analyzing customer preference and satisfaction regarding credit card services offered by Axis Bank, with special reference to Coimbatore city. The study focuses on understanding the key factors that influence customers in Coimbatore when choosing Axis Bank credit cards,

such as features, benefits, charges, customer service, and ease of use. It also aims to assess the level of satisfaction among existing credit card holders with respect to various service aspects like reward programs, billing transparency, credit limits, mobile banking integration, and grievance handling.

LIMITATIONS OF STUDY:

● The study is confined to Coimbatore city only. Hence, the findings may not be applicable to customers in other regions.

● Due to time and resource constraints, the sample size was limited, which may not represent the entire population of Axis Bank credit card holders in Coimbator.

● The study relies on data collected through questionnaires, and responses may be subject to personal bias, misunderstanding of questions, or social desirability.

STATMENT OF PROBLEM :

In today's competitive banking environment, customer satisfaction and preference play a crucial role in the success of credit card services.

With a wide range of credit cards available in the market, customers are presented with numerous choices based on features such as reward points, annual fees, interest rates, credit limits, and customer service. Axis Bank, being one of the leading private sector banks in India, offers various credit card products tailored to different customer segments.

RESEARCH METHODOLOGY :

Research methodology is a systematic plan for conducting research. This section outlines the procedures and techniques used for collecting, analyzing, and interpreting data related to customer preferences and satisfaction with Axis Bank credit cards in Coimbatore city.

METHOD OF COLLECTION :

This data which is collected for the research is

Primary data:the primary data is collected from information from the original source rather than existing data Through questionnaires.

Secondary data: the secondary data is information that has already been collected from existing source such as Websites existing research.

AREA OF STUDY: the study is conducted in coimbatore city.

SAMPLE SIZE: the study is 70 TOOLS USED FOR THE ANALYSIS:

[1]the tools for data analysing are simple percentage and chi-square test.

SIMPLE PERCENTAGE: A simple percentage help to analyze the proportion of a specific value relative to a total, which make it easier to interpret and compare different Sets of data.

CHI-SQUARE: A chi-square test is s statistical methods use to compare the observed value with the expected value.

Ho(Null hypothesis)= there is a no significant relationship between the independent and tha dependent variable.

H1(alternative hypothesis)= there is a relationship between the dependent and the dependent variable.

Chi-square analysis formula: $X2=\{(Oi-Ei)/2Ei$

Degree of freedom $= (r-1)*(C-1)$

REVIEW OF LITERATURE:

1. Parasuraman et al. (1988) — SERVQUAL Model. This study introduced the SERVQUAL model, which outlines five dimensions of service quality: tangibility, reliability,

responsiveness, assurance, and empathy. These factors are crucial in determining customer satisfaction in banking services, including credit card offerings.

2.   Kotler & Keller (2006) – Marketing Management.   Kotler   emphasized

3.   Chakrabarty (2006) — Performance of Credit Cards in Indian Banks. The study analyzed the performance of various banks in   issuing   credit   cards   and   highlighted   customer dissatisfaction with kohidden charges, poor grievance redressal mechanisms, and lack of transparency.

that customer satisfaction is directly influenced by perceived value. For credit card services, benefits such as reward points, interest rates, customer service, and ease of access play a significant role in determining customer preference.

INTERPRETATION AND ANALYSIS:

Table 1: table showing the demographic profile of the respondents

S.No	Demographic		No of respondents	Percentage
1	Age	20-26	10	16.6
		27-29	25	42
		30-35	15	25
		Above 35	10	16.6
2	Gender	Male	35	58

		Female	25	42
3	Education	School	Nill	Nill
		Under graduate	20	33.4
		Post graduate	30	50
		Others	15	25
4	Occupation	Employee	32	53.3
		Business	20	33.4
		Self employee	5	8.3
		Others	10	16.6
5	Annual income	20000	28	47
		30000	18	39
		35000	10	16.6
		Above 40000	4	6.6
6	Usage of credit card	Daily	Nill	Nill
		2-3 days	10	16.6
		Once a week	20	33.4
		Monthly	30	50

Interpretation:

Table 1 clearly shows tha demographic profile sample respondents. Mejority of them are at the age of 27-28 year. Mejority of them are male. Majority of the respondents are post graduate. Maximum of them employees.maximum of them credit card from usage of once in a week.

Table 2:

Variable	Degree of freedom	Calculate the value	Table of value	Accepted/rejected
Monthly income and tha type of schemes preferred	6	12.59	24.0	Accepted

Result:

The calculated tha value (12.59) is less than the table value (24.0). There is the significant relationship **Table 3:** between the monthly income of used in credit card from axis Bank.

Variable	Degree of freedom	Calculate the value	Table of value	Accepted/rejected
Gender and the overall satisfaction of the respondents	8	11.64	15.50	Accepted

Result:

The calculated tha value (11.64) is less than the table value (15.50).Here, there is significant relationship between tha gender and

tha overall satisfaction of respondents.

FINDING:

Sample percentage:

1. Majority (42) of the respondents are 27-29 year old.

2. Majority (58) of the respondents are male.

3. Majority (50) of the respondents are post graduate.

4. maximum (53.3) of the respondents are from employees.

5. majority(47) of the respondents are income are 20000.

6. Maximum (50) of the respondents are used of credit card monthly.

7. majority (53.3) of the respondents are used in current account.

8. Maximum (33.4) of the respondents are primarily used in travel booking.

9. majority (34.5) of the respondents are pay the online bills in Mobil banking app.

10. maximum (47) of respondents are opening an account in quick service.

11. majority (50) of respondents are like the most in axis Bank credit card in customer service.

12. maximum (39) of respondents are interested free period for axis Bank credit card in 30 days.

13. maximum (47) of respondents are billing cycle for axis Bank credit card in monthly.

14. majority (53.3) of respondents are long have been customer of axis Bank in 1-2 years.

15. maximum (47) of respondents are late payment fees on axis Bank credit card in 500.

16. majority (63.3) of respondents are satisfied with overall service in axis Bank credit card in satisfied.

17. maximum (59) of respondents are rate the Response of axis Bank credit card in good.

18. Majority (69.3) of respondents are like and recommend tha axis Bank credit card in yes.

SUGGESTIONS;

Based on the findings of the study on customer preference and satisfaction regarding Axis Bank credit cards in Coimbatore city, a few important suggestions are put forward. Axis Bank should focus on enhancing customer awareness about the various features and benefits of their credit cards through effective promotional campaigns. The bank should also work towards improving transparency in billing procedures and minimizing hidden charges to build greater trust among customers. Providing personalized rewards and offers based on customer spending behavior can significantly boost satisfaction and loyalty.

CONCLUSION:

The present study was undertaken to understand customer preference and satisfaction towards credit cards offered by Axis Bank, specifically in Coimbatore City. Through detailed analysis of customer responses, it is evident that Axis Bank has established a strong presence in the credit card market by offering a range of products tailored to different customer needs..Overall, it can be concluded that Axis Bank credit cards are well-received in Coimbatore City, and the bank enjoys a positive image among its cardholders. Continuous innovation in product offerings, transparency in charges, and superior after-sales service are key to maintaining and expanding its customer base in a competitive market.

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