



Data Analysis and Interpretation of SBI, HDFC, BDCC Bank Marketing Services with Special Reference to Bagalkot District

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Abstract: It was difficult to compare the three most active banks in Bagalkot District's public, private, and cooperative sectors. The three banks being investigated are public, private, and cooperative. It's important to note that each of the banks is a pioneer in its area. HDFC Bank is the market leader in home loans, while SBI Bank is the market leader in retail banking and BDCC Bank is the market leader in small finance.

Index Terms - E banking, technology, internet, services, marketing, sbi, hdfc, bdcc

1.1 INTRODUCTION:

It was difficult to compare the three most active banks in Bagalkot District's public, private, and cooperative sectors. The three banks being investigated are public, private, and cooperative. It's important to note that each of the banks is a pioneer in its area. HDFC Bank is the market leader in home loans, while SBI Bank is the market leader in retail banking and BDCC Bank is the market leader in small finance.

In banking, the space for innovation of banking products is very small. The Banks began to introduce creative services to their goods due to strong competitiveness, in order to distinguish them from their rivals. It was a difficult task to develop new products, particularly if the environment is controlled. While product creation or invention of the financial product needs very little or no additional investment, no brand would be able, as it can be replicated instantly, to assert a single selling proposal long enough.

1.2 OBJECTIVES OF THE STUDY:

The research is being carried out in order to achieve the following essential goal:

1. To investigate the scope of the problems and concerns that arises in the selling of services in general, as well as the marketing of banking services in particular.
2. To investigate SBI, BDCC Bank, and HDFC Bank's creative, dynamic, and competitive banking services.
3. To identify customer satisfaction, research compares SBI, BDCC Bank, and HDFC Bank.
4. To highlight the issues with SBI, BDCC Bank, and HDFC Bank's marketing of banking services.

1.3 RESEARCH METHODOLOGY:

A systematic approach to solving a problem is known as research methodology. It is a science that studies how research should be conducted. Analysis methodology is essentially the procedures by which researchers go about their work of identifying, explaining, and predicting phenomena. It can also be described as the analysis of methods for gaining information. Its aim is to include a research work plan.

Through the compilation of both primary and secondary data, an honest attempt was made to concentrate on the goals at hand. Primary data was gathered primarily to obtain factual responses from policymakers and marketing staff at the banks under investigation, which aided in the development of a thorough analysis of the issue. Primary data was gathered from the offices of SBI, BDCC Bank, and HDFC Bank, as well as libraries, journals, newspapers, and previous related studies. Various studies issued by the Reserve Bank of India (RBI) on banking have been considered in order to comprehend the problems with banks' marketing of services. Along with a standardized questionnaire, personal interviews were conducted with customers of the above two banks to better understand their satisfaction. The following methods and in the following order is used to develop and build the conceptual structure for studying the marketing of banking services and customer satisfaction at SBI, BDCC Bank, and HDFC:

Field experiments were performed at two levels to complement and endorse the results that arose during the study of secondary data: At the first step, 300 customers were interviewed about the banks under consideration and their services. (SBI 100, BDCC Bank 100, and HDFC Bank 100). At level two, information about reasons for dissatisfaction, creative nature of services, satisfaction, and so on was gathered using standardized and pre-tested schedules. A pilot study with a sample of 20 customers from each bank was performed prior to the start of the survey of the customers to identify any missing holes in the questionnaire, and after considering the responses from the pilot study, adjustments and modifications were made to remove any uncertainty and ambiguity in the questionnaires.

Since the study focuses on SBI, BDCC Bank, and HDFC Bank's marketing, it was important to obtain the views of marketing personnel who sell banking services to customers and are in direct contact with them. Around 150 Marketing Executives, Marketing Managers, and Direct Sales Associates from each bank were contacted to discuss the marketing of banking services, challenges they encountered in marketing, and consumer reactions to their banks, among other topics. Each bank was given 150 questionnaires to complete for their answers, with 100 completed questionnaires received with complete responses and opinions from each bank. The schedules were pre-tested with 15 marketing personnel from SBI and BDCC Bank and 20 marketing personnel from HDFC Bank before the survey. As a result, the modifications were integrated into the final schedule. Data was gathered from marketing workers about the different marketing methods used by banks, the creative quality of bank products, and so on.

1.4 Data Analysis and Interpretation:

1.4.1 Comparison of SBI Bank, HDFC Bank and BDCC Bank on Basic Features:

Comparison of SBI Bank, HDFC Bank and BDCC Bank On Basic Features				
S.No	Particulars	SBI	HDFC	BDCC
1	Date of Commencement	1806	1994	2003
2	Share Capital (As on 2020)	250167	175810	140
3	No of Branches	22141	5608	47
4	No of ATM	58555	2902	28
5	Revenue (As on 2020)	368010	147068	5

(Table 1.4.1)

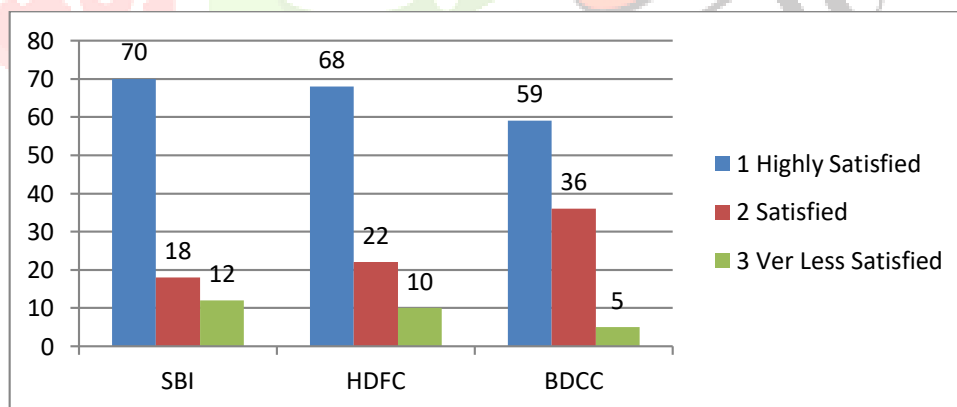
(Source: Money Control Portal and BDCC Official Portal)

The above table shows that SBI is Market leader in Public Sector Banking, it has started its commencement in the year 1806, where as Private Sector Bank HDFC has started its operations in the year of 1994 and another Cooperative Sector leading bank of Bagalkot District, BDCC Bank has commenced its operations in the year of 2003. SBI has recorded Rs 2, 50,167 Cores Total Share Capital and HDFC recorded Rs 1, 75,810 Cores Total Share Capital in its books of accounts, where among the competitions of Public and Private Sector Banks, Cooperative Sector is performing well in its own limit, Bagalkot’s leading Cooperative BDCC Bank has recorded Rs 140 Cores Total Share Capital in its Financial Statements as March 2020. In terms of Number of Branches operated by Banks among comparison of research study SBI Bank has recorded highest number of Branches with no of 22,141 Branches, where as HDFC Bank has 5,608 Branches in terms of its operation till the year of 2020. On the par in Bagalkot District BDCC Bank has recorded 47 Branches on its account. From Customer Service Point of view when research has studied Number of ATM’s SBI is the pioneer in ATM’s also it has recorded 58,555 and HDFC bank recorded 2,902 ATM’s across the country and where as BDCC Bank recorded 28 ATM’s in Bagalkot Districts. SBI Total Revenue in the year 2020 as per its financial statements recorded is Rs 3, 68,010 Cores where as HDFC Bank has recorded Rs 1, 47,068 Cores Total Revenue and on the other hand BDCC Bank has recorded Rs 5 Cores Total Revenue. The five factors that determine a bank's service quality are courteous and professional workers, ease of opening an account, and transaction time. How creative are the bank's products? How creative are banks when it comes to offering new products to their customers? Finally, how quickly does the bank react to customer complaints? Existing customers of SBI Bank, HDFC Bank, and BDCC Bank were asked to evaluate their bank's services based on three criteria: innovative, efficient, and dynamic. Some customers have also contrasted the services of SBI Bank, HDFC Bank, and BDCC Bank with those of other public, private, and cooperative sector banks with which they had or currently have accounts. The researcher compared SBI Bank, HDFC Bank, and BDCC Bank on the basis of various criteria that have led to the performance of these banks.

1.4.2 Comparison of Innovative Services of SBI, HDFC and BDCC Bank:

Comparison of Innovative Services of SBI, HDFC and BDCC Bank				
S.No	Responses	SBI	HDFC	BDCC
1	Highly Satisfied	70	68	59
2	Satisfied	18	22	36
3	Very Less Satisfied	12	10	5

(Table 1.4.2)



(Graph 1.4.2)

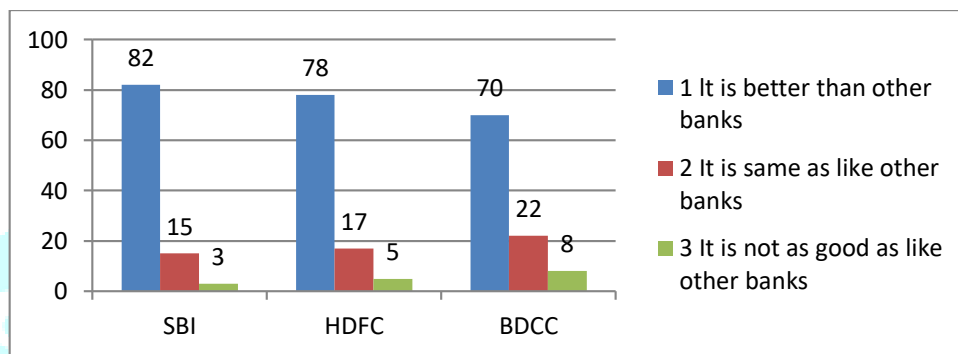
Every aspect was considered when comparing the three most prominent public, private and cooperative sector banks in Bagalkot District. Both of these banks were compared on the basis of their creative business practices. In comparison to cooperative sector banks, public and private sector banks in India have been following a better strategy of creative banking in their business operations. In the areas of deposit mobilization, credit deployment, and overall bank management, creative banking entails the use of new strategies, processes, and schemes. Indian banks have launched a variety of appealing savings schemes to draw further deposits, including education deposit plans, perpetual pension plans, retirement schemes, and loan-linked recurring deposit schemes.

As shown in the table and graph, SBI Bank's services are considered innovative and highly satisfied by 70% of customers, while HDFC Bank's services are considered very highly satisfied and innovative by 68 percent of customers, and BDCC Bank's services are considered very highly satisfied and innovative by 59 percent of customers. SBI Bank has 12% of customers who believe its services are not very innovative, HDFC Bank has 10% of customers who believe its services are not very innovative, and BDCC Bank has 5% of customers who believe its services are not very innovative. From the above review it is clear that the SBI Bank has the best position as regards creative services compared to HDFC and BDCC.

1.4.3 Comparison of Banks in terms of Customer Satisfaction:

Comparison of Banks in terms of Customer Satisfaction				
S.No	Responses	SBI	HDFC	BDCC
1	It is better than other banks	82	78	70
2	It is same as like other banks	15	17	22
3	It is not as good as like other banks	3	5	8

(Table 1.4.3)



(Graph 1.4.3)

SBI Bank, HDFC Bank and BDCC Bank compare most influential and profitable government, private and cooperative banks. The distinction must be made in accordance with all aspects and not just on the basis of customer satisfaction. Consumer satisfaction based on quality of service, contact to customers, employee satisfaction in work with banks, the opinions of marketers about products and promotions carried out by banks, customer profile, statistical assessment of results have all been included. Various banks in the public sector, private sector banks and cooperative banks exist. It has been found that, as regards fees, facilities and time for transactions, users usually compare a public, a private and cooperative sector banks with other public sectors, a private and cooperative industry banks. Table and graph show that SBI Bank is favored by the majority of respondents. In the context of their direct interactions with bank clients, the respondents were requested to compare SBI Bank, HDFC Bank and BDCC Bank with other public, private and cooperative banks.

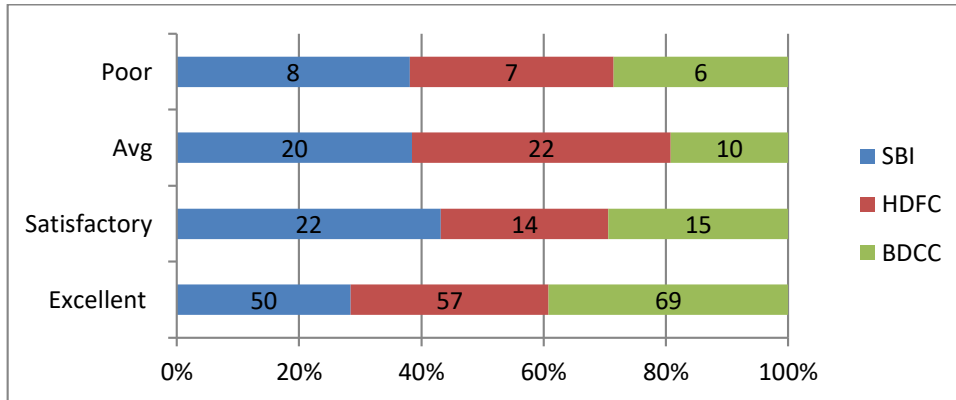
SBI Bank's customers believe that its offerings are better than other public sector banks, with 82 percent believing that SBI Bank is better than other public sector banks. HDFC Bank's customers believe that its offerings are better than other private sector banks, with 78 percent believing that HDFC Bank is better than other private sector banks. 70% of BDCC Cooperative Bank respondents believe that its services are superior to those of other cooperative sector banks, implying that BDCC Bank is superior to other cooperative sector banks in Bagalkot District. SBI Bank is perceived by 15% of respondents to be similar to other public sector banks. Just 3% of those polled believe SBI Bank is not as good as other public sector banks. HDFC Bank is similar to other private sector banks, according to 17% of respondents. Just 5% of those polled believe HDFC Bank is not as good as other private sector banks. According to 22% of respondents, BDCC Bank is the same as other cooperative sector banks. Just 8% of respondents believe BDCC Bank is as strong as other cooperative sector banks in the Bagalkot District.

Customer complaints, marketing of services, service costs, transaction time, and other factors were used to equate all three banks to other public, private, and cooperative banks.

1.4.4 Customer Awareness about Changes in Service Charges by SBI, HDFC and BDCC Bank:

Customer Awareness about Changes in Service Charges by SBI, HDFC and BDCC Bank				
S.No	Responses	SBI	HDFC	BDCC
1	Excellent	50	57	69
2	Satisfactory	22	14	15
3	Avg	20	22	10
4	Poor	8	7	6

(Table 1.4.4)



(Graph 1.4.4)

The researcher also attempted to find out clients' reactions to improvements in service charges. These answers are seen in the table above and in the graph above. The aim of the survey is also to determine customer satisfaction. They were asked to rate the SBI Bank in terms of providing information to its customers about increases in service charges from a marketing standpoint. 50% thought it was excellent, 22% thought it was satisfactory, 20% thought it was average, and 8% thought it was poor. Hence, most of its customers felt that SBI intimates its customers about their services charges changes in timely manner.

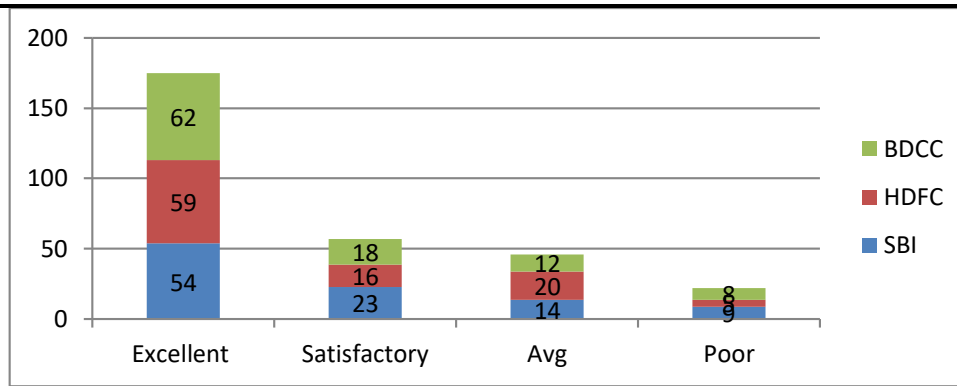
The survey's aim is to assess consumer satisfaction as well. From a marketing standpoint, they were asked to rate the HDFC Bank in terms of providing information to its customers about changes in service charges. It was rated as excellent by 57 percent of respondents, satisfactory by 14 percent, average by 22 percent, and bad by 7 percent. As a result, the majority of its customers believe that HDFC notifies them of improvements to their service charges in a timely manner. The survey's aim is to assess consumer satisfaction as well. From a marketing standpoint, they were asked to rate the BDCC Bank in terms of providing information to its customers about rises in service charges. 69 percent thought it was outstanding, 15% thought it was satisfactory, 10% thought it was decent, and 6% thought it was terrible. As a result, the majority of its customers believe that BDCC notifies them of any adjustments to their service charges in a timely manner.

When compared to public and private sector banks, it has also been proven that, despite being in the cooperative sector, BDCC Bank is the pioneer in providing information to its customers about increases in service charges.

1.4.5 Customer Awareness about Changes in Interest Rate by SBI, HDFC and BDCC Bank:

Customer Awareness about Changes in Interest Rate by SBI, HDFC and BDCC Bank				
S.No	Responses	SBI	HDFC	BDCC
1	Excellent	54	59	62
2	Satisfactory	23	16	18
3	Avg	14	20	12
4	Poor	9	5	8

(Table 1.4.5)



(Graph 1.4.5)

Similarly, the researcher sought to learn about consumers' reactions to interest rate increases, which are presented in the table and graph below. When the researcher asked SBI Bank customers about their knowledge of interest rate changes created by the bank, 54% said it was outstanding, 23% said it was satisfactory, 14% said it was average, and 9% said it was bad.

When the researcher questioned HDFC Bank customers about their knowledge of interest rate adjustments caused by the bank, 59% said it was outstanding, 16% said it was satisfactory, 20% said it was average, and 5% said it was bad. When the researcher questioned BDCC Bank customers about their knowledge of interest rate changes caused by the bank, 62% said it was outstanding, 18% said it was satisfactory, 13% said it was average, and 8% said it was bad.

It has also been shown that, despite being in the cooperative sector, BDCC Bank is the leader in providing information to its customers about interest rate changes as compared to public and private sector banks.

1.12 CONCLUSION:

Banks are now open to the average person, and their operations have expanded to previously untapped areas. They have emerged to fulfill national obligations in addition to their conventional business roles. The recent advancements in banking technology and the expansion of the country's telecommunication network have created an ideal platform for expanding banking outposts to remote locations without the need to open bank branches. The advancements in communication and e-commerce have resulted in a variety of marketing strategies and attitudes. However, one of them is particularly important, as it happened in the banking sector's marketing. Both the consumer and the bank place a high value on marketing services today. Bank customers usually find the prices charged by these banks for their services to be unattractive. In addition, as opposed to the earning yield in other sectors of the economy, depositors consider the interest paid on deposits to be very poor and unappealing. Inadequate pricing tends to deter customers from visiting the bank, resulting in lower sales volume for the bank. SBI, HDFC, and BDCC Banks should always keep their customers in mind while developing strategies in order to improve customer satisfaction in areas such as interest rate charging, service costs, and customer handling, among several other things.

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