



## A STUDY ON ANALYSIS OF CUSTOMER'S SATISFACTON TOWARDS CREDIT CARD SERVICE PROVIDED BY STATE BANKOF INDIA IN MADURAI CITY.

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### ABSTRACT:

The purpose of this study is to analyze customer satisfaction towards credit card services provided by State Bank of India (SBI) in Madurai city. To identify the reasons for using credit cards in Madurai city. A survey-based research design was employed, The Convenience Sampling design is used and a sample of 50 credit card holders were selected. Hence most of them were started using the credit card due to lockdown period in corona. During that time many of them faces budget money problem and have no balances on bank account due to late credit of salary. Credit Card holder face Another Problems of annual fees is too high. The data collected through a structured questionnaire was analyzed using descriptive statistics and inferential statistics. The majority of the respondents were purchased the credit card for the reason of no bank balance. The study also identified significant relationships between demographic factors and customer satisfaction. The annual fees is too high. So the immediate need is to take more effective measures so as to make Credit Card attractive.

### KEYWORDS:

**CUSTOMER SATISFACTION, CREDIT CARD SERVICES, SURVEY BASED RESEARCH, STATE BANK OF INDIA, MADURAI CITY.**

### INTRODUCTION:

In this paper I studied about the customer's satisfaction on credit card service provided by State Bank of India in Madurai city. The State Bank of India (SBI) launched its first credit card in New Delhi in October 1998. It was a joint venture between SBI and GE capital. In 2020, State Bank of India (SBI) card become the first pure play Credit Card Company to list on the stock exchanges in India.

Hence most of them were started using the credit card due to lockdown period in corona. During that time many of them faces budget money problem and have no balances on bank account due to late credit of salary. So the credit card helped them a lot to afford the daily expenses and also for the basic necessary needs. And also many of them uses credit card for bulk payments and also enjoy many of the credit card benefits. Since many bank offers many credit card offers over the users according to the card usage most of the users uses the credit cards regularly.

Credit cards are fundamentally different from the other payment methods in that they involve extending credit rather than drawing on an existing store of funds. Banks in conjunction with credit card associations such as Visa and

Master card, issue general-purpose credit cards. The bank that issues the card is liable and thus merchants are paid if the cardholders default. If the issuing bank fails, the credit card association guarantees payment to merchants with outstanding transactions and then has a creditor's claim on failed banks.

### STATEMENT OF PROBLEMS:

Now a days, the majority of people using a credit card because of easy buying of cash less transaction of both offline and online mode. But at the same time the customers face the risk of financial frauds. Credit card declined while in a purchasing or in a restaurant with family. Credit Card holder face Another Problems of annual fees is too high. These problem changes a card holder to apply a various bank credit card. This project is made to find out the level of satisfaction of credit card users particularly in State Bank of India. We also study about the need why they started to use credit cards and also the credit cards facilities of the State Bank of India.

### OBJECTIVES OF THE STUDY:

1. To identify the reasons for using credit cards in Madurai city.

2. To know challenges encounter by the credit cardholders in Madurai city.
3. To study about the benefits of credit cards.
4. To analysis the factor influencing to select the credit card.
5. To study about the customers satisfaction on credit card services provided by State Bank of India.

**RESEARCH METHODOLOGY:**

The methodology used to get information about the customers satisfaction towards the credit card service provided by State Bank of India in Madurai city. The questionnaire is designed and distributed via Google form. A sample of people who responded to a questionnaire on general question like age, gender, occupation, qualification and so on.

**SAMPLE DESIGN:**

The Convenience Sampling design is used. Convenience sampling is a non-probability sampling method where samples are ease of access.

**SAMPLE SIZE:**

The respondents of the sample size is 50.

**METHOD AND SOURCE OF THE DATA COLLECTION:**

**PRIMARY DATA:**

It is the original data collected from the respondents. The primary data needed for this study because the primary data is collected from the sample customers through structured questionnaire schedule.

**SECONDARY DATA:**

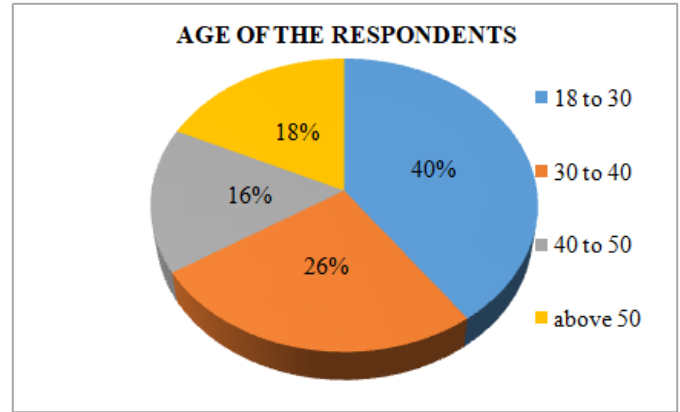
The secondary data needed for a study because the secondary data is collected from various magazines, articles published in newspapers and surfing through the network.

**DATA ANALYSIS AND INTERPRETATION:**

**TABLE 1:**

**TABLE AND FIGURE SHOWS THE DATA OF THE RESPONDENTS AGE OF CUSTOMER SATISFACTION ON CREDIT CARD SERVICE**

Particulars	No. of Respondent	No. of Respondent in Percentage
18 to 30	20	40%
30 to 40	13	26%
40 to 50	8	16%
above 50	9	18%
Total	50	100%



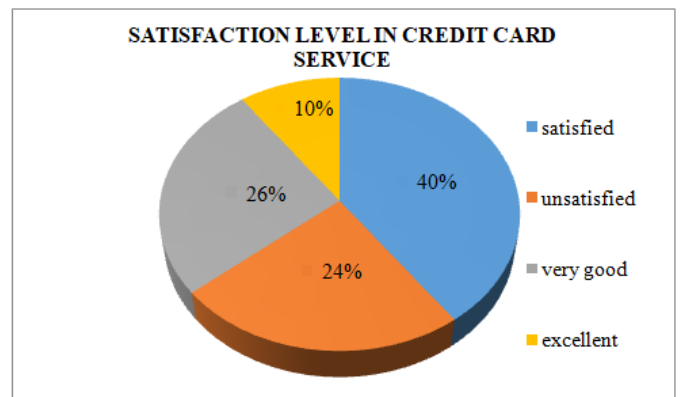
**INTERPRETATION:**

The above table 1 Indicates 40% of the respondents were using the credit card between the age of 18 to 30, 26% of respondents were using the credit card between the age of 30 to 40, and 16% of the respondents were using the credit card between the age of 40 to 50, and the 18% of the respondents were using the credit card above the age 50.

**TABLE 2:**

**TABLE AND FIGURE SHOWS THE DATA OF THE RESPONDENTS SATISFACTION LEVEL ON CREDIT CARD SERVICE**

Particulars	No. of Respondent	No. of Respondent in Percentage
Satisfied	20	40%
Unsatisfied	12	24%
Very Good	13	26%
Excellent	5	10%
Total	50	100%



**INTERPRETATION:**

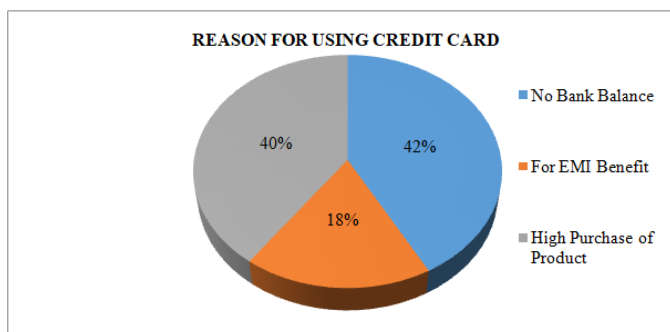
The above table 2 Indicates 40% of the respondents were satisfied on using credit card service, and 24% of the respondents were unsatisfied on using credit card service, 26% of the respondents were says very good on using credit card service and 10 % of the respondents were says

excellent on using credit card service.

**TABLE 3:**

**TABLE AND FIGURE SHOWS THE DATA OF THE RESPONDENTS REASON FOR USING THE CREDIT CARD.**

Particulars	No. of Respondent	No. of Respondent in Percentage
No Bank Balance	21	42%
For EMI Benefit	9	18%
High Purchase of Product	20	40%
Total	50	100%



**INTERPRETATION:**

The above Table 3 Indicates 42% of the respondents were using the credit card for no bank balance, 18% of the respondents were using the credit card for the reason of EMI benefit and 40% of the respondents were using the credit card for high purchase of product.

**FINDINGS:**

- Majority of the respondents 40% were using the credit card between the Age of 18 to 30.
- Majority of the respondents 40% were satisfied on using credit card service.
- Majority of the respondents 42% were using the credit card for the reason of no bank balance.

**SUGGESTIONS:**

- The Usage of the credit cards were satisfied for the majority of the Respondents.
- The majority of the respondents were purchased the credit card for the reason of no bank balance.

- The repayment period will be normal if they use the cards for big transactions.

**CONCLUSION:**

In the study the careful analysis of the Credit Cardholders has been taken up. Credit Card has performed well to the needs of the people. At the time of introduction the people does not welcome it, because it is mostly used for a particular Activities only, but today it is boon to all the mankind. In India the entry of Credit Card is success due to the join hand of GE Capital and State Bank of India, no doubt but still Credit Card consciousness is lacking among many people. This is mainly due to the card fee and interest charges. So the immediate need is to take more effective measures so as to make Credit Card attractive. Such an attempt will enable Credit Card to achieve greater heights in banking sectors. Majority of the respondents hesitated to comment on the statement "Plastic money leads to debt trap".

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