



ISSN 2278 – 0211 (Online)

A Study on the Demographic Profile of Customers of State Bank of India

Dr. R. Gokilavani

Assistant Professor, KCT Business School, Dr. R. Gokilavani, Coimbatore, India

Dr. M. Durgarani

Assistant Professor, MBA Department, Jeppiaar Engineering College, Dr. M. Durgarani, Chennai, India

Lakshmi Subbramanium

Assistant Professor, KCT Business School, Coimbatore, India

Abstract:

Customer satisfaction is inarguably the core concepts that are at the crux of the marketing theory and practice. In today's world of intense competition, the key to sustainable competitive advantage lies in delivering high quality services that will in turn result in satisfied customers. Therefore, there is not even an iota of doubt concerning the importance of service quality as the ultimate goal of service providers throughout the world. In an era of intense global competition; many organizations have now shifted the paradigm of service quality to customer's perspective.

To provide a quality service understanding the demographic profile of the customer is very important.

The demographic profile gives a clear picture for the bank to concentrate, understand the need of the customer and focus point. For this purpose a study has been carried out to understand the demographic profile of State bank of India in Coimbatore using percentage analysis and cross tabulation.

Keywords: Customers, demographic profile, Reason for using SBI

1. Introduction

The customer is the core component in banking business. The business of banking cannot be transacted without customers, nor can the business be done by acquiring a certain number of customers. It is a continuing process of transactions culminating in a long term banker-customer relationship. Customers are the greatest asset of banks. So the customer relationship management is designed to understand the need of the current and potential customers. In today's highly competitive global commercial market, the life cycle of the products is becoming shorter and shorter. Customer relationship management aims at lengthening the life span of customer with the organization rather than the endurance of a particular product.

With hot winds of competition blowing across the Indian Banking Industry, developing a close relationship with customers has become highly important than ever before. Banks have to come out with innovative measures to satisfy the present customers, acquire new customers and at the same time adopt procedures to win back and retain lost customers. In today's increasingly competitive environment, customer relationship management is critical for the success of any business unit. Delivering high quality service and achieving high customer satisfaction has been closely linked to profit, cost savings and market share. Hence, keeping the customer as the focal point, banks are giving up their traditional practices and making way for new matrices that include customers' perception and expectations

The demographic profile gives a clear picture for the bank to concentrate, understand the need of the customer and focus point. For this purpose, a study has been carried out to understand the demographic profile of State bank of India in Coimbatore using percentage analysis and cross tabulation.

The demographic profile of customers of State Bank of India (SBI) was analyzed and the results are hereunder discussed.

2. Gender Wise Distribution of Customers of State Bank of India

The gender wise distribution of customers of State Bank of India (SBI) was analyzed and the results are presented in Table 1

Sl. No.	Gender	Number of Customers	Percentage
1.	Male	289	57.80
2.	Female	211	42.20
	Total	500	100.00

Table 1: Gender Wise Distribution of Customers of State Bank of India Source: Primary Data

The results show that about 57.80 per cent of customers of State Bank of India are males, while the rest of 42.20 per cent of them are females. It is inferred that the majority of customers of State Bank of India are males.

3. Age Wise Distribution of Customers of State Bank of India

The age wise distribution of customers of State Bank of India (SBI) was analyzed and the results are presented in Table 2

Sl. No.	Age (Years)	Number of Customers	Percentage
1.	Less than 30	61	12.20
2.	31- 40	115	23.00
3.	41- 50	97	19.40
4.	51- 60	145	29.00
5.	More than 61	82	16.40
	Total	500	100.00

Table 2: Age Wise Distribution of Customers of State Bank of India
Source: Primary Data

The results indicate that about 29.00 per cent of customers of State Bank of India belong to the age group of 51- 60 years followed by 31- 40 years (23.00 per cent), 41- 50 years (19.40 per cent), more than 61 years (16.40 per cent) and less than 30 years (12.20 per cent). It reveals that the most of customers of State Bank of India belong to the age group of 51- 60 years.

4. Educational Qualification Wise Distribution of Customers of State Bank of India

The educational qualification wise distribution of customers of State Bank of India (SBI) was analyzed and the results are presented in Table 3

Sl. No.	Educational Qualification	Number of Customers	Percentage
1.	Higher Secondary	36	7.20
2.	Diploma	49	9.80
3.	Under Graduation	145	29.00
4.	Post Graduation	167	33.40
5.	Professionals	103	20.60
	Total	500	100.00

Table 3: Educational Qualification Wise Distribution of Customers of State Bank of India
Source: Primary Data

It is observed that about 33.40 per cent of customers of State Bank of India are educated up to post graduation followed by under graduation (29.00 per cent), professionals (20.60 per cent), diploma (9.80 per cent) and higher secondary (7.20 per cent). It is inferred that the majority of customers of State Bank of India are educated up to post graduation. *Employment Status Wise Distribution of Customers of State Bank of India*

The employment status wise distribution of customers of State Bank of India (SBI) was analyzed and the results are presented in Table 4

Sl. No.	Employment Status	Number of Customers	Percentage
1.	Agriculturists	33	6.60
2.	Industrial Workers	146	29.20
3.	Government Employee	206	41.20
4.	Entrepreneurs	89	17.80
5.	Others	26	5.20
	Total	500	100.00

Table 4: Employment Status Wise Distribution of Customers of State Bank of India
Source: Primary Data

The results indicate about 41.20 per cent of customers of State Bank of India are Government employees followed by industrial workers (29.20 per cent), entrepreneurs (17.80 per cent), agriculturists (6.60 per cent) and others (5.20 per cent). It is inferred that the majority of customers of State Bank of India are Government employees.

5. Nature of Family Wise Distribution of Customers of State Bank of India

The nature of family wise distribution of customers of State Bank of India (SBI) was analyzed and the results are presented in Table 5

Sl. No.	Nature of Family	Number of Customers	Percentage
1.	Joint	193	38.60
2.	Nuclear	307	61.40
	Total	500	100.00

Table 5: Nature of Family Wise Distribution of Customers of State Bank of India

Source: Primary Data

It is observed that about 61.40 per cent of customers of State Bank of India belong to nuclear family and the rest of 38.60 per cent of them belong to joint family. It reveals that the most of customers of State Bank of India belong to nuclear family.

6. Monthly Income Wise Distribution of Customers of State Bank of India

The monthly income wise distribution of customers of State Bank of India (SBI) was analyzed and the results are presented in Table 6

Sl. No.	Monthly Income(Rs.)	Number of Customers	Percentage
1.	Below Rs. 10,000	51	10.20
2.	Rs. 10,001 - Rs. 20,000	62	12.40
3.	Rs. 20,001 - Rs. 30,000	110	22.00
4.	Rs. 30,001 - Rs. 40,000	121	24.20
5.	Above Rs. 40,000	156	31.20
	Total	500	100.00

Table 6: Monthly Income Wise Distribution of Customers of State Bank of India

Source: Primary Data

It is clear that about 31.20 per cent of customers of State Bank of India belong to the monthly income group of above Rs. 40,000 followed by Rs. 30,001 - Rs. 40,000

(24.20 percent), Rs. 20,001 - Rs. 30,000(22.00 percent), Rs. 10,001 - Rs. 20,000

(12.40 percent) and below Rs. 10,000 (10.20 per cent). It is inferred that the majority of customers of State Bank of India belong to the monthly income group of above Rs. 40,000.

7. Banking Operations of Customers of State Bank of India

The banking operations of customers of State Bank of India were analyzed and the results are discussed as below.

8. Nature of Account Wise Distribution of Customers of State Bank of India

The nature of account wise distribution of customers of State Bank of India (SBI) was analyzed and the results are presented in Table 7.

Sl. No.	Nature of Account	Number of Customers	Percentage
1.	Savings Bank	187	37.40
2.	Current Account	65	13.00
3.	Salary Account	112	22.40
4.	Pension Account	124	24.80
5.	Recurring Deposit	12	2.40
	Total	500	100.00

Table 7: Nature of Account Wise Distribution of Customers of State Bank of India

Source: Primary Data

It is apparent that about 37.40 per cent of customers of State Bank of India are operating savings bank account followed by pension account (24.80 percent), salary account (22.40 percent), current account (13.00 percent) and recurring deposit (2.40 per cent). It reveals that the most of customers of State Bank of India are operating savings bank account.

10. Relationship with Bank Wise Distribution of Customers of State Bank of India

The relationship with bank wise distribution of customers of State Bank of India (SBI) was analyzed and the results are presented in Table 8.

Sl. No.	Relationship with Bank (Years)	Number of Customers	Percentage
1.	Less than 3	19	3.80
2.	4-6	47	9.40
3.	7-9	128	25.60
4.	10-12	117	23.40
5.	More than 13	189	37.80
	Total	500	100.00

Table 8: Relationship with Bank Wise Distribution of Customers of State Bank of India

Source: Primary Data

The results show that about 37.80 per cent of customers of State Bank of India are having relationship with bank for more than 13 years followed by 7-9 years (25.60 percent), 10-12 years (23.40 percent), 4-6 years (9.40 percent) and less than years (3.80 percent). It is inferred that the majority of customers of State Bank of India are having relationship with bank for more than 13 years.

11. Number of Accounts Wise Distribution of Customers of State Bank of India

The number of accounts wise distribution of customers of State Bank of India (SBI) was analyzed and the results are presented in Table 9

Sl. No.	Number of Accounts	Number of Customers	Percentage
1.	1	128	25.60
2.	2	276	55.20
3.	3	84	16.80
4.	More than 3	12	2.40
	Total	500	100.00

Table 9: Number of accounts Wise Distribution of Customers of State Bank of India

Source: Primary Data

The results indicate that about 55.20 per cent of customers of State Bank of India are operating two accounts followed by one account (25.60 per cent), three accounts (16.80 per cent) and more than three accounts (2.40 per cent). It reveals that the most of customers of State Bank of India are operating two accounts.

12. Frequency of Visit to Bank by the Customers of State Bank of India

The frequency of visit to bank by the customers of State Bank of India (SBI) was analyzed and the results are presented in Table 10

Sl. No.	Frequency of Visit	Number of Customers	Percentage
1.	Every Day	43	8.60
2.	Once in a Week	185	37.00
3.	Once in a Month	149	29.80
4.	Once in Two Months	27	5.40
5.	No Regular Visits	96	19.20
	Total	500	100.00

Table 10: Frequency of Visit to Bank by the Customers of State Bank of India

Source: Primary Data

It is clear that about 37.00 per cent of customers of State Bank of India (SBI) visit bank once in a week followed by once in a month (29.80 per cent), no regular visits (19.20 per cent), every day (8.60 percent) and once in two months (5.40 percent). It reveals that the most of customers of State Bank of India (SBI) visit bank once in a week.

13. Other Services Used by the Customers of State Bank of India

The other services used by the customers of State Bank of India (SBI) were analyzed and the results are presented in Table 11

Sl. No.	Other Services	Number of Customers	Percentage
1.	Saving Funds	249	49.80
2.	Investment Facility	17	3.40
3.	Loan Facility	52	10.40
4.	All	182	36.40
	Total	500	100.00

Table 11: Other Services Used by the Customers of State Bank of India

Source: Primary Data

It is apparent that about 49.80 percent of customers of State Bank of India (SBI) use savings funds service followed by all the services (savings fund, investment facility and loan facility), loan facility (10.40 per cent) and investment facility (3.40 per cent). It is inferred that the majority of customers of State Bank of India (SBI) use savings funds service.

14. Reasons for Using State Bank of India Services

The reasons for using State Bank of India (SBI) services were analyzed and the results are presented in Table 12

Sl. No.	Reasons for Using SBI Services	Number of Customers	Percentage
1.	Nearest Bank to Me	89	17.80
2.	Provides Better Service	112	22.40
3.	Self Interest	128	25.60
4.	Compulsion from Employer	93	18.60
5.	Recommendation from Others	78	15.60
	Total	500	100.00

*Table 12: Reasons for Using State Bank of India Services
Source: Primary Data*

It is clear that about 25.60 per cent of customers of State Bank of India (SBI) opine that self interest is the major reason for using State Bank of India (SBI) services followed by provides better service (22.40 percent), compulsion from employer (18.60 per cent), Nearest Bank to them (17.80 percent) and recommendation from others (15.60 percent). It reveals that the most of customers of State Bank of India (SBI) opine that self interest is the major reason for using State Bank of India (SBI) services.

15. Conclusion

The majority of customers of State Bank of India are males and the most of customers of State Bank of India belong to the age group of 51- 60 years. The majority of customers of State Bank of India are educated up to post graduation and the most of customers of State Bank of India are married. The majority of customers of State Bank of India are Hindus and the most of customers of State Bank of India belongs to the most backward community.

The majority of customers of State Bank of India are Government employees and the most of customers of State Bank of India belong to nuclear family. The majority of customers of State Bank of India belong to the monthly income group of above Rs. 40,000 and the most of customers of State Bank of India are operating savings bank account.

The majority of customers of State Bank of India are having relationship with bank for more than 13 years and the most of customers of State Bank of India are operating two accounts.

The majority of customer's wives of State Bank of India (SBI) are having account in the bank and the most of customers of State Bank of India (SBI) visit bank once in a week. The majority of customers of State Bank of India (SBI) use savings funds service and the most of customers of State Bank of India (SBI) are introduced to bank by existing customers (others). The majority of customers of State Bank of India (SBI) are operating through urban branches and the most of customers of State Bank of India (SBI) opine that self interest is the major reason for using State Bank of India (SBI) services.

16. References

- i. Zeithaml, V. A., Wilson, A. and Bitner, M. J., (2008), "Services Marketing", 4th ed. The McGraw-Hill Companies, New Delhi.
- ii. Zeithaml, V. and Bitner, M. J., (2003), "Services Marketing: Integrating Customer Focus across the Firm, 3rd Edition, McGraw-Hill, New York.
- iii. Zeithaml, V., (1996, "The Behavioural Consequences of Service Quality", Journal of Marketing, 60:pp. 31-46.
- iv. Shahin, A., (2006), "SERVQUAL and Model of Service Quality Gaps: A Framework for Determining and Prioritizing Critical Factors in Delivering Quality Services", in Partha Sarathy, V. (ed.), "Service Quality – An Introduction", ICFAI University Press, Andhra Pradesh, pp.117-131.
- v. Fitzsimmons, J. and Fitzsimmons, M.J.M., (1994), "Service Management for Competitive Advantage", McGraw Hill Inc., New York.
- vi. Parasuraman, A., Zeithaml V. A., Berry L. L., (1988), "A Conceptual Model of Services Quality and Its Implication for Future Research", Journal of Marketing, 49(4): pp. 41-50.
- vii. Etgar, M., and Fuchs, G., (2009), "Why and How Service Quality Perceptions Impact Consumer Responses", Managing Service Quality, 19(4): pp. 474-485.