INVESTMENT PATTERN IN VIJAYA BANK OF TRICHY DISTRICT

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Abstract

In the prepared section, banking device occupies a vital area in country’s economic system. It plays an essential role in the economic improvement of a country and forms the middle of the cash market in a sophisticated. The commercial banks in India contain of each public quarter as well as personal sector banks. There are overall 28 public quarter and 27 non-public quarter banks are functioning in the use of a presently.

Introduction

Banks need to address many customers ordinary and render diverse sorts of offerings to its customer. It’s a widely recognized truth that no enterprise can exist without clients. Customer pride is the purchaser’s reaction to the evaluation of the perceived discrepancy among earlier expectation and the actual performance of the product as perceived after its intake.

Customer delight, an enterprise time period, is a measure of how products and services supplied by a enterprise meet or surpass consumer expectation. It is visible as a key performance indicator within commercial enterprise. In a competitive marketplace location wherein companies compete for purchaser’s. Customer delight is seen as a key differentiator and more and more has come to be a key detail of business method.

Customer delight is an ambiguous and summary concept and the actual manifestation of the kingdom of satisfaction will range from man or woman to individual and carrier to service. The state of satisfaction depends on some of each mental and physical variable. The banking enterprise like many other financial carrier industries is going through a unexpectedly converting marketplace, new technologies, economic uncertainty, fierce opposition and extra demanding customers and the converting weather has presented an unprecedented set of demanding situations.
Banking is a patron oriented services industry, therefore, the consumer is the focus and customer service is the differentiating elements.

Whether the purchaser is happy after purchase depends at the gives performance when it comes to the customer expectation. In standard satisfaction is someone’s feeling of delight or disappointment on account of comparing products perceived overall performance relation to his expectancies. If the overall performance falls quick of expectation, the patron is disenchanted. If the overall performance suits the expectancy customer is happy. If the performance exceeds the expectancy the patron is incredibly happy. Customer satisfaction cannot be very tough. After all you both happy with the offerings you receive otherwise you aren't.

If you don’t you are not. If it's far that easy, then acquiring peoples opinion about how happy they are with notably simple depend or is it? Customer delight is a advertising device and a exact fee added benefit. It is often perceived by customers as crucial because the number one services or products your employer gives. It seems at what's worried from three distinct angles, the primary is from the view of an organization wishing to recognize and measures, how satisfied its consumer are with the products and services they receive from it. The second is from the perspective of a studies organization that has been asked to gain remarks from customers and approximately their stories while handling organizations. Finally it considers the problem from the angle of consumers who take part in surveys, inclusive of both commercial enterprise customers and individuals of general public.

**Importance of consumer satisfaction**

It charges as a minimum 7 instances more to source a new patron than it does to maintain present one. A happy purchaser tells 5 o 7 humans in a yr whilst a disappointed customer will inform 14 to sixteen people. Companies can enhance income everywhere from 25% to 125% through keeping a trifling five% extra of their interesting clients. Totally glad clients have been 6 instances more likely to apply that offerings and commend it than happy clients. Customers who have a bad revel in with you and do now not whine are only 37% in all likelihood to nonetheless do enterprise with you. Customers who’ve an opportunity to bitch and the grievance is achieved are 95% probably to nonetheless do business with you.

Factors of consumer satisfaction:

- Service of high-quality
- Reliability of service
• Knowledge of the staff
• Being saved informed of progress
• The manner carrier stored its promises
• The way the service handled any trouble friendliness of team of workers
• How sympathetic staffs have been on your needs
• Speed of enquiries
• Number of time needed to touch the service

**Measuring purchaser satisfaction**

Organizations are an increasing number of interested by maintaining present customers while focused on non-customers, measuring customer delight presents a demonstration how successful is the business enterprise at imparting products and or offerings to the marketplace place.

Customer happy are an ambiguous and summary concept and the real manifestation of the nation of delight will vary from man or woman to person and product carrier to product and provider. The country of delight depends on a number of both psychological and bodily variables which correlate with pleasure behaviours such as return and advise fee. The degree of pride can also vary relying on different options the patron can compare the organizations products.

Usual measures of consumer satisfaction involve a survey with a fixed of statements the use of a liker method or scale. The patron is requested to evaluate every declaration and in term in their notion and expectation of overall performance of the organization being measured. Their delight is commonly measured on a five factor scale.

Regardless of the size used, the goal is to measure customer’s perceived pride with their revel in of firm’s offerings. It is important for firms to successfully control consumer pride. To be capable of do that, we need accurate dimension of satisfaction. A semantic differential (four gadgets) scale that is a 4 item, 7 point bipolar scale, become the second one satisfactory acting measure, which changed into again steady throughout both contests. In the take a look at, respondents were asked to assess their enjoy with both products, alongside seven factors inside those four gadgets satisfied to disenchanted, favorable to adverse, pleasant to unsightly and I adore it very a good deal to I didn’t find it irresistible in any respect. The 0.33 pleasant scale turned into unmarried-object percent measure, a one item 7 point bipolar scale. Again, the respondents were asked to assess their experience on each ATM offerings and ice cream eating places, along seven point inside thrilled to terrible.
It appears that depending on a tradeoff among duration of the questionnaire and high-quality of delight degree, those scales seem to be suitable alternatives for measuring client pride in instructional and applied research alike. All other measure tested consistently achieved worse than the top 3 measures and or their overall performance numerous considerably throughout the two carrier contexts in their take a look at. These consequences endorse that extra cautious pretesting could be prudent must these measures be used.

**Finally**, all measures captured each affective and cognitive elements of satisfaction independent of their scale anchors. Affective measures seize a consumer’s mind-set closer to a product that may end result from any product statistics or enjoy. On the other hand, cognitive element is described as an appraisal or conclusion on how the goods overall performance as compared against expectations, was usefully, in shape the scenario surpassed the necessities of the state of affairs.

**Objectives of the study**

**Primary objective**
- The objective of this study is to find the pleasure degree of the VIJAYA BANK with unique reference to the Tiruchirappalli area.

**Secondary objective**
- To examine the essential factors those are influencing the customer to bank with vijaya bank?
- To discover the requirement that clients anticipate for advanced provider for Vijaya bank.

**Scope of the study**
This looks at enables us to recognize about the patron delight in vijaya financial institution and the market influencing factors of the vijaya financial institution than its competitors.

**Sampling method:**
Convenience sampling method was used on this examine.

**Tools used for the analysis**

**Simple percentage evaluation**
Simple percent analysis refers to a ratio. With the assist of absolute figures it will be hard to interpret any meaning from the accrued statistics, but whilst probabilities are discover then it becomes smooth to locate the relative difference among or extra attributes.
Number of Respondents

Percentage of Respondents = \[ \frac{\text{X}}{\text{Total Respondents}} \times 100 \]

Limitations of observe

- This study is constrained to Tiruchirappalli city and therefore the findings of the observe can't be extended to other areas.
- The samples were gathered from the limited number of respondents.
- Time acquire is considered insufficient to behavior such survey.
- The end result of the observe may not be generalized to all

Review of literature

A evaluate of previous studies is vital to apprehend the implication of the exceptional idea and additionally to pick out the regions which are unexplored

Co-operation

A bank that holds deposits makes loans and affords different economic offerings to co-operatives and member-owned groups additionally know as bank for co-operatives.

George Jacob Holyoke (2009) observes co-operation touches no man’s fore no secret institutions;

Prof. Lamber (2008) observes co-operation as “A company fashioned and directed by means of an association of users, applying with in itself the policies of democracy and immediately supposed meant to serve each its very own participants and the community as an entire”.

Mr. Calvert (2007) defines it as a form of business enterprise wherein in the humans voluntarily partner collectively as man or women on a foundation of equality for the merchandising of monetary interests of themselves.

Co-operative society:

Dr.C.R.Cray (2006) describes co-operative society as an affiliation for the purpose of joint education, origination a number of the weak and carried out continually in an unselfish spirit, on such phrases that all who’re prepared to anticipate the responsibilities of membership may additionally proportion in its reward, in proportion to degree wherein they use of their affiliation.

Review of related literature:

Jaeger and Ory (2002) note that French co-operative banks, with the exception of the former saving banks, have better efficiency ratios than their commercial peers, although the latter have
cut costs more significantly in the course of the 1990s. Lower labor productivity at French co-operative banks is matched by lower salaries, which may in part reflect these bank retail orientation. On the other hand, employees receive a higher share of profit as compensation, which gives them an incentive to improve profitability.

Kotz and Nagel (2002) find that, as the banking sector has become increasingly competitive, German co-operative banks have lost market shares and seen their profitability and efficiency decline.

Toporowski (2002), for example, notes that UK building societies were marginalized by constraints on their ability to raise capital and by commercial banks ability to generate much higher long growth though debt issuance in financial markets.

Altunbas, evens and Molyneux (2001) find little evidence that investor owned banks in Germany are more efficient that their co-operative and public sector counterparts, although they do fine that the latter have slight cost and profit societies in the U.K have higher returns and risk-adjusted returns on assets and lower reserves for loan losses than other banks. Overall, these results support the view that co-operatives have a business model that makes intensive use of a relatively low overall level of assets to achieve high rates of return on those assets.

Prasanna Chandra (2000) in his book on “financial statement analysis stated that, it properly analyzed and interpreted, financial statement can provide valuable insights in to a firm’s performance analysis. Financial statement is interest to lenders (short term as well as long term) investors, security analysis, managers and others. Financial statement analysis may be done for a variety of purpose, which may range from a simple analysis of the short term liquidity position of the firm to a comprehensive assessment of the strengths and weakness of the firm in various areas. It is helped in assessing corporate excellence judging credit worthiness, forecasting predicting and assessing market risk.

Like credit unions, co-operative banks are owned by their customer and followed the co-operative principle of one person, one vote. Unlike credit unions, however, co-operative legislation.

They provide services such as savings and loans to non-members as well as to members and some participate in the wholesale markets for bonds money and even equities. Money co-operative banks are traded on public stock marketers, with the result that they are party owned by
non-members. Members control is diluted by these outside stakes, so they may by regulated as semi-cooperative.

**Shasi K. Gupta and R.K. Sharma (1994)** in their book stated, “That financial function of a business is closely related to its other function areas. Most of the important decisions of a business enterprise are taken on the basis of availability of funds. Financial policies of firm should be revised in such manner so as to match the requirement of the other financial areas”.

**Abhiman das (1993)** in his article title, “profitability of public sector, analyzed different profitability ratios and formulated a new profitability ratios and formulated a new profitability decomposition model he expressed profitability as a ratio operation to working fund”.

**Parmita saha (2005),** in the last few years we have witnessed a substantial growth of internet based services, both from pure internet businesses and from traditional companies that are developing online services. One of the key challenges of the internet as a service delivery channel is how they manage service quality, which holds a significant importance to customer satisfaction.

**Mohammed Alam (2006),** the banking services have been dynamic during the last decade due to the advent of the internet in banking sector. One of the most vital challenges of the internet as a service delivery channel is providing and maintaining service quality, service quality is an input of customer trust which becomes satisfaction and lead to loyalty as an output.

**Mojdeh Ghezelayagh (2007),** Banking one of the most information intensive sectors, is an ideal domain for the successful development of e-commerce. The present study focuses on e-commerce opportunities for improving customer services in the Iran banking sector.

**Financial inclusion plan**
- Bank has covered 378 villages with above 2000 population under Financial Inclusion.
- These villages are spread over in 12 States, 47 districts.
- Bank has covered these 378 villages with 89 Brick and mortar branches and 332 BCAs.
- Bank has also covered 2240 villages with below 2000 population under FI with 32 branches, 457 BCAs and 20 offsite ATMs.
- Bank has introduces kiosk Banking Solution and it is Live in 35 centers.
• Bank is implementing Electronic Benefit transfer program of the Govt. of Karnataka under “One District One Bank Model” in Mandya district of Karnataka to disburse Social Security pensions to more than 95000 beneficiaries every month through business Correspondents Agents.

• Bank has established 11 Financial Literacy Centers through a joint trust viz. JnanJyothi Financial literacy and credit counseling trust. 9 of these FLCs are in Karnataka, 3 districts level and 6 taluk level. Two more taluk level FLCs are opened in Kerala State.

• Three Financial Inclusion Resource Centers have been set up in the lead Districts of Mandya, Haveri and Dharwad in Karnataka.

• Bank has provided five mobile vans at centers having more number of villages under Financial Inclusion for financial literacy activities.

• “Swabhimaan” logo is used on the Smart cards issued by our Bank.

• T -Shirts and Caps bearing “Swabhimaan” logo and Bank’s logo have been provided to CSPs.

• Bank has converted 43 USBs into regular Brick and Mortar branches during the year 2013-14.

• Bank has planned to cover 293 villages of below 2000 population during the current year 2014-15 as per the FIP 2013-16.

Report of the board of direction of vijaya bank on corporate governance 2013-2014

Bank defines company Governance as a scientific system by way of which agencies are directed and controller to beautify their wealth technology capacity. Since company appoint a widespread quantum of assets of the society, it’s miles essential that these assets are utilized in s way that meets stakeholders ‘aspirations and society’s expectancies.

Bank believes that sound concepts of corporate governance are important key to achievement, as those enhance the capability to secure the confidence of its stakeholder. The bank strives for overall dedication to ethical practices inside the conduct of its business, at the same time as being decided to enchase shareholders’ price. We consider that company governance stands for responsible and value developing management and control of the financial institution.
Bank’s regulations and practices aren’t only constant with statutory necessities, but also are based on its dedication to perform within the exceptional hobby of the stakeholders. Our Bank seeks to proclaim company excellence by means of-

- Generation worthwhile growth to make certain sustainable achievement. This helps wealth maximization of our stakeholders.
- Satisfying the spirit of the law and not simply the letter with the aid of retaining high diploma of transparency and disclosure stage.
- Maintaining a work force as a community of know-how and studying. Our corporate culture is open communicate mutual respect, clean desires and decisive management.
- A control which is open, transparent, proactive, merit based and loose from bias making sure truthful justice to all sections of the society.
- Proclaiming congenial surroundings for employees, patron and society at massive

Table No.1
Age-wise classification of respondents

<table>
<thead>
<tr>
<th>Age in years</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 to 30 years</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>30 to 40 years</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>40 to 50 years</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>50 to 60 years</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Secondary data

Inference

From the above table is found that 60 percent of the respondents are between 20 to 30 years, 26 percent of the respondents are between 30 to 40 years, 13 percent of the respondents are between 40 to 50 years and 1 percent of the respondents are between 50 to 60 years.
Table No.2

Gender-wise classification of respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>89</td>
<td>89</td>
</tr>
<tr>
<td>Female</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Secondary data

Inference
From the above table is found that 89 percent are male, only 11 percent of the respondents are female.

Table No.3

Education-wise classification of respondents

<table>
<thead>
<tr>
<th>Education</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schooling</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Graduate</td>
<td>56</td>
<td>56</td>
</tr>
<tr>
<td>Post-graduate</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Secondary data

Inference
From the above table is found that 13 percent of the respondents are school level, 56 percent of the respondents are graduates, 29 percent of the respondents are post-graduate, and 2 percent of the respondents are others.
Table No.4
Occupation-wise classification of respondents

<table>
<thead>
<tr>
<th>Occupation</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private employee</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>Government employee</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Own business</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>Student</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Secondary data

Inference
From the above table is found that 24 percent of the respondents are private employees, 17 percent of the respondents are government employees, 31 percent of the respondents are own business, 28 percent of the respondents are students.

Table No.5
Income-wise classification of respondents

<table>
<thead>
<tr>
<th>Income group</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below Rs.10000</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Rs.10001-20000</td>
<td>41</td>
<td>41</td>
</tr>
<tr>
<td>Rs.20001-30000</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>Rs.30001-50000</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Above Rs.50000</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Secondary data
Inference

From the above table is found that 13 percent of the respondent’s monthly income is Rs.10000, 41 percent of the respondents monthly income is between Rs.10001-20000. 37 percent of the respondent’s monthly income is between Rs.20001-30000, 6 percent of the respondent’s monthly income is between Rs.30001-40000 and only 3 percent of the respondent’s monthly income above Rs.50000.

Table No.6

Type of accounts maintained by respondents

<table>
<thead>
<tr>
<th>Type of Account</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Savings account</td>
<td>67</td>
<td>67</td>
</tr>
<tr>
<td>Current account</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>Term deposits</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source : Secondary data

Inference

From the above table is found that 67 percent of the respondents are having savings account customers and 22 percent of the respondents are current account customers and 11 percent of customers are term deposit customers.
### Table No.7

**Classification based on satisfaction level of respondents**

<table>
<thead>
<tr>
<th>Level</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>Satisfied</td>
<td>67</td>
<td>67</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Secondary data

### Inference

From the above table is found that 22 percent of customers said that they are very satisfied, 67 percent of customers are satisfied and 11 percent of customers said they are dissatisfied.

### FINDINGS

#### Reasons of dissatisfaction

- Behavior and attitude of the staff is the first reason of customer dissatisfaction.
- Time taken to process the transaction is the second reason of customer dissatisfaction.
- Continuous services are not provided by ATM machines installed by various public sector banks.
- Most of the time the bank suffers from the power failure, since the customer gets dissatisfaction.
- Staff is not treating customers with friendly approach.
- The customer policy, which is adopted by the bank, is not clearly defined.
- Many of the customer said the services provided by the staff are not up to the mark.
- Customer said there was less number of ATM facility.
- Many customers said that they had not got individual attention by the staff.
Suggestions

➢ The staff should be adequately trained to deal with the customer on one to one basis.
➢ Many of the services need improvement e.g ATM facilities.
➢ Staff should be adequately trained to encourage face to face dealing.
➢ Staff should be friendly and approachable.
➢ Clearly defined customer policy should be adopted by the bank.
➢ Customer’s needs should be anticipated in advance so that they can be helped out in a better way.
➢ Treat your customers like your friends and they will always come back.
➢ Honors your promises.

Conclusion

Maintain good relationship with the customers and providing the services with fulfilling the customers’ expectations, then vijaya bank will have the best satisfied customers when compare to other banks. Vijaya bank honors their promises then the customers will be satisfied more. Treating the customers with the friendly approach by the staffs will increase the number of satisfied customers in vijaya bank.

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