



## A Study Report on Consumer Awareness towards Pithoragarh District Co-Operative Bank (In respect of Pithoragarh and Champawat Districts of Uttarakhand)

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### ABSTRACT

This paper deals the consumers ability to understand common banking services and e-banking with special reference to Pithoragarh and Champawat District of Uttarakhand in respect of Pithoragarh district co – operative Bank Ltd. Data for this investigation were collected from primary sources only. Random sampling is used. The data was collected during the months between Dec 2017 to Jan 2018. The data collected from the primary source were analysed with the help of various statistical measures such as simple percentage analysis, averages, F-Statistic, chi square test and probability analysis is used. According to the study, the researcher concludes that the most of the customer are not aware about all banking services in these districts. This paper clearly gives the suggestion for bank to educate the customers new technology and other services offered by the bank.

**Keywords--** Risk studies, RBI, E-Banking

## I. INTRODUCTION

### (a). Banking in India

Banking in India in the modern sense, originated in the last decades of the 18th century. Among the first banks were the *Bank of Hindustan*, which was established in 1770 and liquidated in 1829–32; and the General Bank of India, established in 1786 but failed in 1791.

The largest bank, and the oldest still in existence, is the State Bank of India (S.B.I). It originated as the Bank of Calcuttain June 1806. In 1809, it was renamed as the Bank of Bengal. This was one of the three banks funded by a presidency government; the other two were the Bank of Bombay in 1840 and the Bank of Madras in 1843. The three banks were merged in 1921 to form the Imperial Bank of India, which upon India's independence, became the State Bank of India in 1955. For many years the presidency banks had acted as quasi-central banks, as did their successors,

until the Reserve Bank of India was established in 1935, under the Reserve Bank of India Act, 1934.

Generally banking in India is fairly mature in terms of supply, product range and reach-even though reach in rural India and to the poor still remains a challenge. As per the Reserve Bank of India (RBI), India's banking sector is sufficiently capitalised and well-regulated. The financial and economic conditions in the country are far superior to any other country in the world. Credit, market and liquidity risk studies suggest that Indian banks are generally resilient and have withstood the global downturn well.

Indian banking industry has recently witnessed the roll out of innovative banking models like payments and small finance banks. RBI's new measures may go a long way in helping the restructuring of the domestic banking industry.

The digital payments system in India has evolved the most among 25 countries with India's Immediate Payment Service (IMPS) being the only system at level 5 in the Faster Payments Innovation Index (FPPII).\*

In August 2017, Global rating agency Moody's announced that its outlook for the Indian banking system was stable. In November 2017, Global rating agency Moody's upgraded four Indian banks from Baa3 to Baa2.

### (b). Consumer awareness

Awareness is that type of social component which increases the collective consciousness among the people and generate confidence in the industrial to face the problem confidently. The success of the bank depends upon its functioning .the functioning is measured in term of its schemes. Every bank should take efforts to educate its customers about the schemes of bank. Now a days through internet any information can be send in few seconds. Bank should also pay attention to mobilize deposits which is a contribution factor in determining the profitability.

For crucial development of any country's banking system there should be good relationship between banker and its customer. There is need of mutual trust and confidence between customer and banks. As financial product and service is becoming more sophisticated, customer should take greater responsibility for their financial affairs..

## II. STUDY OBJECTIVES

- To study about the concept of Pithoragarh district co –operative Bank ltd.
- To study about the awareness among the public about Pithoragarh district co –operative Bank ltd.
- To identify the satisfactory level of customer about Pithoragarh district co –operative Bank ltd
- To study about the problems faced by customers of Pithoragarh district co –operative Bank ltd
- Pithoragarh district co –operative Bank ltd.

## III. AREA OF THE STUDY

The area of the study is limited to consumer's awareness about Pithoragarh district co –operative Bank ltd in Pithoragarh and Champawat districts of Uttarakhand state. The data was collected for this study is from Dec 2017 to Jan 2018. The scope of the study is extended to the following points:-to find the awareness among the public about Pithoragarh district co –operative Bank ltd, to find the satisfaction level of customer about Pithoragarh district co –operative Bank ltd, problems faced by customers of Pithoragarh district co –operative Bank ltd and Pithoragarh district co –operative Bank ltd.

## IV. RESEARCH METHODOLOGY

The research methodology is the specification of method of acquiring the information needed to structure or solve the problem. The study is intended to cover the awareness and satisfaction about E-banking facility provided by Pithoragarh district co –operative Bank ltd in Pithoragarh and Champawat districts of Uttarakhand. Data for this investigation were collected from primary. The sample chosen consisted of 150 sample respondents representing the customers of bank.

**Table 1: Distribution of sample respondents according to their age. Source: Primary Data. Figures in brackets represent percentages to total**

Age in Groups	No. of Respondents
Below 30	22 (14.67%)
Between 30-50	88 (58.67%)
Above 50	30 (26.66%)
Total	150 (100.00%)

From the above table it is clear that 14.67% of the respondents belong to 30 years, 58.67% of the

respondents belong to age of Between 30-50 years and 26.66% of the respondents belong to above 50 years.

**Table 2: Distribution of sample respondents according to their gender. Source: Primary Data. Figures in brackets represent percentages to total**

Gender	No. of Respondents
Male	79 (52.66%)
Female	71 (47.34%)
Total	150 (100%)

From the above table it is clear that 52.66% of the respondents belong to male groups and 47.34% of the respondents belong to female groups.

**Table 3: Distribution of sample respondents according to their educational qualification. Source: Primary Data. Figures in brackets represent percentages to total**

Educational qualification	No. of Respondents
Illiterate	08 (5.33%)
Intermediate	42 (28.00%)
Graduate	80 (53.33%)
Professional	20 (13.34%)
Total	150 (100.00%)

From the survey the above table reveals that research that out of 150 respondents, 5.33% of the respondents are illiterate, 28% of the respondent's educational qualification is Intermediate level, 53.33% of

the respondent's educational qualification is graduation and 13.34% of the respondent's educational qualification is professional.

**Table 4: Distribution of sample respondents according to their occupation. Source: Primary Data. Figures in brackets represent percentages to total**

Occupation	No. of respondents
Employee	50 (33.33%)
Agricultural	40 (26.67%)
Business	30 (20.00%)
Student	10 (6.67%)
Profession	20 (13.33%)
Total	150 (100.00%)

From the above table it is clear that out of 150 respondents 33.33% of the respondents belong to employee, 26.67% of the respondents belong to

agricultural, 20% of the respondents belong to business, 6.67% of the respondents belong to student, and 13.33% of the respondents belong to profession.

**Table 5: Distribution of sample respondents according to their income. Source: Primary Data**

Income	No. of respondents
Below 60000 ₹ p.a	30 (20.00%)
60000-200000 ₹ p.a	70 (46.67%)
Above 200000 ₹ p.a	50 (33.33%)
Total	150 (100.00%)

The above table reveals that out of 150 respondents 20% of the respondent's income is below 60000 ₹ p.a, 46.67% of the respondent's income is

between 60000-200000 ₹ p.a and 37.37% of the respondent's income above 200000 ₹ p.a.

**Table 6: Customer preference of banking services**

Questions	Right answer	Wrong answer
Knowledge of ATM	110 (73.33%)	40 (26.67%)
Knowledge of Debit and credit card	60 (40.00%)	90 (60.00%)
Knowledge of repo rate and reverse repo rate	30 (20.00%)	120 (80.00%)
Knowledge of E-banking	58 (38.67%)	92 (61.33%)
Use of E-banking	40 (26.67%)	110 (73.33%)
Knowledge of RTGS	50 (33.33%)	100 (66.67%)
Knowledge of NEFT	60 (40.00%)	90 (60.00%)
Knowledge of IFSC code	50 (43.33%)	100 (65.00%)
Uses and safety of PIN	70 (46.67%)	80 (53.33%)

As above table reveals that 73.33% of respondents have knowledge of ATM, only 40% of respondents know what is debit and credit card. There are only 20% of respondents have knowledge of repo and reverse repo rate, and 38.67% of respondents have knowledge of E-banking. Only 33.33% of respondents

know what is RTGS (Real Time Gross Settlement) and 40% of respondents have knowledge of NEFT (National Electronic Fund Transfer). 43.33% of respondents know what is IFSC (Indian Financial System Code) and 46.67% of respondents have knowledge of uses and how to keep safe their PINs.

**Table 7: Difficulty for using E-banking facility**

Difficulty	No. Of Respondents
Risky	40 (26.67%)
Less knowledge	65 (43.33%)
Difficult to use	45 (30.00%)
Total	150 (100%)

It is clear from the table 7 that 26.67% of respondents find E-banking very risky, 43.33% of respondents have less knowledge of E –banking and 30% of respondents find E –banking difficult to use.

## V. CONCLUSIONS

The research report is absolutely based on primary data. According to the study the researcher concludes that the most of the bank customers are aware about all the banking services in Pithoragarh and Champawat districts of Uttarakhand .The Pithoragarh District Co-Operative Bank should have to take necessary steps to educate the customers regarding new banking technologies and services offered by bank. This will definitely help bank to retain its customers and also to attract new customers. The bank should organise camps in these districts about new services and new banking technologies .The research report is useful to know the consumer awareness of banking services.

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