

A STUDY ON CUSTOMER PERCEPTION TOWARDS SHRIRAM TRANSPORT FINANCE LIMITED

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

By

YOGESH S

(40747413)



**DEPARTMENT OF BUSINESS
ADMINISTRATIONSCHOOL OF
MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A" by NAAC | 12B Status by UGC |

Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI – 600119

APRIL - 2023





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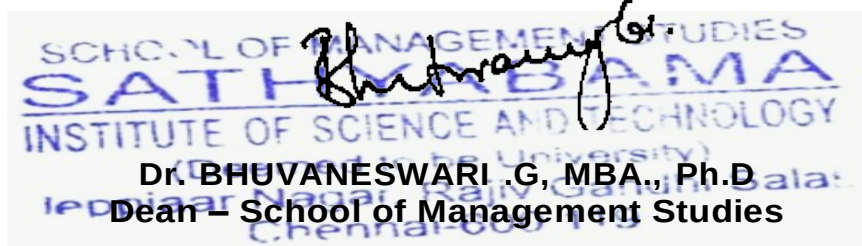
DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of S Yogesh (40740413) who carried out the Project Training " Shriram Transport Finance Limited " under our supervision for a period of 3 months from January 2023 to March 2023.

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DECLARATION

I YOGESH S (40740413) hereby declare that the Project work done by me under the guidance of MS M JAYASELLY (Internal) and MR T SURESH (External) at Shriram Transport Finance submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce

DATE: 29-04-2023



PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE



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YOGESH S



ABSTRACT

This study aims to investigate customer perception towards Shriram transport finance in the Indian market. A survey was conducted among Shriram transport owners across different age groups and genders, using a structured questionnaire. The study collected data on various factors such as Finance , quality service, brand image, and overall satisfaction levels. The results indicated that Shriram finance are highly rated for their Finance and Financial service. However, some customers expressed concerns regarding the high interest rates. . Overall, the study suggests that Shriram finance are generally well-received by customers, but there is room for improvement in certain areas. The findings of this study may be useful for Shriram finance in devising strategies to improve customer satisfaction and gain a competitive edge in the Indian Transport market.



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CHAPTER 1

1.1 INTRODUCTION ON THE PERCEPTION OF CUSTOMERS TOWARDS SHRIRAM TRANSPORT COMPANY LIMITED.

Like any other Financial products, sales of giving finance is largely dependent on how well company plans out their marketing strategies which helps to increase visibility and build a distinct brand image. Looking at the intense competition it is become very necessary for company to make a name for themselves in consumers mind. So the opinion of customers play an important role in making marketing strategies. Hence this study will provide the company to what customers perceive about STFC. It will also help to find out the brand image of STFC in the minds of customers. India is emerging as a global automobile giant. In recent years this industry has made pioneering efforts in adopting modern technology and allowing the entry of foreign players. This is well supported by the economic conditions particularly in the financial sector and in foreign direct investment. During the last decade, conscious efforts have been made to fine-tune state policy to enable the Indian automobile industry realizes its potential to the fullest. The freeing of the industry from this restrictive environment has helped it to itself to global development.

Increasing competition as result of liberalization has led to continuous modernization as well as international standards. Moreover, auto finance with aggressive marketing strategies has played a bid role in boosting the automobile demand. Commercial vehicles, widely considered being the economy's barometer, have had a good start for the year. They've mastered the art of providing a broad variety of services throughout time. Originally conceived to meet the requirements of savers and investors, NBFCs have evolved into organizations that may offer services comparable to banks. There are a number of reasons behind the expansion of NBFCs in India. Their services are customized for each customer. Some of the key reasons for the expansion of NBFCs have been the extensive regulation of the banking sector and the lack of or comparatively lesser degree of regulation over NBFCs. Some studies have shown a correlation between economic growth and the expansion of NBFCs.

1.2 COMPANY PROFILE

Established in the year 1974, the Shriram Group, comprising 750 Branches and Service Centres, in India's premier financial services chain. This company is the largest player in Truck Financing and Chit funds in the Indian subcontinent. The group, having an annual turnover of Rs. 6,000 crore (USD 1.3 billion), has a significant presence in the Insurance Consultancy, Consumer Durable Finance and Stock Broking businesses. It also have diversified investments in areas such as Information Technology, Pharmaceuticals, Property Development, Project Engineering, Packaging and Auto Component. It employ over 11,000 employees across the countries that are committed to providing excellent customer service. It also have over 75,000 agents nationwide who reach out to its customers in even the most remote areas. The Shriram Group's business ventures are built on providing the most efficient and customer-focused services based on the simple principle of putting people first. This 'People First' business philosophy has earned them unstinted customer loyalty through many generations.

STFC decided to finance the much neglected Small Truck Owner. Shriram understood the power of 'Aspiration' much before marketing based on 'Aspiration' became fashionable. Shriram started lending to the Small Truck Owner to buy new trucks. But we found a mismatch between the Aspiration and Ability. The Truck Operator was honest but the Equity at his command was not sufficient to support the credit levels required to buy a new truck. The company has a network of 488 branches and service centers. The company is one of the largest asset financing NBFCs in India with a niche presence in financing pre-owned trucks and Small Truck Owners (STOs).

The company is a part of the "SHRIRAM" conglomerate which has significant presence in financial services viz., commercial vehicle financing business, consumer finance, life and general insurance, stock broking, chit funds and distribution of financial products such as life and general insurance products and units of mutual funds. Apart from these financial services, the group is also present in non-financial services business such as property development, engineering projects and information technology.

HISTORY AND MILESTONE:

APRIL 2005:

Shriram Group attracts largest Venture Capital Investment in the Indian non-banking financial sector, from Overseas

JULY 2004:

UTI Bank picks up equity stake in two Shriram Group companies

17MARCH 2003:

Shriram Investment Limited received the Mother Teresa Award for Corporate Citizenship.

DECEMBER2002

Shriram Group enters into strategic alliance with Citicorp Finance and Cummins auto services Cummins Auto Services

31AUGUST2002

Shriram Group ties up with UTI Bank for Retail Truck Financing

Scheme to offer low cost loans for purchase of new or used trucks to transport operators.

7MAY2002

Ms. Akhila Srinivasan awarded as the "Outstanding Woman Professional" for the year 2002

4FEBRUARY2000

Shriram Recon Trucks incorporated as India's first corporate network for selling reconditioned Used trucks.

15DECEMBER1999

Medicorp, the flagship company of Shriram group's pharmacy division became the first Indian company to win the Indian Drug Manufacturers Association

27 MARCH1986

Shriram City Union Finance Ltd. Incorporated for cars and two-wheelers.

12MARCH198

Shriram Investments Ltd. Incorporated

13JUNE1979

Shriram Transport Finance Company Ltd. Incorporated

PRODUCT PROFILE

1. TRUCK FINANCE

- Shriram Truck Financing Companies. The wheels of progress.
- Largest NBFC in the country exclusively engaged in financing of heavy commercial vehicles.
- Monopoly position in financing of used vehicles.
- All India presence with a branch network of 260 offices and employing over 4000 people.
- Growing at the rate of 30% per annum.
- Funds managed – Rs 6000 crores.
- Equity investors - Citicorp, UTI Banks, Reliance Capital and FMO Netherlands have added tremendous value and strength.
- Venture capital firm Chris capital joins as a strategic partner by acquiring 21% equity.

We entered the Consumer Durable Finance business in early 2002 through 'Shriram City Union Finance Ltd., the consumer finance arm of the group. Within a short span of 2 years, we have managed a portfolio of over Rs.584 crore. Our monthly business amounts to over Rs.25 crore in individual loans, ranging from as little as Rs.8,000 to Rs.1,00,000, and with tenures ranging from 12 months to 36 months. Since its inception, we have financed over 2,15,000 white goods and two-wheelers, with over 90% of the business arising out of the non-metro markets. This financing is backed by lines of credit extended by ICICI Bank, UTI Bank and Development Credit.

2. CONSUMER FINANCE

We entered the consumer Durable Finance Business in early 2002. Through Shriram City Union Finance Ltd. The consumer arm of the group. Within a short span of 2 years, we have managed a profile of over rest 684 crores in this business. Our monthly business amounts to over Rs. 25 crores in individual loans, ranging from as little as Rs. 8000 to Rs. 100000 and with tenures ranging from 12 months to 36 months. This financing is backed by lines of credit extended by ICICI Band, UTI Bank and Development Credit

3.CHIT FUNDS

Shriram chits is the largest chits fund in the country. We have grown to become a trusted household investment option. The growth registered by Shriram Chits recent years not only indicated the usefulness of this savings instrument, but is also a reflection our customers trust in. Chits one of the earliest investment instrument known to man, were founded by the enlightened communities of India. These have, ever since, worked to the advantages of communities that are battling scarce capital resource. Shriram chits started its operations in the year 1974 with a single branch that has quickly grown into trusted household name for making chits a viable form of saving and borrowing to all sections of the social Shriram chits operates in four states. Tamil Nadu, Andhra Pradesh, Karnataka and Maharashtra, where has a reputation for timely disbursement of funds and excellent customer services which differentiates it from other companies.

4. GENERAL INSURANCE

Shriram group has adopted a two strategy in this segment.

1. Broking arm – Armur Consultants – floated in year 2002
2. Retail Marketing Arm: Ski marketing floated in year 2001.

Armur Consultants Private Limited:

Armur consultant is engaged in insurance broking in corporate insurance markets and has already aggregated business volumes in excess of Rs. 200 crores (\$ 44 million) in premiums.

Amour consultant comprises a team of distinguished professionals from insurance, finance, law and other management discipline, who have vast business and managerial experience. The company has handled major claims for renowned clients. There have been several claim cases that were won even in the arbitration stage. The term at Armur Consultants begins with an in depth evaluation of the client company's business environment. The company' risk profile is then studied. Based on the results of these evaluations. The team then suggests the most cost effective, integrated insurance package that is perfectly suited to the company's risk profile.

1.3 STATEMENT OF THE PROBLEM

“ To study the customer perception towards Shriram transport finance limited ”

1.4 NEED FOR THE STUDY

- Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose.
- Research methodology helps to find the customer experience base for the product.
- This time research methodology is framed for the purpose of finding the level of customer perception and changing trends of the customer expectations.

1.5 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- To know the perception of customers towards SHRIRAM TRANSPORT FINANCE COMPANY to improve the quality of services.

SECONDARY OBJECTIVE

- To study whether the customers are satisfied with the present services of the company.
- Factors considered in selecting SHRIRAM TRANSPORT FINANCE COMPANY to take finance for HCV (Truck).
- To study the behaviour of executives of SHRIRAM TRANSPORT FINANCE COMPANY towards customers.
- .To know suggestions and opinions from customers regarding the improvement of services.

1.6 SCOPE FOR THE STUDY

- To know the perception of customers towards SHRIRAM TRANSPORT FINANCE COMPANY to improve the quality of services.
- The study will help the company to make proper marketing strategy for their weaker areas.
- . To study the behaviour of executives of SHRIRAM TRANSPORT FINANCE COMPANY towards customer .
- To seek suggestions and opinions from customer regarding the improvement of services.

CHAPTER – 2

2.1 INTRODUCTION TO REVIEW OF LITERATURE

Hasriman Kaur A. and Dr. Bhawdeep Singh Tanghi (2013) analyzed that NBFCs played an essential role in terms of macroeconomic prospective as well as strengthening the structure of the Indian monetary system. Consolidation in the sector and better regulatory structure has become more focused.

Dr. Amardeep (2013) analysed that “The role of NBFCs in creation of productive national assets can hardly be undermined. This is more than evident from the fact that most of the developed economies in the world have relied heavily on lease finance route in their development process”.

Dr. Yogesh Maheshwari (2013) in his paper state that “Changing Monetary scenario have opened up opportunities for NBFCs to expand their global presence through self-expansion strategic alliance etc. The Monetary reforms have brought Indian Monetary system closer to global standards”.

Sornaganesh and Maria Navis Soris¹⁷ (2013) B “A Fundamental Analysis of NBFCs in India” in ‘Outreach’. The study was made to analyze the performance of five NBFCs in India. The annual reports of these companies are evaluated so as to ascertain investments, loans disbursed, growth, return, risk, etc. To sum up, the study is concluded that the NBFCs are earning good margins on all the loans and their financial efficiency is good.

Jency (2017) tried to learn the performance of non-banking financial institutions. She has found that the NBFC sector assumes a critical role in financial inclusion as it caters to a wider range of financial activities particularly in areas where commercial banks have limited penetration. Moreover, the profitability of NBFCs has risen significantly than that of commercial banks.

Akanksha Goel in her article in ‘ELK Asia Pacific Journal’ studied the growth prospects of NBFCs in India.

Sunita yadav in her article in 'International journal of recent scientific research' studied the financial performance of selected NBFCs on parameters like Net profit ratio, Return on Investment, Annual growth rate etc.

Ranjan kshetrimayum in his article in 'A journal of Radix International educational and research consortium' studied the evolution, growth and development of NBFCs in India.

Shollapur M.R in his article in 'The Indian Journal of Commerce' has revived concept of NBFCs. As per him the abstract NBFCs constituted a significant part of financial system and compliment the service provide by commercial bank in India. The efficiency of financial services and flexibilities helped them build a large body of client including small borrower and bigger corporate establishment. The pace of financial liberalization has a intensified the competition. As a result, there has been a shift towards strategic perspective marketing process of NBFCs. This perspective enable them to predict the future impact of change and help to move out of week area and grab new opportunity .

R.M Srivastava & Divya Nigam in his book Management of Indian Financial Institution background material for economic growth and financial institution, types of financial institution, recent trend Indian financial market. He put enfaces on the fact that the money market has passed through a phase of substantial adjustment and advancement in recent year.

K.C Shekhar & Lakshmy Shekhar in his book has explain role of NBFCs in India has shown rapid development especially in 1990 owing to their high degree of orientation towards consumers and implication of section requirement. The role of NBFCs as effective financial intermediaries arise has been well recognized as they have inherent abilities to take quicker decision, assume risk and customize their services provided by bank and market the components on a conceptual basis.

E. N. Murty suggests the advantage and outlook of NBFCs. In remarkable surgeon under stringent production like prudential limit and capital adequacy just like M&M Finance, DBS Chula, Sundaram Finance Sri Ram Transport Finance etc. In outlook NBFCs has been searching for avenue for future growth, if they get regulatory treatment on for with the bank. So that large NBFC will be converting and making available credit to credit.

L M Bhole in his book define the NBFCs perform a diversified range of function and other various financial services to individual, corporate and institutional client. It also play positive role in accessing certain depositor segment and clearing credit requirement of borrowers. It also discussing the major financial market in India .

Shashi K. Gupta, Nisha Gupta & Neeti Gupta in his book define money market is an opportunity for balancing the short-term surplus fund of the investor with the short-term requirement to borrowers. Another feature of money market is that they are liquid with varying degree. It also defines NBFCs play an important role in financial intermediaries because they can take quick decision making assume greater risks and design their product to the need of customer.

Kantawala, (1997), in his study “Financial Performance of Non-Banking Finance Companies in India”, examined the performance of non-banking financial companies for the period from 1985-86 to 1994-95. Based on secondary data collected from different RBI bulletins regarding financial and investment companies, the study concluded that there was a significant difference in the profitability ratios, leverage ratios, and liquidity ratios of various categories of NBFCs. When two categories were compared, the selected ratios were not statistically different from each other in majority of the cases. When all the companies were taken together, null hypothesis was accepted for only three ratios, indicating thereby that there was no significant difference. From this, it can be inferred that the ratios for all categories of NBFCs were generally different from each other.

CHAPTER 3

3.1 RESEARCH METHODOLOGY

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis

3.2 RESEARCH DESIGN

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study..

3.3 SOURCES OF DATA COLLECTION

PRIMARY DATA

This includes designing questionnaires for collection of data through google form study, collecting data from target respondents, processing and analyzing the data and arriving at conclusions. Questionnaire given to 130 respondents.

SECONDARY DATA

This data is collected from the book from journals, newspapers, magazines and online information., Interviewing with the owners of trucks

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's experience



3.5 SAMPLING TECHNIQUE

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods.

A convenience sample is made up of people who are easy to reach

3.6 PERIOD OF THE STUDY

The period of study is For 3 months

3.7 TOOLS OF ANALYSIS

PERCENTAGE ANALYSIS

Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. Percentage analysis was done, and the bar diagram and pie Figure were generated

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CHAPTER 4

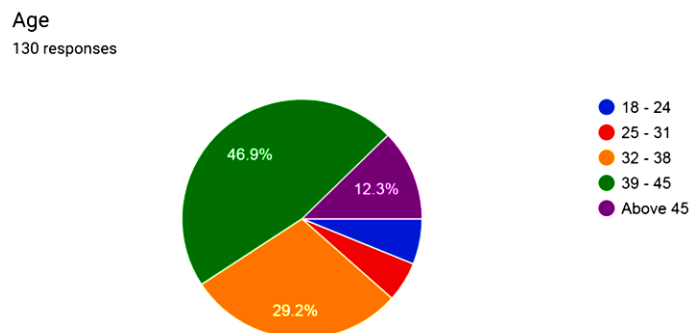
4.1 PERCENTAGE ANALYSIS AND INTERPRETATION

TABLE 4.1

Age wise classification of the respondents

AGE	NO OF RESPONDENTS	PERCENTAGE
18 – 24	8	6.2 %
25 - 31	7	5.4 %
32 - 38	38	29.2 %
39 - 45	61	46.9 %
Above 45	16	12.3 %

CHART 4.1



INTERPRETATION

From the above data it was found that 46.9 % respondents were between the age of 39 – 45 , 32 – 38 were 29.2 %, Above 45 were 12.3% , 18 – 24 were 6.2 % , 25 – 31 were 5.4 %.

INFERENCE

Majority 46.9 % of the respondents are age between 39 – 45 years

TABLE 4.2

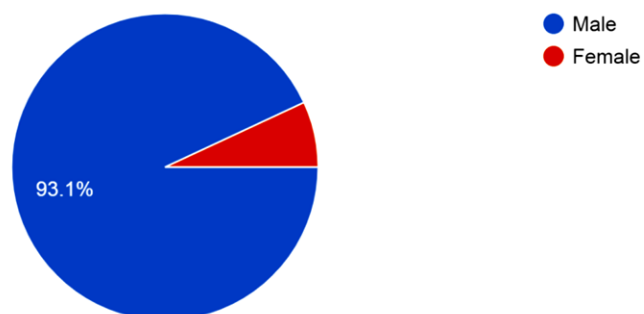
Gender wise classification of the respondents

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	121	93.1 %
Female	9	6.9 %
TOTAL	130	100 %

CHART 4.2 Respondents of gender

Gender

130 responses



INTERPRETATION

From the above data it was found that 93.1 % were male and 6.9 % were Female

INFERENCE

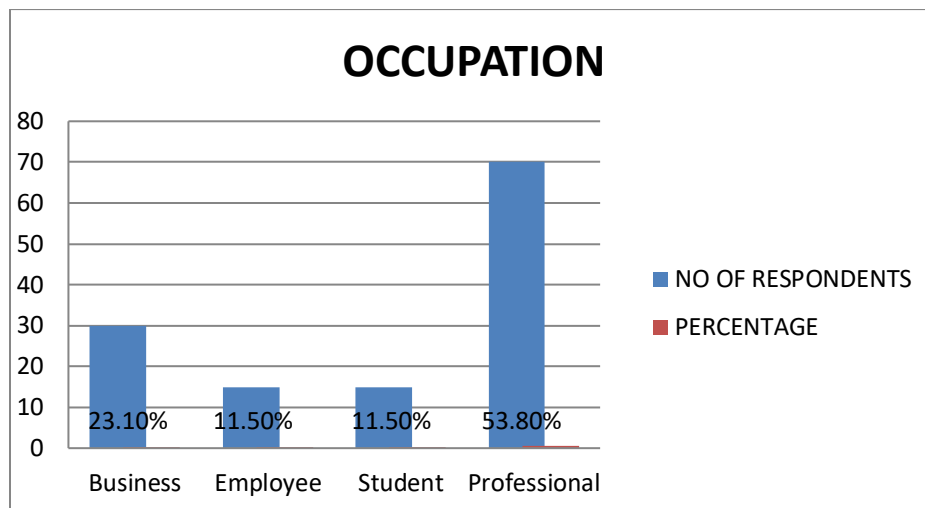
Majority 93.1% of the respondents are Male.

TABLE 4.3

Occupation wise classification of the respondents

OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
Business	30	23.1 %
Employee	15	11.5 %
Student	15	11.5 %
Professional	70	53.8 %

CHART 4.3



INTERPRETATION

From the above data it was found that 53.8 % were Professional , 23.1 % were business , 11.5 % were both Employee and student

INFERENCE

Majority 53.8% of the respondents are Professional

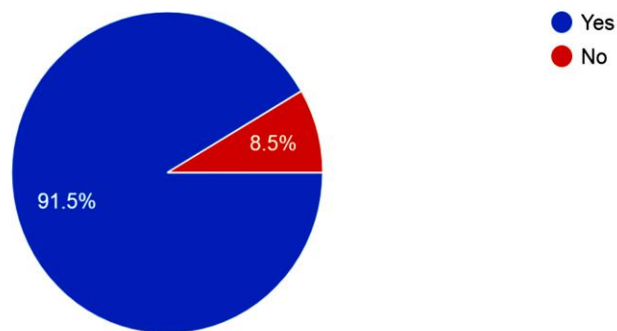
TABLE 4.4

Are you aware of STFC of respondents

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Yes	119	91.5 %
No	11	8.5 %

CHART 4.4

Are you aware of STFC ?
130 responses



INTERPRETATION

From the above data it was found 91.5 % respondent for aware of STFC and 8.5 % were No

INFERENCE

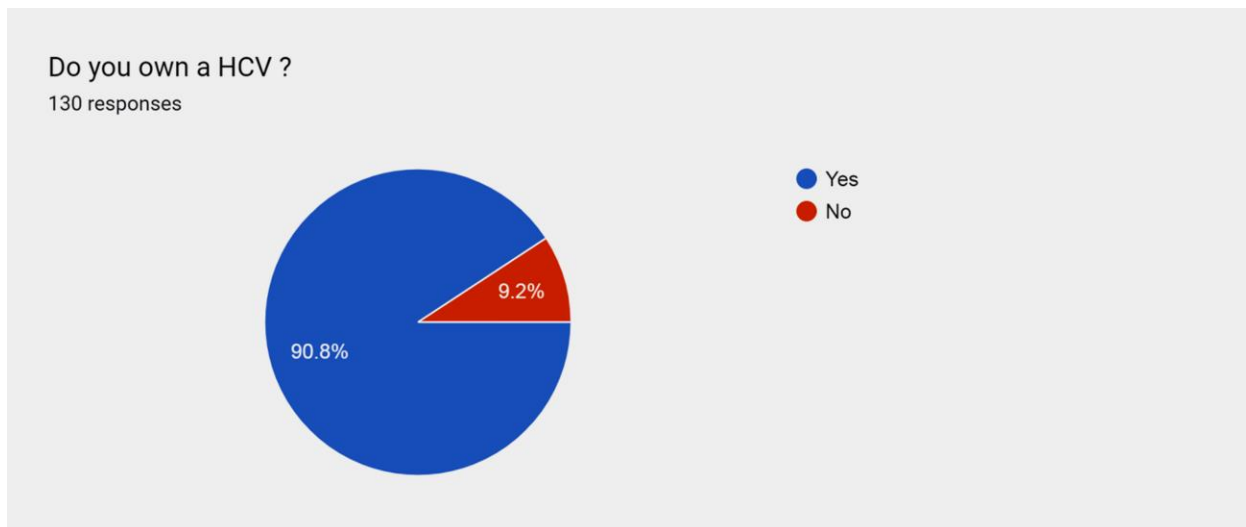
Majority 91.5% of the respondents are aware of STFC.

TABLE 4.5

Do you own a HCV of respondents

PARTICULARS	NO OF RESPONDENT	PERCENTAGE
Yes	118	90.8 %
No	12	9.2 %

CHART 4.5



INTERPRETATION

From that above data it was found that 90.8 % own a Heavy consumer vehicle and 9.2 % were No

INFERENCE

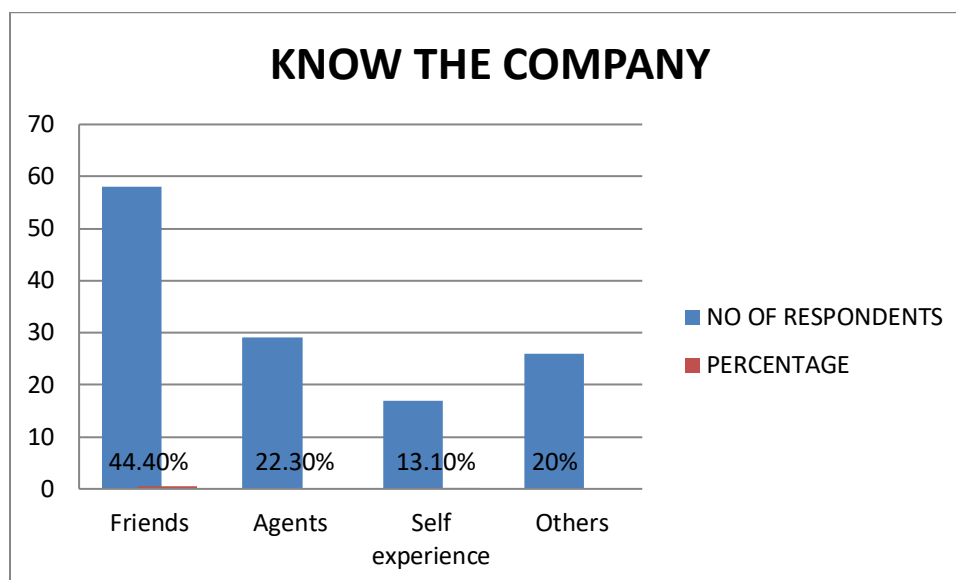
Majority 90.8 % of the respondents are own a HCV

TABLE 4.6

How did you come to know about this company ?

PARTICULARS	NO OF RESPONDENT	PERCENTAGE
Friends	58	44.4 %
Agents	29	22.3 %
Self Experience	17	13.1 %
Others	26	20 %

CHART 4.6



INTERPRETATION

From the above data it was found that 44.4 % respondents were friends , 22.3 % were agents , 20% were others and 13.1 % were self experience

INFERENCES

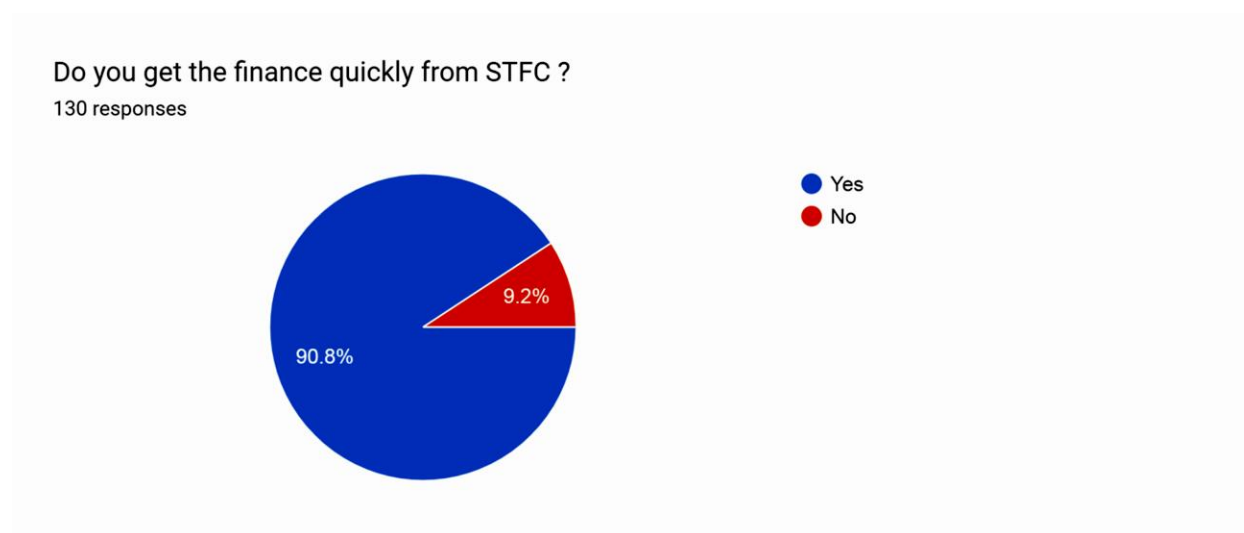
Majority 44.4% of the respondents know the company by their friends

TABLE 4.7

Do you get the Finance quickly from STFC ?

PARTICULARS	NO OF RESONDENT	PERCENTAGE
Yes	118	90.8 %
No	12	9.2 %

CHART 4.7



INTERPRETATION

From the above data it was found that 90.8 % respondents getting the finance quickly from the STFC and 9.2 % were No

INFERENCES

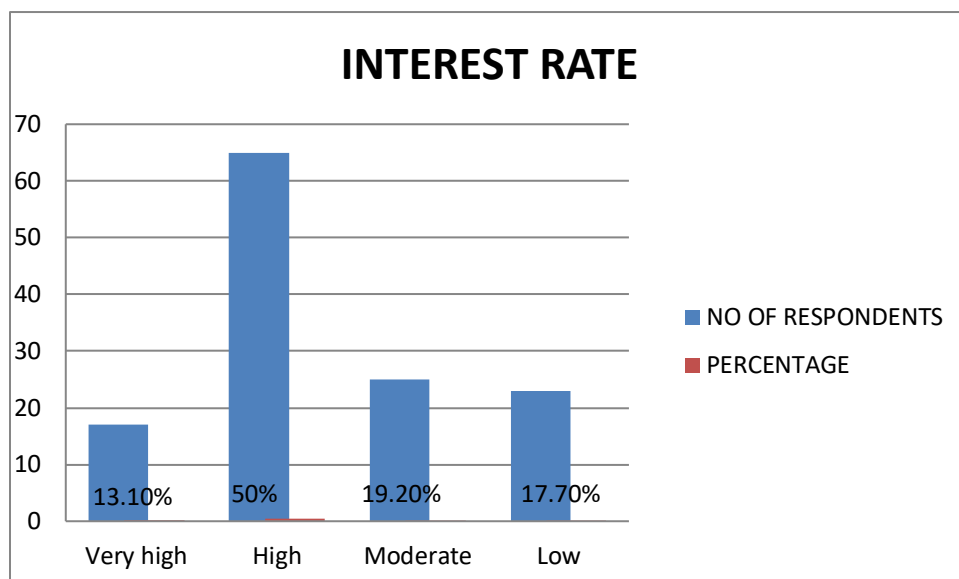
Majority 90.8% of the respondents get finance quickly from STFC

TABLE 4.8

What do you feel about the interest rates at STFC?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Very High	17	13.1 %
High	65	50 %
Moderate	25	19.2 %
Low	23	17.7 %

CHART 4.8



INTERPRETATION

From the above data it was found that 50% of the respondents feel interest rate are high at STFC, were 19.2 % were feel Moderate, 17.7 % were feel low and 13.1 % were feel very High.

INFERENCES

Majority 50% of the respondents feel high interest rates at STFC.

TABLE 4.9

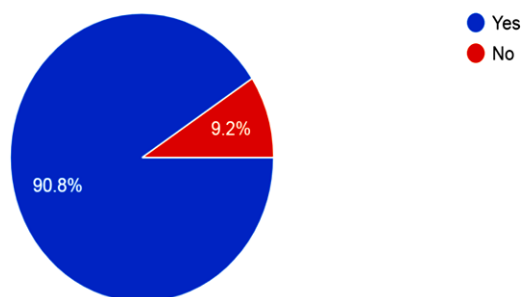
Are you satisfied with the documentation process at STFC ?

PARTICULARS	NO OF RESONDENT	PERCENTAGE
Yes	118	90.8 %
No	12	9.2 %

CHART 4.9

Are you satisfied with the documentation process at STFC ?

130 responses



INTERPRETATION

From the above data it was found that 90.8 % of the respondents were satisfied with the documentation process at STFC and 9.2 % were Not Satisfied

INFERENCES

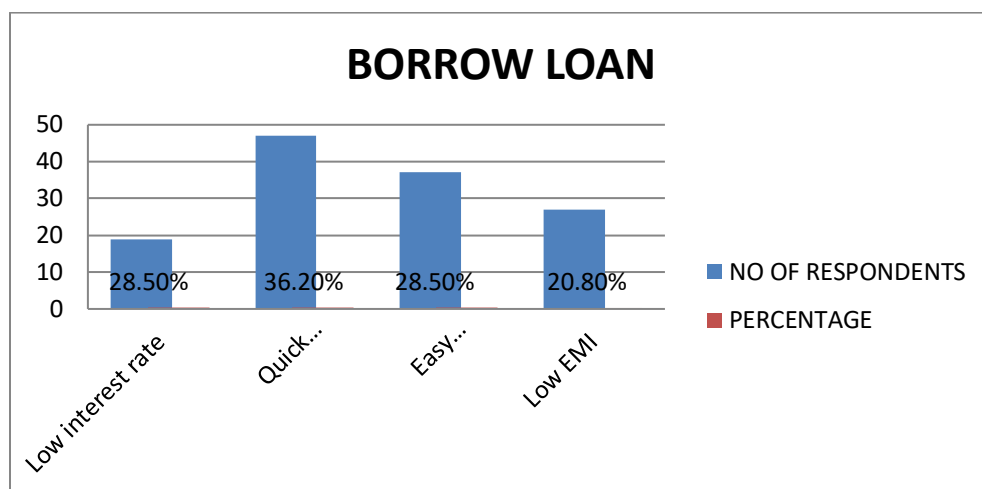
Majority 90.8 % of the respondents are satisfied with the documentation process at STFC.

TABLE 4.10

What are the features that attracted you to borrow loan from STFC ?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Low interest rate	19	28.5 %
Quick Finance	47	36.2 %
Easy documentation	37	28.5 %
Low EMI	27	20.8 %

CHART 4.10



INTERPRETATION

From the above given data it was found that 36.2 % of the respondents are attracted by Quick finance, 28.5 % were both attracted by Low interest rate and Easy documentation , 20.8% were attracted by Low EMI

INFERENCES

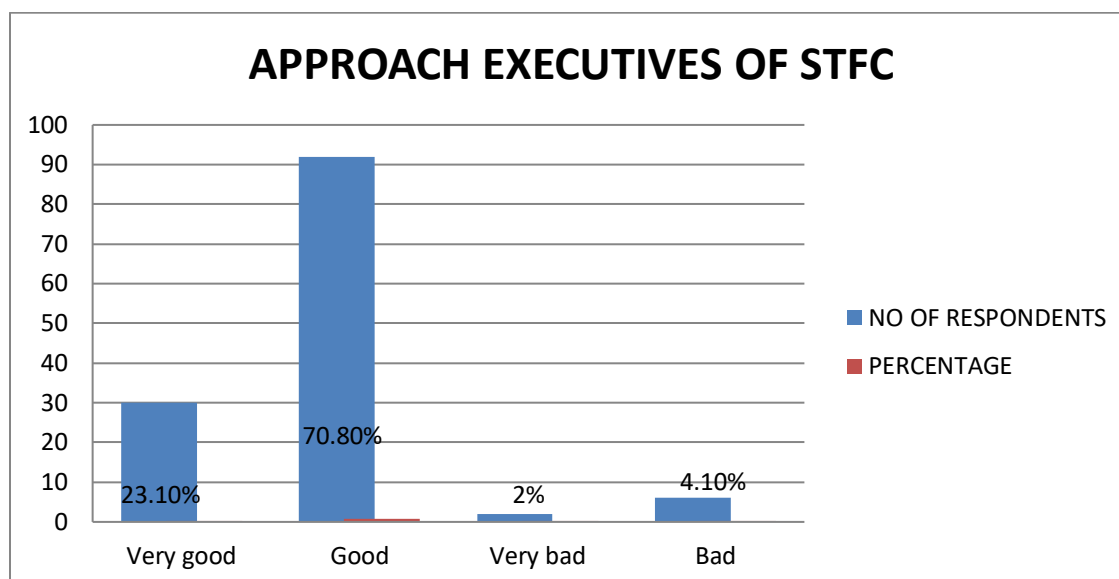
Majority 36.2 % of the respondents are attracted by quick finance to borrow loan from STFC.

TABLE 4.11

What is your experience when you approach the executives of STFC for finance of HCV ?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Very Good	30	23.1 %
Good	92	70.8 %
Very Bad	2	2 %
Bad	6	4.1 %

CHART 4.11



INTERPRETATION

From the above data it was found that 70.8 % of the respondents were got good experience when they approach the executives of STFC ,23.1 % were experienced very good ,4.1 % were experienced bad and 2 % were experienced Very bad

INFERNECES

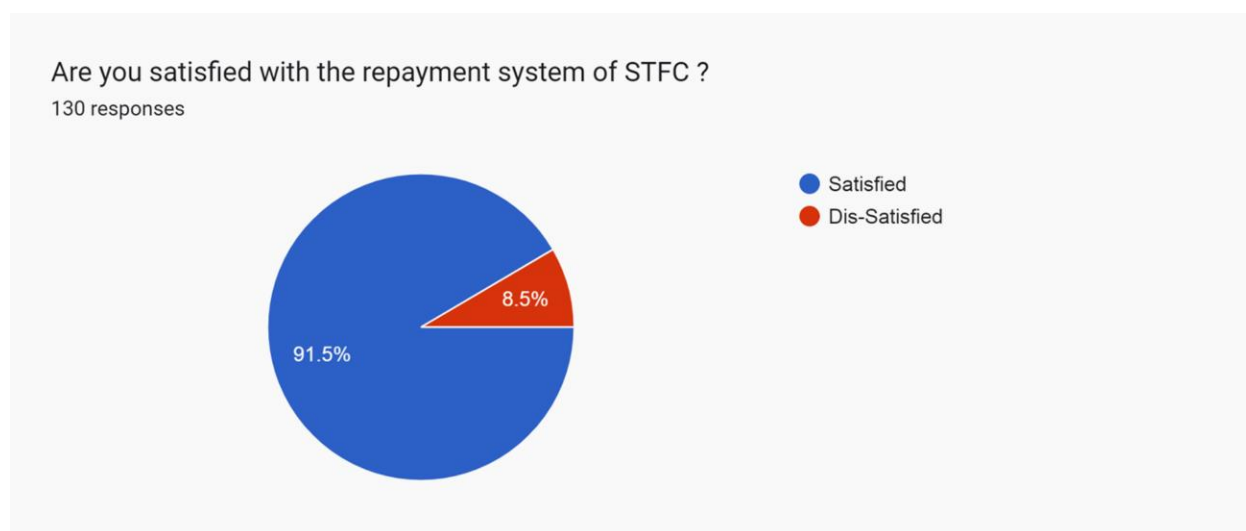
Majority 70.8 % of the respondents are got good experience when they approach executives

TABLE 4.12

Are you satisfied with the repayment system of STFC ?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Satisfied	119	91.5 %
Dis Satisfied	11	8.5 %

CHART 4.12



INTERPRETATION

From the above data it was found that 91.5 % were satisfied with the repayment system of STFC and 8.5 % were dis Satisfied.

INFERENCES

Majority 91.5% of the respondents are satisfied with repayment system of STFC

TABLE 4.13

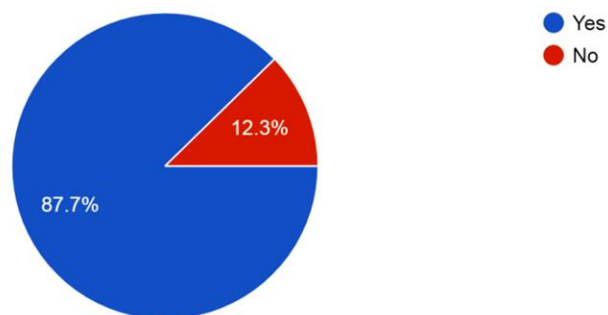
Do you recommend STFC to others ?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Yes	114	87.7 %
No	16	12.3 %

CHART 4.13

Do you recommend STFC to others ?

130 responses



INTERPRETATION

From the above data it was found that 87.7 % of the respondents were recommended STFC to other and 12.3 % were not recommended to other

INFERENCES

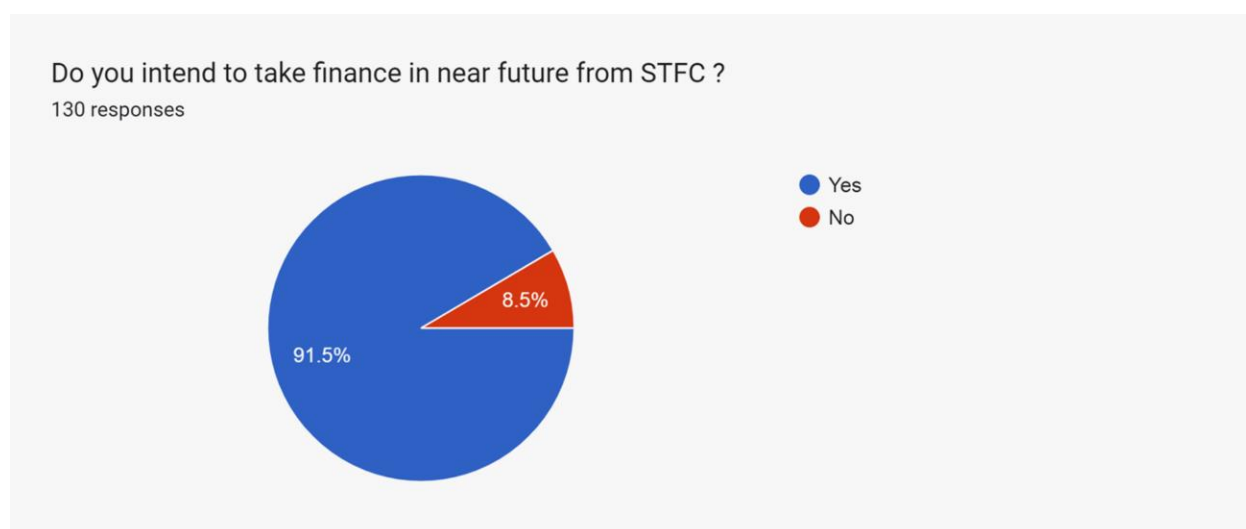
Majority 87.7 % of the respondents are recommended STFC to others.

TABLE 4.14

Do you intend to take finance in near future from STFC ?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Satisfied	119	91.5 %
Dis Satisfied	11	8.5 %

CHART 4.14



INTERPRETATION

From the above data it was found that 91.5 % of the respondents were satisfied to take finance in near finance from STFC and 8.5 % were dis satisfied.

INFERENCES

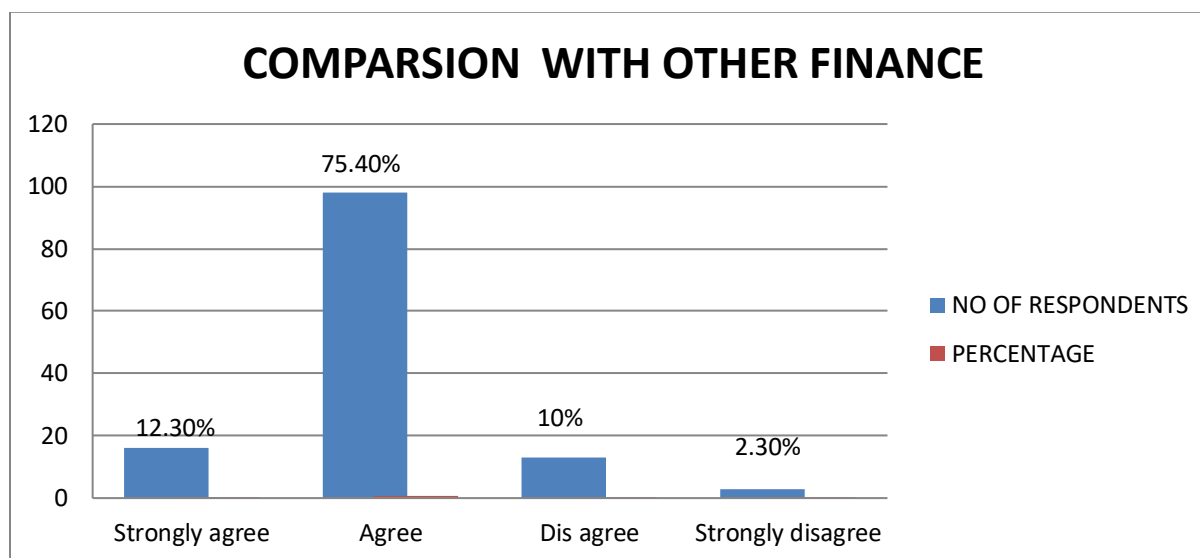
Majority 91.5 % of the respondents are satisfied to take finance in near future from STFC.

TABLE 4.15

Whether comparsion of Shriram finance with Other finance is better ?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	16	12.3 %
Agree	98	75.4 %
Dis agree	13	10 %
Strongly disagree	3	2.3 %

TABLE 4.15



INTERPRETATION

From the above data it was found that 75.4 % of the respondents were agree that shriram transport finance is better than other finance , 12.3 % were strongly agree , 10 % were dis agree and 2.3 % were Strongly dis agree.

INFERENCES

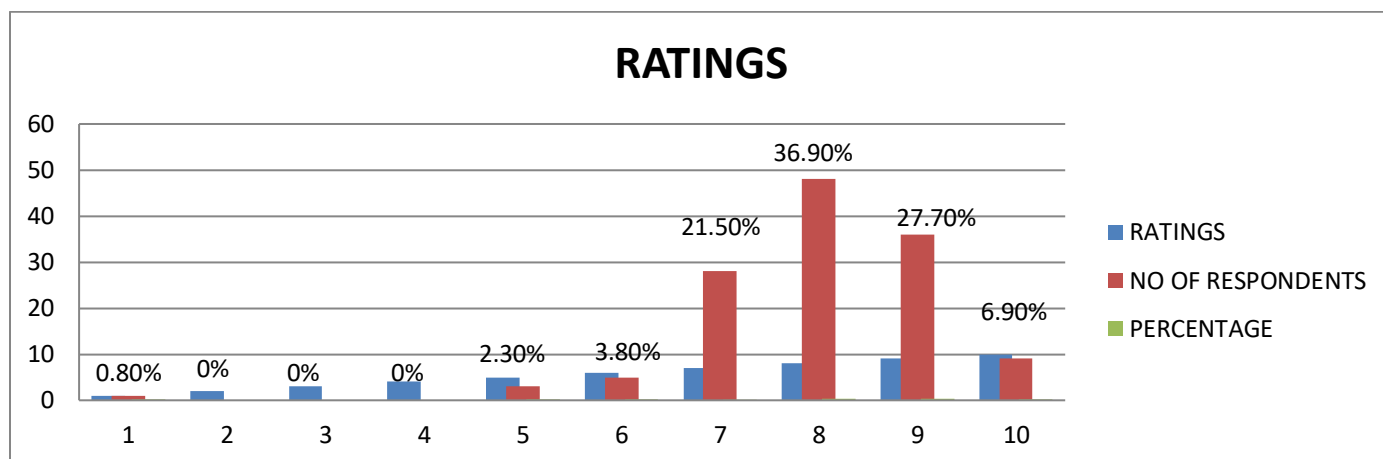
Majority 75.4 % of the respondents are agree that STFC is better than other finances.

TABLE 4.16

How would you rate the Financial services provided by Shriram finance ?

RATINGS	NO OF RESPONDENTS	PERCENTAGE
1	1	0.8 %
2	0	0 %
3	0	0%
4	0	0 %
5	3	2.3 %
6	5	3.8%
7	28	21.5 %
8	48	36.9 %
9	36	27.7 %
10	9	6.9 %

CHART 4.16



INTERPRETATION

Most 36.9 % of people an overall rating of 8 , 27.7 % gave 9 , 21.5 % gave 7 , 6.9 % gave 10 , 3.8 % gave 6 , ,2.3 % gave 5 and 0.8 % gave by 1 .

INFERENCES

Majority 36.9 % of the respondents are rated 8 for the services provide by STFC.

CHAPTER 5

FINDINGS ,SUGGESTION AND CONCLUSIONS

5.1 FINDINGS

- Majority (46.9 %) of the respondents are age between 39 to 45 years
- Majority (93.1 %) of the respondents are Male.
- Majority (53.8 %) of the respondents are Professional.
- Majority (91.5 %) of the respondents are aware of STFC.
- Majority (90.8 %) of the respondents own a HCV.
- Majority (44.4 %) of the respondents know the company by their Friend.
- Majority (90.8 %) of the respondents get Finance quickly from STFC.
- Majority (50 %) of the respondents feel High interest rates at STFC.
- Majority (90.8 %) of the respondents are satisfied with the documentation process at STFC.
- Majority (36.2 %) of the respondents are attracted by Quick finance to borrow loan from STFC.
- Majority (70.8 %) of the respondents are got good experience when they approach executives.
- Majority (91.5 %) of the respondents are satisfied with repayment system of STFC.
- Majority (87.7 %) of the respondents are recommended STFC to others.
- Majority (91.5 %) of the respondents are satisfied to take finance in near future from STFC
- Majority (75.4 %) of the respondents are agree that STFC is better than other finances.
- Majority (36.9 %) of the respondents are rated 8 for the services provided by STFC..

15.2 SUGGESTIONS

- 1.The firm should tap the un-tapped locations & market. This will help them in increasing the business. Rural places are advised
- 2.The company should bring down their interest rates compared to other competitor rates.
- 3.The STFC should increase their seizing period from 3 months to 4 months during slack season if the customers fails to pay their instalments.
4. The brand awareness campaigns should be conducted. The firm should work on its Advertisements.
5. Number of customers complaints should be reduced, because always cost is associated in solving these problems

15.3 CONCLUSION

SHRIRAM TRANSPORT FINANCE COMPANY LIMITED is the Non-Banking Financial Company in the Indian scenario and it is the leader with monopoly position in financing for Heavy Commercial Vehicles. Less than anticipated growth in the face of intensifying competition and rising costs, can hardly be expected to get the company foaming. By seeing the observations most of the customers are having positive perception towards Shriram Transport Finance Company Limited and are satisfied with their services such as Quick finance, Easy documentation process etc. The company is progressing continuously in the field of finance as Non-Banking Finance Company to compete with other Financial as well as Non-banking financial institutions.

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ANNEXURE – I

"A Study on Customer Perception towards Shriram Transport Finance".

1. Age

- a. 18 – 24 b. 25-31 c. 32- 38 d. 39-45 e. Above 45

2. Gender

- a. Male b. Female

3. Occupation

- a.Business b. Employee c. Student d. Professional

4.Do you own a Heavy consumer vehicle?

- a. STFC b. Tata finance c. Co-op banks d. others

5.Are you aware of STFC?

- a. Yes b. No

6.How did you come to know about this company?

- a. Friends b. Agents c.Self experience d. others

7.Do you get the finance quickly from STFC?

- a. Yes b. No

8.What do you feel about the interest rates at STFC?

- a. Very high b. High c.Moderate d. Low

9. Are you satisfied with the documentation process at STFC?

- a. Yes b. No

10. What are the features that attracted you to borrow loan from STFC?

- a. Low interest rate b. Quick finance
c. Easy documentation d. Low EMI



11 .What is your experience when you approach the executives of STFC for finance of Heavy Consumer vehicle?

- a. Very good b. Good c. Very bad d. Bad

12 .Are you satisfied with the repayment system of STFC?

- a. Satisfied b. Dis-Satisfied

13. Do you recommend STFC to others ?

- a. Yes b. No

14 Do you intend to take finance in near future from STFC?

- a. Yes b.No

15 .Whether comparison of STFC with other finance is better?

- a. Strongly agree b. Agree c. Disagree d.Strongly disagree

16 .How would you rate the financial services provided by the Shriram transport finance company ? {

From 1 is bad to 10 is very good }

1() 2() 3() 4() 5() 6() 7() 8() 9() 10()

