

A STUDY ON CUSTOMER SATISFICATION LEVEL OF PURCHASING A PRODUCTS THROUGH EMI

Submitted in partial fulfillment of the requirement for the reward of
BACHELOR OF COMMERECE



By

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**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
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DECLARATION

THARANI. N (39740037) Hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER SATISFICATION LEVEL OF PURCHASING A PRODUCTS THROUGH EMI** ” done BY me under the guidance of **Dr. M SUDHA PAULIN**

(Internal) MBA.,PhD.,is Submitted in partial fulfillment of the requirements for the award of Bachelor of commerce.

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DATE:

PLACE: CHENNAI

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TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	i
	LIST OF TABLES	ii
	LIST OF CHARTS	ii
	PROBLEM STATEMENT	iv
1	INTRODUCTION	
	1.1 Introduction	1
	1.2 answer the 5H and 2H	1
	1.3 Area of Industry	2
	1.4 Industry Profile	3
	1.5 EMI	3
	1.6 Need for the Study	4
	1.7 Scope and Significance of Study	4
	1.8 Objectives of the Study	4
	1.9 Limitations of the Study	4
2	2.1 REVIEW OF LITERATURE	6
3	3.1 RESEARCH METHODOLOGY	8
	3.2 Research Design	8
	3.3 Sampling Technique	8
	3.4 Sources of Data	9
	3.5 Structure of Questionnaire	9
	3.6 Sample Size	10
	3.7 Period of Study	10
	3.8 Hypothesis/ Analytical Tools	10

4	DATA ANALYSIS AND INTERPRETATION	
	4.1 survey analysis of data	10
	4.2 Test – I	37
	4.3 Test – II	38
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings of the Study	39
	5.2 Suggestions	40
	5.3 Conclusion	40
	REFERENCES	41
	WEBSITES	41
	APPENDIX – I (Questionnaire)	42

ABSTRACT

The banking industry and private financial companies offers more customary services to the customers like deposits and loans, etc. In particular, the loan services are mostly used by the customers of the banking institutions in India. The bank loans are a significant engine for fulfilling requirements of the EMI, car loan, housing loan, business loans with periodic payment system like Equated Monthly Installment (EMI) option. The researcher analyzed the loan borrower's satisfaction level towards EMI option in commercial banks and private financial measure the factor influences to loan borrowing by EMI facility in the study area. The present study carried out by the researcher, is an empirical study in nature and this is based on Survey Method. The data required for carrying out the present study were collected by the researcher in two stages. In the first stage, the personal data relating to the sample respondents and specially designed questions for this purpose of the loan. The tools for collecting the primary data were constructed by the researcher. The purposive sampling method adopted for the sample selection. Casual interviews were conducted with 1000 loan borrowers of the commercial banks and private financial companies by EMI options in. This current study covers a period from 2022-23 The study has utilized the tools and techniques like descriptive analysis, central tendency, correlation analysis in the current research work.

LIST OF TABLE

TABLE NO.	PARTICULARS	PAGE NO.
4.1	Age of the respondents	12
4.2	Gender of the respondents	14
4.3	Marital status of the respondents	15
4.4	Occupation of the respondents	16
4.5	Monthly income of the respondents	18
4.6	Did you have EMI card	19
4.7	Lending companies	20
4.8	Motivational factors	22
4.9	Convenient card	24
4.10	Comfortable purchase	25
4.11	Problems of card holders	26
4.12	Types of products	28
4.13	Experience in EMI	29
4.14	Satisfaction level	31
4.15	Suggestion	33
4.16	Convenient period	34
4.17	Rating	36
4.18	frequencies	37
4.19	No of respondents	37
4.20	No of respondents in percentage	37
4.21	correlation	38

LIST OF CHARTS

CHARTS NO.	PARTICULARS	PAGE NO.
4.1	Age of the respondents	13
4.2	Gender of the respondents	14
4.3	Marital status of the respondents	15
4.4	Occupation of the respondents	17
4.5	Monthly income of the respondents	18
4.6	Did you have EMI card	19
4.7	Lending companies	21
4.8	Motivational factors	23
4.9	Convenient card	24
4.10	Comfortable purchase	25
4.11	Problems of card holders	27
4.12	Types of products	28
4.13	Experience in EMI	30
4.14	Satisfaction level	32
4.15	Suggestion	33
4.16	Convenient period	35
4.17	rating	36

PROBLEM STATEMENT

- Now a day, the loan borrowers are attracted by the bankers with their lucrative offers of lower interest rate, doorstep services, no requirement of guarantor, etc.
- Especially, nationalized banks are keen in lower rate of interest with EMI options. But in nationalized banks, rules are very strict and stringent.
- The EMI holders' satisfaction can be considered the essence of success in today's highly competitive world of business.
- The EMI holders' satisfaction can be considered the essence of success in today's highly competitive world of business.
- In both public sector and private sector banks, the EMI loan holders are facing more problems in the study area.
- The banking industry is also facing a rapidly changing market, new technologies, economic uncertainties, fierce competition and more demanding customers, and the changing climate has presented an unprecedented set of challenges.

CHAPTER-1

1.1 INTRODUCTION

The banking industry offers more customary services to the customers like deposits and loans, etc. In particular, the loan services are mostly used by the customers of the banking institutions in India. The bank loans are a significant engine for fulfilling requirements of the car loan, housing loan, business loans with periodic payment system like Equated Monthly Installment (EMI) option. The banking services are ranked fourth in terms of the multiplier effect on the economy and third amongst 14 major industries in terms of the total linkage effect. After International Journal of Social Science and Economic Research ISSN: 2455-8834 Volume:03, Issue:12 "December 2018" www.ijsser.org Copyright IJSSER 2018, All rights reserved Page 7115 agriculture, the banking industry is the second largest employment generator in India. Most of the banking institutions and other financial institutions are providing EMI loan facility with the monthly repayment system. Now a day, the EMI concept is familiar with the different group of product buyers in the Indian economy..

1.2 Answer the 5H and 2H

1.2.1 WHY

The banking industry offers more customary services to the customers like deposits and loans, etc. In particular, the loan services are mostly used by the customers of the banking institutions in India. The bank loans are a significant engine for fulfilling requirements of the car loan, housing loan, business loans with periodic payment system like Equated Monthly Installment (EMI) option.

1.2.2 WHEN

The problem arises during today scenario.

1.2.3 WHO

My target is both men and women at the age group [15-60 AND ABOVE]

1.2.4 HOW

I found this problem during current scenario.

1.2.5 HOW MUCH

I will take minimum of 60 sample and maximum of 120 sample.

1.3 AREA OF INDUSTRY

An online questionnaire was developed to collect that required data in the most efficient manner possible. The questionnaire was distributed via electronic mail to the potential participants. The unit of analysis was fuel consumer.

➤ SAMPLE SIZE:

It comprises of 70-100 respondents from over tamilnadu, spread across various socio demographic profiles.

➤ SAMPLING DESIGN:

A random sampling method was adopted to draw the sample respondents for the study. Random sampling means each individual element in the universe has an equal chance of being chosen.

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1.4 Industry a part of & Investments Limited,

Indian financial services company focused on lending, asset management, wealth management and insurance.

The company employs over 20,154 employees at 1,409 locations, and is engaged in consumer finance businesses, life insurance, and general insurance. Apart from financial service also active in wind–energy generation with an installed capacity of 65.2 MW.

was ranked among *The Economic Times* 500 as #119 in 2014.

, participates in the financial business and is a company listed on The Stock Exchange, Mumbai (BSE) and the National Stock Exchange

1.5 EMI

Along with the principal, rate of interest and tenor, a common term associated with any loan – home, personal or business – is EMI. When you avail a loan for any purpose, you have to repay it through equated monthly installments, better known as EMIs.

EMI can be calculated through the formula below

$$A = P \times \frac{r (1 + r)^n}{(1 + r)^n - 1}$$

FIG 1.1 FORMULA FOR CALCULATING EMI

Where:

A = Periodic EMI amount

P = Principal borrowed

r = Periodic interest rate (annual interest rate/12)

n = Total number of payment (number of months during the loan tenure)

1.6 Need of the study

- The study is focused why the customer prefer to buy products in EMI and effectiveness of EMI.
- The data acquired from the questionnaire is imperative to our studies at the same time it does not give a full onset of the view of the people and is obtained from a close but approximate reliable sample.

1.7 Scope and significance of the study

- The banking industry has grown by leaps and bounds in a few years.
- The loan disbursements with EMI options by banks have witnessed phenomenal growth during these years.
- There are greater numbers of borrowers of loans by EMI options. By this study, it is attempted to measure the satisfaction level of EMI loan borrowers.

1.8 Objectives of the study

- To find factors that motivate customers to buy in EMI scheme.
- To measure the factor influences to loan borrowing by EMI facility in the study area.
- To find the impact of EMI documentation of customer.
- To analysis the loan borrower's satisfaction level on EMI option.

1.9 Limitation of the study

- Due to the time constraint the sample size was restricted to 102 respondents only.

- Since the study is based on the primary data collected through questionnaire, the result of the study are subject to all the limitations of the primary data.
- The analysis based on some statistical tools which as it is own limitation.
- The finding and suggestions are based on the information given by the respondents.

Chapter-2

2.1 LITERATURE REVIEW

- The researcher has used some other literature reviews for the collecting immense ideas related to the loan services with EMI options.
- Titko and Lace (2010) highlighted that the aggressive power and endurance of a bank lies in the degree of its customer fulfillment.
- Banks therefore compensate meticulous awareness to customer.
- According to Stafford (1996), due to the actuality that banks vend undifferentiated items, the only successful tool they can utilize to stay alive in the marketplace is the excellence of service.
- Bowen and Hedges (1993) states that banks that present very high excellence services have a spirited advantage because the payback of improved eminence of service are great market shares, augmented in profits and amplified in customer preservation.
- Anderson et al. 2004 identified that customer gratification has been widely studied in the pasture of marketing over the last 2 decades.
- It has happen to a significant assemble for promotion scholars (McQuitty et al. 2000) and It is by extreme the most normally utilized customer sloping metric by managers (Gupta and Zeithaml, 2006) because it is common and can be calculated generally for every products and services including non-profit and public services (Zeithaml et al. 2006).
- Boyd W. et al. (2011) have carried out the study to value the major aspects affecting the housing finance choices of customers and driven- in- services.
- Machauer A. and Morgner S. (2012) have affirmed that segmentation to be chosen by probable benefits and approach that could improve a bank's aptitude to address the conflict between individual's services and cost saving standardization.
- Jasmindeep & Pasricha (2014) opinioned that the immemorial protection was measured as a basic necessity of a man.

- Ashok & Abinaya (2017) included that the customers were fulfilled with the service offered by HDFC Ltd.
- Further the research reveals that there is no important association between the educational qualification of the clients and their fulfillment against the service supplied by HDFC Ltd.

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.

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2 RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research’.

3.2.1 Descriptive research design

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.3 SAMPLING TECHNIQUE

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

3.3.1 Non-probability sampling

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

3.3.2 Convenience sampling

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

3.4 SOURCES OF DATA

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are

3.4.1 Primary data

The Primary data for this study was collected through questionnaire.

3.4.2 Secondary data

Secondary data was collected from external sources like Websites, Journals etc.

3.5 STRUCTURE OF THE QUESTIONNAIRE

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic. The structure of questionnaire used in this project is as follows.

3.5.1 Basic introduction

The questionnaire begins with small and simplifies description regarding the questionnaire – Title and description of the topic.

3.5.2 Personal details

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and occupation.

3.5.3 Research related questions

The next set of questions in the questionnaire consists of the questions related to public where the participants are asked on their general opinion on their increase in fuel price.

3.5.4 Perception questions

The next set of questions in the questionnaire focus on increase in fuel price related question on whether the participants are affecting due to increase in fuel price.

3.5.5 Likert scaling questions

The likert scaling questions include moderate options in its scale.

3.5.6 Suggestion questions

The last and final questions in the questionnaire focus on the suggestion questions of the participants regarding the questionnaire.

3.6 Sample size

The sample size for the project had a target of 70-100 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the survey questionnaire was 102. Total of 102 responses helped the project to analyze more response and it helped to derive a conclusion recording people's perception towards a study of satisfaction of public how they consider it.

3.6.1 SAMPLE LOCATION

My survey location in ERODE.(kavindapadi)

3.6.2 SAMPLE TARGETED PEOPLE

My survey targeted people is both Men and Women at the age group of [18-60 AND ABOVE]

3.7 PERIOD OF STUDY

This is one-time research where the research is conducted only for one-time and that the project is based on the responses derived from a definite period of time. The period of study for the project of about 30 days project is based on the responses collected from the 102 participants in the 6 days' time period.

3.8 HYPOTHESIS / ANALYTICAL TOOLS:

➤ Central tendency:

Central tendency refers to measures used to assess the average of observations. These measures include mode, median, and mean. Mode describes the attribute of a

variable that appears most frequently. Median describes, in an ordinal, interval, or ratio variable, the middle value.

➤ CORRELATION:

Correlation, in the finance and investment industries, is a statistic that measures the degree to which two securities move in relation to each other. Correlations are used in advanced portfolio management, computed as the correlation coefficient, which has a value that must fall between -1.0 and +1.0.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

4.1 Survey analysis of data

4.1.1. Age of respondents

Table 4.1

15-25	80
26-35	16
36-45	4
45 and above	2
total	102

Interpretation:

In the chart we can observe 78.4% of respondent are between age of 15-25. 15.7% of the respondent are between age of 26-35. 2.9% of the respondent are between age of 36-45. 1% of the respondent are between age of 46 and above. Mostly the age group between 15-25 are most involved and excited to purchase in EMI scheme

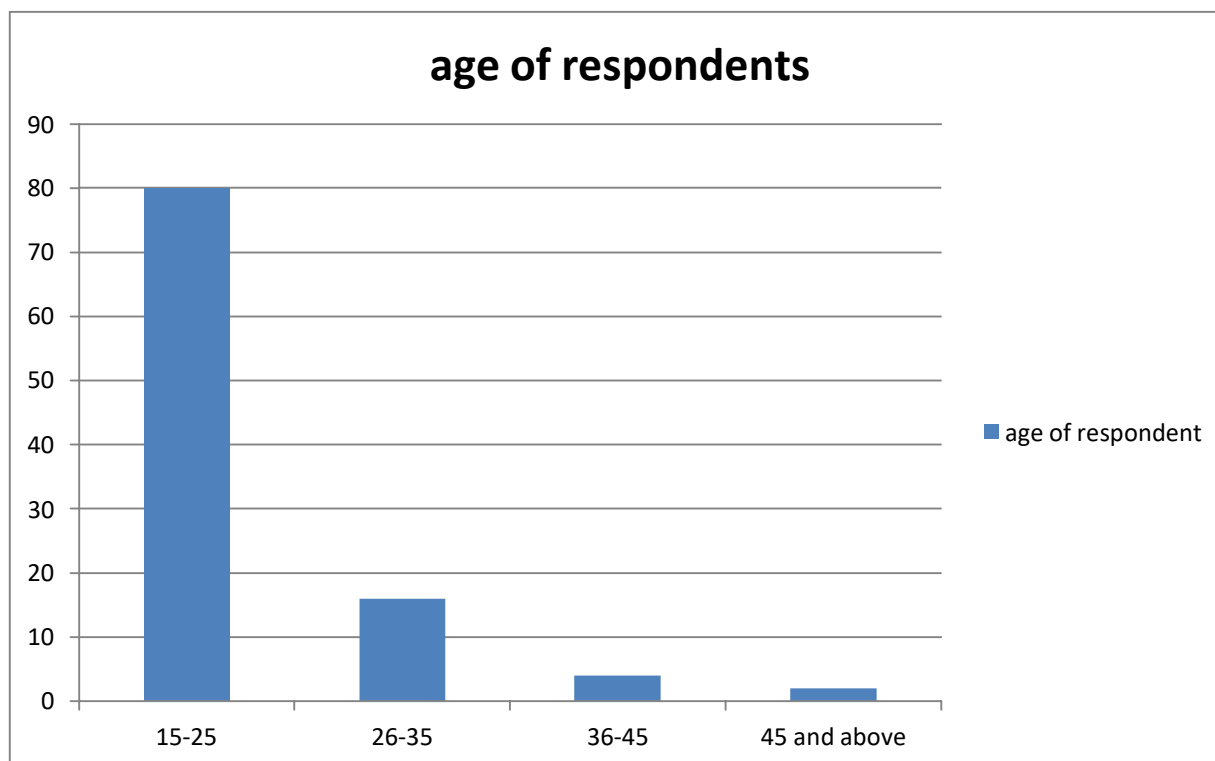


Fig 4.1 age of respondents

4.1.2. Gender of respondents

Table 4.2

Male	83
female	19
Other	0
total	102

Interpretation:

From the chart 81.4% of the respondent is male. 18.6% of the respondent is female and 0% respondent is others. The maximum 83 is male respondent and the minimum 19 is female respondent and 0 respondent in the other category.

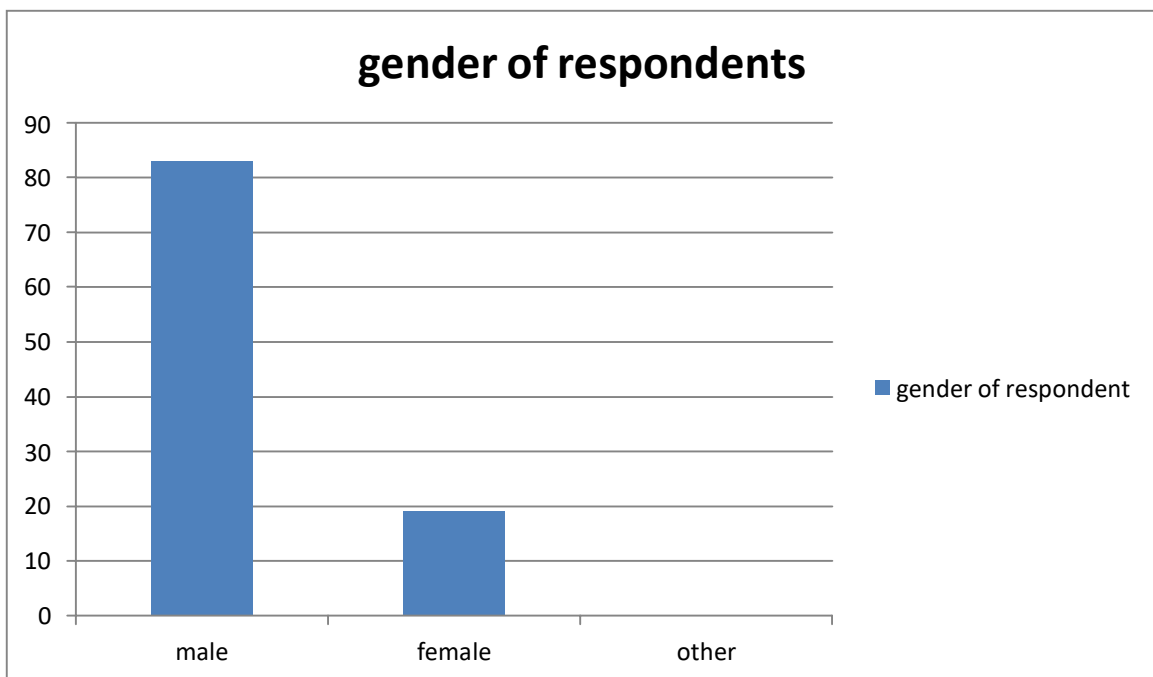


Fig 4.2 gender of respondents

4.1.3. Marital status of the respondents

Table 4.3

Unmarried	85
Married	17
Separated	0
total	102

Interpretation:

From the chart 83% of the respondent is unmarried. 17% of the respondent is married and 0% respondent is separated. The maximum 85 is unmarried respondent and the minimum 17 is married respondent and 0 respondent in the separated .

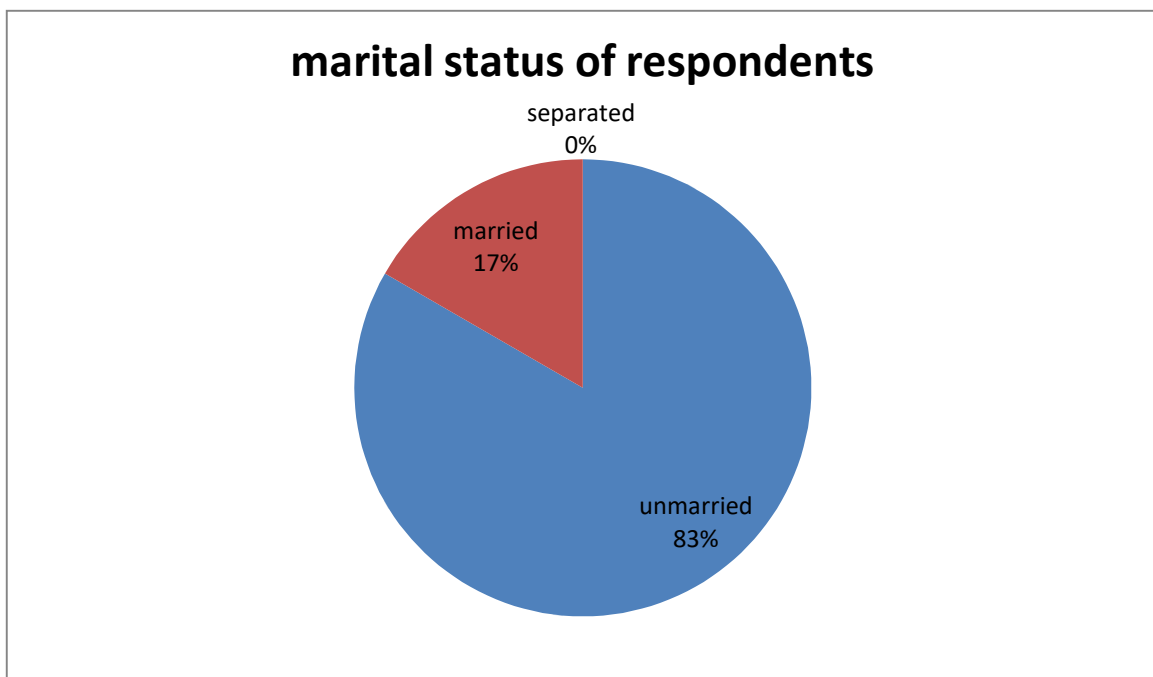


Fig 4.3 marital status of respondents

4.1.4. OCCUPATION OF THE RESPONDENTS

Table 4.4

GOVERNMENT EMPLOYEE	6
PRIVATE EMPLOYEE	37
BUSINESS	14
Students	36
Other	9
total	102

Interpretation:

From the chart 5.9% of the respondent is government employee. 36.3% of the respondent is private employee.13.7% respondent is doing their own business.35.3%of the respondent is students and 8.8% respondent is selecting other category. The maximum 37 respondent is private company employees and the minimum is 6 respondents is a government employees.

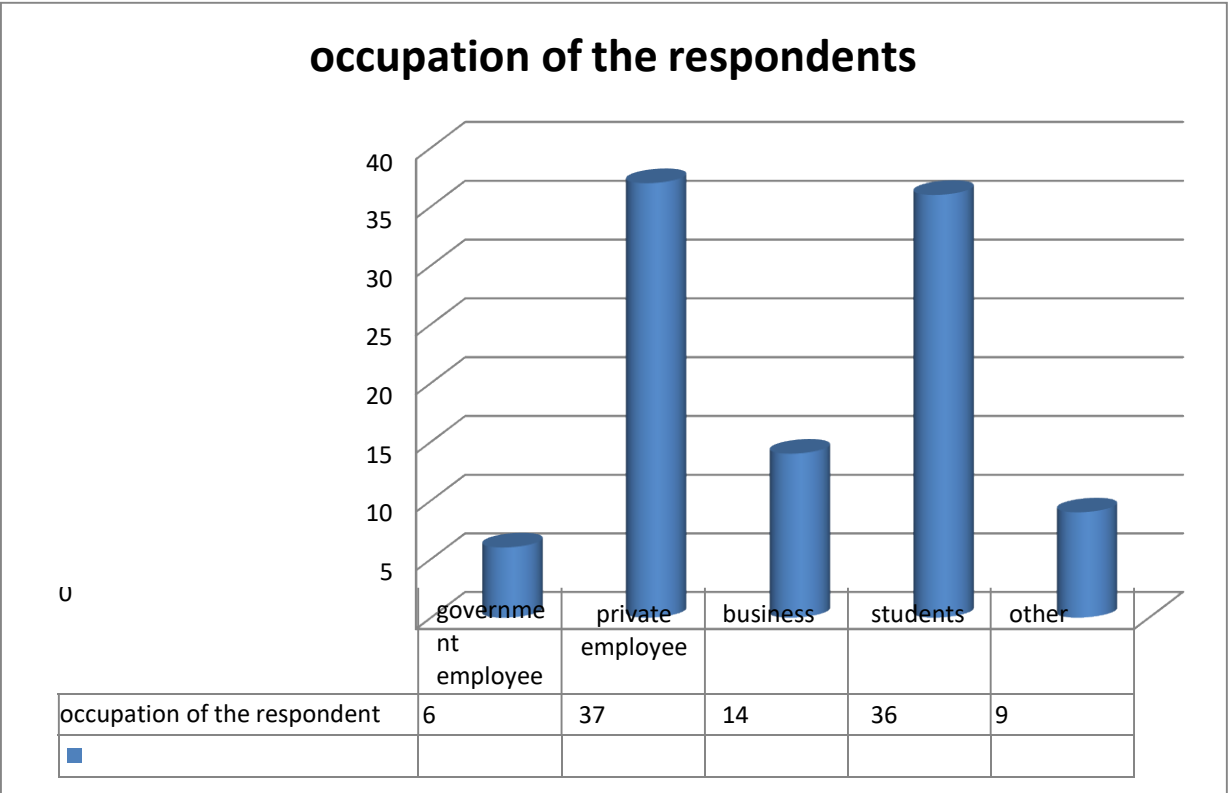


Fig 4.4 occupation of the respondents

4.1.5. MONTHLY INCOME OF THE RESPONDENTS

Table 4.5

5000-15000	42
16000-25000	31
26000-50000	14
50000 and above	15
total	102

Interpretation:

From the chart 43.8% of the respondent is earn 5000-15000 as monthly income. 32.3% of the respondent is earn 16000-25000 as monthly income. 11.5% respondent is earn 26000-50000 as monthly income and 12.5% of the respondent is earn 50000 and above as monthly income. The maximum 42 is earn 5000-15000 as monthly income respondent and the minimum 14 is earn 26000-50000 as monthly income respondents.

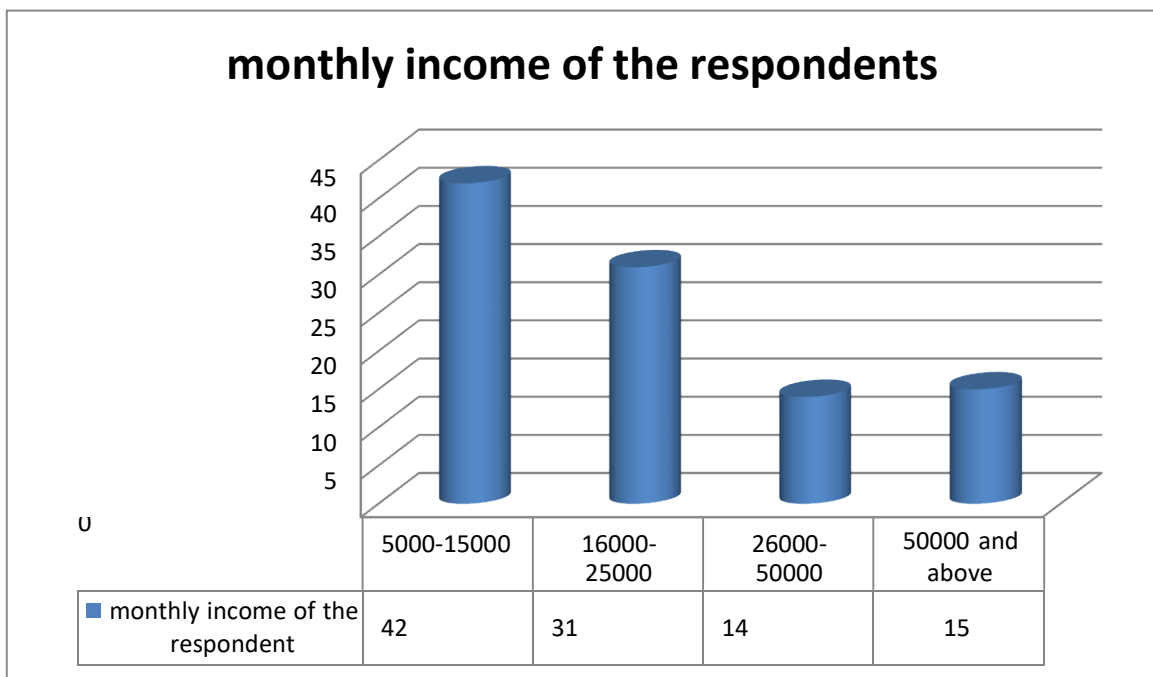


fig 4.5 monthly income of the respondents

4.1.6. DID YOU HAVE EMI CARD

Table 4.6

Yes	52
No	50
Total	102

Interpretation:

From the chart 51% of the respondent is not having EMI card and 49% of the respondent is having EMI card. The maximum is 52 is NO respondent not having EMI card and minimum is 50 YES respondent having EMI card.

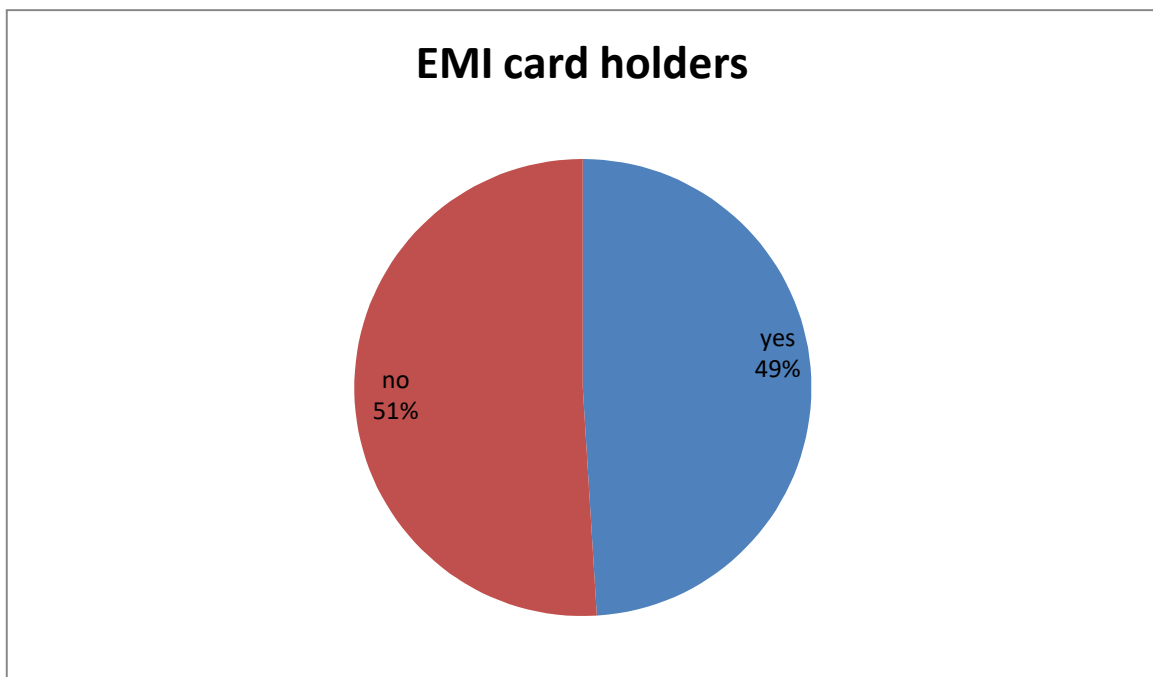


Fig 4.6 EMI card holders

4.1.7. IF YOUR ANSWER IS YES FOR THE ABOVE QUESTION, SELECT THE COMPANY WHICH GAVE YOU LOAN. PLEASE MENTION THE COMPANY NAME EVEN IF YOU HAVE TAKEN LOAN WITHOUT EMI CARD

Table 4.7

IOB	22
Capital first	8
Tata capital	4
Hdfc	21
Other	6
No loan	40
total	102

Interpretation:

In the chart 22.7% of respondent chose IOB 6.2% of respondent is chosen capital first.3.1% of respondent is chosen tata capital.21.6% of respondent is chosen hdfc.5.2% of respondent is chosen other lending companies and 41.2% of respondent are not taking any loan or EMI in any lending companies. the maximum of respondents 40 is chosen they are not willing to get any loan or EMI in any lending companies and the minimum of respondents 4 only lending or EMI in capital first.

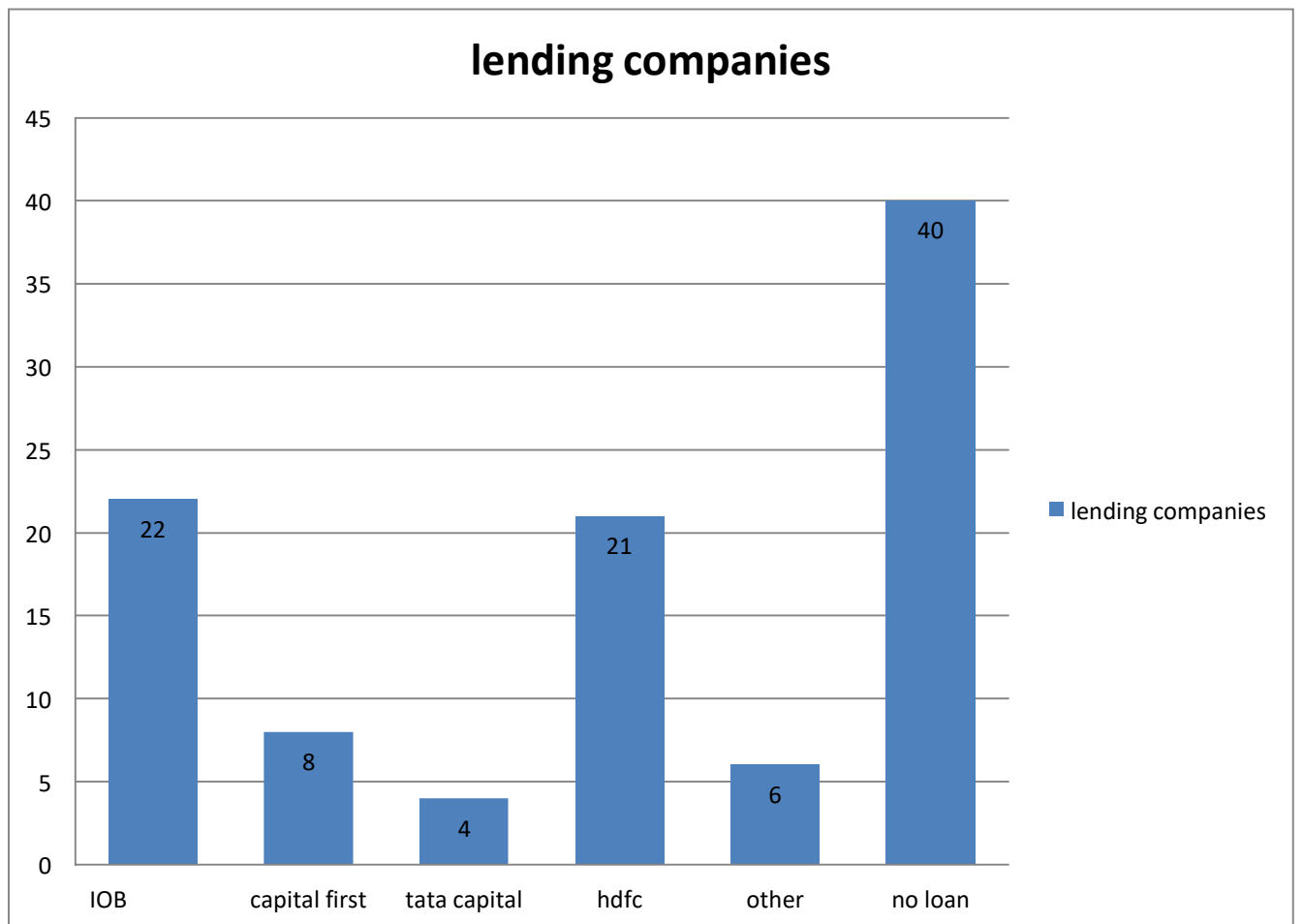


Fig 4.7 leading companies

4.1.8. ACCORDING TO YOU FOLLOWING FACTORS WHICH WILL MOTIVATE YOU TO PURCHASE BY EMI SCHEME

Table 4.8

Zero interest	40
Low downpayment	18
Easy to manage money	20
Other reason	24
total	102

Interpretation:

People mainly purchase on EMI basis because of paying short which allow the buyer easy to manage money and use that money for alternate purpose.in the above chart explains 39.2% of sample has respondent that easy EMI (zero interest) has been their motivational factor for EMI purchase and 19.6% of people has respondent that easy to manage money and 17.6% of people has respondent that low down payment and other reason also having the same 23.5%. The maximum is 40 respondents have chosen zero interest and the minimum is 18 respondent has choose low down payment.

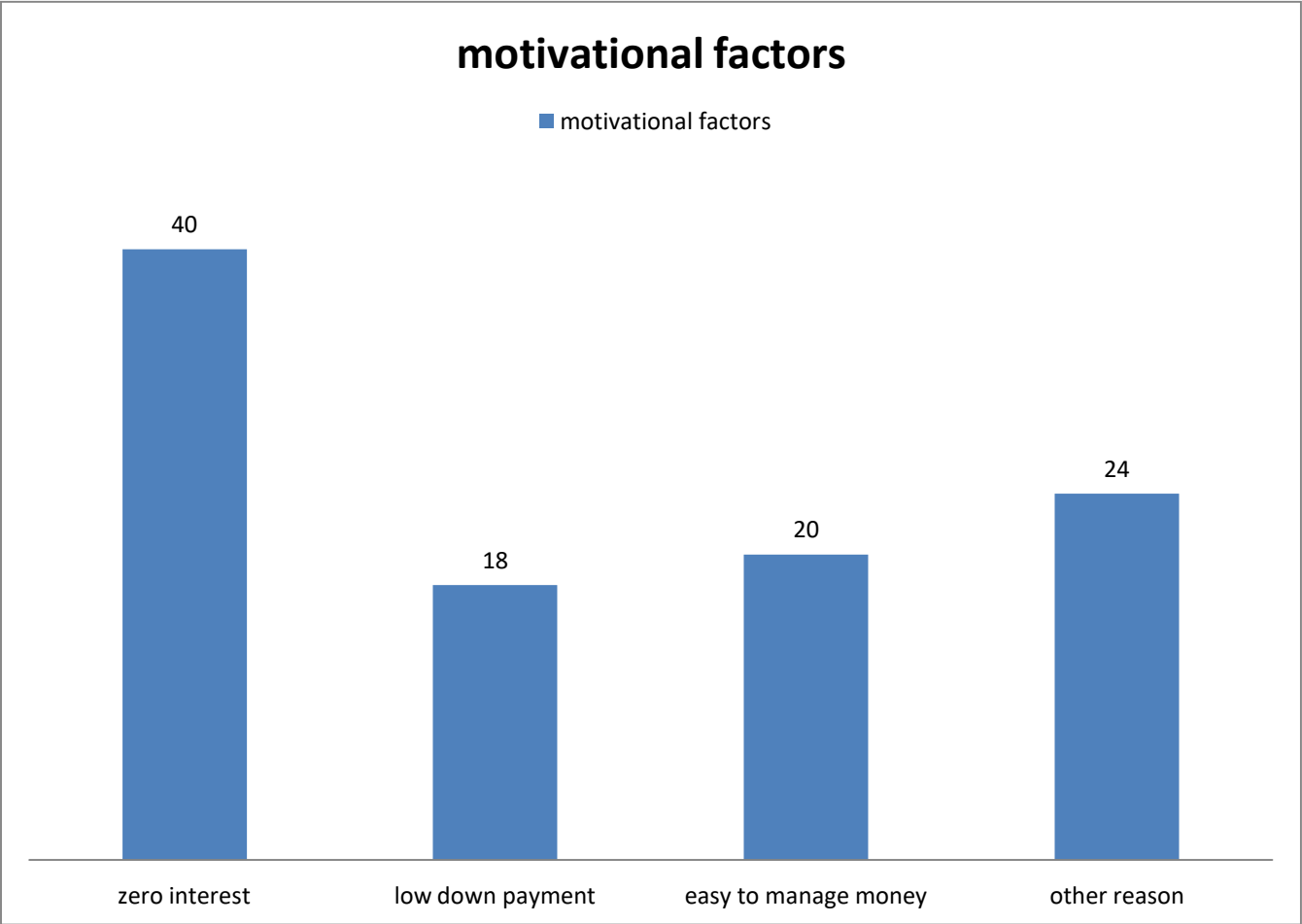


Fig 4.8 motivational factors

4.1.9. KINDLY MENTION WHICH AMONG THE FOLLOWING IS MORE CONVENIENT TO USE FOR PURCHASE

Table 4.9

Credit card	20
EMI card	44
none	37
total	102

Interpretation:

Purchasing on credit card was more convenient when compared to EMI card purchase, because 43.6% of the respondent have chosen EMI card was more convenient for them to use for purchase. 36.6% of respondent is chosen none in the form and 19.8% of the respondent is chosen credit card. The maximum 44 respondent is chosen EMI card in the given form and the minimum 20 respondent is chosen credit card is convenient for them to use while purchasing.

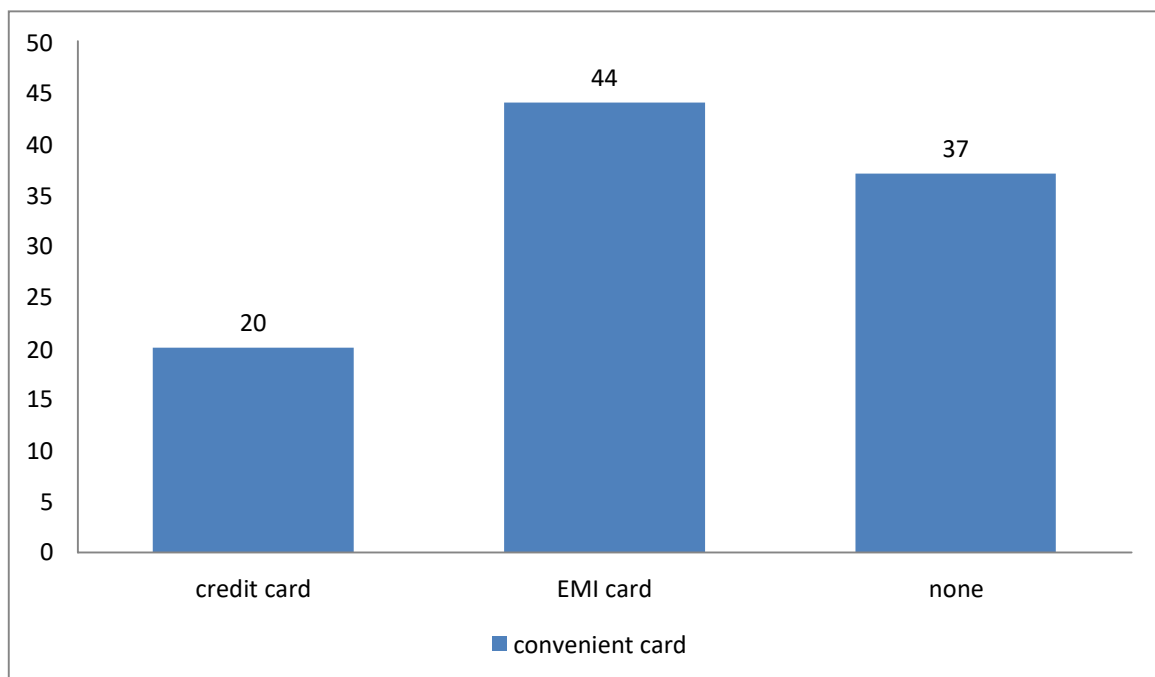


Fig 4.9 convenient card

4.1.10. KINDLY TELL US WHICH TYPE OF PURCHASE WAS MOST COMFORTABLE FOR YOU

Table 4.10

Cash purchase	56
EMI purchase	46
Total	102

Interpretation:

This question is about comfortability that costumers feel in cash purchase 55% of the respondent has said that it is more comfortable because no documentation process, no CIBIL score issue, no technical issue and remaining 45% of them has respondent that credit purchase is more comfortable because it is easy to purchase costly products and easy to manage the money.

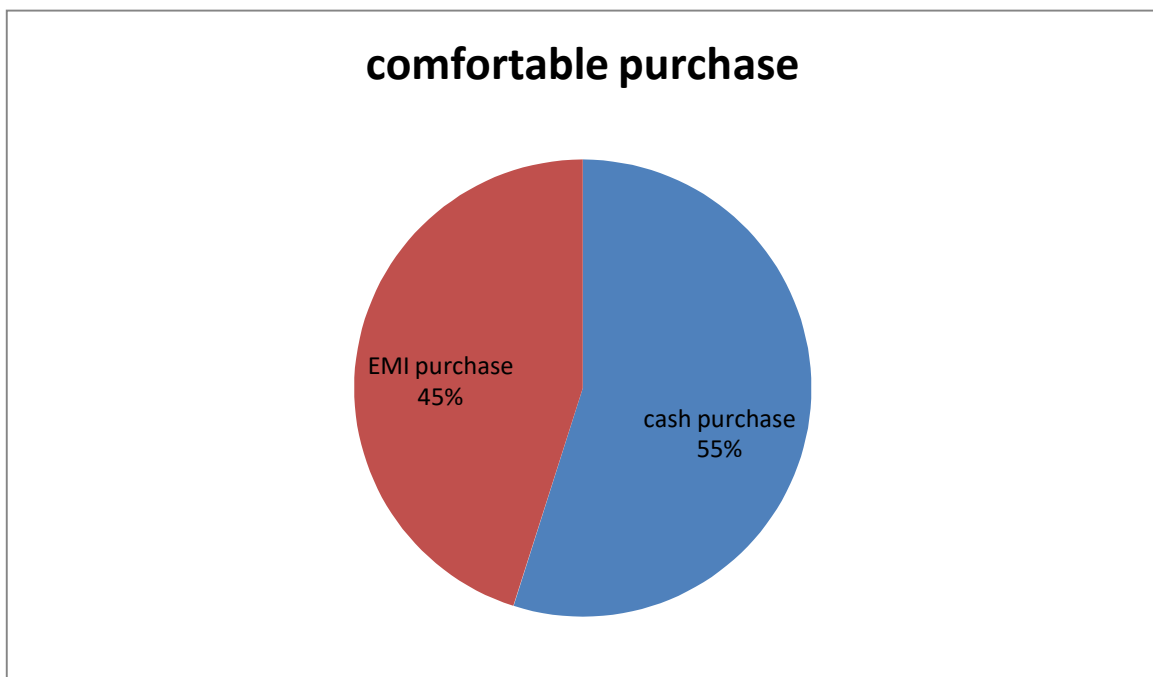


Fig 4.10comfortable purchase

4.1.11. WOULD YOU FACE ANY PROBLEMS REGARDING EMI PURCHASE

Table 4.10

CARD BLOCK ISSUES	10
LOW LIMIT ISSUES	18
TECHNICAL ERROR BY BANKS	14
OTHER REASONS	37
NO REASON BECAUSE THEY ARE NOT CARD HOLDER	23
Total	102

Interpretation:

From the chart 10.1% of the respondent is chosen their problem has card block issue, 18.2% of the respondent is chosen their problem has low limit issue, 11.1% of the respondent is chosen technical error by banks , 37.4% of the respondent is chosen other reasons in the given form and 23.2% of the respondent is chosen no reasons because they are not card holders. The maximum 37 respondent is chosen other reason and minimum 10 respondent facing the card block issue during their EMI purchase.

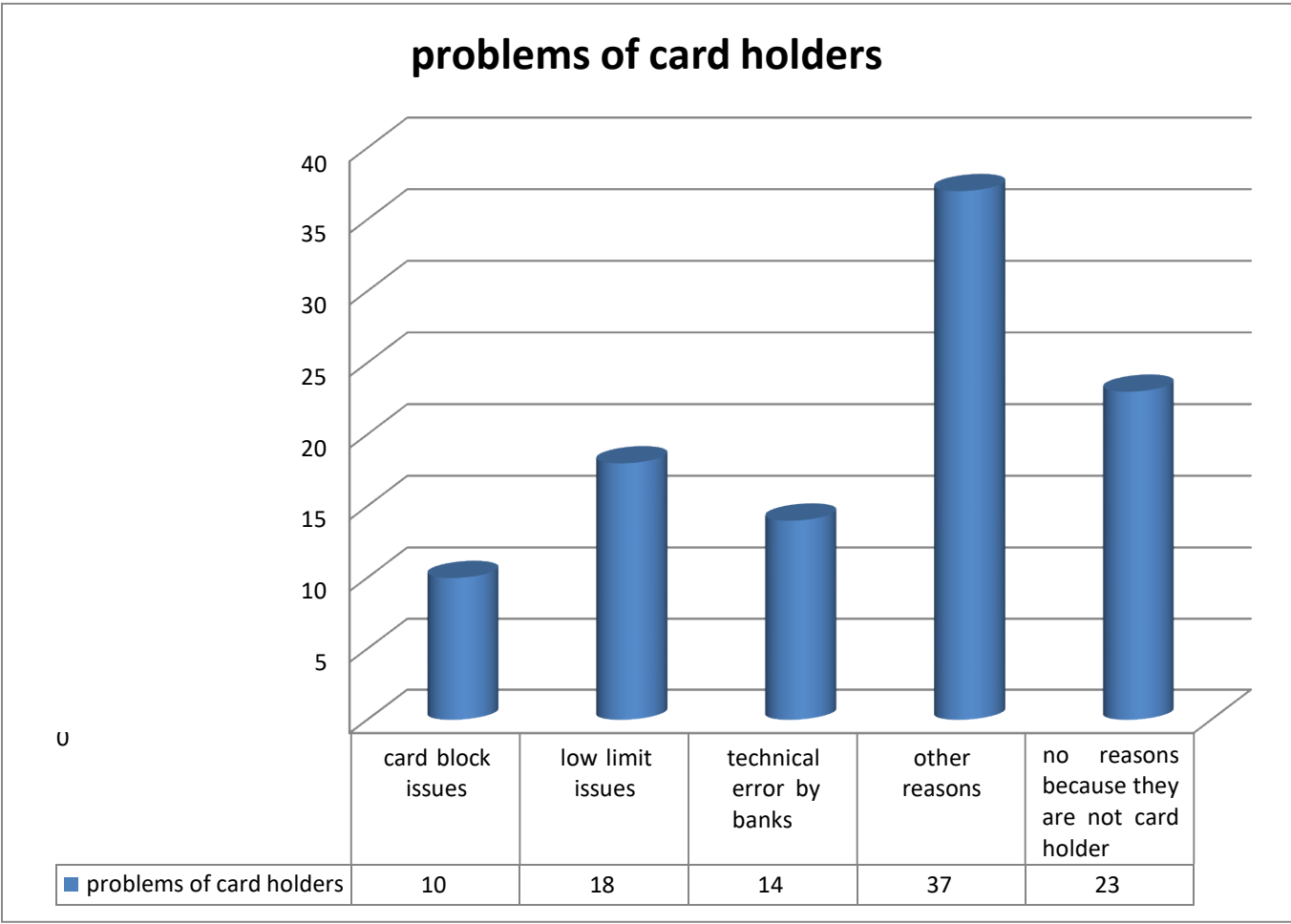


Fig 4.11 problems of card holders

4.1.12. KINDLY TELL US WHICH TYPE OF PRODUCTS WILL YOU BUY ON EMI SCHEME

Table 4.12

Electronics	36
vehicle	31
Home and land	10
other	25
Total	102

Interpretation:

In The chart 37.5% of respondent is prefer electronics products in EMI scheme.32.3% of respondent prefer vehicle loan.7.3% of respondent is prefer home and land loan.22.9% of respondent is prefer any other products to buy in EMI scheme. The maximum 36 respondents is likes to purchasing through EMI scheme only electronics products and minimum 10 respondents is like to get home and land loan.

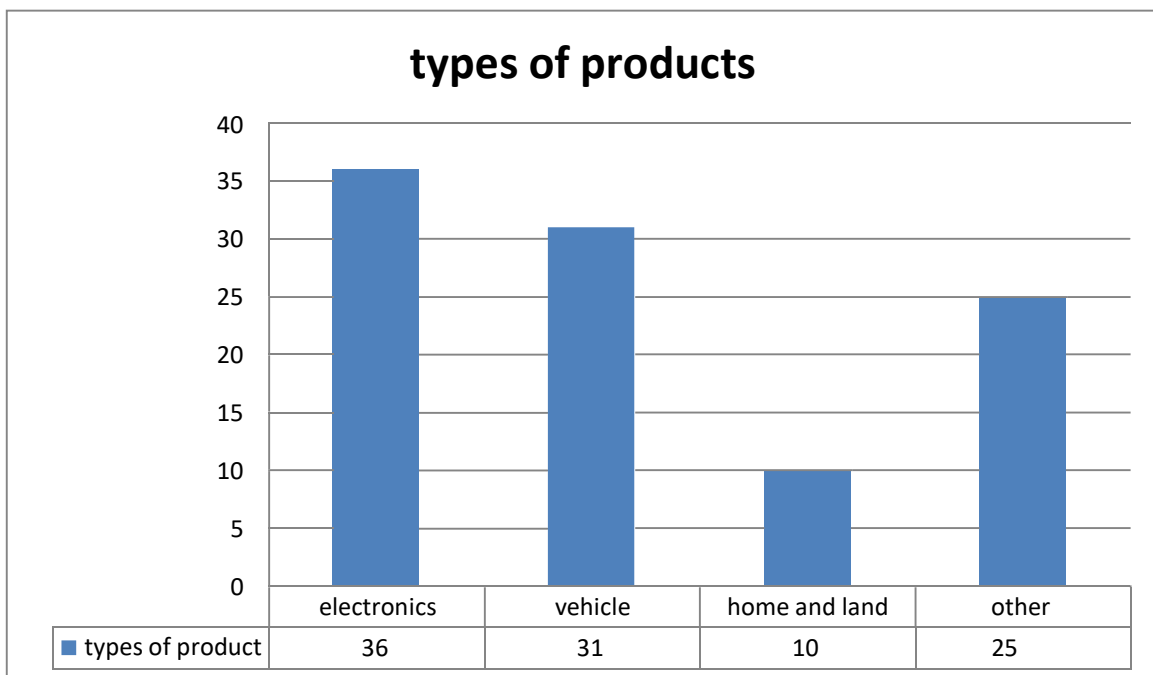


Fig 4.12 types of products

4.1.13. PLEASE TELL US HOW LONG YOUR EXPERIENCE IN BUYING THE PRODUCTS USING THE EMI SCHEME

Table 4.13

Recently used	42
1 year	25
2 year	19
2year and above	16
Total	102

Interpretation:

In The chart explains the how long the respondents having the experience in EMI scheme 45.2% of respondents is having the new experience in purchasing products in EMI because they are newly or recently used EMI scheme.26.9% of respondents is having 1 year experience in purchasing products through EMI scheme.17.2% of respondents is having 2 year experience in purchasing products through EMI scheme and 10.8% of respondents is having 2 year and above experience in purchasing of products through EMI scheme. The maximum 42 of respondents are new to this scheme (EMI) they are all having less experience and minimum 16 of respondents is having well experienced in this scheme(EMI) they are all having 2 years and above experience in purchasing products in EMI scheme.

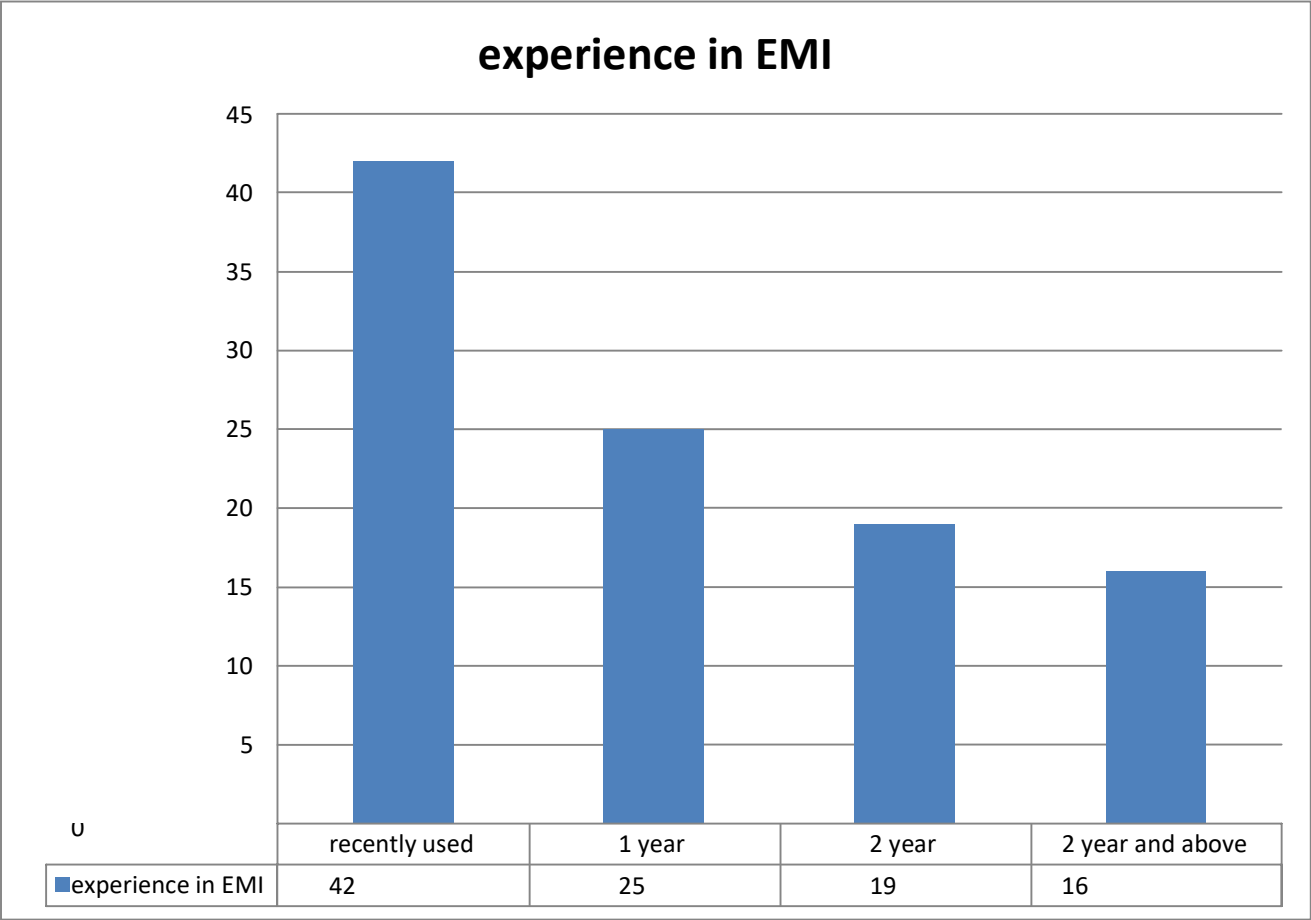


Fig 4.13 experience in EMI

4.1.14. PLEASE MENTION YOUR SATISFACTION LEVEL WITH EMI SCHEME

Table 4.14

Highly satisfied	15
Satisfied	57
Not satisfied	11
Average	19
Total	102

Interpretation:

In The chart explains the satisfaction level of customers while using of EMI scheme for purchasing the products. 11.3% of respondents is selected they are highly satisfied of using EMI scheme.58.8% of respondents is selected they are satisfied with the EMI scheme.10.3% of respondents is says they are not satisfied while using EMI scheme for purchasing products and 19.6% of respondents is says the EMI scheme is just give them a average level of satisfaction. The maximum 57 respondents are highly satisfied with the EMI scheme and minimum 11 respondents are not satisfied with the EMI scheme.

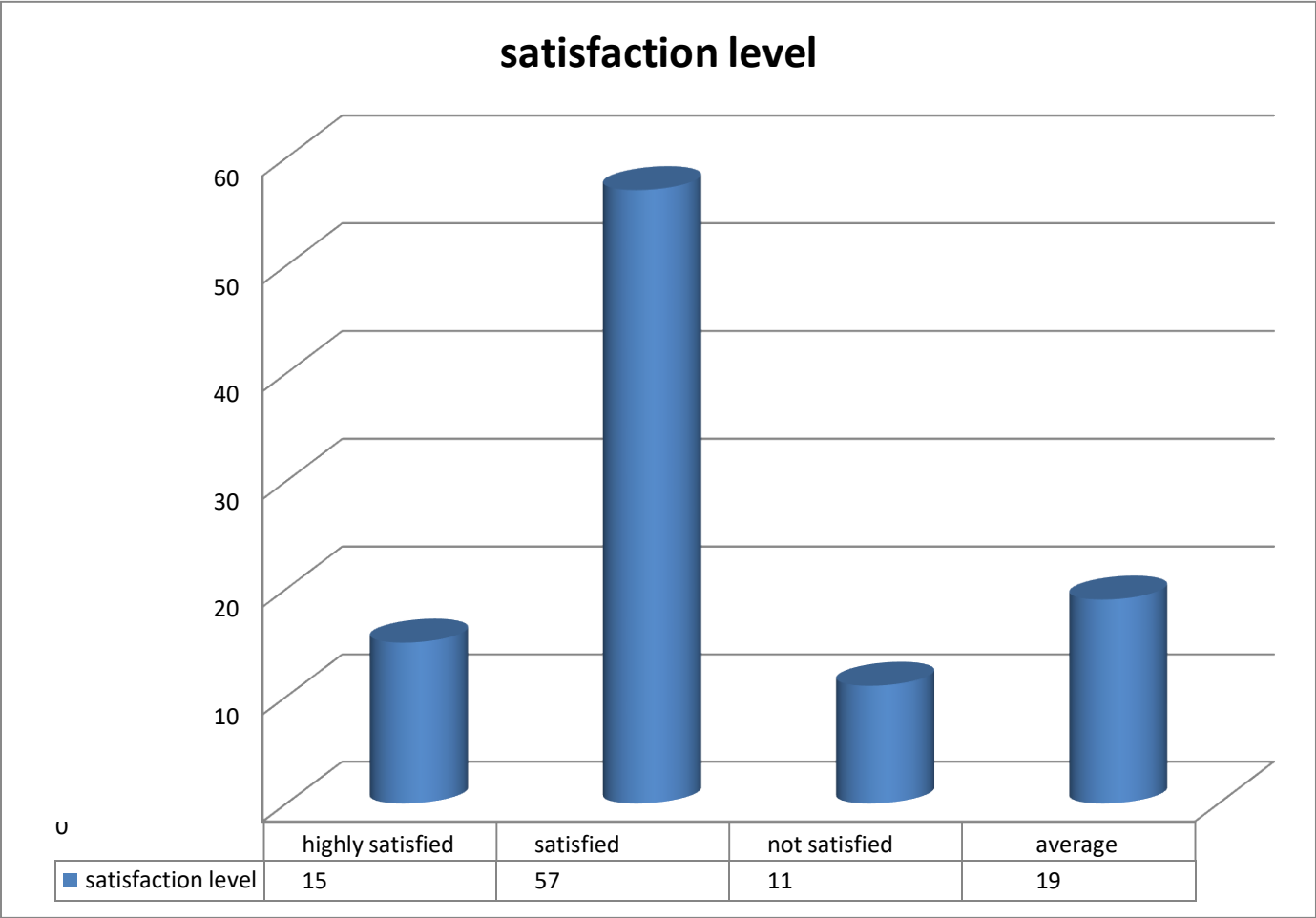


Fig 4.14 satisfaction level

4.1.15. DID YOU SUGGEST YOUR FRIENDS TO PURCHASE ON EMI SCHEME

Table 4.15

YES	69
NO	33
Total	102

Interpretation:

In The chart explains the respondent is suggest about the EMI scheme to their friends.68% of the respondents is says yes it means they will suggest the EMI scheme with their friends and 32% of respondents is says NO they will not suggest the EMI scheme with their friends. The maximum 69 respondents says yes I will suggest and minimum 33 respondents says NO I will not suggest.

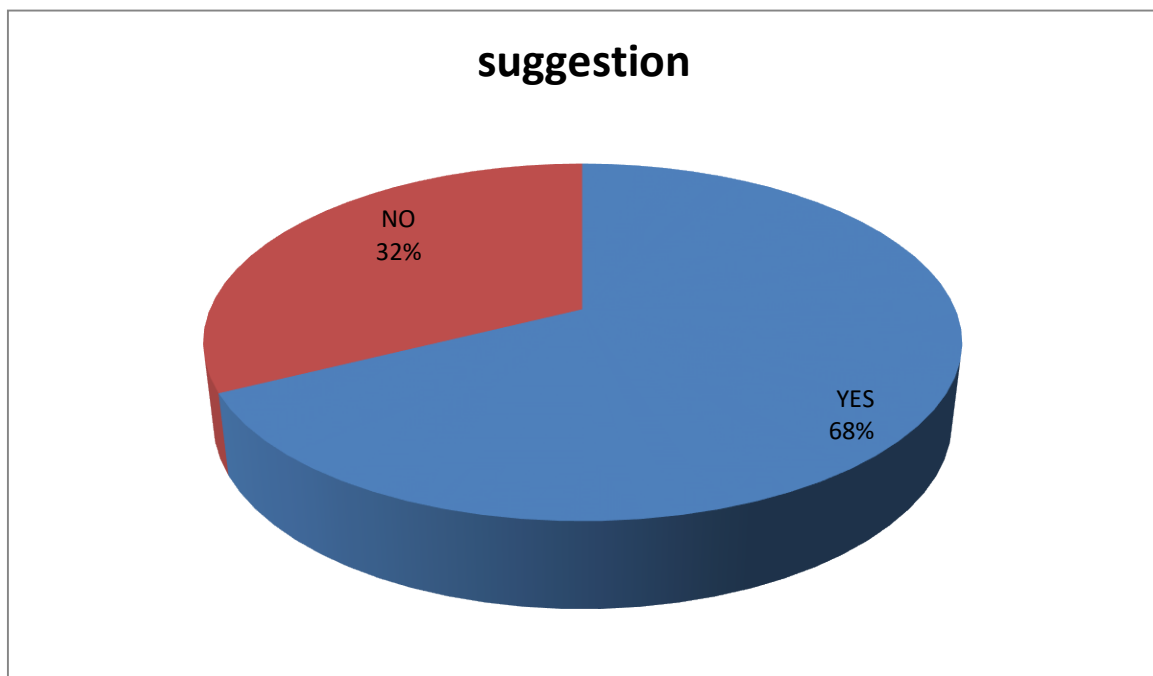


Fig 4.15 suggestion

4.1.16. ACCORDING TO YOU WHICH AMONG THESE OPTIONS WOULD BE CONVENIENT TO PAY ENTIRE AMOUNT

Table 4.16

3months	9
6months	21
12months	16
18months	19
24months	11
none	26
Total	102

Interpretation:

In The chart explains the convenient period for paying their entire or full due amount. 7.1% of respondents is pay their full due amount in 3 months of due time period. 21.2% of respondents is pay their full amount due in 6 months of time period. 16.2% of respondents is paying their full due amount in 12 months of time period. 19.2% of respondents is paying their full due amount in 18 months of time period. 10.1% of respondents is paying their full due amount in 24 months of time period and 26.3% of respondents is not necessary to pay their due amount because they are not purchasing products on EMI scheme. The maximum 26 respondents is chosen none option in the form because they are not interested in EMI scheme and minimum 9 respondents is chosen 3 months is convenient for paying their full amount of due.

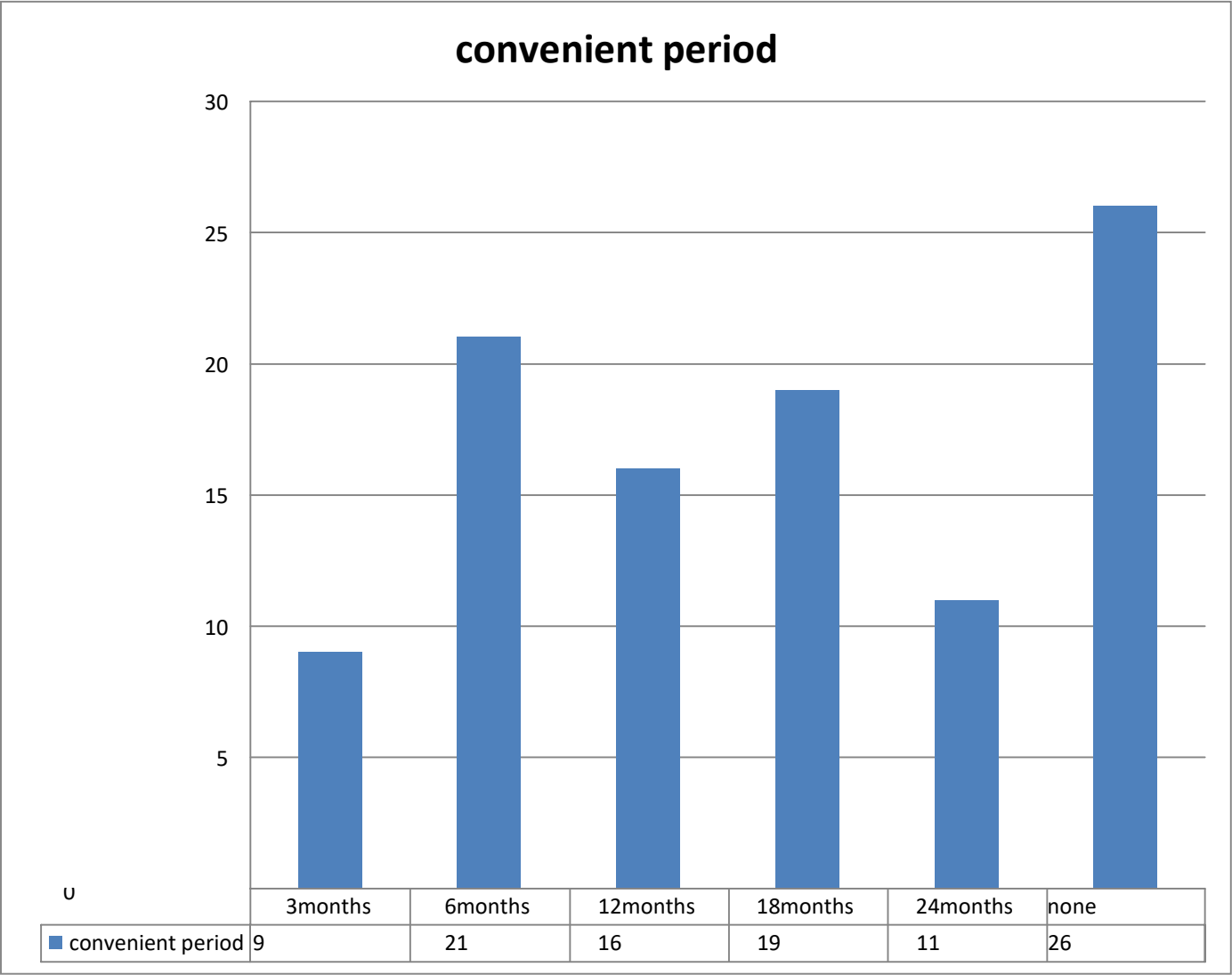


Fig 4.16 convenient period

4.1.17. PLEASE GIVE YOUR RATING OUTOFF 10 FOR EMI SCHEME

Table 4.17

Very good	19
Good	53
Average	18
Poor	7
Very poor	5
Total	102

Interpretation:

In The chart is explain the rating is given by respondents for the EMI scheme.19.4% of respondents is rated as EMI scheme is very good.55.1% of respondents is rating as EMI scheme is good.18.4% of respondents is rating as EMI scheme is average level.4.1% of respondents is rating as EMI scheme is poor and 3.1% of respondents is rating the EMI scheme is very poor. The maximum 53 respondents gives the rating as the EMI scheme is good and minimum 5 respondents gives the rating as the EMI scheme is very poor.



Fig 4.17 rating

4.2 Central tendency for the question age of the respondents

4.1.1 Frequencies

Table 4.18

Statistics			
		No of respondents	In percentage
N	Valid	4	4
	Missing	0	0
Mean		25.50	24.500
Median		10.00	9.300
Mode		2 ^a	1.0 ^a

a. Multiple modes exist. The smallest value is shown

4.1.2 no of respondents

Table 4.19

noofrespondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	25.0	25.0	25.0
	4	1	25.0	25.0	50.0
	16	1	25.0	25.0	75.0
	80	1	25.0	25.0	100.0
	Total	4	100.0	100.0	

4.1.3 no of respondents in percentage

Table 4.20

In percentage					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	1	25.0	25.0	25.0
	2.9	1	25.0	25.0	50.0
	15.7	1	25.0	25.0	75.0
	78.4	1	25.0	25.0	100.0
	Total	4	100.0	100.0	

4.3 CORRELATION for the question for which type of purchase is more comfortable for you

4.3.1 correlation

Table 4.21

Correlations		number of respondents	number of respondents in percentage
number of respondents	Pearson Correlation	1	1.000**
	Sig. (2-tailed)	.	.
	N	2	2
number of respondents in percentage	Pearson Correlation	1.000**	1
	Sig. (2-tailed)	.	.
	N	2	2

** . Correlation is significant at the 0.01 level (2-tailed).

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter.

Finding, Suggestions, and Conclusion of the study in logical manner.

5.1 FINDINGS

From the questionnaire, the following points are found and noted

- Majority (78.4%) of the respondents of my questionnaire belong to the age group 15-25.
- Majority (81.4%) of the respondents of my questionnaire is male.
- Majority (83.3%) of the respondents is unmarried.
- Majority (36.3%) of the respondents occupation status is those are all private employees.
- Majority (43.8%) of the respondents monthly income is 5000-15000.
- Majority (51%) of the respondents says they are not having the EMI card.
- Majority (41.2%) of the respondents is not interested on loan or EMI scheme they says no loan in the given option.
- Majority (39.2%) of the respondents is says zero interest policy is motivated them to purchase in EMI scheme.
- Majority (43.6%) of the respondents is says purchasing on EMI card was more convenient when compared to credit card purchase.
- Majority (55%) of the respondents is comfortable with cash purchase.
- Majority (23.2%) of the respondents is having a other reason while purchasing products through EMI scheme.
- Majority (37.5%) of the respondents prefer purchasing electronics products using EMI scheme.
- Majority (45.2%) of the respondents having the new experience in purchasing products in EMI because they are newly or recently used persons.
- Majority (58.8%) of the respondents says they are satisfied in EMI scheme.
- Majority (68%) of the respondents suggest their friends about EMI scheme.

- Majority (26.3%) of the respondents is chosen none option in the form because they are not interested in EMI scheme.
- Majority (55.1%) of the respondents gives the rating as the EMI scheme is good.

5.2 SUGGESTIONS

- Issuing more cards can encourage customers for EMI purchases.
- If the existing EMI card users are not using EMI card regularly then the card will be blocked by the company. This is stopping the customer from purchasing. If this card blocks are stopped, then there is a scope for increasing the EMI sales.
- Most of the customers are not getting loans because of less CIBIL score. There are some cases where loans are not approved where customers won't get loans just because of 1 or 2 less points. If the companies can approve loans for those cases who have low CIBIL score I by just 1 or 2 points, then EMI sales can be improved.
- Bringing more awareness in the rural areas and towns regarding the consumer durable loans can improve the sales by EMI.

5.3 CONCLUSION

The customer satisfaction is essential one in each and every industry including banking industry and financial companies. The banking institutions EMI facility is fulfilling the customer's requirements through their effective services. The investigator has made a sincere attempt to analyze customer satisfaction and the checking the influences of EMI loan service in commercial banks and financial companies in . The respondents have higher monthly income and they have taken loan for purchasing kavindapadi city. Mostly the loan borrowers using their source of salary account for frequent repayment of the loan in commercial banks and financial companies. The EMI loan payer's personal factors like age, gender, educational qualification, occupation and purpose of availing loans significantly influence to get loan by EMI option in the commercial banks.

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APPENDIX

A STUDY ON CUSTOMER SATIFICATION LEVEL OF THE PURCHASING PRODUCTS THROUGHEMI SCHEME

QUESTIONNAIRE:

1. NAME OF THE RESPONDENT: : _____

2. AGE OF THE RESPONDENT

- a. 15-25
- b. 26-35
- 3. 36-45
- d. 46 AND ABOVE

3. GENDER OF THE RESPONDENT

- a. MALE
- b. FEMALE
- c. OTHER

4. MARITAL STATUS OF THE RESPONDENT

- a. MARIED
- b. UNMARRIED
- c. SEPARATED

5. OCCUPATION OF THE RESPONDENT

- a. GOVERNMENT EMPLOYEE
- b. PRIVATE EMPLOYEE
- c. BUSINESS
- d. Students
- e. Other

6. MONTHLY INCOME OF THE RESPONDENT

- a. 5,000-15,000
- b. 15,000-25,000
- c. 25,000-50,000
- d. 50,000 AND ABOVE

7. DID YOU HAVE EMI CARD

- a. yes
- b. no

8. IF YOUR ANSWER IS YES FOR THE ABOVE QUESTION, SELECT THE COMPANY WHICH GAVE YOU LOAN. PLEASE MENTION THE COMPANY NAME EVEN IF YOU HAVE TAKEN LOAN WITHOUT EMI CARD

- a. BAJAJ FINSERV
- b. CAPITAL FIRST
- c. TATA CAPITAL
- d. HDFC
- e. OTHERS
- f. NO LOAN

9. ACCORDING TO YOU FOLLOWING FACTORS WHICH WILL MOTIVATE YOU TO PURCHASE BY EMI SCHEME

- a. ZERO INTEREST
- b. LOW DOWN PAYMENT
- c. EASY TO MANAGE MONEY
- d. OTHER REASONS

10. KINDLY MENTION WHICH AMONG THE FOLLOWING IS MORE CONVENIENT TO USE FOR PURCHASE

- a. CREDIT CARD
- b. EMI CARD
- c. NONE

11. KINDLY TELL US WHICH TYPE OF PURCHASE WAS MOST COMFORTABLE FOR YOU

- a. CASH PURCHASE
- b. EMI PURCHASE

12. WOULD YOU FACE ANY PROBLEMS REGARDING EMI PURCHASE

- a. CARD BLOCK ISSUES
- b. LOW LIMIT ISSUES
- c. TECHNICAL ERROR BY BANKS
- d. OTHER REASONS
- e. NO REASON BECAUSE THEY ARE NOT CARD HOLDER

13. KINDLY TELL US WHICH TYPE OF PRODUCTS WILL YOU BUY ON EMI SCHEME

- a. ELECTRONICS
- b. VEHICLE
- c. HOME AND LAND
- d. OTHER

14. PLEASE TELL US HOW LONG YOUR EXPERIENCE IN BUYING THE PRODUCTS

USING THE EMI SCHEME

- a. RECENTLY USED
- b. 1YEAR
- c. 2YEAR
- d. 2YEAR AND ABOVE

15. PLEASE MENTION YOUR SATISFACTION LEVEL WITH EMI SCHEME

- a. HIGHLY SATISFIED
- b. SATISFIED
- c. NOT SATISFIED

d. AVERAGE

16. DID YOU SUGGEST YOUR FRIENDS TO PURCHASE ON EMI SCHEME

a. yes

b. no

17. ACCORDING TO YOU WHICH AMONG THESE OPTIONS WOULD BE
CONVENIENT TO PAY ENTIRE AMOUNT

a. 3 MONTHS

b. 6 MONTHS

c. 12 MONTHS

d. 18 MONTHS

e. 24 MONTHS

f. NONE

18. PLEASE GIVE YOUR RATING OUTOFF 10 FOR EMI SCHEME

a. VERY GOOD

b. GOOD

c. AVERAGE

d. POOR

e. VERY POOR