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Original Research Paper

Management

A STUDY ON CUSTOMER SATISFACTION WITH RESPECT TO AGRICULTURAL FINANCE OF BANK OF BARODA

Jenish Patel BBA student of B V Patel Institute of Management, UTU, Bardoli

Mr. Vivek Ayre* Assistant Professor of B V Patel Institute of Management, UTU, Bardoli *Corresponding Author

ABSTRACT

A study on Customer satisfaction with respect to agricultural finance to borrowing the loan in that it is a post purchase experience that a customer gets after consumption of services in for customer to make rational decision to recommend it to others. This study basically focuses on measurement of customer satisfaction related to Service offered and rendered at BANK OF BARODA. A structured questionnaire was prepared and administered and the data so collected was analyzed both by percentages and statistical methods. Extensive use of SPSS (Statistical Package for Social Sciences) software was incorporated for getting the analytical report. Researchers by their ability have provided some measures to convert a satisfied customer into a loyal customer.

KEYWORDS :

INTRODUCTION

Finance in agriculture is as important as development of technologies. Technical inputs can be purchased and used by farmers only if sufficient money (funds) is available with farmers. Most of the times farmers suffer from the problem of inadequate financial state. This situation leads to borrowing from an easy and comfortable source. Professional money lenders were the only source of credit to agriculture till 1935. They used to charge unduly exorbitant rates of interest and follow serious practices while giving loans and recovering them. In addition, farmers get loans for the purchase of electric motor with pump, tractor and other machinery, digging wells or boring wells, installation of pipe lines, drip irrigation, planting fruit orchards, purchase of dairy animals and feeds/fodder for them, poultry, sheep/goat keeping and for many other allied enterprises

LITERATURE REVIEW: -

Kurulkar A study on the Research paper on "Agricultural Finance in Backward Region", (1983), Reported glaring defects in the set-up of co- 69 operative credit system. He pointed that out of the ten sample owners who obtained long- term credit from the co-operative banks, 30% could not secure short- term credit. Lack of short- term or production credit to the farmers who availed long-term credit resulted in lower output per acre, thereby resulting in over dues.

Dr. T Snekalatha. A study on customers awareness and satisfaction about agricultural credit provided by State Bank of India. The focus of the study is on the SBI agricultural credit services provided to the customers. The factors influencing customer satisfaction for a particular bank are the time, quality of services and convenience to its customers. This has been taken as the main focus for the study. The views of customer belonging to different of society are also taken into account in this study. The present scenario of the agricultural sector clearly shows that the agricultural sector has been commercialized since last few years. Consequently the market of the agricultural loan has experienced tremendous growth over the past few years.

Dr. Gopinathan,(2017) A Study on Customer's Satisfaction on Primary Agricultural Credit Co-Operative Societies.Business units or financial institutions can not survive, unless they satisfy their customer's expectations. Only satisfied customers will transact business continuously and recommend for transacting business at societies with their friends and relatives. Each and every financial institution adopts their own strategies for fulfilling their customer's expectations and tries to retain existing customers and to attract new ones. The result of the study area of residence, age, educational qualification, occupation, monthly income, family income, type of family, level of awareness and level of perception on service quality are the factors associated with customer's satisfaction

Elias(2011) A Study on Farmers' Satisfaction with Agricultural Extension Service and Its Influencing Factors: A Case Study in North West Ethiopia**.** Customer satisfaction is the most important element for developing and sustaining organizational priorities and practices. Thus, we examined farmers' overall satisfaction with agricultural extension services and its determinants using data collected from 150 beneficiary farmers in North West Ethiopia. The findings show that about 55 percentage of the interviewees were satisfied whereas 45 percentage of them were dissatisfied with the extension services, implying that the program still has a lot of room for improvement. The empirical result based on ordered logit model revealed that perceived economic return, regular extension contact, family size and off-farm income were driving factors for farmers' satisfaction. On the other hand, limited technology choices, high price of inputs, inconvenient loan system and undefined boundary between the extension services and the local politics were among the reasons given by dissatisfied farmers

RESEARCH METHODOLOGY

Problem Statement:

"A study on customer satisfaction with respect to Agricultural Finance of Bank of Baroda."

OBJECTIVE OF STUDY:

- To study borrowing of agricultural finance to the farmers.
- To study the farmers satisfaction about agriculture finance provide by Bank of Baroda.
- To study the various factors affecting agriculture finance provide by Bank of Baroda.

Research Design:

Researcher used the descriptive research design for the purpose of survey.

Data Collections

Researcher used Questionnaire as primary sources for collecting data.

Sampling Size:

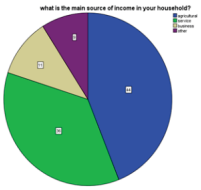
Researcher chosen sample of 100 candidates.

Sampling frame:

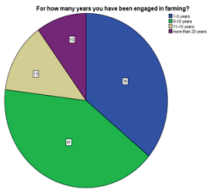
The information on customer relationship management will be collected from 100 customers in Bank of Baroda.

DATA ANALYSIS AND INTERPRETATION

Interpretation: From the above chart it is indicated that 44% farmers totally depend on farming they earned income from farming and form receiving 65% farmers income from faming is secondary.

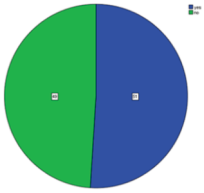


Interpretation: From the above chart it is indicated that 36% farmer do farming since 1-5 years, 41% farmers do farming since 6-10 years.



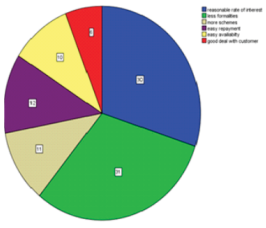
Represent the farmers have Account Earlier in bank

Interpretation: From the above chart it is indicated that 51% farmers to already have bank account and remaining need to open bank account in Bank of Baroda for getting a loan.



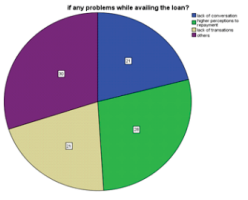
Show that farmers of information about agriculture finance loan in Bank Baroda

Interpretation: From the above chart it is indicated that 41% farmers get information about agricultural finance loan in Bank of Baroda through the friends, 43% from get information through bank.



Shows that the Problems while availing loan

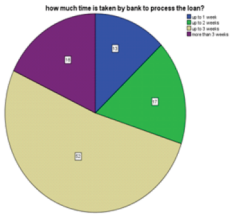
Interpretation: From the above chart it is indicated that 30% farmers do not face any problem while availing a loan, 21% farmers face a problem due to lack of conversation and 28% farmers face a problem regarding higher re payment.



Shows that the reason to Prefer agricultural finance loan in Bank of Baroda

Interpretation: From the above chart it is indicated that 40% farmers prefer loan from Bank of Baroda because of reasonable rate of interest rate, 31% farmers prefer loan from bank because of less formalities and others prefer loan because of easy repayment.

Shows that the Time to process loan in bank



Interpretation: From the above table 52% farmers get agricultural finance within 3 weeks, 17% get agricultural finance within 2 weeks, 13% farmers get agricultural finance within 1 week, 18% farmers get agricultural finance within more than 3 weeks.

FINDINGS:

- From about of study the farmers satisfaction about agriculture finance I found that 55% farmers were male and 45% farmers were female respondents in Bank of Baroda.
- From above the table farmers are most of 60% respondent are come graduate, 13% farmers are educated less than 10th in Bank of Baroda.
- From the above chart it is indicated that 70% respondent's income fall under Rs.1,00,000 in Bank of Baroda, 23% respondents income less than Rs.50,000 in Bank of Baroda.
- From the above table and chart farming is the main occupation 48% respondent and 52% farmers engaged in other activity apart from farming.
- From the above data it is found that apart from farming, out of 52% farmers, 20% farmers engaged in business, 12% farmers are salaried, 10% farmers engaged in professional activity.
- From the above chart it is indicated that 44% farmers totally depend on farming they earned income from farming and form receiving 65% farmers income from faming is secondary.
- From above the table it is found that 36% farmer do farming since 1-5 years, 41% farmers do farming since 6-10 years.
- Out of 100 respondents 51% farmers to already have bank account and remaining need to open bank account in Bank of Baroda for getting a loan.
- From the above chart it is indicated that 41% farmers get information about agricultural finance loan in Bank of Baroda through the friends, 43% from get information through bank.
- In above table and figure it is found that 30% farmers do not face any problem while availing a loan, 21% farmers face a problem due to lack of conversation and 28% farmers face a problem regarding higher re payment.
- Researchers analysis that 40% farmers prefer loan from Bank of Baroda because of reasonable rate of interest rate, 31% farmers prefer loan from bank because of less formalities and others prefer loan because of easy repayment.
- From the above table 61% farmer expect about fixed interest rate and others expect about floating interest rate provide to avail agricultural loan.
- From the above table 52% farmers get agricultural finance within 3 weeks, 17% get agricultural finance within 2 weeks, 13% farmers get agricultural finance within 1 week, 18% farmers get agricultural finance within more than 3 weeks.
- In that researchers interpret 43% farmers agree that documentation process is very difficult, 46% farmers disagree that documentation process is difficult.
- From the above table 55% framers believe that bank charged higher interest rate on agricultural finance, 34% farmers believe that bank charged medium interest rate on agricultural loan, 10% farmers believe that bank charged not applicable in Bank of Baroda.

CONCLUSION:

The objective of this study is that a study of agricultural finance with respect to farmers in Bank of Baroda included that the government through its various schemes of finance to agriculture aim at helping farmers and by helping it attempts to promote the growth and

productivity of agriculture. This enhancing attempt is a major encouragement to farmers to sustain the growth in agriculture. The schemes of finance explained is a continuous and sustained effort of the government to encourage farmers.

Recommendations: -

- Agriculture should be treated as a priority sector Small and marginal farmer should be recognized as a special group.
- Direct income support should be given to small and marginal farmers.
- Efforts should be done for value enhancement of agro products.
- Trade policies should be designed for sustainable agriculture growth and protection of agriculture markets.
- The government should emphasize upon agriculture-oriented research and education.
- Synchronization of all related departments for better execution of Agricultural Policy.
- The government should also focus upon land reforms.
- Misuse and diversion of land for non-agriculture activities must be stopped.
- Current water policy should be reviewed and be made farmer friendly.

REFERENCES

1. Kurulkar (1983)A study on the Research paper on "Agricultural Finance in Backward Region"
2. Dr. T Snekalatha. A study on customers awareness and satisfaction about agricultural credit provided by State Bank of India
3. Dr. Gopinathan,(2017) A Study on Customer's Satisfaction on Primary Agricultural Credit Co-Operative Societies
4. Elias(2011) A Study on Farmers' Satisfaction with Agricultural Extension Service and Its Influencing Factors: A Case Study in North West Ethiopia