



A STUDY ON CUSTOMER PERCEPTION AND ATTITUDE TOWARDS CANARA BANK IN MALAPPURAM DISTRICT

Management

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ABSTRACT

Kerala has a long history of formal and informal financial institutions. Among the provinces and States of Indian Union before Indian independence, Travancore and Cochin topped the list in the range of area and population served by a commercial bank branch. But after the independence; major numbers of Kerala based banks were acquired by other banks. Between 1961 and 1963, Canara Bank acquired five Kerala based banks. By this they have a strong presence in Kerala Banking sector. After the State bank of India, in Kerala, Canara Bank is the leading bank in the size. Malappuram is the most populated district in Kerala. Canara Bank has 51 branches in Malappuram district. Most of them are old branches.

KEYWORDS:

Customer perception, customer's attitude, Banking sector, Canara Bank.

INTRODUCTION:

Canara Bank is one of the major public sector banks owned by Government of India. At Mangalore, it was established in the year 1906 and now its headquarters in Bengaluru. The government nationalized the bank in 1969. Now the bank had 6075 branches and more than 10500 ATMs across India.

In the history of Canara Bank, there were eight acquisitions and five of them were Kerala based banks. These are Bank of Kerala (1961), Seasia Midland Bank (1961), Trivandrum Permanent Bank (1961) Sree Poortharayeesa Vilasam Bank (1963) and Cochin commercial Bank (1963). Therefore Canara bank has a strong presence in Kerala Banking sector.

The Government of India nationalised Canara Bank, along with 13 other major commercial banks of India, on 19 July 1969. In 1996, Canara Bank became the first Indian Bank to get ISO certification for "Total Branch Banking" for its Seshadripuram branch in Bangalore. Canara Bank has 51 branches in Malappuram District.

Malappuram has highest urbanization rate. In 2009 there was only 5 municipalities in Malappuram District. Within the last six years there formed 7 new municipalities. The number of NRI & NROs are also very high.

SBI is leader in Malappuram district with 123 branches. After Canara bank, Federal bank, South Indian Bank and PNB are in 3rd and 4th 5th position with branches 41, 36 and 21 respectively.

OBJECTIVE OF THE STUDY:

1. To analyse the factors influencing the decision of customers to choose Canara bank
2. To analyse perception of the various classes of customer about the Canara bank.
3. To find out the satisfaction level of customers towards various services of the bank & to find out opinion about them
4. To find out the services and delivery procedure that attract customers

RESEARCH METHODOLOGY:

Research Method : Survey method
Contact method : Direct personal
Research instrument : Questionnaire
Sample size : 160
Sampling technique : Convenient sampling

ANALYSIS:

Demographic Details of Respondents:

Age	No	%	Monthly Income	No	%
25 and below	21	13.13	below 15,000	46	28.75
26-40	68	42.50	15,000-30,000	65	40.63
41-55	49	30.62	30,001-50,000	31	14.29
55 and above	22	13.75	above 50,000	18	19.38
Total	160	100	Total	160	100

Acad. Qualification	Below +2	45	28.13	Occupation	Student	34	21.25
	Higher secondary	53	33.12		Govt. Service/ Teachers	25	15.62
	Graduate	38	23.75		Business / self employed	48	30.00
	Post-Graduate	22	13.75		House wives	15	09.38
	Doctorate	2	01.25		Others	28	17.50
	Total	160	100		Total	160	100
Marital status	Married	118	73.75	Gender	Male	97	60.62
	Unmarried	42	26.25		Female	63	39.38
	Total	160	100		Total	160	100

Account Details of Respondents:

Influencer for choosing the Bank to open the account	Oneself	32	20.00	Duration of Account	Less than 1 year	28	17.50
	Friends/Relatives	88	55.00		1-3 year	34	21.25
	Employer	22	13.75		3-5 year	44	27.50
	Others	18	11.25		More than 5 year	54	33.75
	Total	160	100		Total	160	100
Types of Account	Zero balance SB	20	12.50	No bank accounts having account holder	Only 1	73	45.63
	Normal SB A/c	104	65.00		2	43	26.87
	Fixed Account	26	16.25		3	28	17.50
	Current Account	10	06.25		More than 3	16	10.00
	Total	160	100		Total	160	100
Purpose for Account in Canara Bank	Saving	52	32.50	Reason to choose Canara bank among other banks.	Nearest Bank	64	40.00
	NRE/NRO	14	08.75		Customer friendly	19	11.88
	Loan Account	31	19.38		Oldest bank in town	52	32.50
	Salary Account	41	25.62		Other	25	15.62
	Subsidy	22	13.75		Total	160	100
	Total	160	100				

RESULTS AND DISCUSSIONS:

		Below 15000	15001-30000	30001-50000	Above 50000	Total
Influencer for	Oneself	4	11	10	7	32
	Friends/Relatives	24	38	17	9	88

choosing the Bank to open the account	Employer	12	7	2	1	22
	Others	06	09	2	1	18
	Total	46	65	31	18	160
Duration of Account	Less than 1 year	10	11	5	2	28
	1-3 year	08	15	8	3	34
	3-5 year	16	16	7	5	44
	More than 5 year	12	23	11	8	54
	Total	46	65	31	18	160
No bank accounts having account holder	Only 1	34	27	10	02	73
	2	08	22	10	03	43
	3	03	14	06	05	28
	More than 3	01	02	05	08	16
	Total	46	65	31	18	160
Purpose for Account in Canara Bank	Saving	09	22	16	05	52
	NRE/NRO	1	5	2	6	14
	Loan Account	6	12	8	5	31
	Salary Account	16	19	4	2	41
	Subsidy	14	7	1	0	22
	Total	46	65	31	18	160
Reason to choose Canara bank among other banks.	Nearest Bank	22	30	10	2	64
	Customer friendly	2	5	5	7	19
	Oldest bank in town	11	21	12	8	52
	Other	11	9	4	1	25
	Total	46	65	31	18	160

Influencer for choosing the Bank to open the account:

H0= There is no significant relationship between Income level and Influencer for choosing the Bank to open the account.

H1= There is significant relationship between income level and Influencer for choosing the Bank to open the account.

Here the calculated value is 18.343. $df=(r-1)*(c-1) (4-1)*(4-1) = 3*3=9$. In 5% level of significance the table value is = 16.919

Here the calculated value is greater than table value so we reject null hypothesis (H0). There is significant relationship between Gender and experience with average time spent for shopping. Duration of Account: H0= There is no significant relationship between Income level and Duration of account.

H1= There is significant relationship between income level and Duration of account.

Here the calculated value is 4.690. $df=(r-1)*(c-1) (4-1)*(2-1) = 3*1=3$. In 5% level of significance the table value is = 16.919

Here the calculated value is less than table value so we accept the null hypothesis (H0). There is no significant relationship between Income level and Duration of account.

Number of bank accounts having account holder:

H0= There is no significant relationship between income level and their Number of bank accounts they have.

H1= There is significant relationship between Income level and Number of bank accounts they have.

Here the calculated value is 51.341. $df=(r-1)*(c-1) (4-1)*(4-1) = 3*3=9$. In 5% level of significance the table value is = 16.919

Here the calculated value is greater than table value so we reject the null hypothesis (H0). There is a significant relationship between income level and number of bank accounts they have.

Reason to choose Canara bank over other banks.

H0= There is no significant relationship between Income level and their reason to choose Canara bank over other banks.

H1= There is significant relationship between income level and their Reason to choose Canara bank over other banks.

Here the calculated value is 25.897. $df=(r-1)*(c-1) (4-1)*(4-1) = 3*3=9$. In 5% level of significance the table value is = 16.919

Here the calculated value is greater than table value. So we reject null hypothesis (H0). There is significant relationship between income level and their Reason to choose Canara bank over other banks.

The other Major findings & Suggestions are:

- Most of the consumers are in the age group of 26 to 40.
- The income level of consumers is maximum in the range of 15,000-30,000.
- Most of the responders' academic qualification is Higher secondary.
- The highest no of customers engaged in Business or self-employed.
- From the observation, we can understand that Male customers are depends on banking service than female customers.

CONCLUSION:

After the SBI associated banks merged with SBI, Canara bank is the second largest nationalised bank in Kerala. State bank of Travancore, which is considered as Kerala's bank in many official purpose is vanished from this sector. Most of the state employees' salary accounts are linked with the SBI. This time most of them are not satisfied with the SBI services. So this is the great opportunity to grow Canara Bank as Kerala's no 1 Bank.

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