

# Prospective View of Indian Consumers Towards Retail Banking of Hdfc Bank

Abhay Yadav<sup>1</sup>, Dr. Jaideep Sharma<sup>2</sup>

<sup>1</sup>Student, Galgotias University

<sup>2</sup>Associate Professor, Galgotias University

## Abstract

Under training in HDFC Bank, I analyzed both the customer and the competitors of the Bank. Both customers and competitor hold supreme importance in any organization all scheme and service are planned for the convenience and the satisfaction of the customer in a competitor environment Customer's satisfaction and convenience in respect of services and working of the organization creates rapport of the organization in the market and distinguish it from its competitors to satisfy customers. Organization has to be taken care of the competitor's strategies, their services offering, charges etc. In my study, I took 4 Banks and did comparison on the basis of the service they provide and the charges they charge for their services and I did it with appropriate accuracy.

**Keywords:** Prospective, Indian, Hdfc Bank

## INTRODUCTION

Banking industry which is basically my concern industry around which my project has to be revolved is really a very complicated industry. The Project titled "RETAIL BANKING SERVICES AND PRODUCTS OF HDFC BANK LTD" was basically a research based project. The main motive behind doing this project is to:-

- know the industry
- have an overview of retail banking
- know the different products available for retail banking by the bank, current situation and problems and their solutions.

My project was fully based on primary data. The project started with studying the various products & retail banking services of HDFC Bank . This was done thoroughly in order to understand about retail banking and which products this bank covers. This is a specialized training project report prepared at HDFC Bank , which consist of detailed information on the topic "RETAIL BANKING HDFC BANK" first , I have highlighted the brief introduction about the bank like Founder & Director of the bank , Arrangement of the bank . So this section includes brief history of HDFC bank. In the second part of the project , I get detailed knowledge about the retail banking service & products of the HDFC bank, in this section I highlight different loans of HDFC BANK LTD And the last and most important part RESEARCH MRTHODOLOY made by me on the topic "RETAIL BANKING OF HDFC BANK"

## REVIEW OF LITERATURE

Since the latter part of the 20th century, client fulfillment has been a topic of great interest to organizations in all market sectors, including, for example, the airline industry, the hospitality and tourism industry and the food service sector (Anderson and Sullivan, 1993; Churchill and Surprenant, 1982). However, before the 1980s, most businesses were not customer focused. Rather, they were focused on products, and if customer satisfaction was evaluated, it tended to be measured informally (Dayr et al., 2003). —Customer satisfaction refers to a person's feelings of pleasure or disappointment (Kotler and Keller, 2011: 144) correlated to his or her expectations, post-purchase (Soriano, 2002; Srivastava and Rai, 2018). Customer satisfaction has most likely been an important key to achievement since the first forms of trading and economic exchange existed. In modern theory and practice, customer fulfillment is viewed as one of the most important drivers of organizational success and a key component of marketing (Erevelles and Leavitt, 1992; Kurian and Muzumdar, 2017; Leninkumar, 2017; Morgan et al., 1996; McQuitty et al., 2000). The importance of customer fulfillment in marketing results from its role as a predictor of consumer buying behavior (Anderson et al., 1994, 2004; McQuitty et al., 2000). Customer satisfaction is the summary of psychological state that results when the emotion girding disconfirmed prospects is coupled with previous passions about the client experience (Oliver 1999 28). latterly, Oliver( 2014 262) developed on the conception of client satisfaction and handed a more comprehensive description, stating that satisfaction is — the consumer's fulfillment response. It's a judgment that a product or service point, or the product or service itself, provides( or is furnishing) a enjoyable position of consumption- related fulfillment, including situations of under- or over fulfillment. (Noted marketing scholar Kotler( 2000 36) offers his description, stating that — client satisfaction is a person „ s passions of pleasure or disappointment performing from comparing a product „ s perceived performance or outgrowth in relation to his/ her prospects. (An important element is linked by Kotler(2000), when he makes perception of an unequivocal element of client satisfaction. An association may be doing everything it can to produce client satisfaction, but associations have only limited control over the process; client perception is also a crucial determinant in client satisfaction. As mentioned over, client satisfaction has been an important part of any exchange frugality since people first began giving commodity of value to admit commodity demanded or asked ( Sudiarta and Karini, 2017; Weber, 1981). ultramodern exploration, still, began much more lately. client satisfaction has generally been the horizon of marketing scholars and interpreters; the first exploration in the marketing field beginning in the ultimate part of the 20th century.

### IDEAL OF THE STUDY: -

An ideal is defined by the factual identification and description of an being condition that requires consideration for perfecting the overall performance of the association. For any study deciding the ideal is the most important step which defines the conditioning to be accepted and the individual to concentrate on the important issues.

### IDEAL OF HDFC BANK: -

- To know the services of the other contender bank in NOIDA City.
- Also to know the charges colorful banks are charging for their services.
- For comparison with different contender bank so that it can have a rough idea of its position in request.

**OBJECTIVE OF STUDENT: -**

- To know the colorful services of colorful bank.
- To know the styles of banking.
- To know the banking and fiscal terms used in day to day life and which plays an important part in our life.
- Also HDFC Bank is a reputed bank and it handed me a great platform for my growth. It gave me the occasion of proper exposure.

**SIGNIFICANCE OF STUDY: -**

**For Bank:-** The study is useful to HDFC Bank because with the use of the report it can compare itself with other banks and also do some variations in its services and charges so as to complete with the challengers in both short as well as long run.

**For Student:-** The study is useful for pupil as she gained knowledge about colorful services of bank, the working of the bank and also about the challengers of the bank which plays an important part in the marketing and perpetration of the strategy.

**RESEARCH METHODOLOGY**

Several characteristics of ultramodern business encourage the use of marketing exploration by business. First, the suppliers of products and services need to be informed about the final consumer in order to request their products and services more effectively. Secondly, as a company grows and starts distributing its products in number of different requests, the directors of the company find them characters becoming more separated from the final consumers of their products. Managers need information from their final consumers in order to satisfy the consumers, managers need at least five such information topics, which are of great interest from them.

**DATA ANALYSIS**

Both primary as well as secondary sources are used in collection of data.

Data regarding the history of the concern are collected by using secondary sources i.e.

- Through internet Information regarding the products & offering of the concern is collected by using primary sources of data collection & i.e.
- Employees of the bank of the sales deptt.

For the collection of the data regarding survey only primary method is used i.e.

**Questionnaire: -**

And for the comparison of different categories of a/c" s both primary as well as secondary sources are used i.e.

- Meeting with the employees
- Brochures of different banks
- Schedule of charges

## CONCLUSION

Conclusion of study reveals many facts about the bank. Overall conclusion is as follows: -

- HDFC bank is a well-known bank.
  - Offers attractive schemes to consumers with competitive charges which pull them to avail the services.
- Conclusion about services and both favorable and unfavorable Services and charges prove favorable for the services with which it is proving good services in low charges or charges equal to the charges of the main competitor. And proves unfavorable for the services and products not providing by it while providing by any other leading bank. For the example HDFC bank is not providing the service of home delivery and collection with current a/c category-1 while other banks are providing the same service by charging minimum charges. This could prove unfavorable to bank as this service can attract customers. To conclude at last I would conclude HDFC bank is a bank, which provides attractive services, it has got a very good name in the market. I wish that HDFC bank carry up its name & grow with a great speed. It was such a grateful opportunity to get training in a such a renowned bank.

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