CUSTOMER PREFERENCES JUXTAPOSED TO THE SERVICE FACILITIES WITH RESPECT TO CREDIT SERVICES

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ABSTRACT
Every person wants to live a high standard of life with all possible comforts. But his financial resources limit him. He is unable to fulfill his dreams because of the shortage of funds. The consumer credit facility makes it easy for a person to have his/her own home, car and home appliances etc. In short one of the main changes in economic life is substitution of cash down with hire purchase system. Retail banking in India operates in a highly saturated and competitive market. The main aim of this research article is to study the problems encountered by the borrowers in connection with credit and also to study the consumer satisfaction level regarding different banks. The finding of the research shows that HDFC bank is on number one position which made a timely disbursement of loan to its borrowers. The employees of ICICI bank have excellent behaviour. The borrowers of ICICI bank and HDFC bank were fully satisfied from the services of these banks. Hidden charges are the biggest source of dissatisfaction of the borrowers of SBI bank. So it is advisable to SBI bank that it should disclose each and every fact to its borrowers before signing the loan agreement.

KEYWORDS: consumer, HDFC bank, ICICI bank, SBI bank.

References