



Satisfaction Level Of The Tribal People About Various Services Offered By Selected Banks: A Study In Erode District Of Tamilnadu

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ABSTRACT

The essential idea behind financial inclusion is that each citizen should open a minimum of one account with any bank and that many low-income and underprivileged groups should be able to access banking services at rational costs to the vast sections. The great bulk of the nation's financial excluders are tribal people. Tribal communities predominantly benefit from this kind of access since it offers those chances to build savings, make investments, deposit, loan, bank overdraft facilities, and awareness. To investigate the banks' offerings for financial inclusion and their knowledge of the government policy's selection of a sample of tribal village residents. The confidence on non-banking channels for money remittance is declining as an outcome of financial inclusion. The objective of this paper is to examine the Satisfaction Level of the Tribal People about the various services offered by Selected Banks: A Study in Erode District of Tamil Nadu. On the basis of the Findings of the study, various suggestions are being offered to increase the Satisfaction Level of the Banks.

Key words: Banking Services, Financial products, Financial Inclusion.

INTRODUCTION

India's tribal people is extremely diverse. Their language characteristics, physical appearance, natural environments in which they reside, population number, degree of acculturation, prevalent means of existence, degree of development, and social layer differ from one another. The majority of Tamil Nadu's tribal population is engaged in agriculture as labourer's, cultivators, or forest-dependent people. These people have made major aids to forest administration. Financial exclusion refers to the exclusion of individuals who lack bank guidance, inexpensive credit, savings, insurance assets, and money. Marginal

framers, landless labourers, self-employed individuals and unorganized sector businesses, urban slum dwellers, migrants, ethnic minorities and socially excluded groups, senior sector employees, and women make up the majority of the financial excluded group. One group that is not included in the financial system is tribal.

STATEMENT OF THE PROBLEM

The impoverished of socially marginalized groups, especially indigenous people, should have access to financial services in order to increase financial inclusion. In order to close this gap, microfinance banks and other financial institutions have been extremely important. This study aims to identify the Satisfaction Level of the Tribal People about the various services offered by Selected Banks: A Study in Erode District of Tamil Nadu.

REVIEW OF THE LITERATURE

Das.B.C and Nath.P.K (2011) this study was found very high percentage of accounts were found having very less amount hundreds of deposit and only low percent of the respondents accounts were found having more than two hundred at the time of investigation. The perceptions of Programme Officers of block, and Panchayat Secretary of Gram Panchayat, Gram Rozgar Sewak of village, bank officers and post masters of the area towards the financial inclusion of ST wage seekers were found to be negative. It is now required the proactive participation of financial institutions to facilitate the process of extending different financial services to the weaker, poor and vulnerable section of the society to achieve inclusive growth through financial inclusion.

Achintan Bhattacharya (2011) has considerable the study argues in favour of revenue generating bank led model of financial inclusion simply because once the basic business issues are addressed, it is expected that banks will themselves discover the golden path that tend to converge with the Governments objectives of Inclusive Growth while conforming to the prudential guidelines of reserve bank of India. priced in the same way as infrastructure pricing is done for the products which are custom made for the poor with in- built risk mitigating, livelihood enhancing measures, and, as the case may be, particularly for micro-loans, based on joint liability instead of collateralised legal procedures.

OBJECTIVES OF THE STUDY

The major purpose of the study is to know satisfaction level of tribal people in about the various services offered by selected banks in Erode district of Tamil Nadu.

- To analyze the satisfaction level of tribal people about the various services offered by Selected Banks.
- To offer various suggestions and conclusion for improving the banking habits of tribal people.

HYPOTHESIS OF THE STUDY

To examine the association between the level of satisfaction of the tribal people about various services offered by Selected Banks and their personal variables, a null hypothesis i.e., (there is no significant association between the level of satisfaction of the tribal people about the various services offered by Selected Banks and their personal variables Gender, Age, Educational Status, Occupation, Marital status, Nature of the family Source of Income, number of years of association with bank, number of visits to bank and account holding bank at present) has been framed and same has been tested with the help of Chi-square test at 5% level of significance.

METHODOLOGY

The present study is confined to Erode District of Tamil Nadu. This district is purposively selected due to a greater number of hills tribal villages covered and one of the most tribal peoples living district in Tamil Nadu. The district contains totally 21880 tribal population as per census 2011. This study is empirical research based on survey method. Both primary and secondary data have been used in this study. Required primary data have been collected with the pre-tested, well-structured and non-disguised interview schedules from the tribal farmers. Required secondary data have been collected from various journals, books, website (Tribal Welfare Department) and population statistics published by census report 2011. The present study is based on stratified random sampling technique and the sample size is 150. Such collected data have been analysed with SPSS 27.0

DATA ANALYSIS AND INTERPRETATION

To measure the satisfaction level of the respondents, Likert's 5 point scale has been used. Accordingly, 25 statements were given in the Interview Schedule. As per Interview Schedule and the same has been properly quantified, i.e., those who scored below 75 are grouped as less satisfied and those who scored 75 and above are grouped as more satisfied.

There is majority (60.66 %) of the members are less satisfied about the various services offered by Selected Banks. Consequence of these findings, a null hypothesis has been framed. Details of the findings are shown in Table 1.

Table: 1 Association between the Socio-Economic Characteristics and the Level of Satisfaction: χ^2 Test

Table: 1

STATEMENTS	DF	TV	CV	RESULT
Age	1	3.841	2.781	Accepted
Gender	2	5.991	2.606	Accepted
Educational Status	2	5.991	9.417	Rejected
Occupation	2	5.991	4.221	Accepted
Marital status	1	3.841	2.145	Accepted
Nature of the family	1	3.841	2.321	Accepted
Source of Income	4	9.491	10.351	Rejected

Number of years of association with bank	2	5.991	1.264	Accepted
Number of visits to bank	4	9.491	11.202	Rejected
Account holding bank at present	2	5.991	4.612	Accepted

From the Table 1, it is clear that socio economic characteristics of respondents like Occupation, Marital status, Account holding bank at present, Source of Income and their satisfaction level are insignificant. Whereas, socio- economic characteristics like Age, Gender, Educational Status, Nature of the family, Number of years of association with bank and Number of visits to bank and their satisfaction level are significant.

To measure the level of satisfaction of the respondents, Rotated Component Matrix of satisfaction variables has been applied. Table 2 shows the details of the calculation relating to Rotated Component Matrix values.

Table: 2 Rotated Component Matrix

S.NO.	STATEMENTS	COMPONENT	
		QUALITY	SERVICE
1	Courtesy of bank staff	0.754	
2	Helpfulness of the bank staff		0.987
3	Knowledge of the bank staff		0.243
4	Bank information delivery to customers		0.564
5	Quality of information received	0.578	
6	Attitude of the bank staff		0.267
7	Formalities of the bank	0.789	
8	Modernization of bank	0.983	
9	Duration for the operations	0.345	
10	Procedure for getting loan		0.341
11	Existence of human relations practice	0.952	
12	Response to phone calls		0.456
13	Redressal of complaints	0.723	
14	Availability of ATM facilities		0.562
15	Working hours		0.565

Table 2 indicates that the level of satisfaction of the respondents is varied both in the aspects of quality and service.

SUGGESTIONS AND CONCLUSION

On the basis of the findings of the study, it is clear that majority of the respondents are less satisfied. To increase the level the satisfaction of the respondents, the following suggestions are offered:

- Level of Customer Relationship Management (CRM) is to be improved.
- More Loans to be provided at subsidized rate of interest to various farming activities.

Hence, it is suggested that the Banks has to take possible steps to improve their quality and service.

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