

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2477 Cities in 159 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A STUDY ON THE IMPACT OF UNETHICAL CORPORATE PRACTICES ON CORPORATE BRAND EQUITY <i>DR. R. SATISH KUMAR & ATULSEN SINGH</i>	1
2.	FACTORS AFFECTING MANAGERIAL CREATIVITY <i>DR. RISHU ROY & SUPRIYA GUPTA</i>	7
3.	THE IMPACT OF CELEBRITY ADVERTISEMENT ON INDIAN CUSTOMERS <i>CHAITRA BOCHEER .K.S & DR. H. NANJEGOWDA</i>	15
4.	INNOVATIVE BANKING SERVICES IN RURAL AREAS WITH SPECIAL REFERENCE TO SALEM <i>DR. A. JAYAKUMAR & G. ANBALAGAN</i>	20
5.	THE EFFECT OF CHANGING ORGANIZATIONAL CULTURE ON TQM PRACTICES IN ISO CERTIFIED COMPANIES <i>BHAKTA BHUSHAN BISWAS</i>	24
6.	THE RELUCTANCE OF JORDANIAN WOMEN IN WORKING IN THE TOURISM SECTOR: CASE OF JORDANIAN FEMALE <i>AMEEN AHMED MAHBOB AL MOMANI</i>	30
7.	A STUDY ON CONSUMER BRAND PREFERENCE TOWARDS HEALTH DRINK PRODUCTS IN TIRUVARUR DISTRICT (TN) <i>DR. N. UDHAYAKUMARI & G. T. VIJAYALAKSHMI</i>	37
8.	AN EMPIRICAL ANALYSIS OF FRIDAY EFFECT IN NSE NIFTY COMPANIES <i>DR. S. POORNIMA & V. CHITRA</i>	41
9.	ANALYSIS OF WAGE BURDEN AND EMPLOYEE PRODUCTIVITY OF STATE BANK OF INDIA AND ICICI BANK <i>DR. ASHOK JHAWAR & ROBIN THOMAS</i>	45
10.	OUTSOURCING AND COMPETITIVE ADVANTAGE <i>V. K. RANJITH & BIJUNA C MOHAN</i>	49
11.	FINANCIAL IMPACT OF HRM ON PRODUCTIVITY AND PROFITABILITY IN PUBLIC AND PRIVATE SECTOR ORGANISATIONS: A STUDY <i>MOIRANTHEM MOMOCHA SINGH & DR. D. GOPALAKRISHNA</i>	52
12.	ROLE OF SMALL AND MEDIUM ENTERPRISES IN INDIA'S MANUFACTURING SECTOR <i>DR. NASIR ZAMEER QURESHI, ADIL AMIN BHATT, ZUHAIB AHMAD BAZAZ & NASREEN KHAN</i>	55
13.	CELEBRITY ENDORSEMENT INFLUENCING CONSUMER BEHAVIOR <i>DR. M. L. GUPTA & SHAILESH VERMA</i>	61
14.	COMPETENCY MAPPING: AN EFFECTIVE TOOL FOR HRM <i>MANISHA CHOUDHARY, DR. DIPTI SHARMA & DEEPENDRA MAHALAWAT</i>	64
15.	INNOVATION IN FINANCIAL SERVICES: A STUDY OF FINANCIAL INSTITUTIONS <i>AMANDEEP KAUR SHAHI & KRITI AVASTHI</i>	67
16.	SERVICE QUALITY OF BAJAJ ALLIANZ LIFE INSURANCE IN SOUTH INDIA USING SERVQUAL INSTRUMENT <i>SUBHAN BANDE</i>	72
17.	CAPITAL STRUCTURE DETERMINANTS FOR SUSTAINED PERFORMANCE IN THE ENERGY SECTOR OF INDIA <i>DR. SUNITA PANICKER</i>	77
18.	FINANCIAL INCLUSION IN INDIA - A ROAD AHEAD <i>K. THIRUMAMAGAL & DR. TI. M. SWAAMINATHAN</i>	82
19.	LOANS AND ADVANCES OF COMMERCIAL BANKS: A CASE STUDY ON JANATA BANK LIMITED <i>FARJANA SALAM, FAHIMA SALAM, ASHUTOSH ROY & MD. HALIMUZZAMAN</i>	88
20.	THE EFFECTS OF CREDIT FINANCE ON THE NIGERIAN AGRICULTURAL SECTOR'S PERFORMANCE <i>AKINSEYE OLOWU & DR. ONIMOLE SOLOMON</i>	94
21.	INFLUENCE OF CREDIT ADMINISTRATION ON FARMERS OPERATIONS IN OSUN STATES OF NIGERIA: A REVIEW OF THE NIGERIA MICROFINANCE POLICY <i>OLADEJO MORUF & SOYEMI KENNY</i>	102
22.	APPRAISAL OF FACTORS INFLUENCING TAX AVOIDANCE AND EVASION IN NIGERIA <i>AKINYOMI OLADELE JOHN & OKPALA KENNETH</i>	107
23.	LEVEL OF WORKERS' JOB SATISFACTION AT JUTE MILLS: A CASE STUDY ON NARSINGDI DISTRICT <i>MD. GHULAM RABBANY, ABU ZAFAR AHMED MUKUL, SHARMIN AFRIN & AIRIN RAHMAN</i>	112
24.	MEASURING SERVICE QUALITY AND CUSTOMER SATISFACTION USING SERVQUAL: AN EMPIRICAL STUDY IN HOSPITALITY INDUSTRY OF BANGLADESH <i>MD. SHARIFUL ALAM</i>	116
25.	WORKER CHARACTERISTICS AND COMPLIANCE TO OCCUPATIONAL HEALTH AND SAFETY OF WOOD WORKERS IN NAJA DAVID WOOD INDUSTRY LIMITED IN KUMASI, GHANA <i>DR. KOFI OSEI AKUOKO, DR. MARTIN KWAKU YEBOAH, VINCENT DE PAUL KANWETUU & ELIZABETH ADWOA KWANKYE</i>	121
26.	PERCEPTIONS OF RETAILERS ON FDIS INTO INDIAN MULTI BRAND RETAILING <i>N. SURESH</i>	128
27.	LOAN ASSETS CLASSIFICATION OF SCHEDULED COMMERCIAL BANKS IN INDIA <i>M. ANBALAGAN</i>	131
28.	EXAMINING FACTORS AFFECTING DIVERSITY IN THE WORKPLACE <i>ARSLAN AYUB, MUHAMMAD SALMAN ASLAM & ADEEL RAZZAQ</i>	136
29.	A STUDY ON CONSUMER AWARENESS ABOUT BANKING SERVICES IN MADURAI CITY <i>S. RENUGADEVI</i>	139
30.	EVA AND MVA: WHICH METRIC IS EXTREMELY EFFECTIVE IN EXPLAINING REPORTED EARNINGS? – AN EMPIRICAL STUDY ON SELECTED INDIAN FIRMS <i>MAHESH KUMAR KURMI</i>	143
	REQUEST FOR FEEDBACK	147

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, GuruGobindSinghIndraprasthaUniversity, Delhi
Ex. Pro Vice-Chancellor, GuruJambheshwarUniversity, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, GuruGobindSingh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), GuruGobindSingh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Education, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY ON CONSUMER AWARENESS ABOUT BANKING SERVICES IN MADURAI CITY

S. RENUGADEVI
RESEARCH SCHOLAR
BHARATHIAR UNIVERSITY
COIMBATORE

ABSTRACT

Consumer awareness is about making the consumer aware of his/her rights. In terms of economic output, rural India accounts for almost half (48%) of the country's economy, and the rural markets have the potential to reach \$500 billion by 2020. E-banking was gradually replacing the traditional branch banking system. Customer awareness is necessary to identify the key success factors to survive in intense competition and increase the market share. Consumer awareness is about making the consumer aware of his/her rights. It is a marketing term which means that consumers are aware of products or services, its characteristics. Though the first consumer movement began in England after the second world war, a modern declaration about consumer's rights was first made in the United States of America in 1962. Bank provides a variety of products & services to the customer, the various services offered by the banks can be utilized by the customers only when they are aware of the services. This study is carried on to find out the consumer awareness level about banking services in Madurai city, The present study is based on primary data collected from 100 respondents by means of a questionnaire. Random Sampling Technique was applied and Statistical tools like Percentage Analysis, and Chi square test, was carried out in order to reveal the results of the study. Following null hypotheses were formulated for testing the assumptions.

KEYWORDS

consumer awareness, banking services, Madurai City.

INTRODUCTION

As the saying goes, change is the only certainty. And it is this change that would govern the banking industry, which is graduating from financial intermediary into risk intermediary. The repetitive and overlapping systems and procedures have given way to simple key-press technology, ensuring accuracy and speed of data flow to improve overall efficiency through Knowledge Management. The emerging Information Technology (IT) facilitates in utilizing Knowledge Management effectively and efficiently to improve both product range and service quality in the banking sector. Definitely by 2020, the vast and enormous differences in the ambience presently noticed between public sector banks and the new generation private sector as well as foreign banks would be noticeably narrowed down. But the dominance of public sector banks, which accounts for nearly 80% share in the banking sector, is likely to reduce considerably by 2020.

Technology has played a vital role in the evolution of banking sector, through speed creation, accuracy and efficiency of operation and reduction in the transaction cost. Banking services are now oriented to "anyhow, anywhere, anytime and any type" banking. The regulatory requirements and compliance regime in post-Basel II scenario and Sarbanes-Oxley Act and Anti money Laundering requirements, complicates the processing of voluminous data besides the process of their storage and retrieval in the desired form and at desired speed. Banks may have to move on to behavior analysis approach for fine-tuning their products. Many financial institutions, particularly banks, may not survive in the new millennium because they are relying on late 1990s surveys to plan third-millennium products and services and thus they may land up with the wrong products, perhaps designed for consumers who no longer exist. Most people see the future as more of the same. Unless one can visualize tomorrow as history so as to perceive what may happen day after tomorrow, perhaps one cannot visualize what will happen a decade or so later.

OBJECTIVES OF STUDY

1. To know the consumer awareness level about banking service
2. To know the customer satisfaction level
3. To know the consumer awareness about various banking technology

HYPOTHESES OF STUDY**HYPOTHESES I**

There will be no significant difference between male and female in their Awareness level of internet banking.

HYPOTHESES II

There will be no significant difference between educational qualification and awareness about banking services

CHANNELS

Instead of merely providing what the bank concerned could offer from its fold, banking may encompass extension of all the services that are required and dictated by customers. Clients should get services from the banks on a 24x7 basis on an online ATM connected to the network. Whosoever the banker may be, a customer should be able to access his or her bank account through a PC/laptop/mobile or an ATM around the corner. The time spent by the bank with customers would be reduced, thereby improving profitability through low operational cost that would ensure time saving for the customers, as a by-product.

CORPORATE FINANCE

Most corporate bankers still assume that the nature of their business will protect them from the most destructive effects of the digital revolution. They say that the client relationship is the most important thing, based on trust, and that this cannot be replaced by an electronic channel. While this is certainly true in the short-to medium term, the long-term future is far less certain. The lesson of history is that whatever starts to work on a smaller scale tends to have an impact later on larger financial arrangements. For small- to medium-sized businesses, it is already clear that online banking is going to alter the decisions they take.

CONSOLIDATION IN BANKS

Restrictions of operations of foreign banks in India, currently enjoying marginal share of less than 10%, are likely to go by 2009, paving way for many changes. We might expect greater breadth of products, depth in delivery channels and efficiency in operation, without losing focus on customer needs of Indian populace. A consolidation exercise in the banking industry cannot be kept in cold storage, if we view it from the following angle:

- a. Due to diversified operations and varying credit profiles of banks, merger and consolidation would serve as a risk mitigation or risk-sharing mechanism, besides increasing the potential for growth.
- b. Owing to greater scale and size, consolidation can help save cost and improve efficiency.
- c. Avenues can be explored for raising capital to meet international Basel II norms.
- d. Distinct geographical presence could come together to leverage respective strengths.

PROJECTED INDICATORS OF BANKS IN INDIA IN 2020

Consequent to nationalisation in 1969 and economic liberalisation in 1991, banks in India are on fast-track growth in size, technology and deliverables to customers. In view of paradigm shift in banking focus, there cannot be any reasonable estimate of the financial figures that banks are slated to achieve.

- The GDP growth rate is around 7 to 8 per cent per annum with good industrial growth in the manufacturing sector, which is expected to fuel higher need for bank credit — at the corporate, trade and individual levels.
- The country is graduating from a low-income regime to a middle-income one, with large expendable resources/money and disposable income.
- Increased percolation of technology applications from metro and urban centers to semi-urban and rural areas.
- There are many macro-level factors such as government policies dictated by political constraints, technology innovations, enhancements in human skill, increase in real-sector production, national income, etc.
- With international best practices in risk management penetrating into the Indian banking system, the system is growing into a mighty financial network with strong capital base and robust risk management system.
- Apart from competition from foreign banks, the Indian postal department is also exploiting its network and entering commercial banking operations.
- Growth in owned funds are in the range of 15% to 20%, annual credit deployment is about 12%, and fixed assets are going up by 5%.
- Owned funds of banks in India need to be strengthened as they embrace international best practices on risk management.

RESEARCH METHODOLOGY

The research survey was answered by a mix group of people among the customers of the Banks. The survey was conducted through questionnaires to a group of people and only 100 respondents filled in our survey that focused on gathering information about awareness level of banking services offered by banks in Madurai. In this study convenience-sampling method is used, thus the respondents were randomly selected.

RESEARCH DESIGN

Research design is the plan, structure and strategy of investigations conceived to obtain answers to research questions and to control variance. The research design constitutes the blue print for the collection, measurement and analysis of data. It helps the researcher in the allocation of his limited resources by posing crucial choices.

SAMPLE SIZE: Sample sizes of 100 respondents were selected for this study.

TABLE SHOWING THE RESPONDENTS PROFILE

Particulars	No of Respondents	Percentage
Gender		
Male	87	87%
Female	13	13%
	Total	100%
Age		
Up to 25	18	18%
26-35	45	45%
36-45	27	27%
Above 45	10	10%
	Total	100%
Educational level		
High school	22	22%
Bachelor\Diplomo	46	46%
Master	23	23%
PhD	9	9%
	Total	100%
Family Income		
Below Rs.10000	30	30%
Rs.10001-Rs.20000	36	36%
Above Rs.20000	32	32%
	Total	100%
Residential area		
Rural	28	28%
Semi-urban	32	32%
Urban	40	40%
	Total	100%
Familiar banks		
SBI	32	32%
IOB	22	22%
Indian bank	18	18%
Others	28	28%
	Total	100%
Type of account		
Saving account	62	62%
Current a/c	24	24%
Fixed deposit a/c	11	11%
Recurring deposit a/c	3	3%
	Total	100%
Respondents using ATM	82	82%
Respondents not using ATM	18	18%
	Total	100%

DATA ANALYSIS AND FINDINGS

The above table describes the demographic profile of the respondents which consists of gender, age, level of education etc. From a total of 100 completed questionnaires received. According to our analysis of the demographic characteristics of the respondents majority, we can say that, 45 % of the respondents are between the ages of 25 to 35. 27% is between the age group of 36 and 45. Within the respondents 52% are male and remaining 48 % is female. If we check the education level of the respondents we can say that, majority of the respondents are degree holder that is 45% and 9 % of the respondents are doctorate.

TABLE SHOWING THE AWARENESS ABOUT BANKING SERVICES

Banking service	Aware %	Not Aware %
Credit cards	88	12
Internet banking	85	15
Mobile banking	65	35
Banking rates	72	28
Housing loan	95	5
Personal loan	96	4
Education loan	93	7
Cash credit	22	78
Bank over draft	52	48
Letter of credit	15	85

SAMPLING METHOD

Convenience-sampling method has been effective for this study purpose.

DATA COLLECTION

Data will be collected from both primary and secondary sources of information.

PRIMARY SOURCE

All necessary information about the study has been collected from personal contact and discussion by using of Questionnaire method.

Type of data : Primary

Data collection method : Questionnaire

SECONDARY SOURCES

Data has been collected from external sources such as, published articles, websites, web links etc.

CHI-SQUARE TEST**HYPOTHESES I**

There will be no significant difference between male and female in their Awareness level of internet banking

Internet banking	Gender		Total
	Male	Female	
Aware	28(30.45)	7(4.55)	35
Not aware	59(56.55)	6(8.45)	65
Total	87	13	100

Source: Primary data

Calculated value	Degree of freedom	Table value
2.3327	5%	3.84

Here the calculated value is less than table value .Hence our hypothesis is accepted. So there is no significant difference between male and female respondents regarding the awareness about internet banking.

HYPOTHESES II

There will be no significant difference between educational qualification and awareness about banking services

Educational qualification	Respondents awareness		Total
	Aware	Not aware	
School level	21(22.42)	8(6.38)	29
Degree	27(25.74)	6(7.26)	33
Master degree	13(13.26)	4(3.74)	17
Others	17(4.38)	4(4.6)	21
Total	78	22	100

Calculated value	Degree of freedom	Table value
6.7	5%	16.9

Here the calculated value is less than table value .Hence our hypothesis is accepted. So there is no significant difference between educational qualifications and awareness about banking services.

CONCLUSION

According to the Madurai study, we conclude that the most of the bank customers are not aware about all the banking services. The banks have to take necessary steps to educate the customers regarding the new technology and other services offered by the banks. Banks may extend customer meeting time with bank officials and also friendly approach is necessary. Definitely it will help to retain the existing customers and to attract new customers. It will automatically improve the banking service and development of banks in India and also in abroad.

Generally, it is concluded that every aspect of banking will be transformed by new technology by 2020. Customer-friendly products, delivery channels, relationship banking, dependency on IT systems and competitive pricing would be the driving forces, but a pressure-cooker atmosphere cannot be avoided. The most successful institutions will be those that combine visionary technology and very competitive pricing with strong relationships and brands built on trust with previous in-depth experience of the client business. Banks may adopt some new strategies to move to high-tech banking as a necessity of e-commerce, e-banking, etc. Identification of select branches from out of the entire spread of the branch network to provide innovative services. In the scenario of severe competition and escalating expectation of the customers for newer products and improved as well as alternative delivery channels, the nerve centre of banking activities will be redefined.

REFERENCES

1. Bhagvati R. Pipaliya, An Empirical study on Consumer Awareness on Internet Banking in Gujarat ,Finance, Indian Institute of Management, Ahmadabad, ISSN 1751-3030 , Published in edu.philica.com
2. Dutta Kirti, Dutta Anil; "Customer expectations and perceptions across the Indian banking industry and the resultant Financial implications"; Journal of Services Research, Volume 9, Number April-September 2009, p31-49.
3. Gayathri Balakrishana.R. Consumer's Awareness about the banking services, southern Economist,vol,49.
4. Gopalakrishnan .S, " Customer service grievance redressel mechanism" ,Professional banker ,Vol.v,No:9, October 2005,pp 22-28.
5. Rajesh Kumar Srivastava (India),Customer's perception on usage of internet banking, Innovative Marketing, Volume 3, Issue 4, 2007



REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

