

**Research Project Report**

**“A Comparative study of usage and awareness of  
credit cards among customers provided by SBI and  
ICICI”**

***FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT***

***FOR THE AWARD OF  
BACHELOR OF COMMERCE***

**UNDER THE GUIDANCE OF**

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**BCOM (HONS) 2017-2020**



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**May, 2020**

# ACKNOWLEDGEMENT

All praise to the almighty with whose auspicious blessings I have been able to accomplish my research project report successfully. Equal credit goes to my parents and teachers who made me what I am today by their hard labour, devotion, support & prayer.

My special thanks to my parents for generic cooperation coordination and valuable support. I pay my gratitude towards my other faculty members. I must not forget to render my deep feelings of gratitude and thanks to all the respondents whom I visited during the survey for valuable information, co-operation, advice and suggestion to make this endeavour a great success.

I am grateful to my guide **Ms. VIVEKA ROHILLA** for her efforts during my project work. My sincere thanks to all other who were associated with the project directly or indirectly for providing me the excellent guidance during the project.

# DECLARATION

I, YASHVEER CHAUDHARY, Admission no.17GSFC101074, student of School of finance and commerce, Galgotias University, Greater Noida, hereby declare that the project report on **“A COMPARATIVE STUDY ON USAGE AND AWARENESS OF CREDIT CARDS AMONG CUSTOMERS PROVIDED BY SBI and ICICI”** is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

Name and Signature of the Student:

YASHVEER CHAUDHARY

# **CERTIFICATE**

This is to certify that the project report “**A COMPARATIVE STUDY ON USAGE AND AWARENESS OF CREDIT CARDS AMONG CUSTOMERS PROVIDED BY SBI and ICICI**” has been prepared by YASHVEER CHAUDHARY under my supervision and guidance. The project report is submitted towards the partial fulfillment of 3 year, Full time BACHALOR OF COMMERCE.

Name & Signature of Faculty:

PROF.VIVEKA ROHILLA

# ABSTRACT

Today, every credit score rating score card consists of an identifying range that speeds shopping transactions. Credit card in India are gaining relevance to facilitate industrial and industrial transaction as bills are not made via cheques any more for the cause that issuer is continuously worried whether or not the cheque may be honoured and company may additionally deliver the goods after the multiple days as soon because the price became made with the appearance of plastic coins these kind of issues have been taken care of. Has humans these days very own multiple card in their pockets together with credit score rating card, debit card, ATM card, clever card and so on... which takes care of all costs for the day whether or no longer durables are to be sold, eating place bills to be cleared or possibly for the price for conveyance, a person genuinely has to apply an appropriate card and the transaction is complete. To this history the existing study made an attempt that patron awareness and perception approximately credit score rating playing gambling cards: a initial take a look at. For this cause the researcher used the primary information, the favoured information has been accrued via the usage of hooked up questionnaire and statistical gadget like, Mean, Percentage and Chi Square were used for the cause assessment. Finally they have a have a look at famous that, the situation of credit rating cards inside the path of current can be very substantial many card holders surrender their credit score rating playing cards and in place of using credit score rating gambling cards the banks customers opt for gambling cards. The credit score card too allows credit score rating them keep away from carrying cash and allows with drawl of cash via ATM and that they need now not be afraid of falling into debt entice as inside the case of credit score gambling playing cards.

# INTRODUCTION

Origin of Credit Cards: On February 28, 1950 – A Diners club card, the primary multiuse credit score card have become issued. This marked the start of the technology of plastic coins. Diner's card have become released in the Indian marketplace in 1960. The Central Bank of India became the primary financial institution in the U.S . To introduce credit rating card device in August 1980, followed thru several other banks. In India, each remote places and Indian banks are doing credit score card business organisation. The overseas banks have a dominant percentage because of various motives like having been in the discipline for decades, sound operational and economic electricity, robust emblem reorganization and lots of others. Later, with the competitive access of SBI, ICICI, and HDFC Banks the tips of the game modified. Among the banks issuing credit score rating gambling playing cards, the esteemed and nicely published gambling playing cards are Citibank Diner's Club Card,

Citibank Visa Card and Credit Cards, Bank of Baroda's Master Cards, the SBI Credit Cards, Bank of India's India Card, Canara Bank's Can Card and ICICI Bank's ICICI Card. These gambling cards are positioned in a way which offers an effect that the playing cards can be acquired via people from no longer most effective the better class but also the center profits classes. The new personal area banks like ICICI and HDFC have followed a technique of accomplishing decrease down the income strata with the aid of decreasing down their eligibility norms. Today credit score rating card enterprise is specially aggressive and nearly all the banks are providing credit score rating playing cards in affiliation with Visa International or Master Card.

Current Trends in Credit Card Industry: There is now a flood of Indian banks offering credit score cards to the capacity customers. Multinational banks operating in India have also joined the bandwagon with excessive voltage advertising and seemingly competitive reward programmes for unswerving credit score card users. Banks' earnings from credit score rating gambling playing cards can be divided mainly into four additives mainly annual rate, interchange price, revolving rate (hobby charged for revolving credit score rating) and one of a kind prices. Indian credit rating card market is growing at almost 30 to forty in line with cent every year and the range of credit score playing cards in float is twenty seven and half million as said with the aid of credit card issuers.

# OBJECTIVES

1. To study the awareness of customers about credit cards provided by SBI and ICICI.
2. To determine the extent to which clients are aware of and using numerous services provided by SBI and ICICI credit cards.
3. To find out the attitude of customers of SBI and ICICI towards their credit cards.

# DATA COLLECTION

Primary Data: The tools built for the collection of information had been Interview Schedule for the selected bank clients who do not possess credit score cards and Questionnaire for the credit card holders. Demographic profiles concerning the respondents had been included in Part A of the Interview Schedule and Questionnaire. Part B covered questions relating to the banking associated profile. Questions required for ascertaining financial institution customers “focus approximately credit playing cards have been given in Part C of the Interview Schedule for the respondents now not owning credit score cards. In the case of credit score card holders” questionnaire, questions touching on credit score card keeping were included in Part C and the motives for getting credit card in Part D. Part E and F of the questionnaire had been designed to recognize card holders “mind-set and pleasure towards credit score cards respectively.

Secondary data

Magazine

Internet

News papers

Wikipedia

Quora



# RESEARCH METHODOLOGY

**Hypothesis** In the moderate of the targets set, the following hypotheses are framed

- 1. Public Sector banks are going via stiff competition from non-public place banks in regards to patron delight.**
- 2. There is a difference in degree of pride of SBI and ICICI customers.**
- 3. Employees of ICICI financial institution are extra green in imparting services to clients than employees of SBI.**

**Research Design-** In this study, We have a take a look at of comparative evaluation regarding SBI and ICICI banking offerings with regard and do not forget factor of clients' options has been achieved. An strive is made to offer a a pinnacle stage view of clients reviews, guidelines and also personnel critiques to recognize CRM practises of the banks., for comparative assessment diverse comparative bar charts are organized after accumulating clients and employees critiques through two special questionnaires respectively dully crammed up with the aid of using customers and employees. Appropriate and appropriate evaluation is also made to justify this subject matter; beliefs of clients, perspectives regarding the offerings of the banks via questionnaire and feature an impact on of Age-organization on customers opportunities about selection of a financial organization and delight from therein.

**Sampling Design**→ The have a look at has been completed on the basis of some determined on branches of these banks. State monetary group of India the most vital financial institution is taken and proper here in the have a study branches from Delhi are covered. Some different branches also are considered wherein one from Noida, one from Greater noida, one from Mathura is taken. In case of the every other economic institution ICICI branches from Delhi,one from Noida ,one from Greater noida and one from Mathura is considered .Apart from those as consistent with the handy sampling, some other customers individuals who are related to the ones banks from prolonged nine time are also requested to offer their critiques, maximum of them are fromDelhi . Total 3 hundred clients have answered in this test. Apart from the above the questionnaire is translated into Hindi and English language (close by language) also for the sake of a number of the Respondents comfort. To recognize personnel' opinions approximately their marketing techniques and CRM practises of the banks, a unique questionnaire is likewise prepared. These questionnaires has been circulated in some branches of each the banks. In this have a observe general one hundred personnel from a few SBI and ICICI banks' branches had been taken into consideration.

**Sources of data information and collection**→The have a look at is undertaken on the idea of all details about offerings from SBI and ICICI. It consists of the banks profile, evolution and developmental phases, awards won by way of each the banks and other important details. The primary statistics is also performs very essential role on this study which is amassed via questionnaires prepared one after the other for selective bank branches customers and personnel. These respondents (clients and employees) are from Gujarat state. In a nutshell data is as follows in this examine.

SBI and ICICI banks' websites on internet.

- Authenticated websites on internet
- Website of RBI (Reserve bank of India)
- Information collected to know the preferences and opinions would be mainly
- From primary sources such as: Customers of some of the cities (delhi noida greater noida )
- **Sampling Technique:**— For comparative evaluation the main banks SBI and ICICI(the 2 outstanding banks of India),the examine has been taken at some stage in the duration from 2012 to 2015. To understand the alternatives of customers'statistics is amassed thru questionnaire method. Two terrific questionnaires are superior. One to recognize clients options and a few other is to understand advertising techniques and CRM practises by using SBI and ICICI

. **Analysis And Interpretation Of Data:**— For comparative assessment, records was analyzed by the use of comparative bar charts to reveal direct evaluation of solutions supplied within the questionnaires through way of the usage of the customers of SBI and ICICI.To apprehend the picks and views and evaluations of clients , a questionnaire have turn out to be despatched to customers as in keeping with the accessible sampling. Apart from the above the ten questionnaire is translated into Hindi language (local language) additionally for the sake of a number of the Respondents consolation. To apprehend personnel' evaluations about their marketing strategies and CRM practises of the banks, a very particular questionnaire is likewise prepared. These questionnaires had been circulated in a few branches of each the banks. In this examine a hundred personnel have been considered. The assessment is a descriptive evaluation taking into account all of the possibilities and comparisons of every criterion requested in the questionnaires.

# **LIMITATIONS OF THE STUDY**

As the research is based on questionnaires here are some limitations.

1. Because of time and unique constraints in this survey it would now not be possible to the touch each and every department of SBI and ICICI responses could have furnished a higher insight concerning clients' alternatives regarding financial organization offerings.
2. Purpose of studies is restricted to look at clients' alternatives and likings on banking offerings of country excellent.
3. Lack of customers' and employees interest to fill up Questionnaire.
4. Customers past level in may also have an impact on his present choice.
5. Selection of a number of the towns of country most effective.
6. Less pattern length
7. Tough to get information from a few personnel of each the banks.

# RESULT ANALYSIS

As referred to above that the facts is especially amassed through questionnaire, the study depend upon number one information. Two sorts of questionnaires are prepared one for customers and another for employees. The evaluation of the customers' questionnaire is as follows.

1 In the respondent numerous classes is made, age enterprise, gender, occupation, profits enterprise. Regular customers of each the banks consisting some of the common customers (20%) having account in each the banks.

-By asking a question about influencing factors to pick a financial group, most of the respondents are in favour of the detail body of workers thoughts-set, and monetary group charges.

- Most of the primary offerings are used by the clients, particularly the solution is ready ATM offerings .Many customers of each the banks have used credit rating and debit card, many have demat account and overdraft facility, but the important do not forget is that in ICICI majority of the customers have used extra than three services from mentioned above as evaluate to SBI. This well-knownshows that in ICICI clients are extra skilled to use the exclusive offerings

-Many a times ICICI continues more financial institution charges for any everyday transaction as a mediator or even in credit score score or debit card as evaluate to SBI. Some unique services they fee better than SBI. The reason is simple to keep in mind that ICICI is a private region bank now not like SBI.

-Many of the respondents are from company sectors and most of them are from the earnings group of three lakhs and above.

-Most of the customers have monetary financial savings account and numerous them have additionally invested in constant deposits.

- Among all of the recurring offerings supplied with the aid of SBI and ICICI, ATM and credit score/debit card is the maximum generally broadly used services

-A terrific distinction can be seen in SBI and ICICI customers responses, in coins deposits ICICI clients are substantially greater happy than SBI clients, identical situation is in cheque deposits net banking that ICICI clients are greater glad then SBI customers

- In cash withdrawal moreover there can be a superb difference in pride level of SBI and ICICI, right right here SBI clients are an entire lot less happy because of the reality many a times they have to face hurdles like postpone in time, to stand in a protracted queue and to attend because of unofficial breaks taken with the aid of manner of employees/cashier.

- It is derived after analysing that maximum of the customers have rated facilities(sitting facilities, safe consuming water, ATMs, passbook system and others)and environment as the maximum essential parameter which must have in a economic agency.

-So an extended manner as body of people behaviour is concerned, SBI customers are a good deal a whole lot much less satisfied and that they've cautioned that many a instances cashier/incharge personnel aren't so attentive to resolve their complaints or to offer high-quality carrier.

- For almost all of the respondents' vicinity of financial institution and huge community of monetary organization is additionally very critical, on this component each the banks win clients choice.

- In the factor of monetary organization loan, most of SBI clients aren't satisfied with time taken thru employees, as in keeping with their opinion they take greater time for sanctioning the loan.Apart from those, they charge extra hobby as study to ICICI financial organization mortgage schemes, whilst ICICI being a personal region chief gives more attractive schemes in mortgage for distinctive sectors a s take a look at to SBI.

- Loan making use of and sanctioning manner is also complicated in SBI as study to ICICI, as according to their critiques. However in housing loan requirements, SBI customers are more glad then ICICI.

-After thinking about all the vital offerings the customers have opined the over all pride degree also, SBI clients are happy on the whole however ICICI client are considerably happy with their economic institution. There is a large difference of their satisfaction diploma.

- So it's miles derived that despite the fact that SBI is the primary economic organization in India as well nationalized. Most of the SBI people have now not long gone through any hassle however some have filed court instances whilst in ICICI a great deal much less humans have filed complains as test to SBI. This is the vital detail affecting customers' options.

-The some other important fact is that a number of the complaints in SBI were no longer solved via bank authority whilst in ICICI nearly every grievance become solved via monetary organization authority, and this right away impacts employees pleasure and choices.

# FINDINGS

## Customer Awareness about Credit Cards

It is located from the evaluation of bank clients' attention about credit playing cards that SBI credit score score cards are more popular which followed is thru AXIS Card and ICICI Card. Can Card is determined to be much less popular among the sampled respondents.

Regarding the supply of statistics approximately credit cards the respondents' found out that the dealers of SBI financial institution were the supply of information approximately SBI card. In the case for AXIS Card, advertisements furnished the important know-how and for ICICI gambling playing cards, the monetary institution changed into the deliver of essential information for the customers. Regarding the conditions and charges on credit score gambling playing cards, majority (sixty four%) are aware of the primary situations and 76 percentage of the respondents recognise approximately the fees imposed on the services. Cash withdrawal facility on credit score gambling cards is not regarded to majority (68%) of the respondents. None of the sampled respondents have attention about the interest loose credit score period.

Majority (88%) of the sampled non-holders of credit card are aware of the convenience within the usage of credit score rating gambling playing cards, reducing the threat of sporting coins (74%) and wider popularity of the credit score score cards (sixty seven%). Higher proportions of the respondents (79%) apprehend approximately the ATM facility for coins withdrawal. As regards demography and stage of focus, it is located that age smart majority of the middle aged (sixty eight%), gender smart - the male (seventy three%), training practical- the college knowledgeable (80 four%), profession smart- the hired (sixty seven%), and earnings clever- the better profits organisation (80 one%) have excessive level of attention.

## Attitude of Card Holders closer to Credit Cards

Attitudinal conduct of credit rating card holders determined based mostly on „Fishbein's Attitude Model" indicated that majority of the sampled credit card holders (seventy one.20%) have superb mind-set in the route of credit score rating playing cards. „Availability of emergency budget via credit score cards" and „buying with out paying cash immediately" contributed more in the direction of the wonderful attitude of card holders. However, 28.Eighty percent of the card holders have poor thoughts-set and higher charge of hobby charged is the motive of this poor mindset. Regarding the demographic and credit card associated variables influencing card holders' mind-set the logit analysis observed that variables specifically credit score card holders' family earnings and eligible credit score restriction extensively inspired their mind-set. This is comprehensible in view of the monetary situations of the cardboardholders.

# SUGGESTIONS

Based on the finding of the study the following suggestions are:

## Popularizing the Credit Cards

Can Card is decided to be less well-known most of the respondents. Hence strategies ought to be followed to hold a better degree of popularization of this credit score score card through mass media channel like tv, radio, railway facilities, and great markets with a pictorial evaluation of the card facility.

## Creating Awareness about Interest Free Credit Period

The maximum useful characteristic of a credit score card is the hobby free credit score duration provided to card holders. Non-holders of credit cards are not privy to this advantage of credit rating gambling cards. Hence consciousness ought to be created about this advantage of credit score playing cards some of the non-holders.

## Direct Marketing

Credit card issuers, even though provide international degrees of service and credit score guide to the card holders, have failed to make an impact a number of the much less educated and the agricultural category with center degree profits. They moreover enjoy that the cost of credit score rating gambling cards is high and consequently make it a status image in preference to assembly their desires. Hence, direct marketing thru the banking clubbed with unique services may be useful to have an effect on this untapped segment.

## Implementing Regulatory Measures

The credit score limit availed thru many card holders are found to be a whole lot less than their eligibility limits. The operating enterprise on regulatory mechanism for credit rating playing cards has advocated measures aimed towards encouraging card usage in a comfy and secure way. This guiding principle need to be carried out in order that the entire eligible credit score limit may be availed by using the use of the cardboard holders.

## Extending Incentives to all Types of Cards

Despite extra considerable utilization, most of the credit score card users are the extra knowledgeable with expert types of jobs and high profits earners. Most of the cardboard holder incentives are presented for excessive rate playing cards. Hence it's miles counseled that incentives should be prolonged to all varieties of playing cards to promote greater usage



of credit rating playing playing cards like „Exclusive“ and „Silver held through the use of lower and center profits earners

# CONCLUSION

The credit score card problem in phrases of wide variety of credit playing cards witnessed a whopping boom at some point of the past five years. In phrases of key players SBI has notched the landmark parent of ninety lakh credit cards by way of 2018 taking the position of number one participant within the segment. It is further concluded that there are a number of financial institution customers who do not have any know-how about credit score cards. Many humans have information approximately credit playing cards, but do no longer own credit playing cards because of the fear of falling into debt entice. High profits earners and relatively educated magnificence use credit playing cards more, availing high credit score limits. Extent of usage of credit playing cards is smaller amongst higher percentage of the cardboard holders. Customers" pride is determined to be less because of excessive fee of interest. Customers perceived center offerings and facilitating services at higher degree. Card holders face the crucial hassle of lack of proper advice from banks. Credit card market is however to recognise its capability. The situation of credit cards all through 2018-2019 will be very excellent. Many card holders give up their credit score score playing cards and in desire to using credit score cards the banks" customers determine on debit gambling cards. The debit playing playing cards too assist them keep away from sporting coins and permit withdrawal of coins through ATM and they need now not be scared of falling into debt entice as in the case of credit score score playing cards. Due to financial inflation, many banks have stopped issuing credit score cards to their customers. As human beings are but to recognize the whole ability of credit score card, its marketplace is falling down

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