Assessing Banking Services Knowledge among Respondents in the Kachchh Region: A Comparative Analysis of Taluka Perspective

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Absract

Banking is the backbone of the economy. The main objective of this study is to find out whether the account holders of Abdasa and Nakhatrana in the villeges rural area of Kutch district use various services offered by the banks. The purposive sampling method is Use for Sample. The data of the study was collected from primary and secondary sources. A total of 80 respondents have been selected from these 10 villages of Abdasa and Nakhatrana Talukas of Kachchh District. It was found that the various banking services such as issuing drafts, pension payments, grating loans, the level of service knowledge of the bank have been found to be lower among the people of Nakhatrana taluka compared to Abdasa taluka.

Key Words: Banking Habits, Rural area.

Introduction

Banking is the backbone of the economy. Banking services not only promote commerce but also contribute to making the economy work more efficiently by providing job opportunities in rural and urban areas. Various factors are responsible for rural people using financial services less than urban people. At present, due to internationalization, the banking sector has also changed the nature of its services. In this regard, people continue to use banking services at home, but even now, these services have not reached the remote area of the village due to various reasons such as the unavailability of phones, network inconveniences, a lack of education, etc. The main objective of this study is to find out whether the bank account holders of Abdasa and Nakhatrana in the villeges rural area of Kutch district use various services offered by the banks. According to the 2011 census survey, Kutch district has 877 villages and 14 towns. There are 120 villages in Nakhatrana taluka and 133 villages in Abdasa taluka. As per the information provided by the Lead Bank for the year 2018–19, there are a total of 248 nationalized banks, 19 cooperative banks, 9 land loan banks, 46 rural development banks, and 66 private banks in Kutch district. There are a total of 24 and 13 banks in the Abdasa and Nakhatrana talukas of west Kutch.

Review of liturature

Mujesh J (2012) Studied on A study on the banking habits of people in rural area of india. This study was based on primary data that was collected through a questionnaire. Researcher used a convenient sample method. 359 samples were taken for the purpose of the study. Various Para-matrix and non-parametric statistical tests, like percentage analysis, chi-square test, ANOVA, t-test, and multiple regression analysis, were used by the researcher. The researcher found a lack of awareness of modus operandi and poor availability and accessibility of services and products in banking services. The researcher concluded from the study that the level of educational standard was not influencing the motivational factors to utilize the banking services.

Abhay K. and Anil S. (2013) studied on a comparative study of regional rural banks in Chhattisgarh state. The main aim of the study was the comparison of financial performance of RRBs in Chhattisgarh as on 31st March 2011. Based on the study they concluded that Chhattisgarh Gramin Bank (CGB) was largest bank in district coverage and branch network compare to other RRBs in Chhattisgarh but the productivity of Chhattisgarh Gramin Bank (CGB) was low in comparison of Durg Rajnandgaon Gramin Bank (DRGB) and Sarguja Kshetriya Gramin Bank (SKGB).

Deepa paul (2014) studied on the banking habits of the people of Kerala. This study was based on primary and secondary data. Researcher covered a period of five years from 2007-08 to 2011-12. Researcher used multi stage sampling technique, Mean, standard deviation, cronbach's alpha reliability test, chi-square, t-test, F-test, factor analysis, regression analysis were used. Researcher concluded that customer awareness campaigns were necessary in each location where branchless banking root and procedures can be challenging for people who were illiterate or unfamiliar with technology.

Vikas s, at el. (2014) studied on comparative analysis of financial inclusion in rural and urban area of India. This study based on secondary data. Researcher covered a period from 2008-09 to 2012-13. The researcher used the central tendency, standard deviation, coefficient of variation, and t-test. Researchers concluded that many barriers to financial inclusion, like low-density areas and low-income populations, were not attractive for the provision of financial services and were

not financially sustainable under traditional banking business models, mostly with high fixed costs and a limited number and types of financial service providers.

Kopra S. S. (2017) studied on A Comparative Study of Regional Rural Banks in Maharashtra State. Researcher examined the comparison of financial performance of RRBs in Maharashtra as on 31st March 2013. This study was based on secondary data, data were collected from annual reports of RBI, NABARD, RRBs and other websites. The study concluded that Maharashtra Gramin Bank (MGB) was the largest bank in district coverage and branch network in Maharashtra and the productivity of Vidharbha Konkan Gramin Bank (VKGB) was low in comparison of Maharashtra Gramin Bank (MGB).

Research gap

At present, the scope and use of digital banking have increased widely, but even today, in rural areas, traditional banking facilities are used instead of digital banking. No study has been conducted on the digital banking habits of rural people in Nakhatrana and Abdasa talukas of the Kutch region. That is why this research topic has been chosen.

Objectives

• To study the banking services of the rural population of Nakhatrana and Abdasa talukas.
• To know whether the rural population of Nakhatrana and Abdasa taluka use banking services or not.
• To know which service of the bank is more used by the rural population of Nakhatrana and Abdasa Taluka.
• Give suggestions for expanding banking services in the Nakhtrana and Abdasa talukas.

Limitation
• The research will be limited to two talukas of kachchh district.
• The research will be limited to people in rural areas of selected talukas.

Research methodology

Sampling
The sample is select on the basis of the purposive sampling method. In this research, 2 talukas Abdasa and Nakhatrana have been selected out of the total 10 talukas of Kutch district. A total of 10 villages have been selected in these two talukas. A total of 80 respondents have been selected from these 10 villages.

Source of data

The data of the study was collected from both primary and secondary sources. Primary data was collected through questionnaire. Questionnaire was prepared through likerd method and secondary data was collected through articles, journals, government agencies report and website & etc.

Data analysis and Interpretations

Data has been collected by the researcher from the rural area of taluka of kachchh district through questionnaire. Mean and standard deviation used for data analysis.

Table-1 showing the level of banking services knowledge of the respondents

Bank Services	Taluka Name	Very well known	Fairly known	known	Somewhat known	Unknown	Total	Mean	Std. Dev
Deposits Collection	Abdasa	18	4	9	7	2	40	2.275	1.3226
	Percentage (%)	45	10	22.5	17.5	5	100		
	Nakhatrana	17	6	7	9	1	40	2.275	1.2842
	Percentage (%)	42.5	15	17.5	22.5	2.5	100		
Granting Loans	Abdasa	5	3	10	14	8	40	3.425	1.2427
	Percentage (%)	12.5	7.5	25	35	20	100		
	Nakhatrana	6	2	13	9	10	40	3.375	1.3169
	Percentage (%)	15	5	32.5	22.5	25	100		
Issuing Drafts	Abdasa	3	2	9	10	16	40	3.85	1.2155
	Percentage (%)	7.5	5	22.5	25	40	100		
	Nakhatrana	3	7	7	13	10	40	3.5	1.2449
	Percentage (%)	7.5	17.5	17.5	32.5	25	100		
Fund transfar	Abdasa	14	4	11	8	3	40	2.55	1.3407
	Percentage (%)	35	10	27.5	20	7.5	100		

	Nakhatrana	11	8	14	5	2	40	2.475	1.1616
	Percentage (%)	27.5	20	35	12.5	5	100		
Reference Services	Abdasa	10	9	7	8	6	40	2.775	1.4051
	Percentage (%)	25	22.5	17.5	20	15	100		
	Nakhatrana	10	8	15	4	3	40	2.55	1.1821
	Percentage (%)	25	20	37.5	10	7.5	100		
ECS Payments	Abdasa	3	4	9	6	18	40	3.8	1.3076
	Percentage (%)	7.5	10	22.5	15	45	100		
	Nakhatrana	6	5	5	9	15	40	3.55	1.4654
	Percentage (%)	15	12.5	12.5	22.5	37.5	100		
ATM Services	Abdasa	19	6	6	7	2	40	2.175	1.3207
	Percentage (%)	47.5	15	15	17.5	5	100		
	Nakhatrana	16	5	10	6	3	40	2.375	1.3358
	Percentage (%)	40	12.5	25	15	7.5	100		
Pension Payments	Abdasa	4	2	11	11	12	40	3.625	1.2386
	Percentage (%)	10	5	27.5	27.5	30	100		
	Nakhatrana	4	6	9	8	13	40	3.5	1.3416
	Percentage (%)	10	15	22.5	20	32.5	100		
Online Services	Abdasa	16	8	8	5	3	40	2.275	1.3036
	Percentage (%)	40	20	20	12.5	7.5	100		
	Nakhatrana	16	3	9	8	4	40	2.525	1.5791
	Percentage (%)	40	7.5	22.5	20	10	100		
Educational loans	Abdasa	6	6	10	9	9	40	3.225	1.3506
	Percentage (%)	15	15	25	22.5	22.5	100		
	Nakhatrana	7	5	14	5	9	40	3.1	1.3564
	Percentage (%)	17.5	12.5	35	12.5	22.5	100		
Mutual funds	Abdasa	6	4	9	11	10	40	3.375	1.3543
	Percentage (%)	15	10	22.5	27.5	25	100		
	Nakhatrana	6	6	9	9	10	40	3.275	1.3781
	Percentage (%)	15	15	22.5	22.5	25	100		
Investment Advice	Abdasa	3	6	14	11	6	40	3.275	1.1177
	Percentage (%)	7.5	15	35	27.5	15	100		
	Nakhatrana	6	3	15	5	11	40	3.3	1.3453
	Percentage (%)	15	7.5	37.5	12.5	27.5	100		
Houseing loans	Abdasa	5	3	12	10	10	40	3.425	1.2823
	Percentage (%)	12.5	7.5	30	25	25	100		
	Nakhatrana	8	2	10	10	10	40	3.3	1.4177
	Percentage (%)	20	5	25	25	25	100		
Demat Srvices	Abdasa	4	8	7	11	10	40	3.375	1.3169
	Percentage (%)	10	20	17.5	27.5	25	100		
	Nakhatrana	7	3	10	8	12	40	3.375	1.4263
	Percentage (%)	17.5	7.5	25	20	30	100		
Insurance product	Abdasa	7	6	8	10	9	40	3.2	1.4
	Percentage (%)	17.5	15	20	25	22.5	100		
	Nakhatrana	7	8	10	4	11	40	3.1	1.4456
	Percentage (%)	17.5	20	25	10	27.5	100		
Mobile banking services	Abdasa	18	4	8	8	2	40	2.3	1.3453
	Percentage (%)	45	10	20	20	5	100		
	Nakhatrana	13	6	10	7	4	40	2.575	1.3581
	Percentage (%)	32.5	15	25	17.5	10	100		
Credit card services	Abdasa	11	4	11	9	5	40	2.825	1.3763
	Percentage (%)	27.5	10	27.5	22.5	12.5	100		
	Nakhatrana	9	6	10	6	9	40	3	1.4491
	Percentage (%)	22.5	15	25	15	22.5	100		

(Source: summarize on the basis questionnaire)

In the present research paper, information was collected through questionnaires from people in rural areas of Abdasa and Nakhatrana taluks. The data was collected by preparing a questionnaire in a lacerated manner to obtain information on banking services from the respondents. The analysis was done on the basis of information received from the respondents.

Analyzing the data, it was found that people in Abdasa and Nakhatrana taluks are more aware of the loan service from various services of banks. Abdasa taluk has a mean of 3.85 and Nakhatrana taluk has a mean of 3.5 of loan service of bank. It was found from the average of loan service of bank that the people of Abdasa taluka know more about the loan service than the people of Nakhatrana taluka. The mean of pension payment service in Abdasa Taluka is 3.62. and Nakhatrana Taluka is 3.5. It can be seen from the average that the people of Nakhatrana taluka have less knowledge about the pension payment service than the people of Abdasa taluka. Abdasa taluka has a mean score of 2.3 for mobile banking services. Nakhatrana taluka has a mean of 2.57. The people of Nakhatrana taluka know more about mobile banking

services than the people of Abdasa taluka. Among the various services of the bank, the difference between Abdasa Taluka and Nakhatrana Taluka can be seen in the use of the bank's services in terms of information.

Suggestions

• There is a need to conduct a seminar by the bank regarding e-banking in Abdasa taluka.
• Awareness programmes on banking services should be organised in the remote areas of West Kutch for optimum utilisation of banking facilities by the people.

Conclusion

• The people of Abdasa and Nakhatrana taluks have been seen using traditional banking services such as deposit services equally.
• In various banking services such as issuing drafts, pension payments, grating loans, the level of service knowledge of the bank has been found to be lower among the people of Nakhatrana taluka compared to Abdasa taluka.
• The level of knowledge of bank services in Abdasa taluka has been found to be lower than the people of Nakhatrana taluka in ATM, mobile banking and online services.

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