

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

**DR. VISHAL SHUKLA**

RESEARCH GUIDE, HIMALAYAN UNIVERSITY.  
ABDUL HAMEED, RESEARCH SCHOLAR, HIMALAYAN UNIVERSITY.

---

### **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**

- [1] Avery, R. B., Bostic R. W., Calem P.S. and Canner G.B. (1997), "Changes in the distribution of banking offices", Federal Reserve Bulletin, Vol. 83, No. 9, pp. 707-25
- [2] Beckett, A., Hower, P. and Howcroft B. (2000), "International Journal of Bank Marketing", 18/1, pp. 15-26
- [3] Black, H. A., Robinson, B. L., Schlottmann, A. M. and Schweitzer, R. L., (2003), "Is Race an Important Factor in Bank-Consumer Preferences? The Case of Mortgage Lending", Journal of Real Estate Finance and Economics, 26:1, pp.5-26
- [4] Bostic, R. W. and Canner G. B. (1997), "Do Minority-owned Banks Treat Minorities Better? An empirical Test of the Cultural Affinity Hypothesis", Working Paper, Board of Governors of the Federal Reserve System

- [5] Bourassa, S. C., (2000), "Ethnicity, Endogeneity, and Housing Tenure Choice", *Journal of Real Estate Finance and Economics*, 20:3, pp. 323-341.
- [6] Boyd, W. L., Leonard, M. and White, C. (1994), "Customer Preferences for financial Services: An Analysis", *International Journal of Bank Marketing*, Vol. 12, No. 1, pp. 9-15
- [7] Meidan, A., (1996), *Marketing Financial Services*, Macmillan Press Ltd, London
- [8] Orlow, D.K., Radecki L.J. and Wenninger J. (1996), "Ongoing restructuring of retail banking",  
Research paper, No 9634, Federal Reserve Bank of New York, New York, NY.
- [9] Stafford, M. R., (1996), "Demographic discriminators of service quality in the banking industry", *The Journal of Services Marketing*, Vol. 10, pp. 6-22
- [10] Talaga, J. A and Buch J., (1998), "Consumer trade-offs among mortgage instrument variables",  
*International Journal of Bank Marketing*, 16/6, pp. 264-270