A Comparative Study of Personal Loan Schemes of State Bank of India and HDFC Bank
(With Special Reference to Gwalior Division)

Summary Report

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This research work is descriptive and empirical work in nature researcher used both primary and secondary data for completion of the research work. The total research work was completed in five major chapters. i.e. introduction, review of literature, research methodology, data analysis & results and Findings and conclusion. The basic object for this summary report is to provide main information about thesis and findings in format of summary.

**Meaning of Banks**

The term bank is either derived from Old Italian word banca or from a French word banque both mean a Bench or money exchange table. In olden days, European money lenders or money changers used to display (show) coins of different countries in big heaps (quantity) on benches or tables for the purpose of lending or exchanging.

A bank is a financial institution which deals with deposits and advances and other related services. It receives money from those who want to save in the form of deposits and it lends money to those who need it.

**Factor makes bank as super power**

Trust is the most important element for a bank to survive. People keep money in a bank only when they trust that it will be given back to them as and when they demand the same on at least on the date of maturity in case the same has been given in the shape of fixed deposits. Of course, there are other reasons also for which people prefer to keep money in a bank rather than keep at home in their own safe. They can earn some extra money when the money is kept in saving or fixed deposits. Moreover, they can make payment by issuance of cheques and need not carry money for their day to day needs.

You know people earn money to meet their day-to-day expenses on food, clothing, education of children, housing, etc. They also need money to meet future expenses on marriage, higher education of children, house building and other social functions. These are heavy expenses, which can be met if some money is saved out of the present income. Saving of money is also necessary for old age and ill health when it may not be possible for people to work and earn their living.
Role of Banking

Banks provide funds for business as well as personal needs of individuals. They play a significant role in the economy of a nation. Let us know about the role of banking.

1. It encourages savings habit amongst people and thereby makes funds available for productive use.
2. It acts as an intermediary between people having surplus money and those requiring money for various business activities.
3. It facilitates business transactions through receipts and payments by cheques instead of currency.
4. It provides loans and advances to businessmen for short term and long-term purposes.
5. It also facilitates import export transactions.
6. It helps in national development by providing credit to farmers, small-scale industries and self-employed people as well as to large business houses which lead to balanced economic development in the country.
7. It helps in raising the standard of living of people in general by providing loans for purchase of consumer durable goods, houses, automobiles, etc.

Types of Banks

There are various types of banks which operate in our country to meet the financial requirements of different categories of people engaged in agriculture, business, profession, etc. On the basis of functions, the banking institutions in India may be divided into the following types:

- Central Banks: RBI, in India
- Development Banks
- Specialized Banks: (EXIM Bank SIDBI, NABARD)
- Commercial Banks: 1. Public Sector Banks 2. Private Sector Banks 3. Foreign Banks
Personal Loan Schemes: An Overview

Personal loan can be taken for any personal requirement ranging from marriage to holidaying or maybe to buy a lifestyle product or medical emergencies. The end Personal loans are unsecured loans provided by the banks and non banking financial companies without taking any collateral security, though some banks may insist on a guarantor purpose is not important to the bank as long as it is not for speculative trading. Normally personal loan will be very helpful to the end users for their personal use and now they can easily get loan from bankers and private finance based on their eligibility like salary and business income.

Personal loan is a simple hassle free process of acquiring personal finance with minimal documentation and within quick time. The bank will require the borrower’s documents regarding the proof of identity, residence along with income proof / ITR of last 2 years to initiate the process for loan sanction. After verifying the documents and checking the borrower’s credit score with Credit Information Bureau (India) Limited commonly known as CIBIL, the bank may decide whether to approve or reject the personal loan. Normally bankers will consider whose CIBIL score is equal or more than 700.

Eligibility Personal loans are provided by various banks and non banking financial companies (NBFCs). There are various factors which affect personal loan eligibility. Below mentioned are some of the few factors which the bank or the NBFC will consider while they decide on personal loan eligibility.

Financial Background This is the most important parameter that determines if we are eligible for a personal loan and also the quantum of personal loan we are eligible for. It will help the bank understand how well we can pay back our loan. Every bank will have a minimum level of income to be eligible for a personal loan.

Credit History This will help the bank ascertain our track record for payment of EMI of any loan or the payment of the credit card bills. In case we have paid all your previous EMIs and credit card bills on time, chances are there getting the loan is higher.

Personal loan providers in India Applying for a personal loan are quite simple these days. The personal loan market is filled with competitors, such as HDFC bank, ICICI bank, AXIS
bank, SBI Personal Loan and all Public and private sector banks. Among the NBFCs Bajaj Finance Limited is playing key role. Other financiers are Fullerton India Credit Company Ltd and Shriram City Union Finance Ltd.

**Types of Personal Loan:** The personal loan is divided into two types; Personal Loan for Salaries class, Personal Loan for Self Employed class and Personal loan cross sell.

**Salaried class Personal Loan:** Some of the general important criteria are:

i. The applicant should get a healthy and stable income with a ration of 1:4 , i.e., if a salary of an individual is Rs.20000/- the EMI should not cross Rs.5000/-.  
ii. The applicant should be not less than 21 years and 60 years of age.  
iii. Few of the financial institution lend to their own exiting customer, who are having good track record with them.  
iv. The residing stability is also an important factor. For rented class, 6 months to 1 year residence stability is sufficient.  
v. Apart from this all the KYC documents, such as ID proof, address proof, bank statement etc., should satisfy the financier.

**Self employed class Personal Loan:** Some of the general important criteria are:

i. The applicant should not less than 21 years and should not cross 65 years of age at the time of completing the loan.  
ii. The banking transaction should be healthy and indeed should have no returns.  
iii. To understand the stability of the business the business RC is also mandate.  
iv. Few of the financial institution also ask for the latest income tax return copy, the Profit & Loss and Balance Sheet, to understand the cash flow of the applicant.

**Personal Loan Cross Sell:** Some of the general important criteria are: Bajaj Finance Limited is playing major role in this segment in all over India. Who are existing customers in bajaj could be offered for this loan as pre approved loan. Customer is required to submit only KYC documents like address proof, ID proof and photograph. They need not to submit any other papers. Credit team will check and make a decision based on their
Conceptual Framework of Study

Loan Schemes of Banks

Customers can avoid high rate of interest and compare with other banks and financiers rate during loan availing time.

Prevention is better than cure. So customers need to honor their EMI cheques on time. Otherwise they can face some difficult situation with bankers and finance. In future they can not avail any loan with bankers and finance if they do not repay the amount on time.

End users can think about their repaying capacity. They can calculate their personal loan EMI at 1:4 calculations and this will be very useful to them for prompt repayment.

Bankers and finance can provide prompt repayment rebate to the customers and this will be a good encouragement to the customers for their repayment.

CIBIL is an important tool to the bankers for determining about their loan sanctioning. So customer need to maintain their credit record with all the bankers and financiers as good one.

Service Quality

Increased competition, highly educated consumers, and increase in standard of living are forcing many businesses to review their customer service more efforts to retain existing customer rather than to acquire new ones since the cost of acquiring new customer is greater than cost of retaining existing customer.

There is enough evidence that demonstrates the strategies benefits of quality in contributing to market share and return on investment. Customer is vital for the development of trade, industry and service sector particularly in financial services. Therefore, the significant of customer service in the banking sector came to force to compete in a market driven environment. Measuring service quality in the service sector particularly in the banking sector is more difficult than measuring the quality of manufactured goods.

Customer Service

Customer service has great significance in the banking industry. The banking system in India today has perhaps the largest outreach for delivery of financial services and is also serving as
an important conduit for delivery of financial services. While the coverage has been expanding day by day, the quality and content of dispensation of customer service has come under tremendous pressure mainly owing to the failure to handle the soaring demands and expectations of the customers.

**Satisfaction**

Banks and credit unions both received high marks for their customer service at branches and for online banking. However, customers gave a failing grade to the competitiveness of bank interest rates, while credit union customers find the lack of convenient ATMs and branches to be the most troublesome aspect of the experience.

**Products**

Banks and credit unions can provide a safe and convenient way to accumulate savings—and some banks offer services that can help you manage your money. Deposits at banks and credit unions are federally insured up to a limit set by Congress.

**Loan-associated factors General**

**Installments**

The amount to be paid on loan final due date which includes: the principle and interest of the last installment and the difference amount the shortfalls of the previous monthly principles. The last installment is normally higher than the monthly installment

**Insurance/Guarantees**

Bank guarantees function as a form of insurance for a third party who has a contractual relationship with one of the bank's customers. This is best demonstrated with an example. Suppose a private contractor is negotiating a job with a municipal government to construct a project. The government has never dealt with this particular contractor before and is leery of assuming the risk of working with a new entity.

The government might only accept the contractor's bid on the condition that the contractor receives a guarantee from his bank. The guarantee states that, in the event of default on the contract by the contractor, the bank will agree to pay a sum of money to the government. In this case, the government is the beneficiary of the guarantee.
Interest Rates

It is defined as the proportion of an amount loaned which a lender charges as interest to the borrower, normally expressed as an annual percentage. It is the rate a bank or other lender charges to borrow its money, or the rate a bank pays its savers for keeping money in an account.

Statement of Problems

Despite the rapid growth and broadening of microfinance and the financial sector at large, in the past few years, it is estimated that over three billion people globally still lack access to a broad range of financial products and services on a sustainable basis. The situation is particularly dire in sub-Saharan Africa, where over 90% of the population are excluded from access to financial services from the formal financial system (United Nations, 2007).

Significance of the Study

Firstly, the study will assist commercial banks in Kenya identify and monitor the factors influencing agent banking adoption. Those factors relating to institution’s ability to provide the conditions conducive to the introduction and acceptance of innovations could be used to map out an institutional framework for adoption. The research findings will help in monitoring development and growth of agent banking. Secondly, the research will help suggest possible solutions and strategies to the problems in agent banking. Thirdly, the study will contribute to the body of knowledge and to adding information on the banking industry.

Review of Literature

There should be more proactive approach to providing technology on banking services to help improve the use of technology in the sector. According to the research done by Bradley and Stewart (2003), nearly every bank will have technology services available by the year 2011. Surprisingly, they found out that small banks have benefited from the emergence of the technology on banking as echoed by Vainio (2006) that technology services help small banks also to strengthen their competitive position. Poon (2008) indicates that privacy and security are the major sources of dissatisfaction, which have momentously influenced users’ satisfaction. The definition of electronic banking varies among researchers, because electronic banking refers to several types of services through which bank customers can
request information and carry out most retail banking services via computer, television or mobile phone (Daniel, 1999). Electronic banking services have benefits for both banks and customers. For banks, electronic banking is conceded a strategy weapon; help them to achieve competitive advantage and increase their market share. Furthermore, using electronic services can save the cost of resources, which are needed for traditional banking services (Jayawardhana and Foley, 2000). From the customers' point of view, Aladwani, (2001) found that electronic banking provide faster, easier and more reliable services to customers. However, customers are still hesitant to use electronic banking services, because they are concerned with security issues, and they may do not have sufficient ability to deal with the applications of electronic banking (Ayrga, 2011).

Meanwhile, accessibility, convenience, design and content are sources of satisfaction. Besides, the speed, product features availability, and reasonable service fees and charges, as well as the bank’s operations management factor are critical to the success of the e-banks.

Thomas et al. (2002) stated that although technology opens up new dimensions of scope and timing but it creates the possibility for crimes to be committed very quickly. Technology provides benefits for banks but it worsens traditional banking risks. As the amount of products and services offered by technology grows rapidly, consumers are more and more concerned about security and privacy issues. The banking industry has declared information privacy and security to be major obstacles in the development of consumer electronic commerce. Continuous vigilance and revisions will be essential as the scope of technology on banking increases. However, the ease with which capital can potentially be moved between banks and across borders in a technology environment pose a greater sensitivity to economic policy management.

According to O’Leary et al. (1989), two issues come to mind when banks talk about security. They are privacy and security, controlling who gets access to the bank’s computer system and its programs, and what time to access it. Studies regarding technology on banking examined barriers such as, security, privacy, and trust of Web system (Rotchanakitumnuai and Speece, 2003). To be more precise, lack of privacy and security were found to be significant obstacles to the adoption of technology on banking services (Sathye, 1999). Challenges on technology is inevitable, therefore care must be taking in handling technology
since its negative effect can cause the bank billions of money. Breaches of security and disruptions to the system's availability can damage a bank's reputation; this can potentially affect other technology banking services and its usage (Schaechter, 2002).

Sathye (1999) and Polatoglu & Ekin(2001) found that the reliability dimension was an important determinant for consumers who used electronic banking. Furthermore, Sathye (1999) and Liao & Cheung, (2002) found that reliability was positively related to the use of electronic banking. They concluded that the more secure the consumer perceived electronic banking to be; the more likely they were to use electronic banking, this can also vary with sex.

Previous studies have identified that user input factors are a function of control, enjoyment and intention to use (Ng and Palmer, 1999). Control could be described as the amount of effort and involvement required by consumers in electronic banking. Enjoyment is the perceived playfulness and intrinsic value consumers experience from the utilization of electronic banking. The intention to use is described as the level of resistance to change, which is associated with consumers’ intention to change from non electronic banking to electronic banking. This may differ with gender. Gerrard & Cunningham (2003) identified that consumers who were more financially innovative had a higher probability of adopting electronic banking than less financially innovative consumers. Similarly.

Sathye (1999) found that even when consumers were aware of the availability of electronic banking, some consumers might still not operate this type of banking due to consumers’ low intention to use electronic banking.

Price factors suggest that perceived relative economic advantages will motivate consumers to use electronic banking (Sathye, 1999). For example, consumers using electronic banking could lower the fixed and variable costs that are associated with the banking process, due to reductions in personal error and labor cost savings.

The Report (1997) indicated that for consumers to use technologies, the price to use technologies needed to be reasonable when compared to alternatives. Sathye (1999) argued that, in the context of internet banking, two kinds of price were accounted for; the normal costs associated with internet activities, and the bank costs and charges.
Research Methodology

This chapter is gone through with general meaning & concept of research methodology. Objectives of study, hypotheses, etc. it is also give brief idea of data collection & classification section because this chapter briefly discuss type of data, sampling, number of respondent, area of study, and tools to be used for data collection and second important part of this chapter is research design and conceptual design made by researcher himself with the help of his supervisor.

Final Gap of the Research

1. No comparative studies found which addresses the Personnel Loan Schemes of State Bank of India and Housing Development Financing Corporation towards Gwalior Division.

2. No Study found those factors which affected loan schemes of State Bank of India and Housing Development Financing Corporation in Gwalior Division

3. The impacts of various demographic factors on Personnel Loan Schemes of State Bank of India and Housing Development Financing Corporation have not been addressed in any of the studies.

Objectives of the Study

i. Main Objectives

Main objective of the study is to understand the impact of advertisements in rural areas as there is less awareness of technological development and people living in that areas have more closeness towards nature. The study is an approach to explore and describe their attention, influence and mindset regarding an advertisement.

ii. Subsidiary Objectives

a. To design and develop a measure to evaluate loan schemes of banks in customer point of view as well as employee side.

b. To identify the underlying factors of loan schemes of banks in customer point of view as well as employee side
c. To identify the difference between difference income groups of respondent, age groups of respondents, gender of respondents, occupation of respondents, education level of respondents and marital status of respondents on loan schemes of banks in customer point of view as well as employee side

d. To open the new pathway for future research

**Hypotheses**

**H01.** There is no significant and positive relationship between two genders on loan schemes of banks in customer point of view as well as employee side.

**H02.** There is no significant and positive relationship between married and unmarried individuals on loan schemes of banks in customer point of view as well as employee side.

**H03.** There is no significant and positive relationship between individuals of different education levels on loan schemes of banks in customer point of view as well as employee side.

**H04.** There is no significant and positive relationship between individuals of different occupations on loan schemes of banks in customer point of view as well as employee side.

**H05.** There is no significant and positive relationship between obtain factors loan schemes of banks on loan schemes of banks in customer point of view as well as employee side.

**Main Study**

The study was exploratory and descriptive in nature. The data was collected through survey method and relationships between demographic variables were evaluated by using statistical tools.
i. **Sample Design**

a. **Population**

The population for the study will included all the banks situated at Gwalior and Chambal division of the Madhya Pradesh.

b. **Sampling Frame**

All individuals of customers and employees of banks were sampling frame.

c. **Sampling Technique**

Non Probability, purposive and convenient sampling technique was used to identify the respondents of the study.

d. **Sampling Elements**

Individual respondent was sampling element of the study.

e. **Sample Size**

Sample size was 425 questionnaires were distributed but 415 returned with proper response from respondents of Gwalior and Chambal division. The data was collected by the researcher himself after developing rapport with the respondents.

ii. **Secondary Data**

Researcher has been collected secondary data from various literatures to various sources such as Research articles and research paper in Journals, Books, Magazines, Reports (Government/Corporate, News Paper, and online through Internet.

iii. **Tools to be Used for Data Collection**

Self design questionnaire will be used to measures all the variables. The data will be collected on the scale of 1-5 Likert’s scale, Ranking Scale, and choice type (Y/N).
iv. **Tools to Used for Data Analysis**

Internal consistency, Reliability, Factor analysis, T-test, Frequency Analysis, Regression, CFA (Structure Equation Modeling) through AMOS

**Data Analysis & Interpretation**

This chapter is most important part of the research work this chapter explains results of data after analysis, means there are several statistical tools used for data analysis and provide us step by step information of data.

There is two questionnaire were used for data collection and separately analysis by using statistical tools.

**A. Data Analysis for Customer Questionnaire**

**Detail of Demographic Profile of Respondents**

**Gender-wise Frequency Distribution**

The majority of male respondent 229 total frequencies i.e. 55.2% of total population is greater than female respondent i.e. 186 total frequencies i.e. 44.8%. it indicate that in this study male participate better than female.

**Age Groups-wise Frequency Distribution**

Frequency distribute according to age groups of respondent, and found 31-45 years old respondent participate in this study and they were interested to obtain personal loan from banks they have total frequency 236 i.e. 56.9%, secondly age groups 16-30 years old respondent also have same condition they have total frequency 93 i.e. 22.4% of total sample. Rest of age groups respondent are not participating well they have 70 (16.9%) for 46-60 years old, 10 frequency (2.4%) for 61-75% and 6 frequency for 76 years above respondent (1.4%) respectively. Indicate that young populations were understanding importance of such kind of research and they participate great than other.
Residential Area-wise frequency Distribution

According to residential area of bank customer-wise frequency distribution, in below table clearly saws urban people plat great role in this study than rural respondent, they have 276 total frequencies i.e. 66.5% for urban population and 139 total frequencies i.e. 33.5% for rural population. Indicate that urban people more interested to take loan from banks than rural people.

Education Level-wise frequency Distribution

According to Education level the bank customer graduate and higher secondary passed respondent were participate well in this research they have 139 total frequency i.e. 33.5% for Graduate and 119 total frequency i.e. 28.7% for higher educated people, the customer of bank have these kind of educate they willing to take loan from bank and they interested to deal with bank. Other hand illiterate people participate in this study great they have 91 total frequencies 21.9% (with the help of translator and writer), rest of educated respondent like high school respondent, post graduate and others eructation have less frequency i.e. 37 (8.9%) for up to high school, 10 frequency (2.4%) for post graduate and last 19 (4.6%) for other education customer.

Income Monthly-wise frequency Distribution

According to monthly income-wise frequency distribution we found the income between 0-10000 salaried persons interested in such kind of research study and participate greatly than other higher income group salaried parson i.e. 240 total frequency (57.8%) for 0-10000, 66 total frequency (15.9%) for 10001-20000, 37 total frequency (8.9%) for 20001-30000, 24 total frequency (5.8%) for all other three category 30001-40000, 40001-50000 and 50001 above. Indicate that low income group persons interested to take loan from bank.

Occupation-wise frequency Distribution

According occupation of respondent frequency was distributed in three categories i.e. Job, Business and Other profession and found businessmen have participate greater than other, they have 199 total frequencies i.e. 48.0%, secondly salaried personal of an employees who engage in job have 157 total frequency i.e. 37.8% lastly other profession have less frequency 59 i.e. 14.2%, indicate that businessmen were participated well in that kind of study and they also interested to take loan than salaried persons.
Religion-wise frequency Distribution

According to religion wise frequency distribution it found Hindu participate well in this study they have 182 total frequencies i.e. 43.9%, rest of religion are Sikh have 78 of total frequencies i.e. 18.8%, other religion have 68 total frequencies i.e. 16.4%, Muslim religion have 51 total frequencies i.e. 12.3% last not the least Christian have 36 total frequency i.e. 8.7%. indicate that India Hindu play greater than other obviously.

Marital Status-wise frequency Distribution

Married populations participate greater than unmarried clearly indicate in below table, here the frequencies of married was 276 i.e. 66.5% of total population and the frequencies of unmarried are 33.5% of total population. Indicate that married respondent willing to take loan from banks.

Consistency Measurements

Cronbach’s Alpha was applied for data’s reliability; the calculated value of this Alpha is 0.929 after reliability test by using SPSS which is maximum than the standard level value (0.7). In table no 4.9 of consistency measures mainly only 2 things are considered,

1. Corrected statement to full Correlation which is satisfactory if superior than.
2. Second thing Cronbach’s Alpha if item deleted value for each one item is measured and if found value superior than the measured reliability value (0.929) it mean that statement should be deleted from the questionnaire and not used for above study.

So that from entire table of the consistency of all the items having statement to total correlation lowers than the critical value. The obtain results indicate that there is no need to drop any statement from questionnaire because all statements are correct.

Reliability Test

The reliability coefficient value of Loan Schemes of Bank were highly significant i.e. 0.929 that shows high reliability of the questionnaire, so it can be considered good enough for the present study, the total number of statement have 32 for this study.
Normality Analysis

There are 2 (two) major methods of calculate normality: graphically presentation and numerically measurement. The table bottom presents the obtain results from two popular tests of normality measurement, namely the KS-test (Kolmogorov-Smirnov Test) and the SW-Test (Shapiro-Wilk Test).

The obtain values of Kolmogorov-Smirnov is .096 and Shapiro-Wilk is 0.042. Entire table clearly presented that data is normally distributed by obtain insignificant level of .096. If it is below 0.05 (P<0.05), it means that the data are not normal and outlier remain in the data.

Factor Analysis

Basically factor analysis is known as a data reduction technique; a process in which the values of observed data are expressed as functions of a number of possible causes in order to find which are the most important.

K. M. O. measurement Adequacy and Bartlett’s Test of Sphericity for Validity Analysis of Loan Schemes of Bank

The obtain KMO value i.e. 0.891 at 0.00% of significance level which indicated that the size of sample is adequate for factor analysis on this data. The Bartlett’s test measure Chi-Square (X2) value i.e. 7046.320 which is significant at 0.000% level of significance, indicating that null hypothesis is rejected.

Description of Factors

The method which is use is known as Principle component factor analysis with Varimax rotation. In this study 32 items were selected for factor analysis to find out the few factors that contribute Loan Schemes of Bank. After the use of factor analysis, 6 factors were recognized. The rotation converged in 7 iterations.

Factor One: Service Quality

The total Eigen value of this factor is 10.103 and explains 31.571 % of variance of Loan Schemes of Banks. The important statement constituting this factor include; Employee Empowerment of Banks solve your problem (.653), Wide range of products and services
Television or advertising offering to get personal loan (.564), Banks brochure offering personal loan (.561), Agent are helpful to obtain loan from beginning (.555), Documentation is relevant under the schemes (.520), Nearby location banks is only reason to taking loan (.475) and Lower interest rate influence you to obtain personal loan (.437).

**Factor Two: Employees Commitment**
The total Eigen value of this factor is 2.192 and explains 6.851 % of variance of Loan Schemes of Banks. The important statement constituting this factor include; Networking of banks affects you (.712), Continues service attract you for taking loan (.617), Other supporting staffs helpful in nature (.569), It easy to process to obtain personal loans through banks (.542), They solve your problem internally (.533), Banks employees are trustworthy about loan (.531), Drinking water etc. make you happy (.524), Family needs is greater purpose to taking loan (.518) and Modernization of banks gives you well performance (.405).

**Factor Three: Safety and Security**
The total Eigen value of this factor is 1.644 and explains 5.137 % of variance of Loan Schemes of Banks. The important statement constituting this factor include; Banks give you relevant advice about personal loan (.701), It is an essential when you need of money (.648), Well dress up employee attract you (.601), File charges and other processing fee low (.525), Easy to understand procedures of loan (.484), Safety of money (.481) and Bank employee pay 100 percent attention towards you (.474).

**Factor Four: Ease Process**
The total Eigen value of this factor is 1.478 and explains 4.620 % of variance of Loan Schemes of Banks. The important statement constituting this factor include; Feature of loan (.822), Cleanliness of banks make you happy (.821) and Online banking with your loan schemes (.392).

**Factor Five: Sanitation Facility**
The total Eigen value of this factor is 1.319 and explains 4.121 % of variance of Loan Schemes of Banks. The important statement constituting this factor include; Toiletry facility of banks subsidiary reason for taking loan (.853), Contents of loan (.845) and Beneficiary schemes motivated to obtain loan (.493).
Factor Six: Promotion through Advertisements (Ads)

The total Eigen value of this factor is 1.065 and explains 3.329% of variance of Loan Schemes of Banks. The important statements constituting these factors include; Location of banks (.886) and it remain information of your loan confidential (.880).

**t-Test between Perception of Demographic Variables and Loan Schemes of Banks by Customer**

<table>
<thead>
<tr>
<th>Dependent Variables</th>
<th>Test Variables</th>
<th>F value</th>
<th>Sig</th>
<th>T Value</th>
<th>Sig. 2</th>
<th>Null Action</th>
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<td>.369</td>
<td>.698</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

**Independent Samples Test between Perception Gender and Loan Schemes of Banks by Customer**

T-test was applied to find out difference between perception of male and female gender for Loan Schemes of Banks.

**H₀**: There is no relationship between male and female bank customer on Loan Schemes of Banks.

**Results**: The Independent Samples Test table shows Leven’s test for equality of variances to check either assumed equal variances or not assumed equal variance. It means that there is significant similarity between perception of Male and Female individuals towards Loan Schemes of Bank. After the results null hypothesis was accepted.

**Independent Samples Test between Perception Marital Status and Loan Schemes of Banks by Customer**

T-test was applied to find out difference between perception of married and unmarried for Loan Schemes of Banks.
\textbf{H}_02. There is no relationship between married and unmarried bank customer on Loan Schemes of Banks.

\textbf{Results:} Above table of Independent Samples Test shows Leven’s test for equality of variances to check. It means no significant difference between married and unmarried individuals on Loan Schemes of Bank. Hence the null hypothesis was accepted by the results.

\textbf{Independent Samples Test between Perception Residential Area of People and Loan Schemes of Banks by Customer}

T-test was applied to find out difference between perception of Rural and Urban bank customers for Loan Schemes of Banks.

\textbf{H}_03. There is no relationship between Rural and Urban bank customers on Loan Schemes of Banks.

Above table of Independent Samples Test shows Leven’s test for equality of variances to check. Hence the null hypothesis was accepted by the results.

\textbf{Independent Samples Test between Perception of Family and Loan Schemes of Banks by Customer}

T-test was applied to find out difference between perception of Single Family and Joint family bank customers for Loan Schemes of Banks.

\textbf{H}_04. There is no relationship between Single Family and Joint family bank customers on Loan Schemes of Banks.

\textbf{Results:} Above table of Independent Samples Test shows Leven’s test for equality of variances to check. Hence the null hypothesis was accepted by the results.

\textbf{Independent Samples Test between Perception of Head of Family and Loan Schemes of Banks by Customer}

T-test was applied to find out difference between perception of Self head and Family Member Head bank customers for Loan Schemes of Banks.

\textbf{H}_05. There is no relationship between Single Self head and Family Member Head bank customers on Loan Schemes of Banks.
**Results:** Above table of Independent Samples Test shows Leven’s test for equality of variances to check. Hence the null hypothesis was accepted by the results.

**ANOVA Test of Equality of Error Variance**

**H₀6.** There is no relationship between Age groups of bank customers on Loan Schemes of Banks.

**H₀7.** There is no relationship between Occupations of bank customers on Loan Schemes of Banks.

**H₀8.** There is no relationship between Monthly Income of bank customers on Loan Schemes of Banks.

**H₀9.** There is no relationship between Education levels of bank customers on Loan Schemes of Banks.

*[Levene's Test of Equality of Error Variances]*

Dependent Variable: Loan Schemes of Bank

<table>
<thead>
<tr>
<th>F</th>
<th>df1</th>
<th>df2</th>
<th>Sig.</th>
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</thead>
<tbody>
<tr>
<td>1.349</td>
<td>96</td>
<td>318</td>
<td>.029</td>
</tr>
</tbody>
</table>

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.


Levene's Test of Equality of Error Variances is calculated to evaluate homogeneity of groups on error variances. The value of F found insignificant at .150 levels of significance which is unacceptable. The result has no importance for selecting Post hoc test as the appropriate tests applicable on groups having different variances on the variables of test will be selected while selecting options.
Tests of Between-Subjects Effects of different groups

The model used for ANOVA has bad fit as indicated by adjusted R square value of 0.219. The model fit was tested using F test and the value of F was found to be .927 which is insignificant at .666% level of significance, indicating that 21.9% errors in the dependent variable are explained and overall model fit was low.

Tests of Between-Subjects Effects

Dependent Variable: Loan Schemes of Bank

<table>
<thead>
<tr>
<th>Source</th>
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<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
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</thead>
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</table>

a. R Squared = .219 (Adjusted R Squared = -.017)

Comparison between HDFC and SBI Facilities towards Loan Schemes

Frequency Distribution for Better Facilities

The main object of frequency analysis is to examine which banks gives you better facility towards personal loan.
Through the frequency found amazing results that private banks provide us better loan facility than public bank. According to Audience vote maximum people are agree that HDFC bank give us better facility than SBI. The total value of HDFC Banks have 74.2% with 308 frequency and SBI have 25.8% with 107 frequency tested through frequency test against the “Which bank gives you better facility”

**Frequency Distribution for Repayment Facility**

The main object of frequency analysis is to examine which bank gives you flexible repayment facility towards personal loan.

Here clearly indicate through frequency analysis that State Bank India (SBI) provides us better repayment facility than HDFC banks. The total frequency of SBI is 281 respondents with 67.7% and HDFC Banks have 134 total frequencies with 32.3%.

**Frequency Distribution for Penalty Charge**

The main object of frequency analysis is to examine which bank gives penalty charge towards personal loan.

Near about equal penalty charge by the both banks according to audience poll. Here clearly shown values in above table of frequency analysis that State Bank India (SBI) provides us similar repayment facility than HDFC banks. The total frequency of SBI is 205 respondents with 49.4% and HDFC Banks have 210 total frequencies with 50.6%.

**Frequency Distribution for Less Paper Work**

The main object of frequency analysis is to examine which bank gives less paper work towards personal loan.

The values clearly shown in above table of frequency analysis that State Bank India (SBI) provides us poor quality of paper work than HDFC banks. The total frequency of SBI is 69 respondents with 16.6% and HDFC Banks have 346 total frequencies with 83.4%. Indicating that SBI have lengthy paper work regarding to personal loan schemes tested through frequency.
**Frequency Distribution for Low File Charge**

The main object of frequency analysis is to examine which bank gives lower file charge towards personal loan.

The values clearly shown in above table of frequency analysis that State Bank India (SBI) provides us lowest file charge on personal loan than HDFC banks. The total frequency of SBI is 233 respondents with 56.1% and HDFC Banks have 182 total frequencies with 43.9%. Indicating that SBI have nothing or minimum file charge regarding to personal loan schemes tested through frequency.

**Frequency Distribution for Better Coordination with Staff**

The main aim of this frequency analysis is to examine which bank gives better coordination between customer and employees towards personal loan.

The values clearly shown in above table of frequency analysis that State Bank India (SBI) provides little bit more coordination between customer and staff towards personal loan than HDFC banks. The total frequency of SBI is 216 respondents with 52.0% and HDFC Banks have 199 total frequencies with 48.0%.

Above values of entire table indicating that the customers of SBI and HDFC have good coordination with their staff.

**Frequency Distribution for Bank Reputation**

The main aim of this frequency analysis is to examine which bank gives good reputation of bank towards personal loan.

The values clearly shown in above table of frequency analysis that State Bank India (SBI) provides poor reputation of among customer towards personal loan than HDFC banks. The total frequency of SBI is 66 respondents with 15.9% and HDFC Banks have 349 total frequencies with 84.1%.

Above values of entire table indicating that the customers of feel proud to HDFC have good reputation than SBI.
Regression Analysis

Linear Regression between Service Quality and Loan Schemes of Banks

The regression was calculated by taking the total of Service Quality and Loan Schemes of Banks by using SPSS software. In this the Service Quality was independent variable and Loan Schemes of Banks was the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

Null Hypothesis (H_0): It stated that there is no significant impact of Service Quality on Loan Schemes of Banks.

Alternative Hypothesis (H_1): It stated that there is no significant impact of Service Quality on Loan Schemes of Banks.

The obtain value of R Square is 0.704 indicating that 70.4% relationship between Service Quality and Loan Schemes of Banks. Durbin Watson value i.e. 2.027 in under standard value 1-3 indicating that there is no auto correlation.

The value of F i.e. 981.501 indicating good model fit at the significance level 00.00%.

The significance of beta is tested using “t” test and value for model i.e. 31.329 which was significance level at 0.000% indicating a strong positive relationship between Service Quality and Loan Schemes of Banks.

Linear Regression between Employee Commitment and Loan Schemes of Banks

The regression was calculated by taking the total of Employee Commitment and Loan Schemes of Banks by using SPSS software. In this the Employee Commitment was independent variable and Loan Schemes of Banks was the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

Null Hypothesis (H_0): It stated that there is no significant impact of Employee Commitment on Loan Schemes of Banks.
Alternative Hypothesis (H$_{11}$): It stated that there is no significant impact of Employee Commitment on Loan Schemes of Banks.

The obtain value of R Square is 0.738 indicating that 73.8% relationship between Employee Commitment and Loan Schemes of Banks. Durbin Watson value i.e. 1.796 in under standard value 1-3 indicating that there is no auto correlation

The value of F i.e. 1163.537 indicating excellent model fit at the significance level 00.00%.

The significance of beta is tested using “t” test and value for model i.e. 34.111 which was significance level at 0.000% indicating a strong positive relationship between Employee Commitment and Loan Schemes of Banks.

**Linear Regression between Safety Security and Loan Schemes of Banks**

The regression was calculated by taking the total of Safety Security and Loan Schemes of Banks by using SPSS software. In this the Safety Security was independent variable and Loan Schemes of Banks was the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

Null Hypothesis (H$_{012}$): It stated that there is no significant impact of Safety Security on Loan Schemes of Banks.

Alternative Hypothesis (H$_{12}$): It stated that there is no significant impact of Safety Security on Loan Schemes of Banks.

The obtain value of R Square is 0.724 indicating that 72.4% relationship between Safety Security and Loan Schemes of Banks. Durbin Watson value i.e. 1.743 in under standard value 1-3 indicating that there is no auto correlation

The value of F i.e. 1081.039 indicating excellent model fit at the significance level 00.00%.

The significance of beta is tested using “t” test and value for model i.e. 32.879 which was significance level at 0.000% indicating a strong positive relationship between Safety Security and Loan Schemes of Banks.
Linear Regression between Safety Security and Loan Schemes of Banks

The regression was calculated by taking the total of Ease Process and Loan Schemes of Banks by using SPSS software. In this the Ease Process was independent variable and Loan Schemes of Banks was the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

Null Hypothesis (H₀₁₃): It stated that there is no significant impact of Ease Process on Loan Schemes of Banks.

Alternative Hypothesis (H₁₃): It stated that there is no significant impact of Ease Process on Loan Schemes of Banks.

The obtain value of R Square is 0.456 indicating that 45.6% relationship between Ease Process and Loan Schemes of Banks. Durbin Watson value i.e. 1.837 in under standard value 1-3 indicating that there is no auto correlation

The value of F i.e. 346.882 indicating excellent model fit at the significance level 00.00%.

The significance of beta is tested using “t” test and value for model i.e. 18.625 which was significance level at 0.000% indicating a strong positive relationship between Ease Process and Loan Schemes of Banks.

Linear Regression between Sanitation Facility and Loan Schemes of Banks

The regression was calculated by taking the total of Sanitation Facility and Loan Schemes of Banks by using SPSS software. In this the Sanitation Facility was independent variable and Loan Schemes of Banks was the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

Null Hypothesis (H₀₁₄): It stated that there is no significant impact of Sanitation Facility on Loan Schemes of Banks.

Alternative Hypothesis (H₁₄): It stated that there is no significant impact of Sanitation Facility on Loan Schemes of Banks.
The obtain value of R Square is 0.463 indicating that 46.3% relationship between Sanitation Facility and Loan Schemes of Banks. Durbin Watson value i.e. 1.864 in under standard value 1-3 indicating that there is no auto correlation

The value of F i.e. 346.882 indicating excellent model fit at the significance level 00.00%. The significance of beta is tested using “t” test and value for model i.e. 18.865 which was significance level at 0.000% indicating a strong positive relationship between Sanitation Facility and Loan Schemes of Banks.

**Linear Regression between Promotion Advertising and Loan Schemes of Banks**

The regression was calculated by taking the total of Promotion Advertising and Loan Schemes of Banks by using SPSS software. In this the Promotion Advertising was independent variable and Loan Schemes of Banks was the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

Null Hypothesis ($H_{015}$): It stated that there is no significant impact of Promotion Advertising on Loan Schemes of Banks.

Alternative Hypothesis ($H_{15}$): It stated that there is no significant impact of Promotion Advertising on Loan Schemes of Banks.

The obtain value of R Square is 0.328 indicating that 32.8% relationship between Promotion Advertising and Loan Schemes of Banks. Durbin Watson value i.e. 1.676 in under standard value 1-3 indicating that there is no auto correlation

The value of F i.e. 201.952 indicating good model fit at the significance level 00.00%. The significance of beta is tested using “t” test and value for model i.e. 14.211 which was significance level at 0.000% indicating a strong positive relationship between Promotion Advertising and Loan Schemes of Banks.
**Frequency Analysis**

**Frequency Distribution for Satisfied with loan schemes of banks**

The main aim of this frequency analysis is to examine overall performance towards satisfaction with current loan schemes of bank of both bank i.e. State bank of India and HDFC Bank.

The values in the entire table clearly shown that overall satisfaction with present personal loan schemes of banks, through the audience vote 52.5% percent people agree with their statement i.e. satisfied with their present loan schemes rather than 47.55 of customers of State Bank India (SBI) and HDFC banks. The total frequency of satisfied customer is 218 respondents and not satisfied have 197 total frequencies.

**Frequency Distribution for Future Loan Plan**

The main aim of this frequency analysis is to check either people willing to take personal loan future also or not.

The values in entire table of frequency analysis that the maximum people agree with the statement of yes against the question are you willing to take personal loan in future also from present bank. The total frequency of yes I willing to take personal loan to my present banks is 348 respondents with 83.9% and rest of people want to move another bank for personal loan or they don’t want to take personal loan to present bank is 67 total frequencies with 16.1%.

**B. Data Analysis from Authority Side**

**Consistency Measurements**

Cronbach Alpha had been obtained 0.894 after reliability test through SPSS which is more than the cut off value (0.7). In above table of consistency measures mainly two things are considered,

1. Corrected Item to Total Correlation values which is acceptable if greater than.
2. Secondly Cronbach's Alpha if Item Deleted value for each item is evaluated and if found value greater than the calculated reliability value (0.894) than that item should be dropped from the questionnaire and not considered for further study.

So that from above table of consistency of all statements having item to total correlation lower than the critical value. Obtain results indicate that there is no need to drop any statement in questionnaire because all statements.

**Reliability Test**

The reliability coefficient value of Loan Schemes of Bank were highly significant i.e. 0.894 that shows high reliability

**4.1. Normality Analysis**

The obtain value of Kolmogorov-Smirnov\(^a\) and Shapiro-Wilk respectively .102 & .093. If it is below 0.05 (P<0.05), the data is not normal distribution. But here it was normal

**Factor Analysis**

K. M. O. measurement of sampling Adequacy and Bartlett’s Test of Sphericity for Validity Analysis of Loan Schemes of Bank

KMO i.e. 0897 this value is indicating that the data is suitable for factor analysis. If KMO value is less than 0.5 it mean the data is not suitable for factor analysis.

**Description of Factors**

**Factor One: Customer Support System**

The total Eigen value of this factor is 7.059 and explains 30.690 % of variance of Loan Schemes of Banks. The important statement constituting this factor include; Agent are helpful to obtain loan from beginning 0.678, Nearby location banks is only reason to taking loan 0.663, Television or advertising offering to get personal loan 0.633, Bank employee pay 100 percent attention towards you 0.621 and Employee Empowerment of Banks solve your problem 0.601
Factor Two: Trustworthy Employee Commitment

The total Eigen value of this factor is 1.405 and explains 6.110% of variance of Loan Schemes of Banks. The important statement constituting this factor include; Toiletry facility of banks subsidiary reason for taking loan 0.691, Documentation is relevant under the schemes 0.624, It is an essential when you need of money 0.594, Banks brochure offering personal loan 0.495, File charges and other processing fee low 0.482 and Well dress up employee attract you 0.463.

Factor Three: Tenure of Interest & Loan

The total Eigen value of this factor is 1.312 and explains 5.702% of variance of Loan Schemes of Banks. The important statement constituting this factor include; Banks employees are trustworthy about loan 0.723, Other supporting staffs helpful in nature 0.614, They solve your problem internally 0.546, Banks give you information about other banks facility 0.539, It remain information of your loan confidential 0.504 and Cleanliness of banks make you happy 0.421.

Factor Four: Positive Loan Advertising

The total Eigen value of this factor is 1.198 and explains 5.207% of variance of Loan Schemes of Banks. The important statement constituting this factor include; Family needs is greater purpose to taking loan 0.748, Beneficiary schemes motivated to obtain loan 0.633 and It easy to process to obtain personal loans through banks 0.498.

Factor Five: Cleanliness and Well Dressed

The total Eigen value of this factor is 1.146 and explains 4.984% of variance of Loan Schemes of Banks. The important statement constituting this factor include; Banks give you relevant advice about personal loan 0.698, Easy to understand procedures of loan 0.573 and Lower interest rate influence you to obtain personal loan 0.464.
t-Test between Perception of Demographic Variables and Loan Schemes of Banks by Customer

<table>
<thead>
<tr>
<th>Dependent Variable</th>
<th>Test Variables</th>
<th>F-Value</th>
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<th>T-Value</th>
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<td>Loan Schemes of Banks</td>
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<td>.558</td>
<td>-1.232</td>
<td>.219</td>
<td>Accepted</td>
</tr>
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</table>

Independent Samples Test between perception of Staff of HDFC Bank and State Bank of India and Loan Schemes

T-test was applied to find out difference between perception of Staff of HDFC Bank and State Bank of India for Loan Schemes of Banks.

**H₀10.** There is no relationship between perception of Staff of HDFC Bank and State Bank of India on Loan Schemes of Banks.

Above table of Independent Samples Test shows Leven’s test for equality of variances to check. Hence the null hypothesis was rejected by the results.

Independent Samples Test between Perception Grade of Employee and Loan Schemes of Banks by Customer

T-test was applied to find out difference between perception of Clerks and Managers for Loan Schemes of Banks.

**H₀11.** There is no relationship between Clerks and Managers of bank on Loan Schemes of Banks.

**Results:** Above table of Independent Samples Test shows Leven’s test for equality of variances to check Hence the null hypothesis was accepted by the results.
Independent Samples Test between Perception Gender and Loan Schemes of Banks by Staff

T-test was applied to find out difference between perception of Male and Female staff for Loan Schemes of Banks.

H₀₁₂. There is no relationship between perception of Male and Female staff on Loan Schemes of Banks.

Results: Above table of Independent Samples Test shows Leven’s test for equality of variances to check. Hence the null hypothesis was accepted by the results.

Independent Samples Test between Perception Marital Status and Loan Schemes of Banks by Staff

T-test was applied to find out difference between perception of married and unmarried staff for Loan Schemes of Banks.

H₀₁₃. There is no relationship between perception of married and unmarried staff on Loan Schemes of Banks

Results: Above table of Independent Samples Test shows Leven’s test for equality of variances to check. Hence the null hypothesis was accepted by the results.

Independent Samples Test between Perception Residential and Loan Schemes of Banks by Staff

T-test was applied to find out difference between perception of urban and rural staff for Loan Schemes of Banks.

H₀₁₄. There is no relationship between perception of urban and rural staff on Loan Schemes of Banks

Results: Above table of Independent Samples Test shows Leven’s test for equality of variances to check. Hence the null hypothesis was accepted by the results.

Independent Samples Test between Perception Job Types and Loan Schemes of Banks by Staff

T-test was applied to find out difference between perception of Permanent and Temporary staff for Loan Schemes of Banks.
**H₀15.** There is no relationship between perception of Permanent and Temporary staff on Loan Schemes of Banks

Above table of Independent Samples Test shows Leven’s test for equality of variances to check Hence the null hypothesis was accepted by the results.

**ANOVA Test of Equality of Error Variance**

**H₀16.** There is no relationship between Age groups of bank staff on Loan Schemes of Banks.

**H₀17.** There is no relationship between Educations of bank staff on Loan Schemes of Banks.

**H₀18.** There is no relationship between Monthly Income of bank staff on Loan Schemes of Banks.

**H₀19.** There is no relationship between Religion levels of bank staff on Loan Schemes of Banks.

**Levene's Test of Equality of Error Variances**

Dependent Variable: Loan Schemes of Banks

<table>
<thead>
<tr>
<th>F</th>
<th>df1</th>
<th>df2</th>
<th>Sig</th>
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<tbody>
<tr>
<td>2.217</td>
<td>122</td>
<td>100</td>
<td>.000</td>
</tr>
</tbody>
</table>

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.


**Tests of Between-Subjects Effects of different groups**

The model used for ANOVA has bad fit as indicated by adjusted R square value of 0.522 the model fit was tested using F test and the value of F was found to be .894 which is
insignificant at .723% level of significance, indicating that 52.2% errors in the dependent variable are explained and overall model fit was low.

**Tests of Between-Subjects Effects**

Dependent Variable: Loan Schemes of Banks

<table>
<thead>
<tr>
<th>Source</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
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<td>182.549</td>
<td>.894</td>
<td>.723</td>
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<td>7</td>
<td>142.242</td>
<td>.697</td>
<td>.563</td>
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<tr>
<td>Age*Religion</td>
<td>1330.628</td>
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<td>133.063</td>
<td>.652</td>
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<td>12</td>
<td>180.856</td>
<td>.886</td>
<td>.510</td>
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<td>Education*Religion</td>
<td>1052.918</td>
<td>12</td>
<td>87.743</td>
<td>.430</td>
<td>.948</td>
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<td>3121.021</td>
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<td>195.064</td>
<td>.956</td>
<td>.557</td>
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<td>662.671</td>
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<td>110.445</td>
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<td>6</td>
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<td>4</td>
<td>33.430</td>
<td>.164</td>
<td>.959</td>
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<tr>
<td>Education<em>Monthly Income</em>Religion</td>
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<td>6</td>
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<td>Age<em>Education</em>Monthly Income*Religion</td>
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<td>0</td>
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<td>Error</td>
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<td>204.089</td>
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<td>1497371.000</td>
<td>223</td>
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<td>42679.874</td>
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a. R Squared = .522 (Adjusted R Squared = -.062)

**Regression Analysis**

**Linear Regression between Customer Support System and Loan Schemes of Banks**

The regression was calculated by taking the total of Customer Support System and Loan Schemes of Banks by using SPSS software. In this the Customer Support System was independent variable and Loan Schemes of Banks was the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

Null Hypothesis (H₀): It stated that there is no significant impact of Customer Support System on Loan Schemes of Banks.
Alternative Hypothesis (H20): It stated that there is no significant impact of Customer Support System on Loan Schemes of Banks.

The obtain value of R Square is 0.650 indicating that 65.0% relationship between Customer Support System and Loan Schemes of Banks. Durbin Watson value i.e. 2.046 in under standard value 1-3 indicating that there is no auto correlation.

The value of F i.e. 410.082 indicating good model fit at the significance level 00.00%.

The significance of beta is tested using “t” test and value for model i.e. 20.250 which was significance level at 0.000% indicating a strong positive relationship between Customer Support System and Loan Schemes of Banks.

**Linear Regression between Trustworthy Employee Commitment and Loan Schemes of Banks**

The regression was calculated by taking the total of Trustworthy Employee Commitment and Loan Schemes of Banks by using SPSS software. In this the Trustworthy Employee Commitment was independent variable and Loan Schemes of Banks was the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

Null Hypothesis (H021): It stated that there is no significant impact of Trustworthy Employee Commitment on Loan Schemes of Banks.

Alternative Hypothesis (H21): It stated that there is no significant impact of Trustworthy Employee Commitment on Loan Schemes of Banks.

The obtain value of R Square is 0.743 indicating that 74.3% relationship between Trustworthy Employee Commitment and Loan Schemes of Banks. Durbin Watson value i.e. 2.120 in under standard value 1-3 indicating that there is no auto correlation.

The value of F i.e. 638.158 indicating good model fit at the significance level 00.00%.

The significance of beta is tested using “t” test and value for model i.e. 25.262 which was significance level at 0.000% indicating a strong positive relationship between Trustworthy Employee Commitment and Loan Schemes of Banks.
Linear Regression between Tenure of Loan and Interest and Loan Schemes of Banks

The regression was calculated by taking the total of Tenure of Loan and Interest and Loan Schemes of Banks by using SPSS software. In this the Tenure of Loan and Interest was independent variable and Loan Schemes of Banks was the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

Null Hypothesis (H_{022}): It stated that there is no significant impact of Tenure of Loan and Interest on Loan Schemes of Banks.

Alternative Hypothesis (H_{22}): It stated that there is no significant impact of Tenure of Loan and Interest on Loan Schemes of Banks.

The obtain value of R Square is 0.647 indicating that 64.7% relationship between Service Quality and Loan Schemes of Banks. Durbin Watson value i.e. 1.768 in under standard value 1-3 indicating that there is no auto correlation.

The value of F i.e. 404.590 indicating good model fit at the significance level 00.00%.

The significance of beta is tested using “t” test and value for model i.e. 20.114 which was significance level at 0.000% indicating a strong positive relationship between Tenure of Loan & Interest and Loan Schemes of Banks.

Linear Regression between Positive Loan Advertising and Loan Schemes of Banks

The regression was calculated by taking the total of Positive Loan Advertising and Loan Schemes of Banks by using SPSS software. In this the Positive Loan Advertising was independent variable and Loan Schemes of Banks was the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

Null Hypothesis (H_{023}): It stated that there is no significant impact of Positive Loan Advertising on Loan Schemes of Banks.

Alternative Hypothesis (H_{23}): It stated that there is no significant impact of Positive Loan Advertising on Loan Schemes of Banks.
The obtain value of R Square is 0.469 indicating that 46.9% relationship between Service Quality and Loan Schemes of Banks. Durbin Watson value i.e. 1.750 in under standard value 1-3 indicating that there is no auto correlation.

The value of F i.e. 194.939 indicating good model fit at the significance level 00.00%.

The significance of beta is tested using “t” test and value for model i.e. 13.962 which was significance level at 0.000% indicating a strong positive relationship between Positive Loan Advertising and Loan Schemes of Banks.

**Linear Regression between Cleanliness and Well Dressed and Loan Schemes of Banks**

The regression was calculated by taking the total of Cleanliness and Well Dressed and Loan Schemes of Banks by using SPSS software. In this the Cleanliness and Well Dressed was independent variable and Loan Schemes of Banks was the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

Null Hypothesis (H_{010}): It stated that there is no significant impact of Cleanliness and Well Dressed on Loan Schemes of Banks.

Alternative Hypothesis (H_{10}): It stated that there is no significant impact of Cleanliness and Well Dressed on Loan Schemes of Banks.

The obtain value of R Square is 0.458 indicating that 45.8% relationship between Service Quality and Loan Schemes of Banks. Durbin Watson value i.e. 1.665 in under standard value 1-3 indicating that there is no auto correlation.

The value of F i.e. 186.400 indicating good model fit at the significance level 00.00%.

The significance of beta is tested using “t” test and value for model i.e. 13.653 which was significance level at 0.000% indicating a strong positive relationship between Cleanliness and Well Dressed and Loan Schemes of Banks.
Frequency Analysis

Frequency Analysis for Overall Satisfaction for SBI

The main aim of this frequency analysis is to examine overall loan customer satisfaction towards different service of SBI. There are two major categories in this analysis i.e. yes and no if the customer happy with bank facility they choose yes and remaining customer who not satisfied they select no.

The values in the entire table clearly shown that overall satisfaction with present personal loan schemes of SBI quite good because only 54.5% customers of bank are happy with present personal loan schemes of bank and some people willing to take loan in future also but there are remaining 45.5% customer of the SBI are not happy with current schemes from the bank authority side.

Frequency Analysis for Overall Satisfaction for HDFC

Similarly the main aim of this frequency analysis is to examine overall loan customer satisfaction towards different service of HDFC. The data collected into two major categories in this analysis i.e. yes and no if the customer happy with bank facility they choose yes and remaining customer who not satisfied they select no.

The HDFC customer are very happy with their present personal schemes of bank because the survey we found 76.8% people say yes the personal loan schemes inclusive other facility HDFC banks have maximum satisfied customers tested through values in the entire table of frequency analysis. According to HDFC authority they have maximum satisfied customers and they willing to take loan in future also.

Findings & Conclusion

Cronbach’s Alpha test had been applied to calculate reliability of all items of Loan Schemes of bank from the questionnaire. It is considered that the reliability value more than 0.7 is good. The reliability coefficient value of Loan Schemes of Bank were highly significant i.e. 0.929 that shows high reliability of the questionnaire. The Kolmogorov-Smirnov Test and the Shapiro-Wilk Test was applied for normality of dataand the Shapiro-Wilk Test is more appropriate for small sample sizes (< 50 samples), but can also handle sample sizes as large
as 2000. Obtain insignificant value i.e. 0.096 is quite higher than to level of significance indicating that data is normal.

Principle component factor analysis with Varimax rotation was applied. The raw scores of 32 items and after factor analysis 6 factors were identified. The rotation converged in 7 iterations.

T-test was applied to find out difference between perception of male and female gender for Loan Value, Second perception of married and unmarried for Loan Schemes of Banks, perception of Rural and Urban bank customers for Loan Schemes of Banks, perception of Single Family and Joint family bank customers for Loan Schemes of Banks, perception of Self head and Family Member Head bank customers for Loan Schemes of Banks. Hence the All null hypothesis were accepted by the results.

ANOVA Test was applied for equality of error variance between age, occupation monthly income and education level and loan schemes. Above table in Bonferroni showing that there is insignificant difference between all factors.

The first linear regression was calculated by taking the total of Service Quality and Loan Schemes of Banks by using SPSS software. The significance of beta is tested using “t” test and value for model i.e. 31.329 which was significance level at 0.000% indicating a strong positive relationship between Service Quality and Loan Schemes of Banks. Second regression was calculated by taking the total of Employee Commitment and Loan Schemes of Banks by using SPSS software. Significance of beta is tested using “t” test and value for model i.e. 34.111 which was significance level at 0.000% indicating a strong positive relationship between Employee Commitment and Loan Schemes of Banks. Third regression was calculated by taking the total of Safety Security and Loan Schemes of Banks by using SPSS software significance of beta is tested using “t” test and value for model i.e. 32.879 which was significance level at 0.000% indicating a strong positive relationship between Safety Security and Loan Schemes of Banks. Fourth regression was calculated by taking the total of Ease Process and Loan Schemes of Banks by using SPSS software significance of beta is tested using “t” test and value for model i.e. 18.625 which was significance level at 0.000% indicating a strong positive relationship between Ease Process and Loan Schemes of Banks. Fifth regression was calculated by taking the total of Sanitation Facility and Loan
Schemes of Banks by using SPSS software significance of beta is tested using “t” test and value for model i.e. 18.865 which was significance level at 0.000% indicating a strong positive relationship between Sanitation Facility and Loan Schemes of Banks. Sixth regression was calculated by taking the total of Promotion Advertising and Loan Schemes of Banks by using SPSS software significance of beta is tested using “t” test and value for model i.e. 14.211 which was significance level at 0.000% indicating a strong positive relationship between Promotion Advertising and Loan Schemes of Banks.

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