CHAPTER VI

SUMMARY AND CONCLUSIONS

The banking sector globally undergone rapid transformation in the recent decades driven by forces of Globalization and the advent of technology. The Indian banking system is no exception, has undergone significant structural transformation since the 1990s. An administered regime under state ownership until the initiation of financial sector reforms in 1992, the sector was opened to greater competition by the entry of new private banks and more liberal entry of foreign banks in line with the recommendations of the report of the committee on the financial system. The decision making process plays a crucial role in performance of the banks. The performance of the banks depends on the productivity and the profitability that are reflected in the stock prices. To promote rapid economic growth and development with stability through the process of globalization, liberalization and privatization in the financial system, the credit card system has been introduced.

A credit card is a small plastic card issued to users as a system of payment. It allows its holder to buy goods and services based on the holder's promise to pay for these goods and services. The issuer of the card creates a revolving account and grants a line of credit to the consumer (or the user) from which the user can borrow money for payment to a merchant or as a cash advance to the user. A credit card is different from a charge card: a charge card requires the balance to be paid in full each month. In contrast, credit cards allow the consumers a continuing balance of debt, subject to interest being charged. A credit card also differs from a cash card, which can be used like currency by the owner of the card. Most credit cards are issued by banks or credit unions, and are the shape and size specified by the ISO/IEC 7810 standard as ID-1. This is defined as 85.60 × 53.98 mm (33/8 × 21/8 in) in size.

The design of the credit card itself has become a major selling point in recent years. The value of the card to the issuer is often related to the customer's usage of the card, or to the customer's financial worth. This has led to the rise of Co-Brand and Affinity cards, where the card designs is related to the "affinity" (a university or professional society, for example) leading to higher card usage. In most cases a percentage of the value of the card is returned to the affinity group. Credit cards are issued by a credit card issuer, such as a bank or credit union, after an
account has been approved by the credit provider, after which cardholders can use it to make purchases at merchants accepting that card. Merchants often advertise which cards they accept by displaying acceptance marks — generally derived from logos — or may communicate this orally, as in "We take (brands X, Y, and Z)" or "We don't take credit cards". When a purchase is made, the credit card user agrees to pay the card issuer. The cardholder indicates consent to pay by signing a receipt with a record of the card details and indicating the amount to be paid or by entering a personal identification number (PIN). Also, many merchants now accept verbal authorizations via telephone and electronic authorization using the Internet, known as a card not present transaction (CNP).

The main benefit to each customer is convenience. Compared to debit cards and cheques, a credit card allows small short-term loans to be quickly made to a customer who need not calculate a balance remaining before every transaction, provided the total charges do not exceed the maximum credit line for the card. Credit cards also provide more fraud protection than debit cards. In the UK, for example, the bank is jointly liable with the merchant for purchases of defective products over £100.[8] Many credit cards offer rewards and benefits packages, such as offering enhanced product warranties at no cost, free loss/damage coverage on new purchases, and points which may be redeemed for cash, products, or airline tickets. As well as convenient, accessible credit, credit cards offer consumers an easy way to track expenses, which is necessary for both monitoring personal expenditures and the tracking of work-related expenses for taxation and reimbursement purposes. Credit cards are accepted worldwide, and are available with a large variety of credit limits, repayment arrangement, and other perks (such as rewards schemes in which points earned by purchasing goods with the card can be redeemed for further goods and services or credit card cash back). Some countries, such as the United States, the United Kingdom, and France, limit the amount for which a consumer can be held liable due to fraudulent transactions as a result of a consumer's credit card being lost or stolen.

In recent times, credit card portfolios have been very profitable for banks, largely due to the booming economy of the late nineties. However, in the case of credit cards, such high returns go hand in hand with risk, since the business is essentially one of making unsecured (uncollateralized) loans, and thus dependent on borrowers not to default in large numbers. Credit card debt has increased steadily. Since the late 1990s, lawmakers, consumer advocacy groups,
college officials and other higher education affiliates have become increasingly concerned about the rising use of credit cards among college students. The major credit card companies have been accused of targeting a younger audience, in particular college students, many of whom are already in debt with college tuition fees and college loans and who typically are less experienced at managing their own finances. Credit card debt may also negatively affect their grades as they are likely to work more both part and full time positions.

The numbers found on credit cards have a certain amount of internal structure, and share a common numbering scheme. The card number's prefix, called the Bank Identification Number, is the sequence of digits at the beginning of the number that determine the bank to which a credit card number belongs. This is the first six digits for MasterCard and Visa cards. The next nine digits are the individual account number, and the final digit is a validity check code. In addition to the main credit card number, credit cards also carry issue and expiration dates (given to the nearest month), as well as extra codes such as issue numbers and security codes. Not all credit cards have the same sets of extra codes nor do they use the same number of digits. Credit cards is also known as plastic money, it is also comfort ways of making payments while shopping and helps in supporting records of all buys made by us. The advantage of plastic money / credit card is that you don’t have to carry cash and you can get remunerations points on each purchase made. Only banks are allowed to issue credit cards. Credit cards can be swiped at almost any establishments all over the globe. A credit card is a card empowering its holder to buy goods and services based on holders undertaking to pay for these goods and services. The issuer of the card grants a line of credit to the consumer from which the user can borrow money for payment a merchant or as a cash advance to the user. A credit card today supply’s you with not only shopping comfort and safety, but also offers you prerogative like discount coupons, solicitations to events, bonus points, cash-back and a free insurance. But how do you electing the right credit card with so many variants available and various tenders and encourages, electing a card can be very arduous. But mostly, it relies on how you devise to use your credit card.

In many continuously provided services such as financial services, insurance, health care, wireless phone plans, etc., marketers often use versioning strategies to attract more customers by providing similar types of service but with variations in certain features. The buyers’ choice of these coverings often depends on customers’ expectations on how likely they are going to use or
benefit from those provided features. A better understanding on consumers’ expected usage level of service attributes plays an important role in helping marketers to understand consumers’ service purchase decisions and to design more effective targeting strategies.

Now-a-days, the credit card business has become an important business source to the banking sector. People’s lifestyle is changing because of their way of thinking and increasing income levels. However there is little difference between credit card and debit card each and every transaction will not detach money from debit card, increase of credit card it will happen anyway, the need for the study is how do you know about credit card, the way of getting services from that bank and how is it useful you and what about charges. Consumers find credit cards convenient for making purchases by accessing lines of credit that they may choose to pay off at the end of the billing cycle or pay over a longer period of time. Around 30% to 40% of consumers pay off their balances in full every month, such consumers is known as convenience users. In the United States, issuers seldom impose per-transaction fees and often waive annual membership fees. Furthermore, issuers may provide incentives such as frequent-use awards, dispute resolution services, extended warranties and low-price guarantees to promote usage. While revolvers usually receive the same benefits as convenience users, they are usually charged for these card enhancements as part of finance charges on their borrowings. Merchants also benefit from accepting credit cards. Merchants benefit from sales to illiquid consumers who would otherwise not be able to make purchases. By participating in a credit card network, merchants generally receive funds within 48 h. Credit cards provide relatively secure transactions for non-face-to-face transactions as evidenced by the overwhelming use of credit cards for online transactions. Furthermore, merchants not accepting credit cards may lose business to other merchants that do.

The banking sector globally undergone rapid transformation in the recent decades driven by forces of Globalization and the advent of technology. The Indian banking system is no exception, has undergone significant structural transformation since the 1990s. An administered regime under state ownership until the initiation of financial sector reforms in 1992, the sector was opened to greater competition by the entry of new private banks and more liberal entry of foreign banks in line with the recommendations of the report of the committee on the financial system. To promote rapid economic growth and development with stability through the process
of globalization, liberalization and privatization in the financial system, the credit card system has been introduced. The main benefit to each customer is convenience. Compared to debit cards and cheques, a credit card allows small short-term loans to be quickly made to a customer who need not calculate a balance remaining before every transaction, provided the total charges do not exceed the maximum credit line for the card. Credit cards also provide more fraud protection than debit cards. Many credit cards offer rewards and benefits packages, such as offering enhanced product warranties at no cost, free loss/damage coverage on new purchases, and points which may be redeemed for cash, products, or airline tickets. Hence the researcher has intended to pursue research on credit card system by considering two proverbial banks of ICICI and SBI and titled as “MARKETING STRATEGIES – A COMPARATIVE STUDY OF CREDIT CRDS OF ICICI AND SBI”

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data. The research design may be exploratory, descriptive and experimental for the present study. Present study is an analytical and descriptive in nature and based on empirical study. The data was collected from both primary and secondary sources. The primary source of data is respondents concerned and collected by using a predefined questionnaire. The secondary sources include books, articles, periodicals, newspapers, various reports, websites etc.

The Sampling Units considered for the present study are card holders and MEs and the Sample size is 600. Convenience Sampling Method has been adopted for collection of data. The Contact Method for Personal Interview has been used for collection of primary data in order to have accuracy of the data. The data collected has been collated and analyzed using appropriate statistical tools such as ratios, percentages, Chi-square analysis, analysis of variance (ANOVA), logistic regression, paired t-test and dependant ‘t’ test.

The study has set the objectives
1. To reveal operations of the credit card system,
2. To evaluate the marketing strategies of SBI and ICICI for their credit card business,
3. To elicit the customer satisfaction with respect to their credit cards and
4. To explore if any gaps exist and to develop appropriate marketing strategies.
ICICI Bank is India’s second-largest bank with total assets of Rs. 4,062.34 billion (US$ 91 billion) at March 31, 2011 and profit after tax Rs. 51.51 billion (US$ 1,155 million) for the year ended March 31, 2011. The Bank has a network of 2,752 branches and 9,225 ATMs in India and has spread to 19 countries world over including India. ICICI Bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and with its specialized subsidiaries in the areas of investment banking, life and non-life insurance, venture capital and asset management. Of late, the bank has subsidiaries in the United Kingdom, Russia and Canada, branches in United States, Singapore, Bahrain, Hong Kong, Sri Lanka, Qatar and Dubai International Finance Centre and representative offices in United Arab Emirates, China, South Africa, Bangladesh, Thailand, Malaysia and Indonesia. The UK subsidiary has established its branches in Belgium and Germany. ICICI Bank’s equity shares are listed in India on Bombay Stock Exchange and the National Stock Exchange of India Limited and its American Depositary Receipts (ADRs) are listed on the New York Stock Exchange (NYSE).

State Bank of India has an extensive administrative structure to oversee the large network of branches in India and abroad. The Corporate Centre is in Mumbai and 14 Local Head Offices and 57 Zonal Offices are located at important cities spread throughout the country. The Corporate Centre has several other establishments in and outside Mumbai, designated to cater to various functions. Our Colleges/Institutes/Training Centres are the seats of learning and research and development to spread the wings of knowledge not only to our employees but also other banks/establishments in India and abroad. The Corporate Accounts Group is a Strategic Business Unit of the Bank set up exclusively to fulfill the specialized banking needs of top corporate in the country. State Bank of India has 157 foreign offices in 32 countries across the globe. State Bank of India invites you to take a journey to understand the potential of not just a large but truly global organization. State Bank of India is actively involved since 1973 in non-profit activity called Community Services Banking. All our branches and administrative offices throughout the country sponsor and participate in large number of welfare activities and social causes. SBI business is more than banking because it touches the lives of people anywhere in many ways. Its commitment to nation-building is complete & comprehensive.
FINDINGS

ICICI

Two thirds of the respondents (77.3%) are in the age group of 25-45 years, 54 per cent of the respondents are post-graduates. Moreover, more post graduates are using credit cards compared to graduates and doctorates.

Over 91 per cent of the respondents are salaried employees. Salaried employees seem to have given preference to credit cards compared to self-employed or non-salaried respondents and 55 per cent of the respondents have the annual income of Rs. 2,00,001 - Rs.3,00,000.

Majority of the respondents, i.e. 63(56.6 %) could know about the ICICI credit cards through friends, company personnel and ICICI bank staff. 50 per cent of the respondents obtained the credit card for the sake of emergency needs, security and insurance coverage. But 141 respondents (94 %) got credit card in 15 to 45 days. Above all, it is concluded that 54 per cent of the respondents opined that the processing time on issuing credit card is just right.

Above all, 112 respondents (78 %) possess BOB and AB credit cards.

By and large, 43.3 per cent of the respondents opined that obtaining credit card from ICICI is not so difficult as more than half of the respondents have awareness on the credit limit and 52 per cent of the respondents have ICICI cards having the current credit limit of Rs.50000 to Rs.100000.

By and large, 63 per cent of the respondents opined to require credit limit of Rs. 50000 to Rs.100000 and 39 per cent of the respondents require credit limit on emergency cash advance of up to Rs. 25000.

By and large, 87 per cent of the respondents viewed that the ICICI has charged above Rs.300. Above all, it is concluded that 96 per cent of the respondents recommend below Rs.300 as an annual fee.

By and large, around 53 per cent of the respondents opined that ICICI charges above 3 per cent on service charge. The rate of service charge seems to be high.
Above all, the service charge is very high and 87 per cent of the respondents recommend that the service charge should be below 2 per cent.

By and large, it is concluded that 89.3 per cent of the respondents rated that the adequacy of the credit limit sanctioned is sufficient and 60 per cent of the respondents rated that the emergency cash advance limit sanctioned is sufficient.

Around 61.3 per cent respondents opined that the annual fee charged by ICICI is above Rs.500.

Around 53.3 per cent of the respondents opined that the annual fee charged by the bank on credit card is high and 56 per cent of the respondents have awareness on the rate of service charges.

Exactly 50 per cent of the respondents use credit card once a week.

It is concluded that 37 per cent of the respondents purchase monthly on an average of above Rs.25,000 on credit cards as 81.3 per cent of the respondents rated that ICICI bank card as good.

About 82 per cent of respondents used the credit card in last three months for multipurpose.

Above all, it is concluded that 77.3 per cent of the respondents receive bills once a month, 77.2 per cent of the respondents receive bills too before due date and 53 per cent of the respondents never received wrong bills.

Exactly 50 per cent of the respondents satisfied with response of bank employees for telephonic queries and around 41 per cent of the respondents satisfied with response of bank employees for mail queries.

Around 78 per cent of the respondents do not have awareness on schemes of bank, 45 per cent of the respondents neither satisfied nor dissatisfied with the scheme of bank and 87 per cent of the respondents experienced difficulty with credit card transactions.
Merchant Establishment of ICICI

Around 56 per cent of the respondents opined that merchant establishment of bank was
established by bank staff and 73 per cent of the respondents opined that the conditions imposed
by the bank in enrolling were easy.

Over 59 per cent of the respondents got authorization instantaneously showing is given
instantaneous authorization. Above all, 100 per cent of the respondents opined that the time
taken for authorization of credit card is just right.

All the 150 respondents (100 %) took one for settlement. The settlements are made
within a day and hence settlement is not a problem for merchants. Moreover, 85 per cent of the
respondents opined that the time taken for settlement is just right.

Around 85 per cent of the respondents got information on credit card EDC machine
through friends and ICICI Bank staff and 85 per cent of the respondents were given up to
Rs.100000 as the target by the Bank.

About 54 per cent of respondents opined that the charges collected by the bank are 3 per
cent.

Around 59 per cent of the respondents are not having more than one machine and 100 per
cent of the respondents have only one EDC machine. It shows that the machine either may be
costly or no need of another machine, and the shop or business does not require more than one
machine. But 130 respondents (86.7 %) have Verifox EDC machine and 20 respondents (13.3
%) have other machine. By and large, 88 per cent of the respondents experienced difficulty in
EDC machine transaction.

Around 59 per cent of the respondents opined that the discount rate charged by the bank
is below 3 per cent and 69.4 per cent of the respondents opined that the discount rate charged by
the bank is high.

Around 112 respondents (100 %) recommended 2 per cent discount rate and 38
respondents (25.3 %) recommended 1 per cent discount rate. It is concluded that ¾ of the
respondents' recommended 2 per cent discount rate in the charges levied by the banks on merchants.

About 64 respondents (42.7%) get weekly transaction statement and 43 respondents (28.7%) get daily and monthly transaction statement. It is concluded that 43 per cent of the respondents get weekly transaction statement.

More than 85 per cent of the respondents opined that the time taken for transaction statement is just right. The transaction statements are issued at right time. Moreover, 85 per cent of the respondents are not enquiring over phone.

Above all, 43 per cent of the respondents opined that the service charge collected by the bank is 2 to 3 per cent.

Over 45 per cent of the respondents have cloth shop and hotels. Moreover, the merchants are using EDC machines even in super markets, shoe shops and even medical shops.

The age of the respondents has significant impact on the rating on the adequacy of the credit limit sanctioned. The age of the respondents has significant impact on the rating on rating ICICI bank card in terms of acceptance. The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between age and satisfaction with response of bank employees for telephonic queries. The age of the respondents has significant impact on the satisfaction of the respondents with response of bank employees for telephonic queries.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between age and satisfaction with response of bank employees for mail queries. The age of the respondents has significant impact on the satisfaction of the respondents with response of bank employees for mail queries. The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between age and satisfaction with schemes. The age of the respondents has significant impact on the satisfaction of the respondents with the schemes of ICICI.
The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between education and rating on the adequacy of the credit limit sanctioned. The education of the respondents has significant impact on the rating on the adequacy of the credit limit sanctioned.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between education and rating on emergency cash advance limit sanctioned. The education of the respondents has significant impact on the rating on emergency cash advance limit sanctioned.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between education and rating ICICI bank card in terms of acceptance. The education of the respondents has significant impact on the rating ICICI bank card in terms of acceptance.

Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between education and satisfaction with response of bank employees for telephonic queries. The education of the respondents has significant impact on the satisfaction with response of bank employees for telephonic queries.

The Chi-square value is insignificant and hence it can be inferred that there is a no relationship between education and satisfaction with response of bank employees for mail queries.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between education and satisfaction with schemes. The education of the respondents has significant impact on the satisfaction with the schemes of ICICI.

The Chi-square value is insignificant and hence it can be inferred that there is a no relationship between occupation and rating on the adequacy of the credit limit sanctioned.
The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is strong relationship between employment and rating on emergency cash advance limit sanctioned.

The Chi-square value is insignificant and hence it can be inferred that there is no relationship between occupation and rating ICICI bank card in terms of acceptance. The employment of the respondents has no impact on rating ICICI bank card in terms of acceptance.

Chi-square value is insignificant and hence it can be inferred that there is no relationship between employment and satisfaction with response of bank employees for telephonic queries.

The Chi-square value is significant at 5 per cent level and hence it can be inferred that there is substantial relationship between occupation and satisfaction with response of bank employees for mail queries.

The Chi-square value is significant at 5 per cent level and hence it can be inferred that there is a substantial relationship between education and satisfaction with schemes. The education of the respondents has significant impact on the satisfaction with the schemes of ICICI.

The Chi-square value is significant at 15 per cent level and hence it can be inferred that there is a strong relationship between annual income and rating on the adequacy of the credit limit sanctioned. The annual income of the respondents has significant impact on satisfaction with the schemes.

Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between annual income and rating ICICI bank card in terms of emergency cash advance limit sanctioned.

The Chi-square value is significant at 5 per cent level and hence it can be inferred that there is a strong relationship between annual income and rating ICICI bank card in terms of
acceptance. The annual income of the respondents has significant impact on rating ICICI bank card in terms of acceptance.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between annual income and satisfaction with response of bank employees for telephonic queries. The annual income of the respondents has significant impact on satisfaction with response of bank employees for telephonic queries.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between annual income and satisfaction with response of bank employees for mail queries. The annual income of the respondents has significant impact on satisfaction with response of bank employees for mail queries.

The Chi-square value is significant at 5 per cent level and hence it can be inferred that there is a strong relationship between annual income and satisfaction with schemes. The annual income of the respondents has significant impact on satisfaction with the schemes of ICICI.

STATE BANK OF INDIA

Two thirds of the respondents (66.6%) are in the age group of 25-45 years and 94.7 per cent of the respondents are graduates and post-graduates.

More than 77 per cent of the respondents are salaried employees and majority of the respondents, i.e. 130 (86.7 %) have the annual income of Rs. 1,00,001 - Rs.3,00,000.

Majority of the respondents, i.e. 63(42 %) could know about the SBI credit cards through friends and SBI staff.

Majority of the respondents, i.e. 71 (47.3 %) obtained the credit card for the security and insurance coverage and 123 respondents (82 %) got credit card in 15 to 45 days.

Above all, 45.3 per cent of the respondents opined that the processing time on issuing credit card is too much.
Above all, 96 respondents (64 %) possess BOB and AB credit cards.

By and large, 55.3 per cent of the respondents opined that obtaining credit card from SBI is very difficult.

Two thirds of the respondents have awareness on the credit limit, 85.3 per cent of the respondents have SBI cards having the current credit limit of up to Rs.50000 and 50 per cent of the respondents opined to require credit limit of Rs. 50000 to Rs.100000. By and large, 67 per cent of the respondents require credit limit on emergency cash advance of up to Rs. 25000.

**Charges of SBI on Credit Cards**

By and large, 79 per cent of the respondents viewed that the SBI has charged above Rs.300 and 82.7 per cent of the respondents recommend below Rs.200 as an annual fee.

By and large, around 65 per cent of the respondents opined that SBI charges 2 to 3 per cent on service charge. The rate of service charge seems to be high. Above all, the service charge is very high and 96 per cent of the respondents recommend that the service charge should be below 2 per cent.

By and large, it is concluded that 87.4 per cent of the respondents rated that the adequacy of the credit limit sanctioned is sufficient and 62.6 per cent of the respondents rated the emergency cash advance limit sanctioned is sufficient.

All the 150 respondents (100 %) required credit limit on emergency cash advance of up to Rs.50000.

Around 99 per cent respondents opined that the annual fee charged by SBI is below Rs.500 and around 77 per cent of the respondents opined that the annual fee charged by the bank on credit card is high.

About 65 per cent of the respondents have awareness on the rate of service charges.
Only 47 per cent of the respondents use credit card once a week and 53.3 per cent of the respondents purchase monthly on an average of up to Rs.10000 on credit cards.

By and large, it is concluded that 70 per cent of the respondents rated SBI bank card as good.

It is concluded that 82 per cent of respondents used the credit card in last three months for multipurpose.

Above all, it is concluded that 76 per cent of the respondents receive bills once a month, 83.3 per cent of the respondents receive bills too before due date and 44.7 per cent of the respondents never received wrong bills.

Only 42 per cent of the respondents neither satisfied nor dissatisfied with response of bank employees for telephonic queries, 45 per cent of the respondents neither satisfied nor dissatisfied with response of bank employees for telephonic queries.

It is concluded that 62 per cent of the respondents do not have awareness on schemes of bank and 60 per cent of the respondents neither satisfied nor dissatisfied with the scheme of bank.

Around 78 per cent of the respondents experienced difficulty with credit card transactions.

**Merchant Establishment**

Around 40 per cent of the respondents opined that merchant establishment of bank was established by bank staff and 60 per cent of the respondents opined that the conditions imposed by the bank in enrolling were easy.

More than 83 per cent of the respondents got authorization within 30 seconds, 60 per cent of the respondents opined that the time taken for authorization of credit card is just right.

Over 77.3 per cent of the respondents opined that the time taken for settlement is one day and 83.3 per cent of the respondents opined that the time taken for settlement is just right.
Around 61 per cent of the respondents got information on credit card EDC machine through friends.

More than 40 per cent of the respondents were given Rs.50000 as the target by the Bank.

About 77.3 per cent of respondents opined that the charges collected by the bank are 3 per cent.

Around 79 per cent of the respondents are not having more than one machine and all the 150 respondents (100 %) have only one Verifox EDC machine.

By and large, 57 per cent of the respondents experienced difficulty through EDC machine transaction.

Above all, 61.3 per cent of the respondents opined that the discount rate charged by the bank is 3 to 4 per cent and 60 per cent of the respondents have very high opinion on the discount rate charged by the bank.

All the 150 respondents (100 %) recommended 2 per cent discount rate, all the 150 respondents (100 %) get monthly transaction statement and 99.3 per cent of the respondents opined that the time taken for transaction statement is just right.

All the 150 respondents (100 %) are making enquiry on phone to get some clarification from the merchant service division.

Above all, it is concluded that 99.3 per cent of the respondents opined that the service charges collected by the bank is 2 to 3 per cent and 55.3 per cent of the respondents neither satisfied nor dissatisfied.

Over 45 per cent of the respondents have clothed shop and hotels.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between age and rating on the adequacy of the credit limit...
sanctioned. The age of the respondents has significant impact on the rating on the adequacy of the credit limit sanctioned.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between age and rating on emergency cash advance limit sanctioned. The age of the respondents has significant impact on the rating on emergency cash advance limit sanctioned.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between age and rating SBI bank card in terms of acceptance. The age of the respondents has significant impact on the rating on rating SBI bank card in terms of acceptance.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between age and satisfaction with response of bank employees for telephonic queries. The age of the respondents has significant impact on the satisfaction of the respondents with response of bank employees for telephonic queries.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between age and satisfaction with response of bank employees for mail queries. The age of the respondents has significant impact on the satisfaction of the respondents with response of bank employees for mail queries.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between age and satisfaction with schemes. The age of the respondents has significant impact on the satisfaction of the respondents with the schemes of SBI.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between education and rating on the adequacy of the credit limit sanctioned. The education of the respondents has significant impact on the rating on the adequacy of the credit limit sanctioned.
The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between education and rating on emergency cash advance limit sanctioned. The education of the respondents has significant impact on the rating on emergency cash advance limit sanctioned.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between education and rating SBI bank card in terms of acceptance. The education of the respondents has significant impact on the rating SBI bank card in terms of acceptance.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between education and satisfaction with response of bank employees for telephonic queries. The education of the respondents has significant impact on the satisfaction with response of bank employees for telephonic queries.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between education and satisfaction with response of bank employees for mail queries. The education of the respondents has significant impact on the satisfaction with response of bank employees for mail queries.

The Chi-square value is significant at 1 per cent level and hence it can be inferred that there is a strong relationship between education and satisfaction with schemes. The education of the respondents has significant impact on the satisfaction with the schemes of SBI.

The Chi-square value is significant at 5 per cent level and hence it can be inferred that there is a strong relationship between occupation and rating on the adequacy of the credit limit sanctioned. The employment of the respondents has significant impact on rating on the adequacy of the credit limit sanctioned.

The Chi-square value is insignificant and hence it can be inferred that there is no relationship between employment and rating on emergency cash advance limit sanctioned.
The Chi-square value is significant at 5 per cent level and hence it can be inferred that there is a strong relationship between occupation and rating SBI bank card in terms of acceptance. The employment of the respondents has significant impact on rating SBI bank card in terms of acceptance.

The Chi-square value is insignificant and hence it can be inferred that there is no relationship between employment and satisfaction with response of bank employees for telephonic queries.

The Chi-square value is insignificant and hence it can be inferred that there is no relationship between occupation and satisfaction with response of bank employees for mail queries.

The Chi-square value is significant at 5 per cent level and hence it can be inferred that there is a strong relationship between occupation and satisfaction with schemes. The employment of the respondents has significant impact on satisfaction with the schemes.

The Chi-square value is significant at 5 per cent level and hence it can be inferred that there is a strong relationship between annual income and rating on the adequacy of the credit limit sanctioned. The annual income of the respondents has significant impact on satisfaction with the schemes.

The Chi-square value is significant at 5 per cent level and hence it can be inferred that there is a strong relationship between annual income and rating on the adequacy of the credit limit sanctioned. The annual income of the respondents has significant impact on emergency cash advance limit sanctioned.

The Chi-square value is significant at 5 per cent level and hence it can be inferred that there is a strong relationship between annual income and rating SBI bank card in terms of acceptance. The annual income of the respondents has significant impact on rating SBI bank card in terms of acceptance.
The Chi-square value is significant at 5 per cent level and hence it can be inferred that there is a strong relationship between annual income and satisfaction with response of bank employees for telephonic queries. The annual income of the respondents has significant impact on satisfaction with response of bank employees for telephonic queries.

The Chi-square value is significant at 5 per cent level and hence it can be inferred that there is a strong relationship between annual income and satisfaction with response of bank employees for mail queries. The annual income of the respondents has significant impact on satisfaction with response of bank employees for mail queries.

The Chi-square value is significant at 5 per cent level and hence it can be inferred that there is a strong relationship between annual income and satisfaction with schemes. The annual income of the respondents has significant impact on satisfaction with the schemes of SBI.

COMPARISON

The t value is significant at 1 per cent level and hence it can be inferred that there is significant difference in the overall satisfaction between ICICI and SBI. The overall satisfaction is higher in ICICI compared to SBI.

There is negative relationship and overall satisfaction and awareness score on schemes are inversely proportion to each other. It overall satisfaction increases awareness score on schemes decreases.

The One-way ANOVA results indicate that the f value is significant at 5 per cent level and hence it can be inferred that age influences the overall satisfaction on credit cards.

The One-way ANOVA results indicate that the f value is significant at 5 per cent level and hence it can be inferred that education influences the overall satisfaction on credit cards.

The One-way ANOVA results indicate that the f value is significant at 1 per cent level and hence it can be inferred that occupation strongly influences the overall satisfaction on credit cards.
The One-way ANOVA results indicate that the f value is significant at 1 per cent level and hence it can be inferred that annual income strongly influences the overall satisfaction on credit cards.

The results of Chi-square analysis indicate that the Chi-square value is insignificant and infers that there is no difference in level of overall satisfaction on credit cards between the respondents of ICICI and SBI.

The results of Chi-square analysis indicate that the Chi-square value is significant at 1 per cent level and infers that there is significant difference in level of awareness on schemes between the respondents of ICICI and SBI.

The results of Chi-square analysis indicate that the Chi-square value is significant at 5 per cent level and infers that there is significant difference experiencing difficulty by the respondents with credit card transactions between ICICI and SBI.

**Merchant’s data**

The results of Chi-square analysis indicate that the Chi-square value is significant at 1 per cent level and infers that there is significant difference in opinion on conditions imposed by the bank between ICICI and SBI.

The results of Chi-square analysis indicate that the Chi-square value is significant at 1 per cent level and infers that there is significant difference in opinion on that the time taken to get the authorization by the bank between ICICI and SBI.

The time take for settlement is within a day in ICICI compared to SBI wherein it takes ever more than one day to 3 days. The results of Chi-square analysis indicate that the Chi-square value is significant at 1 per cent level and infers that the opinion on that the opinion that the time taken for settlement is one day is highly significant.
SBI has given minimum business target of more than Rs.1,00,000 compared to ICICI. The results of Chi-square analysis indicate that the Chi-square value is insignificant and infers that the minimum business target given by the bank is not significant.

The bank's process of transaction is difficult. But the difficulty is rather high in ICICI as majority of the respondents experienced difficulty through EDC machine transactions. The ICICI should liberalize EDC machine transactions. The results of Chi-square analysis indicate that the Chi-square value is significant at 1 per cent level and infers that the respondents of ICICI and SBI experiencing difficulty through EDC machine transactions is very significant.

It is concluded that it is ideal to issue monthly transaction bills like SBI for payment. The results of Chi-square analysis indicate that the Chi-square value is significant at 1 per cent level and infers that the respondents of the respondents of both ICICI and SBI that the frequency of getting transaction statement is monthly is very significant.

The chi-square value is significant at 1 per cent level and it can be inferred that there is significant in making enquiry on phone to get some clarification from the merchant service division between ICICI and SBI is very significant.

Majority of the respondents of SBI (22%) extremely satisfied regarding service charge as well less number of respondents in SBI compared to ICICI opined neither satisfied or dissatisfied and dissatisfied. Hence the respondents' satisfaction regarding service charge is higher in SBI than ICICI. The Chi-square value is insignificant and hence it can be inferred that there is difference in Satisfaction regarding service charge between ICICI and SBI.
SUGGESTIONS

1. By and large, around 53 per cent of the respondents opined that ICICI charges above 3 per cent on service charge. The rate of service charge seems to be high. Hence service charges should be reduced.

2. Around 53.3 per cent of the respondents opined that the annual fee charged by the ICICI bank on credit card is high and hence annual fee should be lowered.

3. Around 78 per cent of the respondents do not have awareness on schemes of ICICI bank and hence the schemes are made available to all the respondents.

4. Moreover 87 per cent of the respondents experienced difficulty with ICICI credit card transactions. Hence transactions should be made easy.

5. More than 69 per cent of the Merchant respondents opined that the discount rate charged by the ICICI bank is high and hence it must be reduced.

6. By and large, 55.3 per cent of the respondents opined that obtaining credit card from SBI is very difficult.

7. Above all, the service charge of SBI is very high and 96 per cent of the respondents recommend that the service charge should be below 2 per cent.

8. Around 77 per cent of the respondents opined that the annual fee charged by the SBI bank on credit card is high. Hence it must be reduced.

9. Around 62 per cent of the respondents do not have awareness on schemes of SBI bank. Hence all the schemes of SBI are made available to all the respondents.

10. By and large, 57 per cent of the merchant respondents experienced difficulty through EDC machine transaction. Hence transactions must be made very easy.