

A Study on Customer Satisfaction about Bank Service of State Bank of India With Reference To Jind City

Nidhi Sumra

Ph.D Research Scholar, Department of Commerce, Bhagwant University, Ajmer, Rajasthan

Abstract :- The Financial Services is the backbone of service sector. This is important not only for the banking sector but for the Indian economy as a whole. This is so because banking is a catalyst and life of modern trade and commerce. It is an integral part of all the businesses and social activities. Customer Satisfaction is very essential for every Service to survive in the market. Customer Satisfaction could help the business by placing future demand to the company. Customer Satisfaction gives passing the words of mouth to other potential customers. Simple random sampling technique was adopted. Sample of 150 customers were selected for collecting the data. The data collected were tabulated and analyzed by applying statistical tool are Simple percentage methods, Chi-square test methods and Correlation. The research study was conducted from August 2016 to August 2017. Study is confined to Salem Town village only. The sample size is 150 hence finding cannot be generalized. The period of the study is limited one year only. It was difficult to know whether the respondents are truly given the exact information. Customer preferences and opinions are supposed to change from time to time.

Keywords :- Financial Services, Customer Service, Business, Customer Satisfaction.

I. Introduction :- The Financial Services is the backbone of service sector. This is important not only for the banking sector but for the Indian economy as a whole. This is so because banking is a catalyst and life of modern trade and commerce. It is an integral part of all the businesses and social activities. This rapid transformation of services in the banking system has led to the evolution of a highly competitive and complex market where there is a continuous refinement of services. Hence the increased role of banking in India's economic development on

the one hand and the changes in the business climate on the other has put increased pressure on them. These changes are compelling the banks to reorganize themselves in order to cope with the present conditions.

With the current change in the functional orientation of banks, the purpose of banking is redefined. Now, the Financial Institutions are trying to provide all the services at the customer's doorstep. The customer has become the focal point either to develop or maintain stability in the business. Every engagement with the customer is an opportunity to either develop or destroy a customer's faith in the Bank. The expectations of the customers have also increased many folds. Intense competition among the banks has redefined the concept of the entire banking system. The banks are looking for new ways not only to attract but also to retain the customers and gain competitive advantage over their competitors. The banks like other business organizations are deploying innovative sales techniques and advanced marketing tools to gain supremacy. The main driver of this change is changing customer needs and expectations. Customers in urban India no longer want to wait in long queues and spend hours in banking transactions. This change in customer attitude has gone hand in hand with the development of ATMs, phone and net banking along with availability of service right at the customer's doorstep. With the emergence of universal banking, banks aim to provide all banking product and service offering under one roof and their endeavor is to be customer centric. With the emergence of economic reforms in world in general and in India in particular, private banks have come up in a big way with prime emphasis on technical and customer focused issues.

In India, the banking industry has entered several new activities in the areas of merchant banking, leasing housing finance,

SOCIAL MEDIA MARKETING EFFECTS ON CORPORATE SOCIAL RESPONSIBILITY

¹Nidhi Sumra, ²Dr. Tanveer Ahmad Dar, ³Dr. Sanjay Kumar Saini

¹Research Scholar, Doctor of Philosophy In Commerce,

²Research Guide, Dr. Tanveer Ahmad Dar, Bhagwant University, Ajmer, (Raj).

Email: nidhisumra@gmail.com

Abstract: *In this research paper I tell about the study of Mainly introduction, objective, Literature Review, Conclusion etc. Social Media Marketing Effects On Corporate Social Responsibility. Today's clients are advertising representatives, product designers, 'near friends' and organisation proper holders, and facto managers sitting withinside the organisation's backyard; they may be key gamers who deliver the concept of organizational obligation forward. As sustainability, social media and a operating society are the expectancies clients want withinside the organizations they buy, operate, and make investments in; organizations must preserve to search for new methods to talk and align community-primarily based totally guidelines of their strategic plan. While such thoughts are primarily based totally on collaborative paintings, social media advertising is a herbal platform for growing and incorporating such company messages. This in-intensity studies has carried out studies that specializes in assessing the combination of environmental effects, new product overall performance, better patron value, and organizational dedication (CSR) to sustainable overall performance. The look at aimed to analyze how a social media advertising software balances the connection among social dedication and powerful paintings with Multan Division-primarily based totally firms. Based on 548 legitimate responses from respondents, step one turned into to assess and examine facts thru the Social Scientific Statistical Package (SPSS-V25) and Smart PLS V-3.2.8. The outcomes confirmed that company social obligation had a high-quality effect at the sustainable overall performance of firms. The findings additionally found out that social media advertising gear ruled the connection among CSR and sustainable manufacturing of enterprise firms. As a very last point, this look at simplest consists of respondents from the Multan Division, and therefore, limits the supply of findings to different Pakistani enterprise firms. The outcomes of this look at should offer extra steering for researchers and students to keep in mind the scale of a bigger pattern and the addition of latest variables to different areas across the world. The findings assist to fill the space among the environmental software applications, the CSR, and the software for advertising media to calculate the sustainable overall performance of enterprise firms.*

Keywords: Social Media Marketing, Corporate Social Responsibility, Customers, Performance.

Introduction: In current times, some of professionals have emphasised company responsibility practices (CSRs) which can be applicable to the enterprise region and notice the CSR as a beneficial studies place for lots businesses, employees, academics, and managers. However, with out the effectiveness of the CSR and lots studies into this idea, there has by no means been a common consensus on how we ought to bear in mind CSR. The idea of CSR has been advanced over the last 30 years to live withinside the fine and dynamic components of positive organizational theories. According to Famiyeh and Moir, CSR practices save you companies from preserving a network-primarily based totally dedication to network and financial boom, which can enhance the exceptional of lifestyles of people and their households as a whole. Measuring social obligation in groups suggests how agencies and enterprise companies talk with customers, suppliers, carriers and different stakeholders. Environmental evaluation suggests how enterprise sports emphasize the proper area to stay and suggests how their enterprise provides to the improvement of society via way of means of incorporating their enterprise and network concerns. Experts have observed that there are numerous symptoms that CSR ends in purchaser loyalty and improves company reputation. Branco and Rodrigues (2006) argue that social obligation commits agencies and enterprise agencies to decide to contributing to the financial boom and wellbeing of employees, enterprise executives, their households, the network wherein they stay, and the network as a whole. Often, professionals divide CSR practices into external, inner and environmental bonds. Firms' inner duties bear in mind suitable practices associated with worker health, safety, and popular wellbeing to enhance the exceptional in their lives. Examples consist of team of workers training, activity participation, academic improvement programs, place of job environment, paintings lifestyles balance, company governance practices, and impartial auditing. External duties of enterprise entities consult with the help / enterprise

Impact of Corporate Social Authority Programs on Market

¹ Nidhi Sumra; ² Dr. Tanveer Ahmad Dar,³Dr.Sanjay Kumar Saini

¹ Research Scholar, Doctor of Philosophy in Commerce,

² Research Guide Bhagwant University, Ajmer, (Raj).

Email: nidhisumra1993@gmail.com

Abstract

Corporate Social Responsibility (CSR) of research on public response towards in developing countries has led to this research. The purpose of the research is to study the intent of consumers' awareness, their attitude and behavior towards socially responsible companies in the programs on market. The relevant CSR literature reintroduced in a conceptual framework, and an empirical study conducted through a mixed research design has been presented in this paper. In this The biggest reason for the CSR initiative is that they feel real employees and customers. This happens when the main driver is marketing. When companies focus their time on how well their CSR strategy looks at their brand, they miss out on the steps that will actually affect the community and are calling their marketing campaigns. After this, it was presented after seeing the reason for the market :- Investigator qualitative interviews were conducted with the corporate managers of companies sample in the programs on market. Then, a descriptive quantitative research was conducted through a survey on non-probability samples of consumers. Purpose: The main goal of this paper is to provide an integrative understanding of corporate social responsibility (CSR) from a corporate marketing perspective, highlighting the critical role of CSR in effective corporate marketing strategies. Design/methodology/approach: The paper is conceptual and draws on the social identification, organisational identity and corporate marketing literatures from the European and American schools of thought. Findings: The paper integrates and builds on extant thinking in corporate marketing and CSR to provide an