
AN ANALYSIS THE FEEDBACK OF THE EXIM BANK CUSTOMERS TOWARDS THE SERVICES OF EXIM BANKS IN INDIA

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ABSTRACT

The main aim of the study is to analyze the satisfaction level of EXIM bank clients. The study is based on primary and secondary data. Primary data was collected from Delhi, Noida and Ghaziabad region 64 EXIM bank customers. The Research Questionnaire on Customer Satisfaction on EXIM Banks in India was prepared meticulously taking care of all the attributes required for analyzing the service quality and related satisfaction score. In this paper, region, business type and related information was asked from the customers. To analyze the results of the hypothesis, the statistical analysis using SPSS software has been performed. Study is concluded that the customer satisfaction is to degree at which the product or services rich the standard of the buyer in his or her expectations. It deals with what people called as surprise quotient. This is to extend at which firms give out unexpected technical characteristics or personal service to a customer.

Keywords: EXIM Banks, customer satisfaction, reliability, tangibility, banks service quality

INTRODUCTION

The Export Import Bank (EXIM Bank) is the leading export finance organization of India established under the umbrella of Export Import Bank (EXIM Bank) of India with the specification in Act 1981, during the year 1982 (Chanana, 2009). Since its initiation, the EXIM Bank act both as a key player and a catalyst in the upgrade of cross border investment and trade.

Initiating functions as a purveyor of credit of export, similar to other Agencies of Export credit in the global level, the EXIM Bank of India (Chanana, 2010) for over the time period, developed into an organization that shows a principal role in associating Indian industries, specifically the SMEs (small and the medium enterprises) in their efforts of globalization, by means of broad range of services and products provided at every phases of business cycle, beginning from the technology imports and development of export products to the export marketing, export production, overseas investment, post – shipment and pre – shipment. The EXIM Bank of India plays a significant role as the source of finance, coordinator, promoter and consultation to the foreign trade of India.

EXIM bank believes in promoting the business through personalized services and perpetual relationship. It has strong commitment to stay competitive and serve the clients of different strata in the society as well as to accelerate the pace of economic operation. An attempt has been made to understand the customer satisfaction towards the service quality of EXIM Bank of India. This research investigates the satisfaction level of customers of EXIM Bank of Delhi branch in special reference with NCR which acts as key player in international trade. The customers of National capital region across Delhi, Noida and Ghaziabad, were interviewed and primary data was collected to know the satisfaction level towards service quality provided by EXIM bank of India.

The EXIM bank in India plays an important role in promoting international trade by means of increasing the import and exports. The EXIM offers loans and credit to the Indian exporters and the importers in foreign nations. Generally, the increase of international trade increase the economic growth of the country (Rodriguez & Rodrik, 2000).The role played by EXIM bank in the export trade had been clearly explained in the study carried out by (Prabhu, 2013). This is an attempt is made to find out the performance rendered by the EXIM bank of India. The research gap found in the study is that there is no study that analyzed the importance of EXIM bank in promoting two way international investments in India specifically during past 10 years which includes the financial crisis period (Khan, 2012). EXIM bank is the apex

financial institution and worked very hard to improve the service quality as well as enhance their product and service to their customers. Researcher has read out the previous articles and reports related to EXIM bank and other institutions based on the financial background and financial analysis. This study is based on the customer satisfaction level of clients of EXIM bank of India.

LITERATURE REVIEW

Alok Kumar (2016) examines the Project Export Financing Schemes by EXIM bank of India. For fulfilling the objective of the study, the present work highlights on the assistance by the EXIM bank for project export contracts like, turnkey contracts, construction contracts, supply contracts and consultancy contracts. It deals with the assistance provided by the EXIM bank during the study period for different types of contracts in order to encourage the participants in export trade and supplement their activities. For meeting the objective, various sub-objectives along with their relative hypothesis are framed. Various statistical tools are applied for the said objective such as correlation, mean, standard deviation and co-efficient of variation.

Narayan (2015) analyzed the performance of EXIM bank during pre-reform period and compared it with its performance in post-reform period. Using data from EXIM Bank's Annual Report, we compared various measures of performance of EXIM bank trade promotion activities. Researcher found that policy changes after 1991-92 have resulted into some changes in the direction of flow of assistance to different regions. Likewise, the significant changes were observed in the sectoral distribution of export financing help by EXIM bank after introduction of Economic reforms in the country. The financial performance of the EXIM bank during both periods was also analyzed. No definite trend was observed in the movement of its Capital Assets Ratio and for the period prior to liberalization, the average Capital Assets Ratio was 20.22 percent. The work found that profitability of the bank has increased during post-liberalization period.

Khalil, M. (2015) measure the level of customers satisfaction of EXIM bank Ltd ,Narayanganj Branch and To identify the problem related to the satisfaction of EXIM bank Ltd, Narayanganj Branch. Findings of their study are the most customers are not satisfied with their delivery process, the customers are not satisfied with the number of ATM booth, and EXIM bank is not quick service provider. And tried to give some possible recommendations regarding the topic. Recommendations are establish own ATM network and maintain sufficient in ATM booth, the number of employees should increase to remove the barriers of providing quick services to the customers, and Modern technology should be properly maintained.

Nazmul, A. K., & Selim, M. (2015) propose a conceptual framework to measure the success of training. This paper also focuses on whether training has any impact on promotion and what types of training are provided to the newly recruited employees. The major findings of the study indicated that 60% respondents are satisfied with the training facilities of EXIM bank Ltd. The results also showed that training has a positive impact on promotion and EXIM bank Ltd. provides the foundation or induction training to their employees' when they were newly recruited. The contribution of this paper is that it will help to measure the success of training and also help to reduce the training and recruitment costs.

OBJECTIVES OF THE STUDY

The main aim of the study is to analyze the satisfaction level of EXIM bank clients

HYPOTHESIS

H₀ (Null Hypothesis): The feedbacks of the EXIMBank Customers are not positive towards the services of EXIM Banks in India

H₁ (Alternate Hypothesis): The feedbacks of the EXIM Bank Customers are positive towards the services of EXIM Banks in India

DATA ANALYSIS

Table 1: Region of Respondents

Location / Region	Number of Respondents
Delhi	20 Clients
Noida	24 Clients
Ghaziabad	20 Clients

From the Results of Primary Data Collection and Interpretations in the format of graphs, it is found that most of the clients of EXIM Banks from different locations are satisfied and contented with the performance and effectiveness in the services of EXIM Banks. In all the case scenarios and analysis parameters, the results depicts that more than 80% customers are found satisfied in each segment or SERVQUAL parameter.

Table 2- Perception about reliability

Response	Highly Satisfied	Satisfied	Dissatisfied	Highly dissatisfied	Total
Swift service to the customers of any type					
Delhi	16	4	0	0	20
Noida	19	5	0	0	24
Ghaziabad	17	3	0	0	20
Total	52 (81.25%)	12(18.75%)	0	0	64
Feeling safe and secured within the bank including transactions					
Delhi	17	3	0	0	20
Noida	21	3	0	0	24
Ghaziabad	19	1	0	0	20
Total	57 (89.06%)	7 (10.94%)	0	0	64
Time scheduling and abiding it, meeting timelines					
Delhi	18	2	0	0	20
Noida	19	5	0	0	24

Ghaziabad	18	2	0	0	20
Total	55 (85.94%)	9 (14.06%)	0	0	64
Timely services					
Delhi	16	4	0	0	20
Noida	19	5	0	0	24
Ghaziabad	17	3	0	0	20
Total	52 (81.25%)	12 (18.75%)	0	0	64
Security and Integrity					
Delhi	16	4	0	0	20
Noida	19	5	0	0	24
Ghaziabad	17	3	0	0	20
Total	52 (81.25%)	12 (18.75%)	0	0	64

The Table and Graph outlines the astounding and exceptional execution of the EXIM Banks by the customers having a place with arranged areas and portions. Over 81.25% customers are exceedingly happy with the general execution and demeanor of the EXIM banks in India.

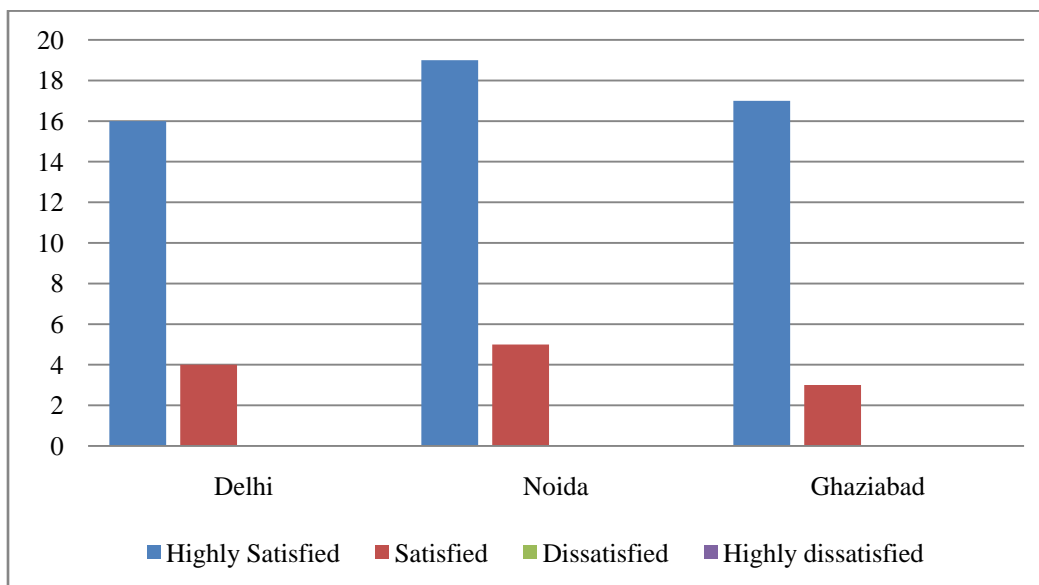


Figure 1 – Perception on Reliability

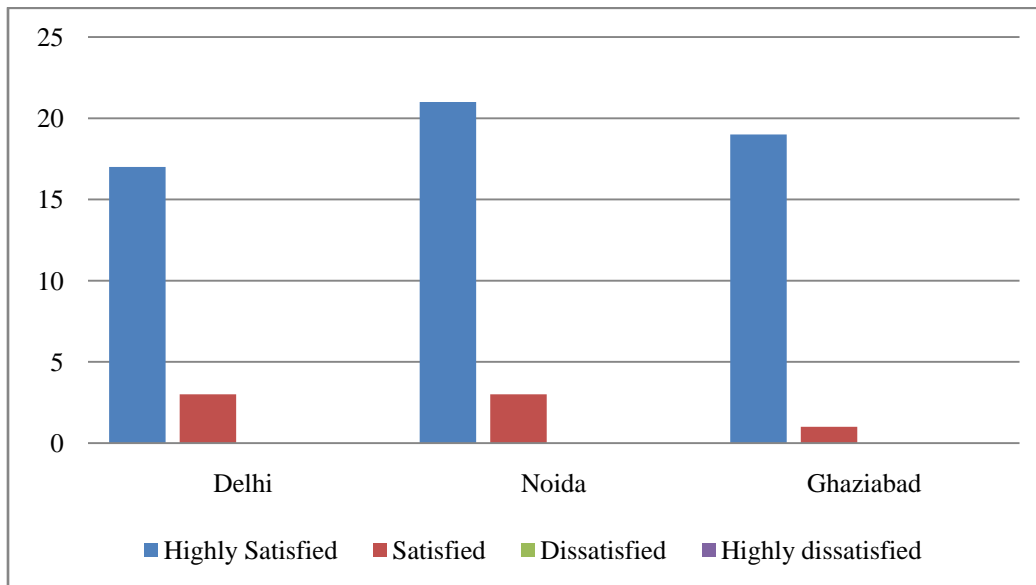


Figure 2 – Perception on Safety

The Table and Graph represents the fantastic and remarkable execution of the EXIM Banks by the customers having a place with grouped areas and portions. Over 89.06% customers are exceedingly happy with the general execution and demeanor of the EXIM banks in India.

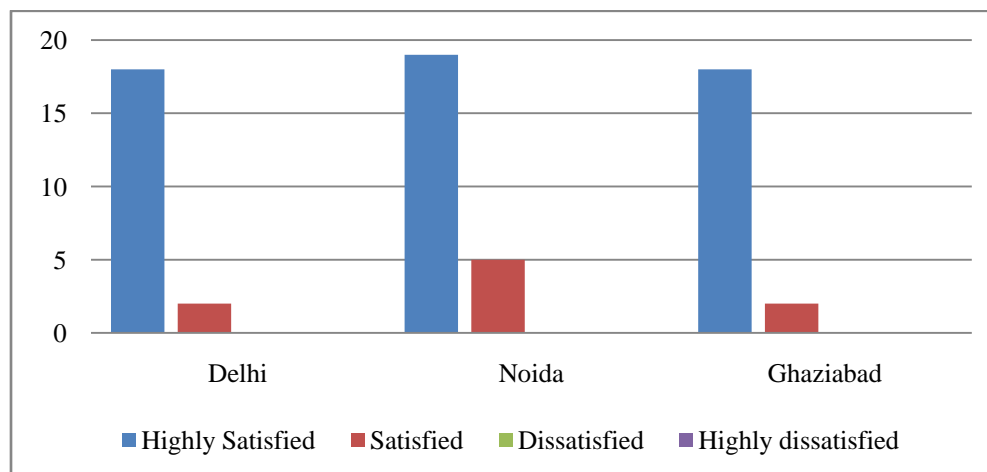


Figure 3 – Perception on Timely Work

The Table and Graph represents the fantastic and remarkable execution of the EXIM Banks by the customers having a place with grouped areas and portions. Over 85.94% customers are exceedingly happy with the general execution and demeanor of the EXIM banks in India.

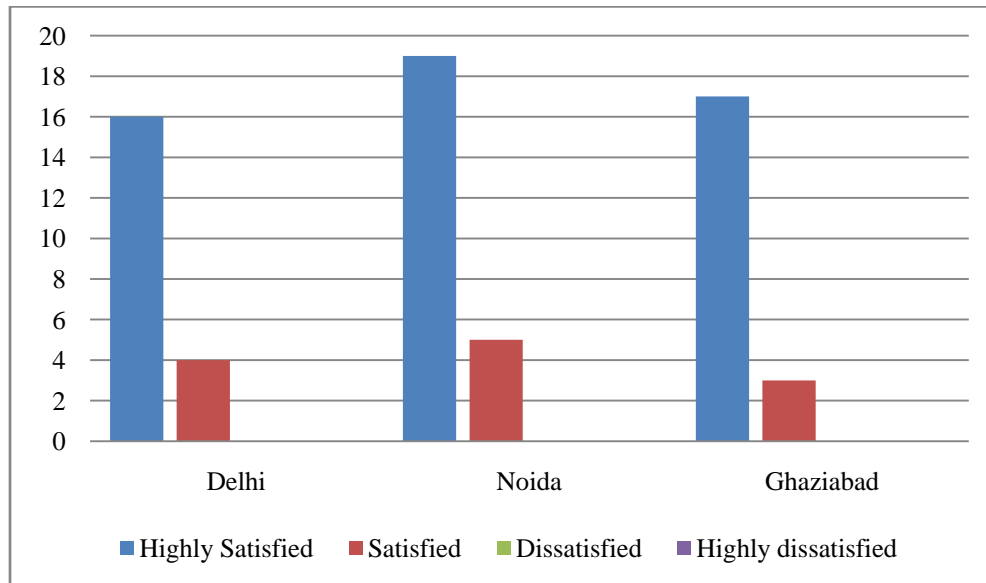


Figure 4 – Perception on Schedules

The Table and Graph shows the phenomenal and extraordinary execution of the EXIM Banks by the customers having a place with arranged districts and portions. More than 80% customers are exceedingly happy with the general execution and demeanor of the EXIM banks in India.

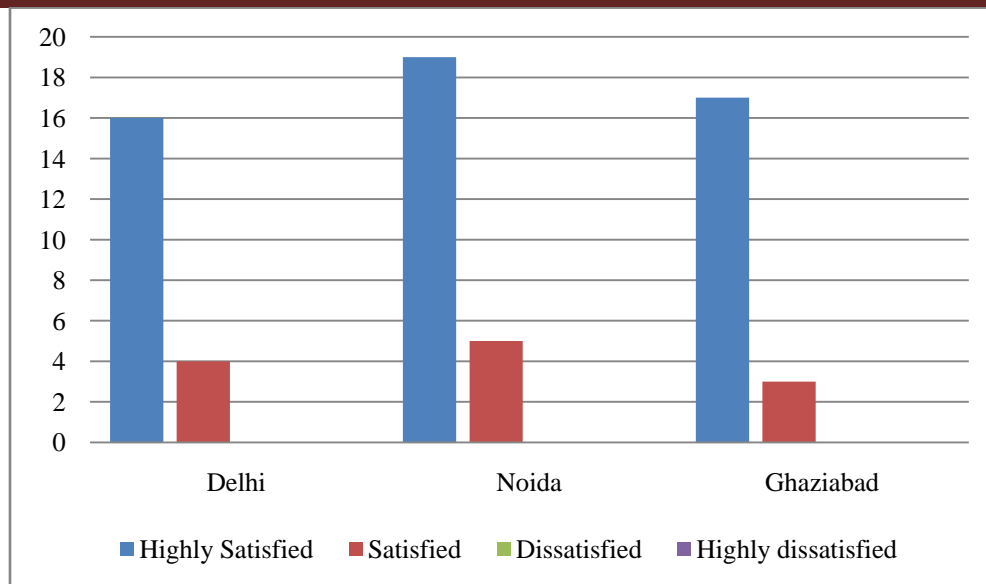


Figure 5 – Perception on Integrity

The Table and Graph shows the phenomenal and extraordinary execution of the EXIM Banks by the customers having a place with arranged districts and portions. Over 81.25% customers are exceedingly happy with the general execution and demeanor of the EXIM banks in India.

Table 3- Perception about Tangibility

Response	Highly Satisfied	Satisfied	Dissatisfied	Highly dissatisfied	Total
Physical or Visual Performance of the bank					
Delhi	16	4	0	0	20
Noida	19	5	0	0	24
Ghaziabad	17	3	0	0	20
Total	52 (81.25%)	12(18.75%)	0	0	64
Overall behavior and attitude towards customers and incoming persons					
Delhi	18	2	0	0	20
Noida	22	2	0	0	24

Ghaziabad	16	4	0	0	20
Total	56 (87.5%)	8 (12.5%)	0	0	64
Physical materials and marketing attributes					
Delhi	18	2	0	0	20
Noida	22	2	0	0	24
Ghaziabad	16	4	0	0	20
Total	56 (87.5%)	8 (12.5%)	0	0	64
Modern and Technology Based Equipments					
Delhi	15	5	0	0	20
Noida	21	3	0	0	24
Ghaziabad	16	4	0	0	20
Total	52 (81.25%)	12 (18.75%)	0	0	64
Physical and Visual Appeal and amenable reception desk					
Delhi	19	1	0	0	20
Noida	18	6	0	0	24
Ghaziabad	13	7	0	0	20
Total	50 (78.13%)	14 (21.88%)	0	0	64

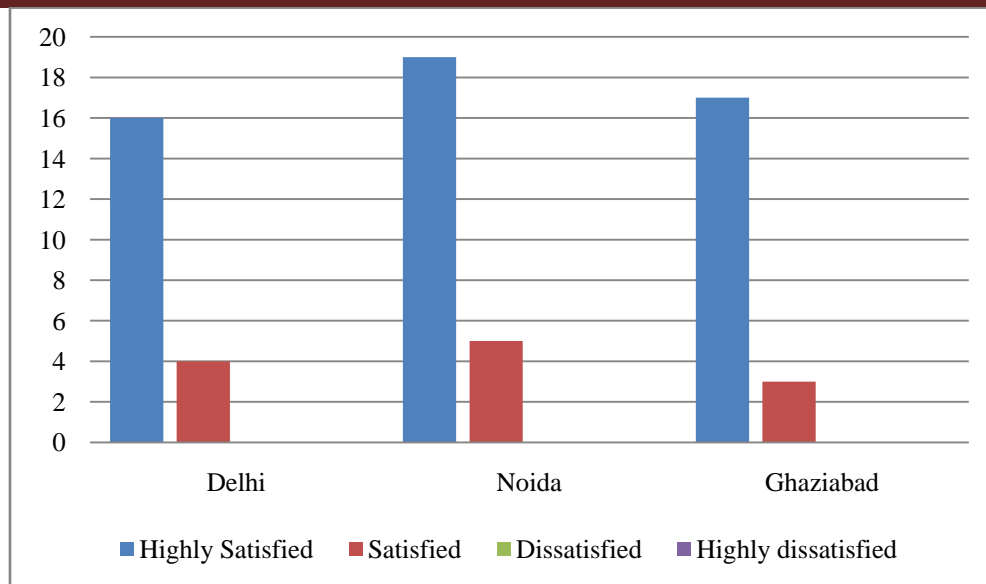


Figure 6 – Perception on Tangibility

The Table and Graph shows the superb and exceptional execution of the EXIM Banks by the customers having a place with arranged areas and sections. Over 81.25% customers are profoundly happy with the general execution and disposition of the EXIM banks in India.

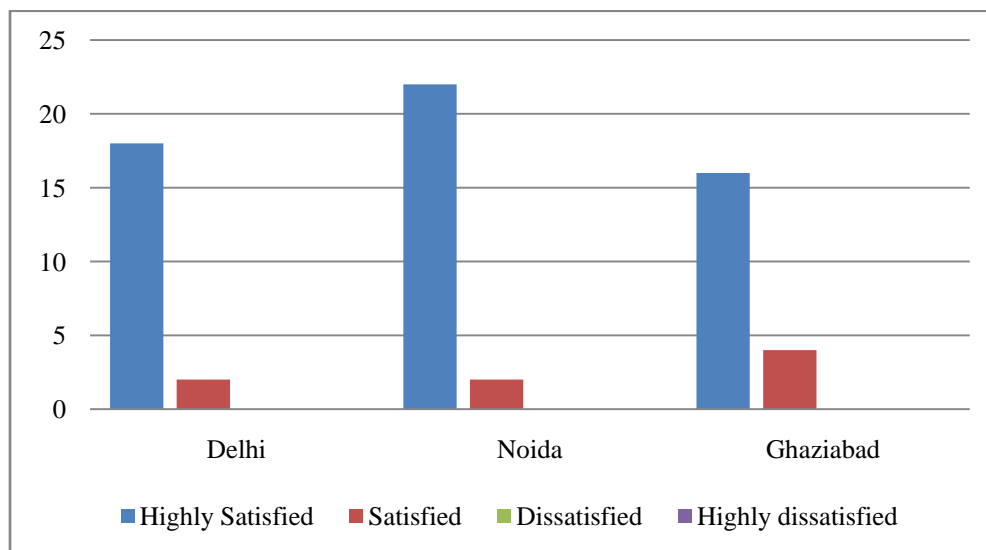


Figure 7 – Perception on behavior

The Table and Graph delineates the incredible and remarkable execution of the EXIM Banks by the customers having a place with grouped districts and sections. Over 87.5% customers are very happy with the general execution and disposition of the EXIM banks in India.

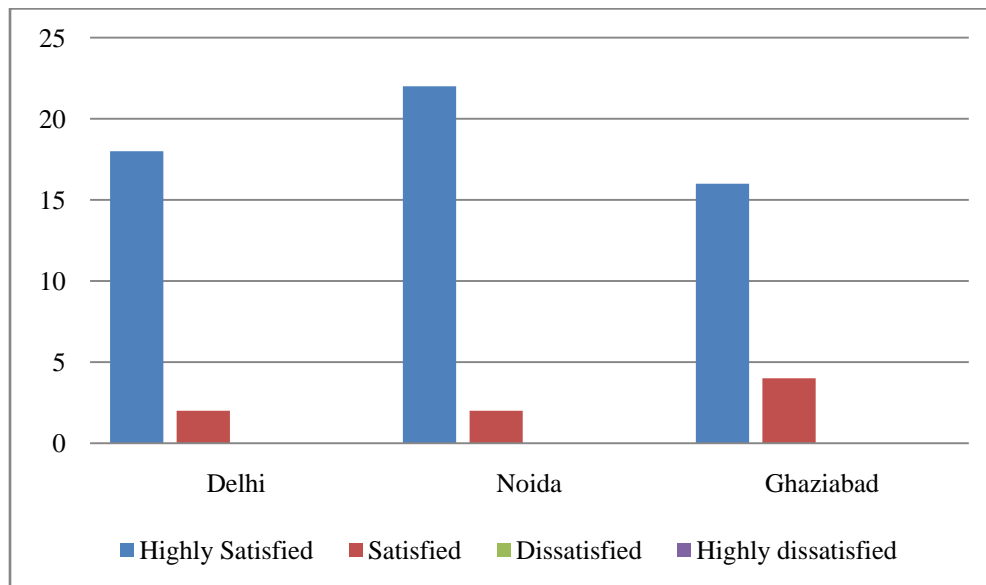


Figure 8 – Perception on marketing attributes

The Table and Graph delineates the incredible and remarkable execution of the EXIM Banks by the customers having a place with grouped districts and sections. Over 87.5% customers are very happy with the general execution and disposition of the EXIM banks in India.

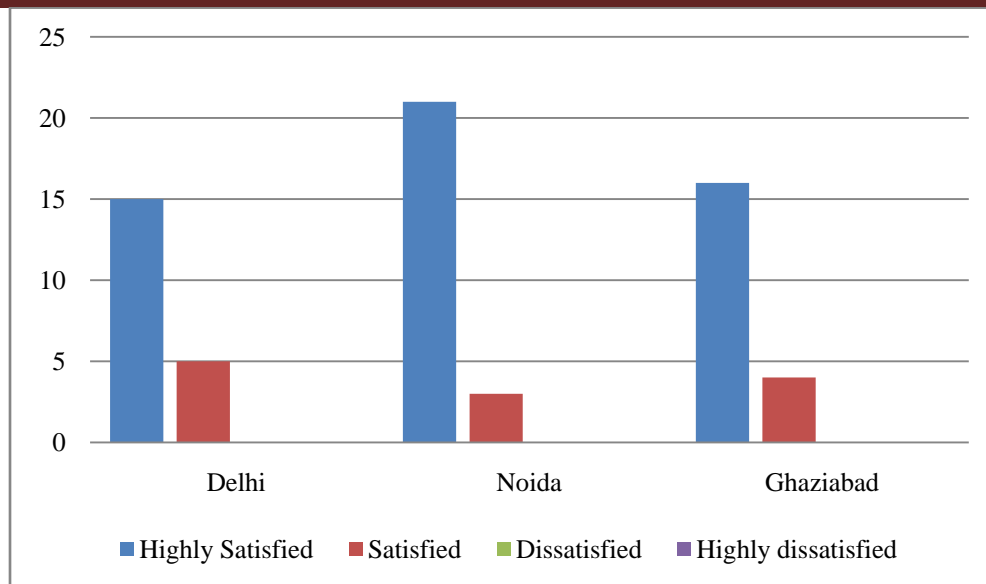


Figure 9 – Perception on equipments

The Table and Graph represents the fabulous and remarkable execution of the EXIM Banks by the customers having a place with arranged locales and portions. Over 81.25% customers are very happy with the general execution and disposition of the EXIM banks in India.

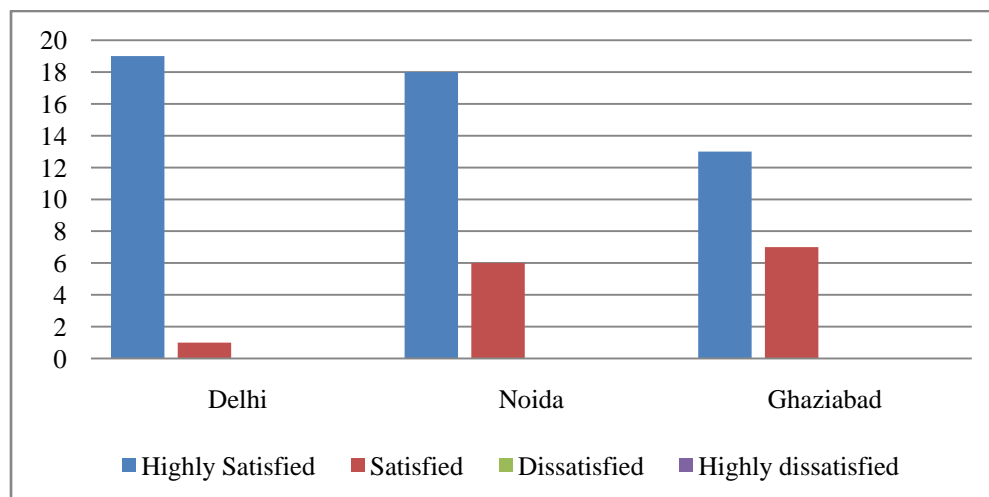


Figure 10 – Perception on amenable attitude

The Table and Graph represents the fabulous and remarkable execution of the EXIM Banks by the customers having a place with arranged locales and portions. Over 78.13% customers are very happy with the general execution and disposition of the EXIM banks in India.

Table 4 Chi Square Tests					
	Value	Df	Asymp. Sig.(2-sided)	Exact Sig. (2-sided)	ExactSig. (1-sided)
Pearson ChiSquare	15.000 ^a	1	.000		
Continuity Correction ^b	12.604	1	.000		
Likelihood Ratio	19.668	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	14.750	1	.000		
McNemar Test				.c	
N of Valid Result Cases	64				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.00.

b. Computed only for a 2x2 table

c. Both variables must have identical values of categories.

Table 5: Risk Estimate

	Value	95% Confidence Interval	
		Lower	Upper
For cohort Company = Pvt Ltd	.375	.260	.540
N of Valid Result Cases	64		

Table 6 Tests of Conditional Independence

	Chi Squared	Df	Asymp. Sig. (2-sided)
Cochran's	15.000	1	.000
Mantel-Haenszel	12.394	1	.000

The Mantel-Haenszel common odds ratio estimate is asymptotically normally distributed under the common odds ratio of 1.000 assumption. So is the natural log of the estimate.

a. Every stratum is such that the first group's second response outcome is 0 or the second group's first response outcome is 0.

Under the conditional independence assumption, Cochran's statistic is asymptotically distributed as a 1 df Chi Squared distribution, only if the number of strata is fixed, while the Mantel-Haenszel statistic is always asymptotically distributed as a 1 df Chi Squared distribution. Note that the continuity correction is removed from the Mantel-Haenszel statistic when the sum of the differences between the observed and the expected is 0. The Null Hypothesis that the feedbacks of the EXIM Bank Customers are not positive towards the services of EXIM Banks in India is hereby REJECTED because

The Significance Level of 0.025 is less than the threshold value of 0.05 indicating that the null hypothesis can be REJECTED. In conclusion, it is apparent that there is the positive response towards the feedback on credit policies, guidelines and implementation by the EXIM Banks.

CONCLUSIONS

With the data interpretation and analysis, it is found that the overall feedback of EXIM bank towards customers are positive. As we have generated the results using assorted tools and techniques, the results and feedback of EXIM bank is found optimistic. The finding from the study led to conclude that there was a relationship between the quality of service provision and the rate of customer satisfaction. This position establishes the fact that the bank practices, behavior, timely approval gives very good response and feedback for the customers. Respondents' responses revealed that there is a significant relationship between the timely work and responsiveness of bank transactions and the customer satisfaction level. This was realized from the respondent's responses that customers spend a lot of time when transacting business with the bank and found the excellent behavior. The bank's overall feedback is excellent still there is scope of enhancement in the services and practices. The bank needs to embark on an intensive awareness programs such as proper and timely information to the new ventures about their rules and practices, which is also a good public relations tool.

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