



A STUDY ON PERSONAL LOAN AT DENA BANK BIDAR

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ABSTRACT:

The principle normal for a Personal credit is that it is not secured by insurance. "Insurance" implies something of esteem, similar to a home, pontoon or auto that the bank can repossess on the off chance that you don't reimburse the record as concurred. Individual advances are upheld just by your guarantee to reimburse, and thus they are otherwise called "signature advances" or "unsecured advances." This sort of financing ordinarily (yet not generally) accompanies a settled loan fee and a term running from one to five years. Unsecured credit sums fluctuate, yet most keep running between at least \$1,000 and a greatest of \$50,000.

KEYWORDS : Cognitive style, Mental health and college students.

INTRODUCTION

An advance that sets up customer credit that is granted for individual utilize; typically, unsecured and taking into account the borrower's respectability and capacity to pay

Since the moneylender should depend exclusively on the borrower's readiness to reimburse the advance as concurred, credit scoring is critical - it's generally trusted that the way you've dealt with your commitments in the past is profoundly prescient of your execution when acquiring later on.

The loan specialist takes your application and confirms your pay and obligations. Your salary and obligation picture impacts the sum the loan specialist is willing to propel you and to what extent it is willing to loan the cash. The bank additionally pulls a credit report, analyzes your scores and doles out you a credit review.

Contingent upon your credit review, advance sum and the timeframe you wish to acquire, your own advance rate will probably fall somewhere around six and 36 percent. Rates and terms fluctuate extensively, so it's shrewd to shop a bit and get cites from a few contending moneylenders.

STATEMENT OF THE PROBLEMS

The rate of interest is higher than its competitors and it enables to take action on those, who not been



repaying the bank's loan. Competitors of this bank have number of branches in our state and turnover is smaller than its competitors. It lends money to big industries and very rarely to personal loans after recession so many accounts holders cancelled their accounts.

i. OBJECTIVE OF THE STUDY:

1. To get idea about the personal loan.
2. To identify the awareness of the personal loans in market.
3. To understand about the personal loans applying procedures.
4. To know market position of the DENA bank in banking sector.
5. To categorize the potential customers of banking sector.
6. To classify the problems in selling of products of bank
7. To make out the kind of the products that suits the need of the company.

ii. SCOPE OF THE STUDY:

The study was made on the topic of a study on personal loans of Dena bank. This study provides overall view about the banking information and it gives clear details about the personal loans. The study is only based on the Dena bank products.

1. The scope of this study is that different types of products and services.
2. The strength and opportunities of the bank.
3. It gives clear picture about the how many types loans are used by the customers.
4. The strategic is to be adopted by Dena bank to become highly player in the bidar city.
5. It shows customers awareness about the personal loans

METHODOLOGY:

Sources of data:

- 1) Company brochures and catalogues.
- 2) Company's website.
- 3) Reports of the company.

Primary data:

The source of primary data was the descriptive research conducted using the questionnaire.

Sampling design:

The process in which data are collected from only some members of the population. Sample survey of 50 respondents was undertaken for study.

Sampling method:

A type of non-probability sampling called convenience sampling was adopted to derive the sample. Convenience sampling is based on convenience of the research who is to select the sample.

Sample size:

The sample size if the study was 50 respondents.

Secondary data:

- a) Company catalogue.
- b) Brochures.
- c) Magazines.
- d) Company websites,

Limitations of the study:

1. The time limit is one of the major constraints faced in conducting this study.
2. There was a whole hearted co-operation from the organization during the course of project. Much of the information was provided without hesitation. But they did not provide some of the information which required to the study, because they felt such data should be kept confidential. Respondents are inexperienced in giving answer of the survey questionnaire.

DATA ANALYSIS AND INTERPRETATION**Table no: 1 Age Group of respondents?**

Factor	Respondents	Percentage
18-25	2	4%
26-35	2	4%
36-45	6	12%
46-50	35	70%
Over 50	5	10%
Total	50	100%

Source: Primary data**DATA ANALYSIS:**

In this survey there are 50 respondents are taken of the age range of 70% respondents are having age range between 46-50 and

- Other 10% respondents age range between over the 50 age
- And the 4%,4% respondents age was 18-25 and 26-35.

Table no: 2 - Occupation of the respondents:

Particular	respondents	Percentage
Employee	35	70%
Partner	4	8%
Self-employee	5	10%
Work in home	6	12%
	50	100%

Source: Primary data

DATA ANALYSIS:

- In the 50 respondents there was found that 70% of the respondents are employee
- And the 8% of the partner with business
- 10% and 12% of the respondents are the self-employee and they work in home.

Table no 3: income level of Respondents

Particular	Respondents	Percentage
Less than 5000	8	16%
5000 to 15000	16	32%
15000 to 35000	22	44%
35000 and above	4	8%
	50	100%

Source: Primary data

DATA ANALYSIS:

The 16% of the respondents are having their income below the 5000rs
 And the 32% of the respondents are having the income level is that 5000 to 15000 and above
 And the 44% and 8% of the respondents are having income level is that 15000rs to 35000rs and 35000rs and above

Table no:4 personal loan of the Respondents.

Particular	Respondents	Percentage
Yes	48	96%
No	2	4%
	50	100%

Source: Primary data

DATA ANALYSIS:

96% of the respondents are said that they are heard about the Dena Bank which is providing the personal loans
 And 4% of the respondents still not heard about the personal loans of the Dena bank.

Table on 5: which of the channel did you heard about the personal loan?

Particular	Respondents	Percentage
Advertisement	13	26%
Internet	8	16%
Road shows	27	54%
Others	2	4%

Source: Primary data

DATA ANALYSIS:

26% of the respondents said that they are heard about personal loans at the Dena bank by the help of advertisements

And 16% and 54% of the respondents are came to know by the internet and road shows of the personal loans information.

4% of the respondents are came to know by the other types of the channel which is provides the information about the Dena bank loans.

Table no 6: Promotions for DENA Bank. Installment Loan?

Particular	Respondents	Percentage
Yes	38	76%
No	12	24%
	50	100%

Source: Primary data

DATA ANALYSIS:

The 76% of the respondents thinks that personal loans promotions are sufficient.

And the 24% of the respondents are not thinking that Dena bank promotions was sufficient Personal loans.

Table no 7: Do you have ever applied for Personal loans at DENA BANK?

	Respondents	Percentage
Yes	49	98%
No	1	2%
	50	100%

Source: Primary data

DATA ANALYSIS:

98% of the respondents are said that they have applied for the personal loans at the Dena bank and the 2 respondents are not applied for the personal loan of the Dena bank.

Table no 8: have you used Personal Loans which was provided by DENA Bank?

Particular	Respondents	Percentage
Yes	43	86%
No	7	14%
	50	100%

Source: Primary data

DATA ANALYSIS:

The 86% of the respondents are used the personal loans provided in the Dena bank, and the 14%

respondents are not even used the personal loans.

Table no 9: What is main Reasons or purpose for applying Personal loan?

Particular	Respondents	Percentage
Credit card payment	4	8%
Investment	6	12%
Marriage	14	24%
Education	26	52%
	50	100%

Source: Primary data

DATA ANALYSIS:

The 52% of the respondents are applies in Dena banks personal loans for the purpose of that educations. And the 24% and 12% are applied for the use of marriage and investments purpose.

Table no 10: What was the Reason for choosing specially DENA Bank?

Particular	Respondents	Percentage
Low interest	6	12%
Quick approval	8	16%
Greater flexibility	2	4%
Brand name	20	40%
Easy to apply	12	24%
Others	2	4%
	50	100%

Source: Primary data

DATA ANALYSIS:

40% of the respondents are always select Dena bank specially for the brand name and 24% respondents are chose Dena bank for the reason of the easy to apply for the personal loans. 4% and 16% of the respondents are chosen Dena bank for the reason of greater flexibility and quick approval. And the 12% respondents are selected for applying of the personal loans at Dena bank because of the low interest provided in the Dena bank

Table no 11: Did you satisfied of Personal loan provided by DENA Bank?

Particular	Respondents	Percentage
Highly satisfied	27	54%
Average satisfied	9	18%
Excellent	14	28%
Dissatisfied	0	0%
	50	100%

Source: Primary data

DATA ANALYSIS:

54% of the respondents are highly satisfied with personal loans of the Dena bank. 28% and 18% of the respondents are averagely satisfied and excellent about the personal loans of the Dena bank.

Table no 12: What Do you feel or think about Installment loan provided by DENA Bank?

Particular	Respondents	Percentage
Highly interest rate	26	52%
Quick approval	8	16%
Easy to apply	5	10%
others	11	22%
	50	100%

Source: Primary data

DATA ANALYSIS:

- 16% of the respondents are said that installment loans is to quick approval and 10% of respondents are said that installment loans so easy apply in the Dena bank.
- 52% and 22% of the respondents are said that installment loans is highly interest for the applying in the Dena bank.

Table no 13: is there any expectation to Personal loan provided by DENA BANK?

Particular	Respondents	Percentage
YES	47	94%
NO	3	6%
	50	100%

Source: Primary data

DATA ANALYSIS:

The 94% and 6% of the respondents are expecting some things about the personal loans of the Dena bank.

Table no 14: What are the products do you frequently use besides Installment Loan?

Particular	Respondents	Percentage
Credit card	14	28%
Saving	17	34%
Current deposit	18	36%
Others	1	2%
	50	100%

Source: Primary data

DATA ANALYSIS:

The 28% 34% of the respondents are uses frequently that is credit card and saving products at the Dena banks.

The 36% and the 2% of the respondents are frequently uses the products of the Dena bank that is current deposit and others products.

FINDINGS:

- It is found that 96% of the respondents are heard about the personal loans of the DENA BANK.
- It is found that the channel of advertisements is helps to respondents to know about the personal loans which provided in the DENA BANK.
- It is found that 76% of the respondents are said there is sufficient promotion by the DENA BANK.
- It is found that almost all peoples are applied for the personal loans at the DENA BANK.
- It is found that 86% of the peoples are used product of personal loans at DENA BANK.
- It is found that main education purpose or reason for the applying of the personal loans at DENA BANK.
- It is found that more peoples are choosing specially DENA BANK for the low interest on the personal loans.
- It is found that peoples are highly satisfied with personal loans which provided in the DENA BANK.
- It is found that peoples are feel about the installment loans is provided on the bases of highly interest rate.
- It is found that few peoples only had expectations in the personal loans facilities and services.

SUGGESTIONS:

- They should give personal loans to everyone.
- They micro financing facilities to the customers.
- They should provide all information regarding the personal loans and that not hiding even a single point of the personal loans information.
- They should sanction personal loans as soon as possible to the customers.
- They should keep less interest rate on the installment loan.
- They should provide greater flexibility for the applying of the personal loans.
- The DENA BANK has to increase the services and products.

CONCLUSION:

Thus above all data information about the personal loans at the DENA BANK, and the stated data information's are gives the meaning of the personal loans products and services and its rate of interest and facilities in the personal loans and the by studying of the project I came to about the personal loans details of the applying and its interest. Customers are satisfied with DENA BANK services and installments facilities.

The DENA BANK has given the more provisions to the personal loans which were applied by the customers. Dena bank is providing easy steps to apply everyone and they have providing all the information regarding the personal loans.

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