



**“A STUDY OF THE ON GROUND ACTIVITIES AND CUSTOMER  
AWARENESS OF BAJAJ FINSERV”**

**AT**

**RANCHI**



UNDER THE SUPERVISION OF

Dr. NUPUR MISHRA

(Asst Professor ,SFC, GU)

SUMMITTED BY

AARK PANDEY

BCOM HONORS

## ACKNOWLEDGEMENT

The success and final outcome of this project required a lot of guidance and assistance from many people and we are extremely fortunate to have got all along the completion of our project.

I have tried to incorporate all those suggestions which are really relevant in preparing my final report. I think it is essential to thank all those who have contributed and helped me throughout the duration of the project.

I would not forget to remember DR.SALIM DEAN OF SCHOOL OF FINANCE AND COMMERCE OF GALGOTIAS UNIVERSITY for providing me with an opportunity to do this research work.

At last not forgetting my family and friends, who were always beside me all along completion of my project.

AARK PANDEY

B.COM(HONORS)

(SESSION : 2017-2020)

**CERTIFICATE**

**This is to certify that AARK PANDEY a student of B.com (Honors) in**

**Banking & Finance of School of Finance & Commerce under the  
Galgotias University has worked under my supervision and guidance  
for his project work and prepared a project Report On —  
“A STUDY OF THE ON GROUND ACTIVITIES AND CUSTOMER  
AWARENESS OF BAJAJ FINSERV” AT RANCHI.**

**Place: RANCHI**

**Date -**

**Supervised by:**

**Asst Professor Dr. Nupur Misra**

**Signature:**

**STUDENT DELERATION**

**I, AARK PANDEY Student of BCOM hereby declare that the project titled "A STUDY OF THE ON GROUND ACTIVITIES AND CUSTOMER AWARENESS OF BAJAJ FINSERV" RANCHI**

**I further state that this work is original and not submitted anywhere else for any examination. I do hereby also declare that no chapter of this manuscripts in whole or in part has been incorporated in this Report from any earlier books or work done by other or by me. However extract of any literature which has been used for this Report has been duly acknowledged providing detail of such literature in this reference**

**Place:**

**Signature:**

**Enrollment No: 1708101001**

**Name - AARK PANDEY**

**Admission no : 17GSFC101018**

## **CONTENT**

## **PAGE NO**

INDEX

EXECUTIVE SUMMARY

08

### **CHAPTER – 1 INTRODUCTION**

1.1 INTRODUCTION TO THE COMPANY

10

1.2 EMI CARD BY BAJAJ FINSERV

18

1.3 INTRODUCTION TO THE TOPIC

22

1.4 CONSUMER BEHAVIOUR AT BAJAJ FINSERV

23

1.5	OBJECTIVE OF THE STUDY	24
1.6	SWOT ANALYSIS	25
1.7	COMPETITORS TO BAJAJ FINSERV	26
1.8	FRAMING HYPOTHESIS	29
1.9	HYPOTHESIS TESTING	30

## **CHAPTER – 2 RESEARCH METHODOLOGY**

2.1	RESEARCH DESIGN	33
2.2	SOURCES OF DATA	33
2.3	SAMPLE SIZE	33

## **CHAPTER – 3 PROJECT**

3.1	CUSTOMER AWARENESS	35
-----	--------------------	----

## **CHAPTER – 4 DATA ANALYSIS**

4.1	DATA INTERPRETATION	40
4.2	DATA ANALYSIS	47

## **CHAPTER – 5 FINDING,LIMITATION &SUGGESTION**

5.1	FINDINGS	49
5.2	LIMITATIONS	50
5.3	SUGGESTION	51
5.4	CONCLUSION	52

## **CHAPTER – 6 ANNEXTURE & CONCLUSION**

6.1 QUESTIONNAIRE FOR PERSONAL INTERVIEW WITH CUSTOMERS	54
6.2 BIBLIOGRAPHY	56

## **EXECUTIVE SUMMARY**

The project focuses on consumer awareness and set practices on ground activities of Bajaj Finserv. The project also put light on understanding the consumer behaviour as far as opting the EMI facility while shopping for clothes, accessories, footwear etc Ranchi

The prime objective of the project is to study about the consumers perception about the credit card and EMI card along finding extent to which customer in Ranchi are aware about it and Retail EMI department of Bajaj finserv.

This research is based on primary as well as secondary data. As primary data always has more importance, as it has been collected by interacting with the existing cardholder of Bajaj EMI card , Ranchi. The questionnaire was constructed in a manner as to get the maximum information from the customer. Secondary data had been taken from the company database.

The study was conducted based on the schedulers collect the necessary data. Questions were asked and the necessary information was filled on the basis of response. The project helped us to get a deep insight into dealing with different customers accordingly and how to solve issues regarding obtaining “one time password”. During this time period apart from dealing with the customers we were also given exposure on how the tie ups were done between the company and the dealers firm.

# **CHAPTER – 1**

## **INTRODUCTION**

### **1.1 INTRODUCTION TO THE COMPANY**

#### **BAJAJ FINSERV LTD.**

Bajaj Finserv was formed in April 2007. It is headquartered at Bajaj Finserv Corporate Office, Pune-Ahmednagar Road, Viman Nagar, Pune. As a result of its demerger from Bajaj Auto Limited to act as a pure play financial services business. The process of demerger was completed in Feb 2008. This demerger was not only to unlock values in the high growth business areas of Auto, Insurance, Finance sectors and Wind Power but also to run independently these core businesses and to strengthen the competencies. In addition to that cash and cash equivalent of INR 8,000 million (then market value) was also transferred to the company. The



demerger has enabled investors to hold separate focused stocks and also facilitate transparent benchmarking of the companies to their peers in their respective.

The constantly changing demographics and dynamics of the Indian economy, has led to creation of various needs of the customer. The Indian customer now demands proper avenues of channelizing their savings, financial protection and is also desirous of spending more on valuable goods and services. All these wants need to be met by dynamic players in the financial services space. Bajaj Finserv was formed specifically to cater to these needs. The company was also formed to touch and improve the lives of a growing number of people in the country, and in doing so, deliver superior corporate values to its shareholders.

**Bajaj Finserv**, a part of Bajaj Holdings & Investments Limited, is an Indian financial service company focused on lending, asset management, wealth management and insurance.

The company employs over 20,000 employees at 1400 locations, and is engaged in consumer finance businesses, life insurance, and general insurance. Apart from financial services, Bajaj Finserv is also active in wind–energy generation.

The financial S and wind energy businesses were transferred to Bajaj Finserv Limited (BFS) as part of the recently concluded demerger from Bajaj Auto Limited, approved by the High Court of Judicature at Bombay by its order dated 18 December 2007. The demerger was effective on 31 March 2007.

Bajaj Holdings has been registered as a Non–Banking Financial Company (NBFC) under the Registration No. N–13.01952 dated 29 October 2009 with Reserve Bank of India (RBI). The company is classified as a Systemically Important Non–deposit taking NBFC as per RBI Regulations.

**USP of BAJAJ** – 0% interest, easy EMI.

## **Vision and Mission of the organization:**

### **Vision:**

Bajaj Finserv has a vision to become a full-fledged financial services company and be the financial partner to the Indian consumer and help him across his financial needs, whether for finance, for investment management, for protection or for post-retirement support, throughout his lifecycle.

### **Mission:**

Bajaj Finserv aims to be the most useful, reliable and efficient provider of Financial Services. It is their continuous endeavor to be a trustworthy advisor to their clients, helping them achieve their financial goals.

## STRUCTURE OF BAJAJ FINSERV

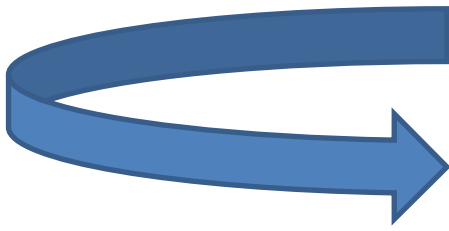
S.NO.	SECTORS	PRODUCTS
1	FINANCE SERVICES	Consumer Durable
2	Insurance	Allianz SE, Germany,
3	Life Insurance	Bajaj Allianz life insurance
4	Wealth Management	Financial planning concept and tools for assisting our customers for their saving and investment needs
5	Asset Management	Fixed asset and Current Asset
6	Lifestyle	Loans on apparels



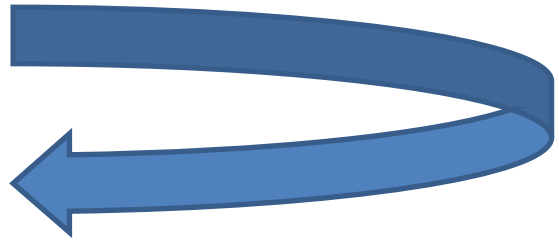
**BAJAJ GROUP STRUCTURE**

**BAJAJ HOLDINGS & INVESTMENT LTD.(LISTED)**





**BAJAJ AUTO LTD.(LISTED)**



**BAJAJ FINSERV LTD.**

**1. BAJAJ FINANCE LTD.(BFL)**

**2. BAJAJ ALLIANZ LIFE  
INSURANCE COMPANY LTD.**

**3. BAJAJ ALLIANZ GENERAL  
INSURANCE COMPANY LTD.**

### **DEPARTMENTS IN BAJAJ**

- **SAPL ( SALARIED PERSONAL LOAN)**

Under this department loan is sanctioned to a person who is an employee of any firm. The loan amount under this particular department is up to 40% of the employee's salary, which means that if that person is having any loan on going then that would be subtracted from the 40% and then Bajaj would give it the loan.

- The interest rate or base rate here is minimum 14%.
- The maximum loan period offered by Bajaj here is 3years.
- The CIBIL of the customer also plays a vital role while sanctioning the loan.

- **PLCS (PRE APPROVED LOAN)**

Under this department loan is sanctioned to the existing Bajaj customers.

- The interest rate over here depends upon the customer's profile and CIBIL score.

- **BUSINESS LOAN**

Loans are provided over here for the expansions of businesses.

- The basic difference between banks and Bajaj is that banks need collateral/security before sanctioning loans but the latter does not require it.
- The interest rate over here is very high.
- Loans up to 25 lakhs are only sanctioned by Bajaj for this department.

- **PROFESSIONAL LOAN**

As the name suggests "Professional" loans are sanctioned to the people who are in the professions of a "CA, DOCTORS (min. MBBS) , Government lawyers etc.

- The interest rate over here is very less varying from 10-12% depending upon the customer.

- **CONSUMER DEPARTMENT**

This department is sub divided into four parts namely,

**LSF (LIFESTYLE)**

**CD (CONSUMER DURABLE)**

**DPF (DIGITAL FINANCING)**

**REMI (RETAIL EMI)**

- **RCU/FCU (RISK/FRAUD CONTROL UNIT)**

This department plays a major role in keeping a check and preventing the certain frauds from taking place in the business.

It has a very crucial role to play.

- **HOUSING LOAN DEPARTMENT**

As the name suggests house/home loans, under this department loans are given to the customers for building up their dream home. This department will soon start operating in Ranchi.

### **REMI (RETAIL EMI)**

The REMI Department of Bajaj was first started in Hyderabad.

The USP of REMI Dept. is 0 down payment.

Till one and a half years before the Remi dept. of Bajaj was going into loss.

Remi was started in Ranchi on June 19<sup>th</sup>, 2017.

The credit limit starts from 35,000 – 3.5 lakhs.

The virtual cards work only in the Remi dept. and not in the other depts. Of Bajaj.

- The remi dept. makes its business through charging MBD (manufacture buy down) and DBD (dealer buy down).
- The MBD for LFR's and OR's is 5% for 3 months, and 6% for 5 months.
- The DBD for FRR's and MFR's is 6% for 3 months, and 7% for 5 months, 10% for 8 months, 12% for 10 months and 14% for 12 months respectively.
- There are two types of financings here namely
  - Invoice financing (IF)
  - Product financing (PF)
- The FRR's, OR's and LFR's have the invoice financing.  
The MFR's have the product financing.

- The Remi dept. has divided its business in four formats namely:-
  1. LFR (Large Format Retail)
  2. OR (Organised Retail)
  3. MFR (Manufacture Retail)
  4. FRR (Fragmented Retail)

- The LFR's constitutes of big brand names like, Shopper's Stop, Max etc, the tie ups with these formats are done with their HO (Head office).
- The OR's as the name suggests have the big organised brands like Spykar, UCB, Wrangler.
- Under the MFR's comes the brands like Prestige, Symphony etc.
- FRR's are the local big dealers or the city giants such as Big Shop in Ranchi.
- There are two types of interests being applied over here, namely:-
  1. Flat Interest
  2. Reducing Interest.
- ECS limit is a capping to see how many EMI's a customer can pay in a month.

- On the basis of their CIBIL scores, the customers are divided into different categories namely:-
  - Very high risk customers.
  - High risk customers
  - Good customers.

- Exceed Count – this is a situation which arises for very high risk customers, whose CIBIL score is very low or near border line, which means that they can do only one transaction from the EMI Card in 90 days.
- There is a KAM team in Bajaj located at four locations (Bangalore, Mumbai, Delhi and Pune) who does the tie ups with the head offices for business.
- There are three parameters for a manager in Bajaj which they are expected to fulfil , namely:-
  - 1.** BUSINESS DEVELOPMENT – it is how many numbers of codes a manager opens.
  - 2.** ACTIVATION- the no. of dealers opened and how many dealers among them are active i.e. doing transactions.
  - 3.** NUMBERS – the number of transactions done by a manager.
- Modes of Payment – 1. RTGS 2. NEFT  
If the amount is more than two lakhs then RTGS is done, and if less than two lakhs then NEFT is done.

## **1.2 EMI CARD BY BAJAJ FINSERV**



An EMI Card is simply a smarter way to buy consumer durables, digital, and lifestyle products.EMI Card offers various kind of benefits:

- **Pre-approved eligibility** - The Bajaj Finserv EMI Card is a pre-approved loan in your wallet
- **Instant approval** - The moment you choose your EMI plan and swipe your card, you get an instant approval subject to the amount pre-approved to you.
- **Minimal documentation** - Existing EMI card holders need not provide any documents, as your EMI Card carries all the necessary documents that you require.
- **Easy online shopping** - Now online shopping gets easy and secured with Bajaj Finserv EMI card. An OTP option is enabled to make your transaction safe.
- **Flexi tenor options** - You have a range of options to choose your tenor from.
- **Zero foreclosure charges** - You can choose to foreclose your loan anytime without any extra charges.
- **Preapproved offers** - As existing customer, you get exclusive pre-approved offers from time to time, across a host of our partner retailers and manufacturers.
- **Online account access** - You can get all information about your loan like payment schedule, interest certificate, etc., through customer portal.

## **BAJAJ PARTNER RETAILERS**

EMI Card from Bajaj gives access to various kind of products that can be bought on EMI bases. You just have to swipe your card on one of the Bajaj Retailers to buy the products. Bajaj has a tie-up with various retailers to choose from.

## Furniture

Gives your home a makeover! From sofa sets and king sized beds to dining tables, shop for the widest range of furniture with Lifestyle Finance from Bajaj Finserv. Complete list of retailers and partners, as shown below





**Desire Furniture**



*North India's Largest Furniture Manufacturer*



**Hare Krishna**

**Stallion Furniture**



**Jalan & Sons**



**Spacewood**

**Fitness**

From treadmills to cross trainers, Lifestyle Finance from Bajaj Finserv helps you buy the latest fitness equipment on easy EMIs online or at Bajaj partner stores across the country. Complete list of retailers and partners, as shown below



## KITCHEN

A home isn't perfect unless the Kitchen is. Lifestyle Finance from Bajaj Finserv helps you give your kitchen the modular look. With partner stores in cities like Delhi, Chennai, Mumbai, Kolkata, Bangalore, Pune etc., Bajaj provide everything to help you with the latest modular kitchen designs. Complete list of retailers and partners, as shown below



## **1.3 INTRODUCTION TO THE TOPIC**

One thing that we have in common is that we all are consumers. In fact everybody in this world is a consumer. Every day of our life we are buying and consuming an incredible variety of goods and services. However, we all have different tastes, likes, dislikes, and adopt different behavior patterns while making purchase decisions.

The term consumer behavior refers to the behavior that consumers display in searching for purchasing using evaluation and disposing of products and services that they expect will satisfy of how individuals make decisions to spend their available resources (time, money and effort) on consumption related items. It includes the study of “What they buy”, “When they buy it”, “Where they buy it from”, “How often they buy it” and “How often they use”.

A consumer’s decision to purchase a particular product or service is the result of the complex interplay of a number of variables. The starting point of the decision process is provided by the companies’ marketing stimuli in the shape of the product, promotion, price and distribution strategy. Consumer often purchase new products that are associated with a favorable viewed brand name.

The purpose of consumer behavior is not only for retaining the customers but also attracting new customers and increasing the sales also creating and maintenance of brand awareness. In this competitive market the level of consumer satisfaction decides the success of any product and any company. The right consumers have to be targeted and the right strategy should be implemented at the right time. This will give the desired results.

## **1.4 CONSUMER BEHAVIOR AT BAJAJ FINSERV**

Consumer behavior plays a major role for the growth of the company in the modern market scenario. The basic idea of this study is to find the consumer behavior towards Bajaj EMI card. The needs have to be recognized and necessary steps have to be taken to make the changes. India is growing rapidly and the changes are dynamic. People are changing, the preference and the demand is changing. The market also has to change accordingly.

During my internship period at Bajaj Finserv, I was placed at, where I had to approach the potential customers and gather data such as, if the customer owned a Bajaj EMI card, if the customer had ever purchased something using the EMI card. Then I had to explain to the customer about the benefits of using a EMI card, and what where the offers and how to avail them. If the customer seemed to take interest, then I had to convince the customer to make the payment using the EMI card.

- Sell finance options to walk in customers at dealer locations
- Pitching the potential customers and explaining them about the offer of Bajaj EMI card
- Understand customer requirements and convert cash/card paying customers to finance
- Conduct promotional activities with retailers
- Making customers aware about the benefits of using Bajaj EMI card
- Manage relationships with dealer/customer
- Cross Selling of Insurance products
- Reporting, tracking and completing necessary documentation for closure of sales

## **1.5 OBJECTIVES OF THE STUDY**

The main objective is to determine the current consumer behavior levels of the customers with regard to Bajaj Finserv.

1. To study and analyze consumer shopping behavior towards Bajaj Finserv.
  2. To assess the behavior level of different type of consumers shopping .
  3. To identify what type of strategies are suitable for the company to reach the targeted customers.
  4. To find out the factors which influence the consumption of the products.
  5. To identify effective advertising sources which are influencing customer purchasing behavior.
  6. To find out how the customers spent their incomes, time on the purchasing of the products.
  7. It helped in gaining a great deal of development in the field of teamwork communications and attention to detail.
  8. Apply business concepts and theories to real world decision-making.
  9. Meet professional role models and potential mentors who can provide guidance, feedback, and support.
  10. Develop a solid work ethic and professional demeanor, as well as a commitment to ethical conduct and social responsibility.
-

## **1.6 SWOT ANALYSIS**

SWOT analysis stands for strengths, weakness, opportunities and weaknesses.

SWOT analysis is a process that identifies the strengths, weaknesses, opportunities and threats of an organization. Specifically, SWOT is a basic, analytical framework that assesses what an organization can and cannot do, as well as its potential opportunities and threats. A SWOT analysis takes information from an environmental analysis and separates it into internal strengths and weaknesses, as well as its external opportunities and threats.

### ➤ **Strengths**

- Monetary assistance provided
- Domestic market • High growth rate
- Barriers of market entry
- Existing distribution and sales networks

### ➤ **Weaknesses**

- Tax structure

### ➤ **Opportunities**

- New markets
- Growing demand
- Venture capital
  - Growth rates and profitability

### ➤ **Threats**

- Government regulations
- Price changes
- Financial capacity
- Technological problem
- Growing competition and lower profitability



## COMPETITORS OF BAJAJ FINSERV

Top Competitors or Alternatives



1. IDFC FIRST BANK



2. SHRIRAM CITY



3. MAHINDRA FINANCE



4. HDFC BANK



5. DEALS4LOANS



6. BANK BAZZAR



7. NUTHOOT FINANCE



8. EDELWEISS



9. RESERVE BANK OF INDIA



10. RELIANCE

## TOP THREE COMPETITORS AS OF TODAY ARE

- 1



### IDFC FIRST BANK

IDFC FIRST Bank is Bajaj Finserv's #1 competitor. IDFC FIRST Bank is a Public company that was founded in 2015 in Mumbai, Maharashtra. IDFC FIRST Bank is in the Diversified Financial Services industry. Compared to Bajaj Finserv, IDFC FIRST Bank has 7,906 fewer employees.

- 2



### SHRIRAM CITY

Shriram City is seen as one of Bajaj Finserv's biggest rivals. Shriram City was founded in Chennai, Tamil Nadu} in 1986. Shriram City competes in the Diversified Financial Services field. Compared to Bajaj Finserv, Shriram City generates \$1.8B less revenue.

- 3



### MAHINDRA FINANCE

Mahindra Finance is one of Bajaj Finserv's top competitors. Mahindra Finance is headquartered in Mumbai, Maharashtra, and was founded in 1991. Mahindra Finance is in the Diversified Financial Services field. Mahindra Finance generates 56% the revenue of Bajaj Finserv.

## **1.8 FRAMING HYPOTHESIS**

**Null Hypothesis:**Half of the customers were not satisfied with the services provided by Bajaj Finserv.

**Alternate Hypothesis:**Half of the customers were satisfied with the services provided by Bajaj Finserv.

## 1.9 HYPOTHESIS TESTING

To test this hypothesis, I have done the following test and the inference drawn from the hypothesis is stated below

$H_0$  - Advancement of sales methods by the use of digitalization has no impact on customer satisfaction.

$H_1$ - Advancement of sales methods by the use of digitalization impacts customer satisfaction.

Responden t	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	X	(X- $\bar{X}$ )	(X- $\bar{X}$ ) <sup>2</sup>
1	1	0	1	1	1	1	1	1	1	1	9	1.75	3.0625
2	1	1	1	1	1	0	1	1	1	1	9	1.75	3.0625
3	0	0	1	1	0	1	1	1	0	0	5	-2.25	5.0625
4	0	1	1	1	1	0	1	1	1	1	8	0.75	0.5625
5	0	1	1	1	1	0	1	1	1	1	8	0.75	0.5625
6	0	0	1	1	0	1	1	1	0	0	5	-2.25	5.0625
7	0	0	1	1	0	0	1	1	0	1	5	-2.25	5.0625
8	1	0	0	0	1	0	1	1	1	1	6	-1.25	1.5625
9	0	1	1	1	1	0	1	1	1	1	8	0.75	0.5625
10	1	0	1	1	1	0	1	1	1	1	8	0.75	0.5625
11	0	0	1	1	0	1	1	1	1	1	7	-0.25	0.0625
12	1	0	1	1	1	1	1	1	1	1	9	1.75	3.0625
13	1	1	1	1	0	0	1	1	1	1	8	0.75	0.5625
14	1	0	0	0	0	1	1	1	1	1	6	-1.25	1.5625
15	1	0	1	1	1	1	1	1	1	1	9	1.75	3.0625
16	1	1	1	1	1	0	1	1	1	1	9	1.75	3.0625
17	1	0	0	0	1	1	1	1	0	0	5	-2.25	5.0625
18	0	1	1	1	0	0	1	1	1	1	7	-0.25	0.0625
19	0	1	1	1	1	1	1	1	1	1	9	1.75	3.0625
20	1	0	1	1	0	1	1	1	0	0	6	-1.25	1.5625
21	0	0	1	1	1	1	1	1	0	1	7	-0.25	0.0625

22	1	0	0	0	1	0	1	1	1	1	6	-1.25	1.5625
23	0	1	1	1	0	1	1	0	1	1	7	-0.25	0.0625
24	1	0	1	1	0	0	1	1	1	1	7	-0.25	0.0625
25	0	0	1	1	0	1	1	0	1	1	6	-1.25	1.5625
26	1	0	1	1	1	1	1	1	1	1	9	1.75	3.0625
27	1	1	1	1	1	0	1	1	1	1	9	1.75	3.0625
28	1	0	0	0	1	1	1	1	1	1	7	-0.25	0.0625
29	1	0	1	1	1	1	1	1	1	1	9	1.75	3.0625
30	1	1	1	1	1	0	1	1	1	1	9	1.75	3.0625
31	1	0	0	0	1	1	1	1	0	0	5	-2.25	5.0625
32	1	1	1	1	0	0	1	1	1	1	8	0.75	0.5625
33	0	1	1	1	1	1	1	1	1	1	9	1.75	3.0625
34	0	0	1	1	0	1	1	0	0	0	4	-3.25	10.5625
35	0	0	1	1	0	1	1	1	0	1	6	-1.25	1.5625
36	1	0	0	0	1	0	1	1	1	1	6	-1.25	1.5625
37	0	1	1	1	0	0	1	0	1	1	6	-1.25	1.5625
38	1	0	1	1	1	0	1	1	1	1	8	0.75	0.5625
39	0	0	1	1	0	1	1	0	1	1	6	-1.25	1.5625
40	1	0	1	1	1	1	1	1	1	1	9	1.75	3.0625
41	1	1	1	1	1	0	1	1	1	1	9	1.75	3.0625
42	1	0	0	0	1	1	1	1	1	1	7	-0.25	0.0625
43	1	0	1	1	1	1	1	1	1	1	9	1.75	3.0625
44	1	1	1	1	1	0	1	1	1	1	9	1.75	3.0625
45	1	0	0	0	1	1	1	1	0	0	5	-2.25	5.0625
46	1	1	1	1	0	0	1	1	1	1	8	0.75	0.5625
47	0	1	1	1	0	1	1	1	1	1	8	0.75	0.5625
48	0	0	1	1	0	1	1	1	0	0	5	-2.25	5.0625
49	0	0	1	1	0	1	1	1	0	1	6	-1.25	1.5625
50	1	1	0	0	1	0	1	1	1	1	7	-0.25	0.0625

51	0	1	1	1	0	0	1	1	1	1	7	-0.25	0.0625
52	1	0	1	1	1	0	1	1	1	1	8	0.75	0.5625
TOTAL											$\sum X=377$		$\sum(X-\bar{X})^2= 113.75$

1=YES

0=NO

Mean =  $\sum X/n$

$\sum X = 377$

N = 52

Therefore, **mean = 7.25**

**Standard Deviation** =  $\sqrt{\sum(X-\bar{X})^2/n-1}$

**Therefore, standard deviation = 1.49345**

Since, the sample size is 52. Therefore by hypothesis test will be conducted by using Z-Test.

FOR Z TEST

MEAN	7.2
$\mu$	6.5
SQ OF N	7.211103
Z TEST	<b>3.379941</b>

Level of significance            5%

table value                        1.645

Since the calculated value is more than the table value, therefore the **null hypothesis** is **rejected** and **alternative hypothesis** is **accepted**.

# **CHAPTER-2**

# **RESEARCH METHODOLOGY**

## **2.1 RESEARCH DESIGN**

Research design is a plan of action, a plan for collecting and analyzing data in an economic and relevant manner.

### **Types of Research:**

**Descriptive Research:** Descriptive research can be used to accomplish a wide variety of research objectives. Descriptive research includes Surveys and fact-finding enquiries of different kind. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening.

## **2.2 SOURCES OF DATA**

The study is descriptive in nature, makes use of both type of data i.e. Primary and Secondary.

### **Primary Data:**

The data is collected first hand by someone specifically for the purpose of facilitating the study is known as primary data. Primary data are the data which needs the personal efforts to collect it and which are not readily available. So in this research the data is collected from respondents through questionnaire.

### **Secondary Data:**

Secondary sources are the other important sources through which that data was collected. These are the readily available sources of the data where one doesn't need to put much effort to collect it because it has already been collected by some researcher. I had used secondary data like the annual reports of the company, working experience, Books, Articles, Magazines, Company website, Research papers, MBA projects. Internet was made use for the collection of the data. Newspapers were also referred.

## **2.3 SAMPLE SIZE**

Since my research work is entirely based on descriptive design, I have used sample size as 52. The universe constitutes the customers and the employees at the Bajaj Finserv, Ranchi. In order to understand the customer feedback regarding various aspects of rationalization, 52 customers were taken as respondents and for the purpose of employees' feedback, 7 employees were consulted.



# **CHAPTER- 3**

## **PROJECT**

### **CUSTOMER AWARENESS**

**Customer awareness** is a part of a company's marketing & communications plan. It is a **process that helps an entrepreneur educate customers about his/her company, its performances and the products or services his/her company delivers**. A well-designed awareness program ensures better customer engagement and protects consumer welfare.

#### **Top Objectives of a Customer Awareness Program**

- Understand which category of customers would be interested in the product or service you're planning to sell.
- Prepare an effective marketing and advertising plan to reach the target consumer segment.
- Help customers find out your products and services.
- Convey a clear message explaining the strengths and benefits of your products.
- Gain consumer's trust by helping them understand how the product will solve their respective problems.

#### **How Important is Building a Smart Customer Awareness Program?**

Today, a corporation operates in a highly competitive environment. If an entrepreneur wants its target consumers to know about its innovations and prioritize its products over the similar category products that its competitors sell, it has to build a good customer awareness process.

An entrepreneur needs a solid customer awareness plan to reach maximum numbers of potential customers and create a product demand. However, it will not happen if a company doesn't communicate with the customers effectively. When building customer awareness, a company has to put across its USP and solve the pain point of the customers.

Building customer awareness is important because consumers have a right to know why they should buy your product, what are its benefits and how safe it will be to use your product.

### **33 Steps to Building Customer Awareness**

When building customer awareness, an entrepreneur determines his/her target market, uses a very specific marketing tool or channels to engage and communicate with the consumers and help them increase product and service knowledge. The three major steps that a customer awareness program includes can be explained as below –

1. In the first stage, a company creates awareness by pointing out the pain point of the customers. The company needs to talk more about the problem at this stage. The intention is to make consumers aware of the prevailing problem if they're not already. Raise awareness using a very logical message.
2. Give customers a solution to that problem in the second step. Get customer's attention by presenting your solution as the best way to solve the respective problem.
3. Present your product or brand as the best solution to the problem in the third stage. As the customers will know the problem they are facing by this time, it will be easy for them to understand that they can overcome the problem with the help of your brand.

Bajaj Finance Ltd., the lending arm of Bajaj Finserv has launched the digital campaign to drive awareness around its EMI Network. The campaign aims towards highlighting the wide range of product categories on the platform along with instant and hassle-free financing options.

The new campaign takes forward the brand proposition of Bajaj Finserv towards making consumer's life pursuits hassle-free. It builds on the brand's endeavor to offer best-in-class shopping experience to its consumers through a no-cost EMI option on a gamut of products ranging from Electronics, Appliances, Smartphones, Home Décor, Groceries to Fashion, Travel, Fitness, Sports and Lifecare.

Conceptualized and executed by Leo Burnett, Mumbai, the campaign rolls out today. Digital videos supported by related content will be targeted across all digital platforms. The campaign will be live till August 10, 2018.

Bajaj Finserv's EMI network is India's fastest growing EMI Network that brings together hassle-free payment options and over 60,000 stores spread across 1300+ cities in India. This robust network of sellers offers its customers the option to buy over 1 million products in over 30 categories on easy EMIs. This includes consumer durables, digital products, lifestyle products and new categories like groceries, holiday packages and lifecare surgeries like bariatrics, knee replacement and hair transplant.

The Bajaj Finserv EMI Network Card works like a pre-approved loan and comes with no hidden charges. Offered through Bajaj Finance Limited, it allows payments through No Cost EMIs - which means no more exorbitant interest. Currently, there are over 7.1 million Bajaj Finserv EMI Network card-holders.

With the [Bajaj Finserv EMI Network](#), you can shop on EMI without credit cards for pretty much everything that you need without throwing your budget off-course. Here, you can choose from a range of electronics, appliances, clothes and accessories, home décor items, life care services, fitness packages, travel and more all on easy EMIs. The EMI Network comprises over 60,000 partner stores online and offline spread across 1,300 cities where you can shop your heart out using the Bajaj Finserv EMI Network Card.

### ***EMI Network: The way to pay***

With more than 1,000 exclusive offers by partner stores, you can truly enjoy your shopping experience without having to compromise on your wish list. Find all you need without having to look elsewhere with a catalogue of more than 1 million products. Further, you can enjoy repayment with benefits like 1-EMI off and cashbacks apart from discounts and more. Choose from a comfortable tenor range of 3 to 24 months to pay back your shopping bills with ease. This means you can celebrate affordable shopping all year long.

While you no longer need to delay or compromise on any purchase, you can also manage your EMI account with ease. Use the customer portal, Experia, to keep track of your various spends on any partner stores or log on to the [Bajaj Finserv Digital Wallet](#). With funding up to Rs.4 lakh, join the Bajaj Finserv EMI Network family of over 1 crore members and enjoy the ultimate purchasing power in your wallet!

Apart from giving you the convenience of shopping online or offline as per your convenience, you can also pay for your purchase easily with the EMI Network Card. Here is all you need to know about it below.

#### ***1. What is the Bajaj Finserv EMI Network Card?***

The [Bajaj Finserv EMI Network Card](#) is a purchase tool that encourages convenient and hassle-free payments for all your shopping needs on the EMI Network. This handy payment instrument helps you buy any gadgets and electronics, lifestyle products or life care services, travel bookings, hotel stays and more by enabling you to repay purchase price over a comfortable tenor of three to 24 months. You can choose to shop online or offline at your nearest partner store. Easy EMIs make every purchase easy on your pocket compared to a credit card as you do not need to pay anything above the purchase price.

#### ***2. What are the advantages of the Bajaj Finserv EMI Network Card?***

Apart from instant, budget-friendly shopping with the EMI Card, you do not need to provide any documentation at the time of your purchase. All you need to do is submit basic documents at the time of applying for the card. You can also benefit from pre-approved offers from time to time and make your purchases even more inexpensive, apart from special deals and offers. Additionally, you can foreclose your loan account with ease too.

### *3. How can you shop on EMI without a credit card?*

Credit cards usually charge you a fee or interest to use the EMI facility. By using the EMI Network Card, you need not worry about paying an additional fee for the convenience of spreading your payments into monthly instalments. So, you can use your EMI Network Card to shop affordably instead of using your credit card. With low EMIs for a smartphone or a washing machine, you need not worry about paying a hefty bill each month. You can also count on the EMI Network Card to make secure payments as every transaction requires your authorisation in the form of an OTP. Now you need not worry about the purchase of big-ticket appliances like a television, refrigerators, air conditioners, and more.

# **CHAPTER-4**

## **DATA ANALYSIS**

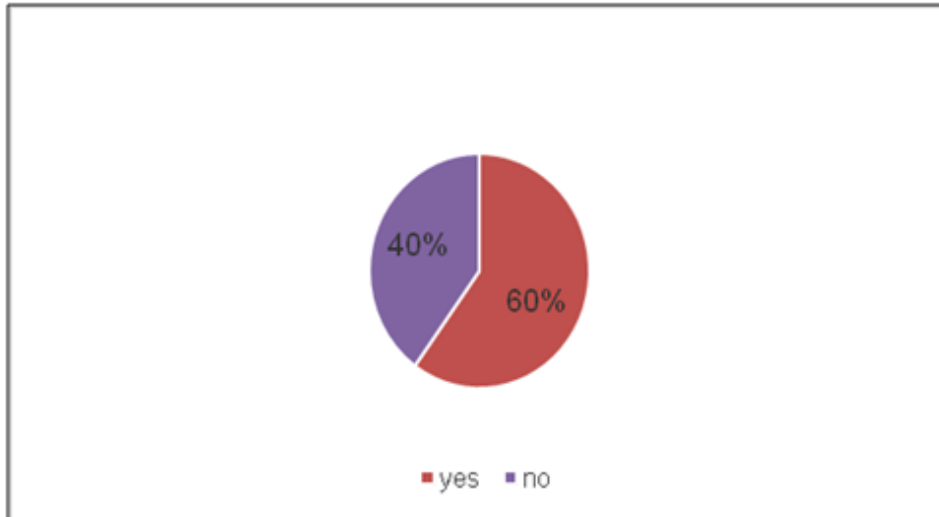
### **4.1 DATA INTERPRETATION**

## Sequential Interpretation of the topics:

- Customer awareness level about the EMI options

During my training period at Bajaj Finserv I found that most of the customers who came , they were unaware that they can use Bajaj EMI card to make the purchases.

### 1. Are you aware about Bajaj EMI Card?



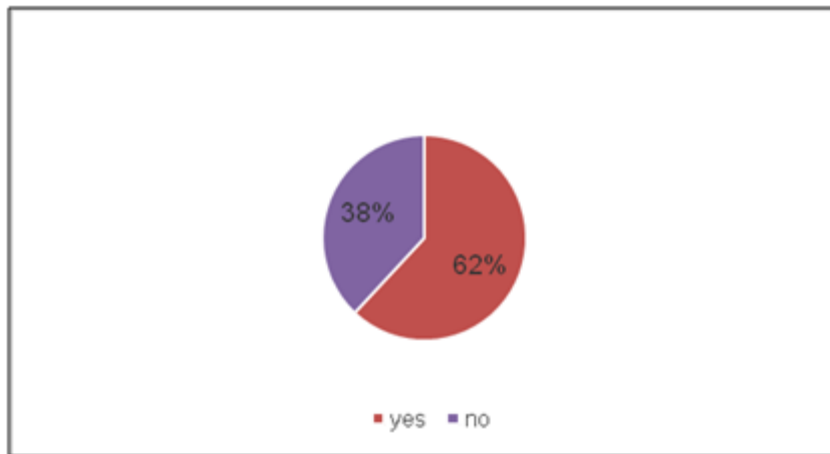
### Interpretation

Above figure clearly shows that the people of Ranchi are still not totally aware about the REMI department of Bajaj Finserv. However, Bajaj Finserv is putting great effort in making people aware that they can purchase products like apparels, jewelry, shoes, and many other retail products using the Bajaj EMI card. Knowing this many customers seemed interested towards having a Bajaj EMI card.

➤ Behavior of customer towards purchasing apparels using Bajaj EMI card-

Since the concept of purchasing apparels through a EMI card is totally new, I observed that the customers were a bit reluctant towards purchasing apparels using a EMI card. Although they had purchased other consumer durables using the EMI card.

**2. Do you own a Bajaj EMI card?**



**Interpretation**

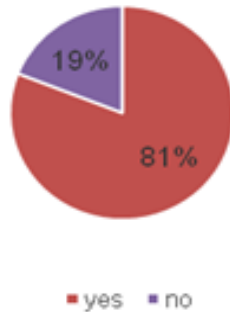
Through this graph it is clear that the customers know about the Bajaj EMI card, as it can be used to purchase consumer durables and digital products on credit. Many of them had already made purchase using the EMI card.

➤ Behavior of the customer towards having a Bajaj EMI card-

I observed that the customers were open to the idea of having a Bajaj EMI card, in fact a few of them even asked me how to issue one. So it signifies that they supported the idea of purchasing the products at EMI, as it allows them to have what they want without worrying much about the price of the product.



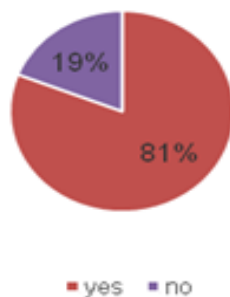
### 3. Have you ever purchased anything using Bajaj EMI card?



#### Interpretation

There are many reasons that why Bajaj Finserv is most successful in the lending industry. One of the most important parts is its vastly higher technology and the EMI card idea was one of them. It is helping them to retain their 80-90% customer, also almost 60% Bajaj customer has an EMI card. Other than those, most of them might have a card but because they don't often buy products, they don't carry or misplaced it.

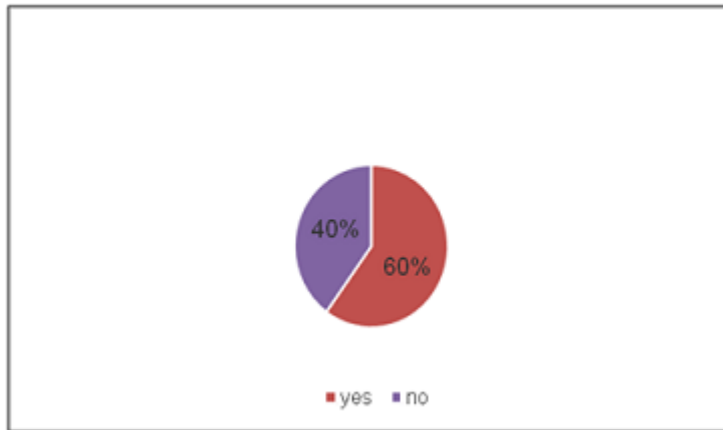
### 4. Do you know you can use Bajaj EMI card for purchasing apparels, jewelery, shoes, etc.?



## **Interpretation**

From the above representation it can be inferred that around 80% are aware that they can use the Bajaj EMI card for the purchase of jewelry shoes and clothes apart from consumer durables.

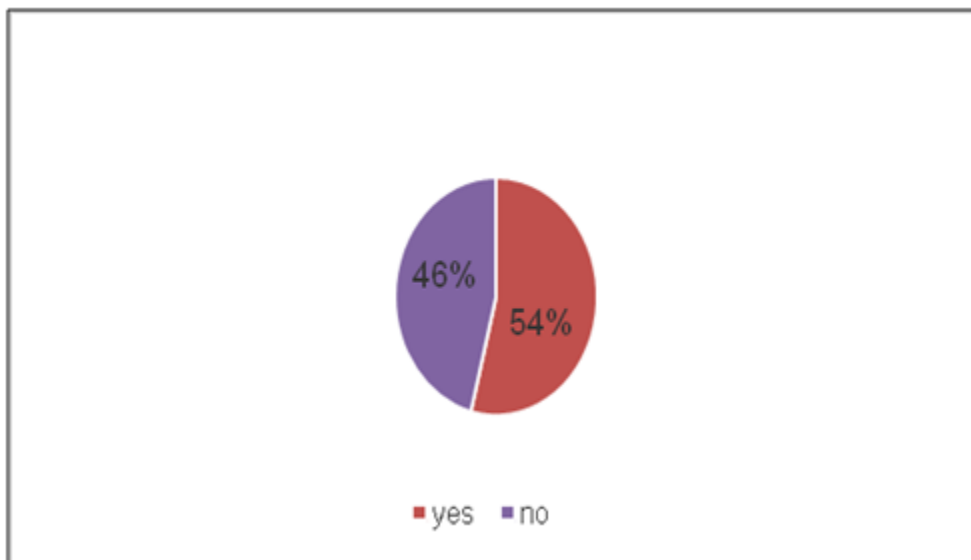
### **5. Do you know there is no processing fee charged under REMI?**



## **Interpretation**

60% of the people are knowing that the bajaj EMI card does not charges any extra processing fees on the purchase amount. People still have some myth regarding extra processing charges on using the Bajaj EMI card.

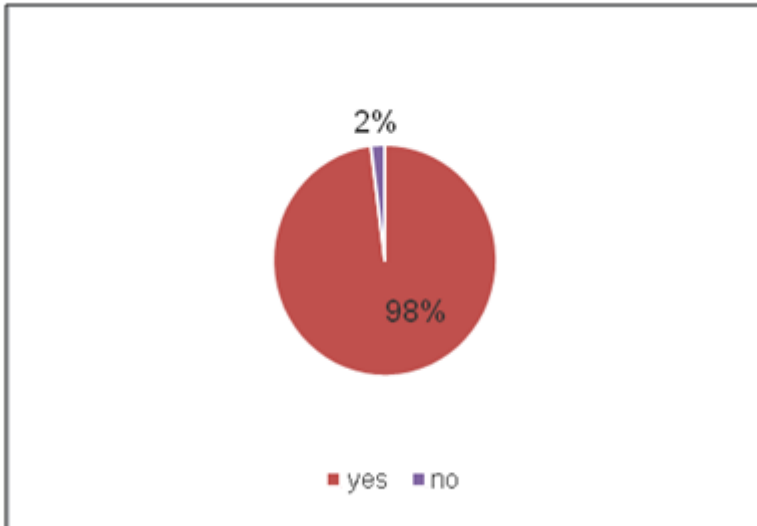
### **6. Do you know you can use Bajaj EMI card to make purchases , Shoppers Stop, Max?**



## Interpretation

Half of the people who visit the store are still unaware of the use of Bajaj EMI card at the following stores more hordings and awareness programs are required to open the minds of people regarding the usage of the card at the store on purchase of clothes, shoes and jewelery.

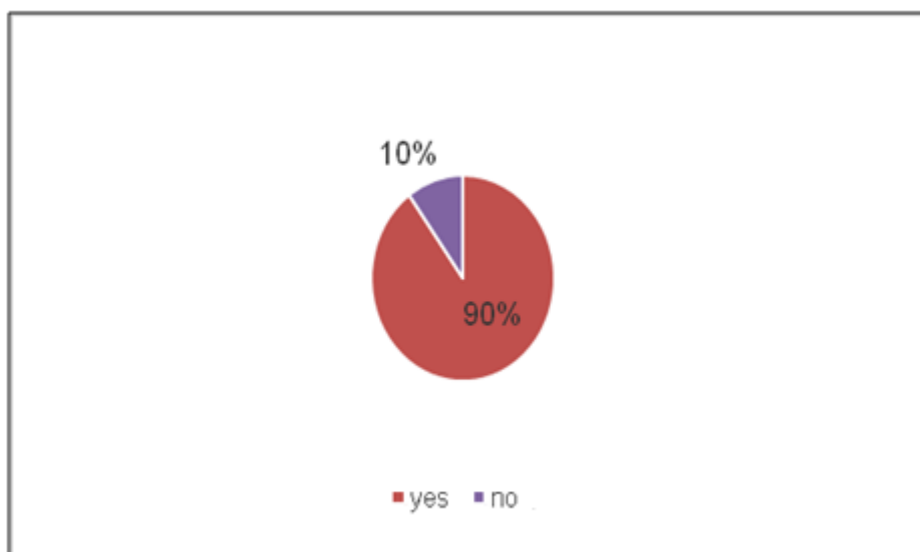
### 7. Have you ever been motivated to use the EMI card while purchasing at the store?



## Interpretation

Interns as well as store employees encourage the use of the Bajaj EMI Card and leave no stone unturned to provide knowledge regarding the use of the EMI card at the time of purchase in the stores.

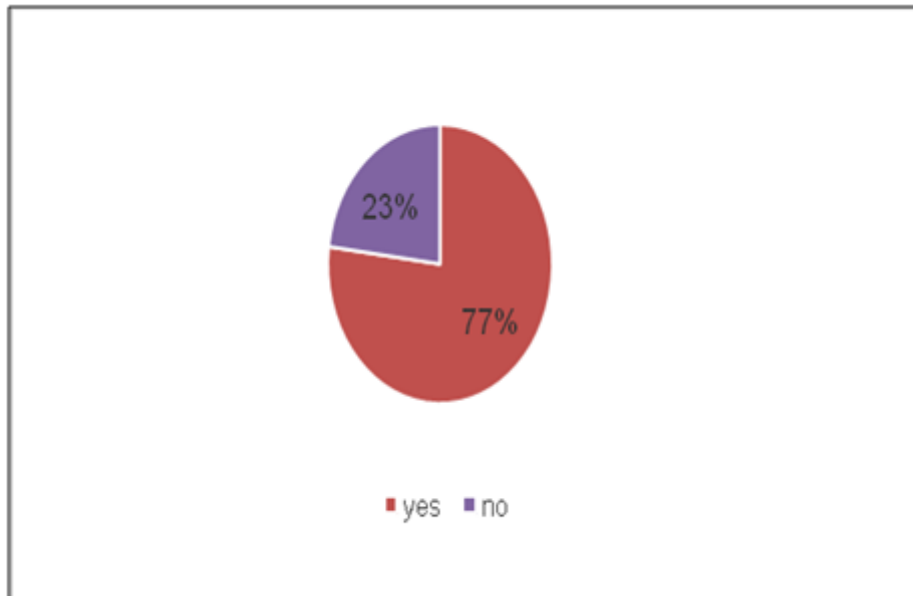
### 8. Are you aware of the benefits of using the cards?



## Interpretation

Consumers are well aware of the benefits attached with the card the usp i.e. 0% interest and exciting offers that come up every month are well informed to the customers by the medium of sms blast, mails, banners, hordings etc.

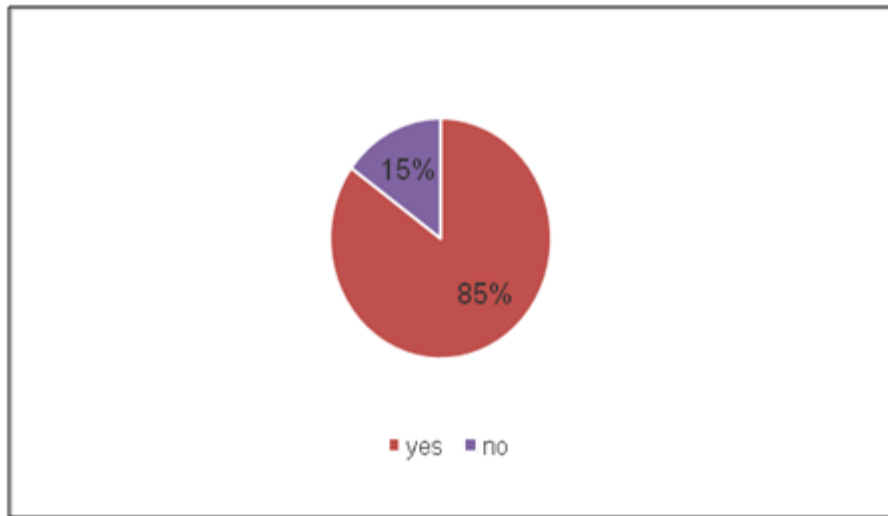
### **9. Have you used Bajaj finserv EMI card in last 1 year?**



## Interpretation

Around 80% of the customer come back again to use the advantages and the credit facility that increases the sales of the store as well . As more and more of consumers are getting educated about the use of the card they try using it.

## 10. Have you faced any problem while purchasing from the Emi card?



### Interpretation

There still exist transaction errors and one time password mistakes which lead to failure of the transaction. The technical team needs to work on the loop holes and reduce the chances of error to satisfy customers.

## **4.2 DATA ANALYSIS**

During the summer training period, while interacting with the end to end customers, certain things were noted which are important to understand. Few of them are:

1. The customers still are not clear with the concepts of a credit card and an EMI card, they confuse a credit card with an EMI card.
2. 20% of the customers were not aware of the REMI department and that they can use the EMI card for buying clothes, shoes, watches, grocery etc.
3. One thing which was noticed while interacting to the customers was that they were not very open to the idea of purchasing clothes on EMI.
4. It was observed that around 42% of people use credit cards and around 27% people use Bajaj EMI cards.
5. Although many were interested in the concept of the EMI and they wanted to issue for the same.
6. Those customers who had already purchased items using the EMI card were astonished that they can now use the card while shopping.
7. The customers who owned a Bajaj EMI card were mainly of age group 25 years and above.

These were few of the things noted by me during my fieldwork.

# **CHAPTER-5**

## **5.1 FINDINGS**

1. Bajaj Finserv became necessary for almost every consumer who wants to purchase product on credit.
2. Other competitors are also slowly developing and creating business for them. Which has been hurting Bajaj Finserv cross selling opportunity.
3. Bajaj Finserv has been rapidly growing in integrated technology. Virtual card, Retail Finance is result of that.
4. Some potential customers are diverting to competitors due to low CIBIL score although they had good current record.
5. Some EMI card holder get frustrated when they unable to get same process outside the city.
6. Some customers are complaining that in some of retail outlet Bajaj Finserv is taking processing fee.
7. It has been found that majority of the respondents come to know about the EMI card option through friends/relatives and advertisement only. So we can say that the word of mouth and advertisements play an important role here.
8. As per findings, majority of the customers choose Bajaj EMI card for zero processing fees in retail outlets.
9. Moreover, the customers preferred using EMI card because it allowed them to make purchases more than their budget without actually worrying much about the payment, as they had to pay the price at a future date in installments.
10. As per findings, majority of the respondents recommended to others for shopping using Bajaj EMI card.



## **5.2 LIMITATIONS**

1. The customer base in Ranchi is very less, comparing to the population which reaches around 23-25 lakhs, only 1.6 lakh card holders are there in Ranchi and in that we had access to only the card holders Ranchi.
2. Time available for carrying out the research was very less because of which a comprehensive study was not carried out.
3. The responses collected in this project was only of the customers who visited the store so the output cannot be applicable on a larger population.

## **5.3 SUGGESTION**

1. Bajaj should revise their policy regarding CIBIL score.
2. The company must go for some promotional activities rather than TV advertisements, hoarding and newspapers.
3. The company has to conduct periodical meetings with the customers and take their valuable suggestions.
4. Bajaj should provide loan to EMI card holder from outside the city at minimal document i.e. as per available document with consumer.
5. They must increase their sales force on Festivals like Diwali, Independence Day, etc. which can give them 20-25% growth in sales at store. It is because the sufficient manpower at many stores that lead to other finance companies take advantage or the consumers move to other modes of finance.
6. The company staff should be trained adequately so as to “convince” the potential customers, because his performance on jobs has great impact on sale of a product.
7. Innovative efforts must be launched to improve the position through better marketing strategies.
8. Bajaj Finserv should focus on improving its image as a loan provider.
9. Educate the customer that everywhere Bajaj Finserv process is standardized, some dealers have own policy so they charge processing fees.
10. Educate the customer about Bajaj technology like Bajaj App, online approval which are USP of Bajaj product and by all these customer has no need to go anywhere for is problems. It could be resolved by sitting at home only.

### **5.3 CONCLUSION**

It was found that the customer awareness was very less regarding the purpose and use of the EMI cards., it was noted down that the company was lacking back still even after providing good opportunities and services to the customers because still they are not aware about the benefits they are receiving on their end. Their lack of knowledge about the credit card and EMI card is a major setback for the company because it is acting as an hurdle for our business, when the customers were explained the difference between both they showed their interest for the EMI card, so it was strongly believed that in order to grow the business we need to target a large segment of customers and first educate them about the concepts of both. There are few areas where the company need to work in order to improve the services being provided by Bajaj to the customers as a saying goes on- “ **A happy customer is a loyal customer**” and loyal customers are very important for any business.

Improvements are required in the areas of technical setup, customer motivation, awareness campaigns through promotional events and so on.

# **CHAPTER-6**

## **ANNEXURE**

### **6.1QUESTIONNAIRE:**

A questionnaire consists of a set of questions presented to respondent for their answers. It can be Closed Ended or Open Ended. Open Ended allows respondents to answer in their own words and are difficult to Interpret and Tabulate. Close Ended pre-specifies all the possible answers and are easy to Interpret and Tabulate.

My questionnaire included the following questions:

1. Are you aware about the Bajaj EMI card?
  - a) Yes
  - b) No
  
2. Do you own a Bajaj EMI card?
  - a) Yes
  - b) No
  
3. Have you ever purchased anything using Bajaj EMI card?
  - a) Yes
  - b) No
  
4. Do you know you can use Bajaj EMI card for purchasing apparels, jewelry, shoes, etc.?
  - a) Yes
  - b) No
  
5. Do you know there is no processing fees charged under REMI?
  - a) Yes
  - b) No
  
6. Do you know you can use Bajaj EMI card to make purchases , Shoppers Stop, Max?
  - a) Yes
  - b) No
  
7. Have you ever been motivated to use the EMI card while purchasing at the store?
  - a)Yes
  - b)No

8. Are you aware of the benefits of using the EMI cards?

- a) Yes
- b) No

9. Have you used Bajaj Finserv EMI Card in last 1 year?

- a) Yes
- b) No

10. Have you faced any problem while purchasing from the EMI card?

- a)Yes
- b) No

## **6.2 BIBLIOGRAPHY**

### WEBLIOGRAPHY:

- <https://www.bajajfinserv.in/> retrieved on- 22/12/2019
- <https://www.slideshare.net>
- <https://www.salesforce.com>
- [https://www.slideshare.net/BajajFinserv/bajaj-finance-ltd-investor-presentationq3201314?gid=7e09cbd8-18af-4730-8b62-bd66d798574a&v=&b=&from\\_search=2](https://www.slideshare.net/BajajFinserv/bajaj-finance-ltd-investor-presentationq3201314?gid=7e09cbd8-18af-4730-8b62-bd66d798574a&v=&b=&from_search=2) retrieved on 22/12/2019

### BOOKS :

- **Research Methodology by C.R Kothari**

Page no- 377

Edition- Second revised Edition