

CUSTOMER PERCEPTION ON CREDIT STANDARDS OF NATIONALIZED BANKS

¹G. SIVARAMAKRISHNAN & ²S. PRATHEEP,

¹Professor, Karpagam College of Engineering, Coimbatore, Tamilnadu, India.

² Research Scholar, Karpagam University, Coimbatore, Tamilnadu, India.

ABSTRACT

The customer perception plays a prominent role in the Banking sector. The Bankers lends credit on the basis of repayment schedule and customers have wide range of feedback upon the credit standards followed by the Nationalized Banks.

Banks Lending standards at times seem to be stringent and at the other times too more relaxed terms. The pattern seems to indicate that banks lend more easily in good times but tighten credit standards in lean times. But such a lending pattern may also be attributable to changes in borrowers' default risk over the business cycle or changes in the demand for loans, which rises and falls with GDP. This study reveals the customer's perception on credit standards with respect to Nationalized Banks is analyzed and suggestions are given for modifying the repayment of loans, settlement of loans and modification of interest rates.

KEYWORDS : Nationalised Banks, Customer Support, Services in banking Industry.