

A STUDY ON CUSTOMER SATISFACTION ON ONLINE TRADING: SHAREKHAN SECURITIES

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ABSTRACT

Agricultural credit plays a significant role in enhancing farm productivity, improving rural livelihoods, and supporting sustainable agricultural development. The present study examines farmers' perceptions towards agricultural loans sanctioned by Axis Bank, focusing on awareness, accessibility, satisfaction, and challenges faced during loan acquisition. A quantitative research approach was adopted, and data were collected from 220 farmers through a structured questionnaire. The findings indicate that agricultural loans positively support farming activities by enabling farmers to purchase quality inputs, adopt modern technologies, and improve productivity. However, farmers continue to experience challenges such as cumbersome documentation procedures, collateral requirements, delays in loan approval, and inadequate awareness of government-supported credit schemes. The study further reveals that educational background and financial literacy significantly influence farmers' understanding and utilization of agricultural credit. The research highlights the need for simplified lending procedures, enhanced awareness programs, and farmer-friendly financial services to improve agricultural credit accessibility and rural economic development.

Keywords: Agricultural Finance, Farmers' Perception, Agricultural Loans, Axis Bank, Financial Inclusion, Rural Development, Agricultural Credit, Farmer Satisfaction.

I. INTRODUCTION

Agriculture remains the backbone of the Indian economy, providing employment, food security, and livelihood opportunities for millions of rural households. Access to institutional credit has become an essential requirement for farmers to meet production expenses, adopt advanced technologies, and improve agricultural productivity [1]. Agricultural finance enables farmers to purchase seeds, fertilizers, machinery, and irrigation facilities [2]. Institutional lending reduces dependence on informal moneylenders [3]. Agricultural credit contributes significantly to rural economic development [4]. The expansion of formal banking services has enhanced financial inclusion among farmers [5]. Commercial banks play a vital role in agricultural financing [6]. Private sector banks have increasingly participated in agricultural lending initiatives [7]. Agricultural loans facilitate capital formation in the farming sector [8]. Timely credit availability improves farm efficiency and profitability [9]. Access to finance encourages modernization of agricultural practices [10]. Agricultural lending also supports risk management through crop insurance and allied financial products [11]. Financial inclusion policies have strengthened credit outreach to rural communities [12]. Government-supported schemes further encourage institutional borrowing among farmers [13]. Agricultural finance is therefore considered a critical driver of sustainable agricultural growth [14]. The development of rural banking infrastructure has improved credit accessibility [15].

Despite significant improvements in agricultural financing, farmers continue to face several constraints while accessing institutional credit. Limited awareness regarding loan schemes affects utilization levels [16]. Complex documentation procedures discourage potential borrowers [17]. Collateral requirements create barriers for small and marginal farmers [18]. Delays in loan processing reduce the effectiveness of credit support [19]. High transaction costs influence borrowing decisions [20]. Financial literacy remains a major determinant of credit accessibility [21]. Farmer satisfaction is influenced by service quality and loan flexibility [22]. Private banks have introduced innovative agricultural loan products [23]. Customer-centric banking services enhance borrower confidence [24]. Credit accessibility directly impacts farm productivity and income generation [25]. Loan repayment capacity is influenced by seasonal agricultural income [26]. Institutional support reduces rural indebtedness [27]. Technology-enabled banking services improve operational efficiency [28]. Farmers increasingly prefer formal financial institutions for credit needs [29]. Understanding farmers' perceptions towards agricultural loans is therefore essential for improving credit delivery systems and promoting inclusive agricultural development [30].

II. LITERATURE SURVEY

Previous studies have emphasized the importance of agricultural credit in promoting agricultural growth and rural development. Pareek and Sharma (2024) reported that lower-income farmers depend heavily on non-institutional credit sources [1]. Sharma and Goyal (2022) identified inadequacies in agricultural credit delivery mechanisms [2]. Narayanan (2021) established a positive relationship between institutional credit and agricultural productivity [3]. Chinnappa (2010) highlighted limitations of loan waiver schemes in benefiting all categories of farmers [4]. Henderson (2010) observed that profitability significantly influences agricultural credit availability [5]. Upendranadh (2010) reported that small farmers face difficulties due to high borrowing costs [6]. Sourovi De (2010) emphasized the need for affordable agricultural credit [7]. Devaraja (2011) identified limited rural credit access as a major obstacle to agricultural development [8]. Alagh (2011) stressed the importance of region-specific agricultural financing policies [9]. Planning Commission studies highlighted deficiencies in credit accessibility among vulnerable farmers [10]. Institutional credit has been found to improve farm investment decisions [11]. Agricultural loans support technology adoption [12]. Formal credit contributes to income enhancement [13]. Financial inclusion programs improve rural banking participation [14]. Agricultural lending reduces dependence on informal moneylenders [15].

Several researchers have examined factors affecting farmers' satisfaction with agricultural loans. Credit awareness significantly influences borrowing behavior [16]. Financial literacy enhances loan utilization efficiency [17]. Simplified procedures improve borrower satisfaction [18]. Loan accessibility encourages productive investments [19]. Flexible repayment structures improve repayment performance [20]. Timely disbursement enhances credit effectiveness [21]. Service quality influences customer loyalty towards banks [22]. Digital banking solutions facilitate credit accessibility [23]. Risk management products strengthen financial resilience [24]. Crop insurance complements agricultural lending programs [25]. Government support schemes enhance farmer confidence [26]. Collateral-free credit improves financial inclusion [27]. Educational attainment affects awareness levels [28]. Farmer-friendly banking policies increase institutional credit adoption [29]. Overall, previous studies conclude

that effective agricultural financing systems contribute significantly to sustainable rural development and improved farmer welfare [30].

III. RESEARCH METHODOLOGY

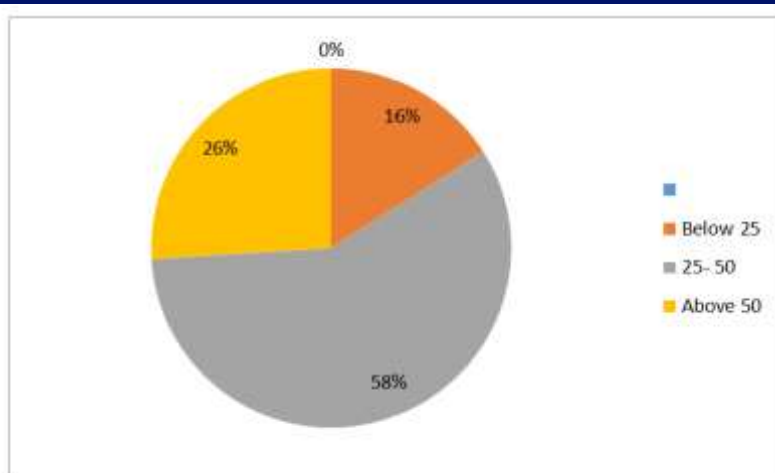
The present study adopted a descriptive research design to analyze farmers' perceptions towards agricultural loans sanctioned by Axis Bank. The research primarily focused on evaluating awareness levels, satisfaction, accessibility, and challenges associated with agricultural credit. Both primary and secondary data sources were utilized. Primary data were collected through a structured questionnaire administered to farmers who had availed agricultural loans. Secondary data were gathered from journals, books, reports, government publications, bank records, and relevant academic literature. The study area consisted of farmers from the selected region, and a simple random sampling technique was employed to ensure unbiased respondent selection.

A sample size of 220 respondents was considered for analysis. The collected data were classified, tabulated, and analyzed using percentage analysis and descriptive statistical techniques. Various demographic variables such as age, gender, education, and farming experience were considered to understand their influence on farmers' perceptions. The research methodology enabled systematic evaluation of farmer satisfaction, awareness of agricultural loan schemes, accessibility of banking services, and challenges faced during loan processing. The findings generated through this methodology provide valuable insights for policymakers, financial institutions, and agricultural development agencies in improving agricultural credit delivery systems and promoting financial inclusion among farmers.

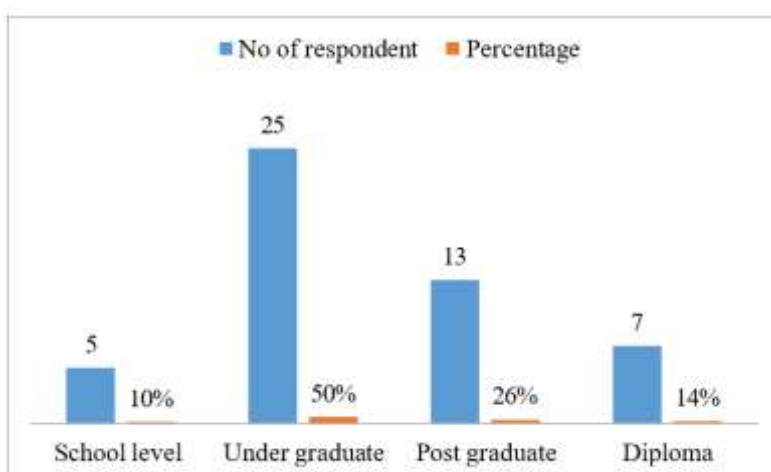
IV. RESULTS & DISCUSSION

The results indicate that agricultural loans sanctioned by Axis Bank have positively influenced farming operations by providing timely financial support for agricultural activities. The majority of respondents acknowledged that institutional credit enabled them to purchase agricultural inputs, adopt improved farming practices, and enhance productivity. Farmers expressed satisfaction with the availability of loan products and the role of agricultural finance in supporting farm investments. However, several challenges were identified during the loan acquisition process. Respondents reported difficulties related to documentation requirements, collateral obligations, lengthy approval procedures, and limited awareness regarding available loan schemes and government subsidies. Educational background was found to significantly influence awareness and understanding of agricultural credit facilities. Younger and relatively educated farmers demonstrated higher levels of awareness and satisfaction compared to less educated respondents.

Sl no	Age	No of respondent	Percentage
1	Below 25	8	16%
2	25- 50	29	58%
3	Above 50	13	26%
4	Total	50	100%

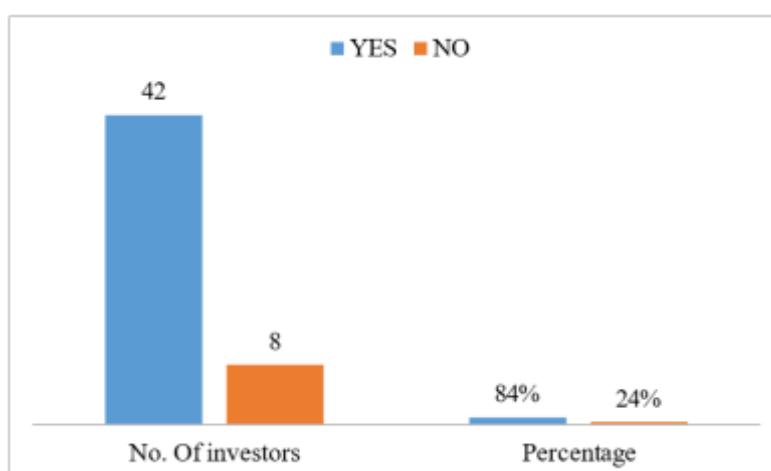


Sl no	Qualification	No of respondent	Percentage
1	School level	5	10%
2	Under graduate	25	50%
3	Post graduate	13	26%
4	Diploma	7	14%
5	Total	50	100%

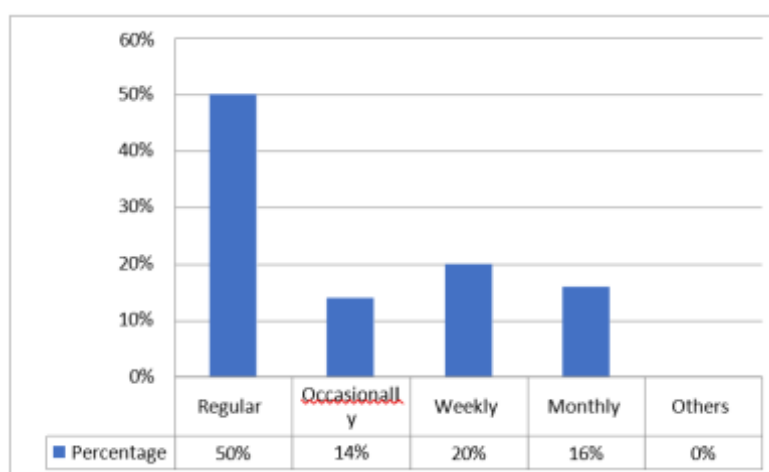


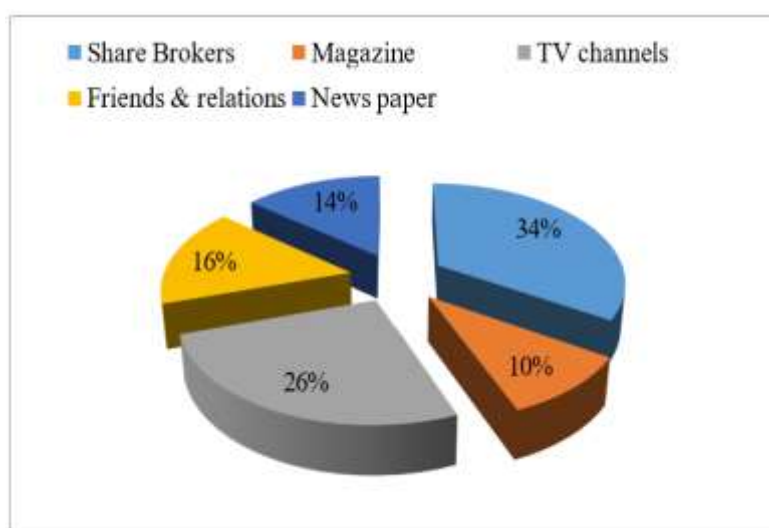
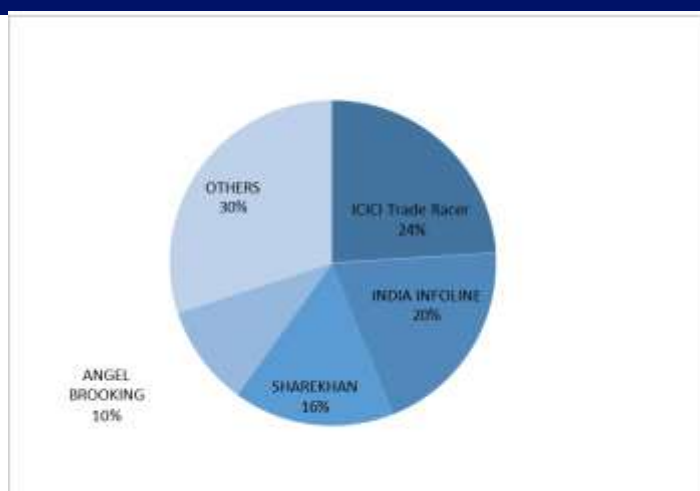
The study further revealed that accessibility to formal credit reduced dependence on informal lenders charging high interest rates. Although private banking services have improved credit delivery efficiency, farmers suggested the need for simplified procedures, faster loan processing, flexible repayment schedules, and enhanced financial literacy programs. Overall, the findings highlight that agricultural credit remains a crucial factor in improving agricultural productivity, income generation, and rural economic development.

Online trading proces	No. Of investors	Percentage
YES	42	84%
NO	8	24%

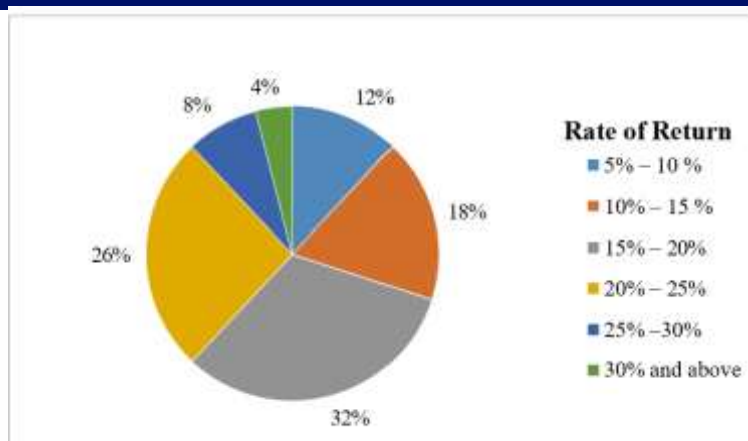


Trading habits	No. of respondents	Percentage
Regular	25	50%
Occasionally	07	14%
Weekly	10	20%
Monthly	08	16%
Total	50	100%





Rate of Return	Investors in Percentage
5% – 10 %	12%
10% – 15 %	18%
15% – 20%	32%
20% – 25%	26%
25% – 30%	8%
30% and above	4%



V. CONCLUSION

Agricultural finance serves as a critical instrument for enhancing agricultural productivity, ensuring food security, and improving the socio-economic conditions of rural communities. The present study examined farmers' perceptions towards agricultural loans sanctioned by Axis Bank and identified key factors influencing awareness, accessibility, and satisfaction with agricultural credit services. The findings reveal that institutional credit plays a significant role in supporting farming activities by facilitating investments in quality inputs, mechanization, irrigation, and modern agricultural technologies. Farmers generally recognize the importance of agricultural loans in improving productivity and income generation. However, several barriers continue to affect effective utilization of agricultural credit. These include complex documentation procedures, collateral requirements, limited awareness regarding government-supported credit schemes, and delays in loan approval processes. The study also found that educational attainment and financial literacy significantly influence farmers' understanding and utilization of available credit facilities. Private banks such as Axis Bank have introduced innovative loan products and improved customer service mechanisms, contributing to enhanced financial inclusion in rural areas. Nevertheless, greater efforts are required to simplify loan procedures, increase awareness programs, strengthen financial literacy initiatives, and design flexible repayment structures that align with agricultural income cycles. Policymakers and financial institutions should collaborate to develop farmer-centric credit systems that address the unique challenges faced by small and marginal farmers. Strengthening institutional credit delivery mechanisms will not only improve access to affordable finance but also promote sustainable agricultural development, reduce dependence on informal credit sources, and enhance rural livelihoods. Consequently, effective agricultural financing remains essential for achieving inclusive economic growth and long-term agricultural sustainability.

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