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Attitude Analysis in the Banking Sector: A Study of District Central Cooperative Banks in Cuttack District of Odisha

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Abstract: An attempt has been made to analyse borrowers' attitude towards the financial assistance of the District Central Cooperative Banks (DCCBs) and to ascertain the factors which may influence their satisfaction level. Borrowers' attitude towards sanctioning of loans, its repayment, and various schemes and policies of DCCBs have been considered to measure the satisfaction level with the help of Factor Analysis and Chi-square test. A schedules questionnaire was formed for data collection. Questions or variables are traced from different literatures. The research work is confined to the district central cooperative bank of Cuttack. The study concludes that majority of the borrowers have medium level of satisfaction regarding the lending services of DCCBs. Educational qualification have an influence on the satisfaction level of borrowers while gender and age do not influence their satisfaction level. In factor analysis, 'Approach of staff in loan sanctioning process is satisfactory', 'Queries are resolved within reasonable time', 'Borrowers are not treated at par' are the variables influencing borrowers' attitude towards the lending services of DCCBs. The paper suggests that the DCCBs should look into the repayment schedules of the borrowers while processing new loans to them.

Keywords: Attitude, Cooperative Banks, DCCBs, Lending services, Institutional Finance

JEL Codes: E50, P13, G21

1. INTRODUCTION

Cooperative banks are the backbone of rural loan distribution in India. Customers are also owners because their members own them. The need for financing in rural regions prompted India's co-operative movement, which provides both short-term and long-term lending structures. Borrowers who need short-term agriculture and related purpose credit, such as a crop loan, can count on the District Central Cooperative Bank for assistance.

Cooperative banking is clearly a lifeline for a vast rural population when it comes to providing financial services. Cooperatives have evolved significantly over time and are becoming increasingly vital to economies. Talla et al., (2021 rightly pointed out that with reference to DUCB, the investigated data demonstrates significant growth in deposits mobilization, membership, loans and advances, working capital, reserves, owned funds, total income, etc. On the other hand, cooperatives are marginalized and viewed as inefficient and ineffective organizational types whose existence is often fleeting, either due to commercial banks' entrance into rural agricultural sectors or cooperative banks' rising non-performing assets (NPAs). As a result, it is indeed essential to study about how borrowers feel about taking out and repaying loans.

An attitude is a mental or neurological state to perceive, accept or resist a state of affairs. Due to an individual's experience and temperament, an attitude is a mindset or a tendency to act in a certain way. Feelings, thoughts, and behaviours all influence one's attitude. Attitude contributes to scenario comprehension as well as behaviour in specific situations. Decisions and behaviour are influenced by one's attitude. The attitude of borrowers towards the issue of loans and advances, as well as the recovery of loans and advances have been investigated in order to determine the level of satisfaction of borrowers in cooperative banking systems.

The banking sector's role in India's economic activity has been steadily increasing. The banking industry has a significant impact on national income. The current study looks at borrowers' attitudes regarding taking out and repaying agricultural loans in the Cuttack District of Odisha, and it helps to discover the elements that influence borrowers' attitude. The current study is significant because it will assist banks and the government in better understanding the state of DCCBs in the Cuttack District of Odisha, as well as borrowers' psychological behaviour about loans and advances. This will enable banks and the government to create more effective plans and policies to improve the services provided by these banks. This research is significant in terms of new theoretical and practical understanding. The current study will be used as a reference point for future research and development on the subject.

2. REVIEW OF LITERATURE

Siddaraju (2012) explained about the problems and challenges associated with cooperatives in India. He has concluded that Cooperative Banks have a duty to rise up to meet these aspirations, convert the perceived weakness into exciting opportunities and facilitate inclusive growth. Ekore and Olufunmilayo (2013) examined the attitude towards savings, loans and monetary investment in predicting psychological well-being. Result revealed that there is a significant combined influence of attitude towards savings, co-operative loan and investments on psychological well-being. Waraich and Dhawan (2013) evaluated the comparative examination of capital adequacy of selected six District Central Cooperative Banks of Punjab found that

in terms of capital adequacy, Sangrur, Mansa and Gurdaspur DCCBs had not attained the prescribed capital adequacy level. Lakshmi and Manoj (2015) made an overall study of the financial and operational performance of Kannur District Co-operative Bank (KDCB). The case of co-operative banks deserves special focus to sustain in the market. Kanchan (2016) focused on the performance of cooperative banking in respect of agricultural credit and rural development and found that though the number of PACS has shown a tremendous rise. Loans issued by PACS in the state of Punjab recorded very meagre share over the loan issued by all PACS in India. Varalakshmi and Deepika (2016) highlighted the lending practices of District Co-operative Central Bank in Visakhapatnam and measured its efficiency and operating performance. It has concluded that except loan sanctioning policy almost all the respondents are satisfied with overall services rendered by the bank.

Maheshwari and Preety (2017) focused on the problems and prediction of NPA's. They have found that there is a direct association between non-performing assets and profitability of the bank. Banu and Kumar (2017) examined the loans & advances and recovery of loans of Hyderabad district co-operative central bank. The study revealed that the short-term loans dominate the total loans issued at more than 92 per cent during the study period. Joshi and Joshi (2018) evaluated the causes, effects and trends of Gross NPA in Pithoragarh District Co-operative Banks. It has suggested that proper system of recovery should be done and loan portfolio should be revived by the bank. Sarkar and Karak (2018) explored the conceptual framework of NPAs in banking sector, trends of Gross NPAs and Net NPAs of the Burdwan District Central Co-Operative Bank Ltd (BDCCBL The overall picture of NPA management is not satisfactory of the bank. Measures required to be taken to reduce NPA to put BDCCBL on sound footing. Sujith and Sumathy (2019) examined the customers satisfaction towards the services of Primary Agricultural credit societies. They need to maintain a stable and strong relationship with their customers because satisfaction of the customer is crucial for long term success. Vettivel and Selvi (2019) attempted to evaluate the perception of customers towards lending practices of Commercial banks in Tiruelveli District of Tamilnadu. It has found that the factors like credit volume, customer satisfaction, affordability and unbiased were filtered by factor analysis. Reddy and Shankar (2019) explained the reasons for selecting the bank to avail credit and analysed the farmers' attitude towards agricultural credit provided by the banks. It has suggested that both the central and state government should take initiatives to broaden the agricultural credit to the needy farmers to bring overall and balanced growth in the country.

The genesis of a concept, formulation of a hypothesis, selection of various instruments for analysis, and reaching significant conclusions were all aided by review of previous literatures on attitude analysis towards loans and advances. NPAs, agricultural loans, perception analysis, and cooperative banks financial performance have all been the subject of several studies. No doubt, all of these researches have influenced the development of a study design

that covers a broader range of topics than any of the previous studies. This paper is a novel attempt in this regard. Thus, there exists a literature gap in this area. In the present study, an attempt has been made to fill this gap by investigating the psychological behavior of borrowers regarding the issue and recovery of various loans and advances given by Cuttack DCCBs in Odisha.

3. OBJECTIVES OF THE STUDY

1. To analyze the attitude of borrowers towards availing and repaying agricultural loans.
2. To identify the factors determining the attitude of the borrowers by Factor Analytical method.

4. HYPOTHESES OF THE STUDY

1. H01: There is no significant relationship between the gender of the respondents and the levelof satisfaction based on attitude of borrowers.
2. H02: There is no significant relationship between age of the respondents and the level ofsatisfaction based on attitude of the borrowers.
3. H03: There is no significant relationship between educational qualification of the respondents and the level of satisfaction based on attitude of the borrowers.

5. RESEARCH METHODOLOGY

Random sampling method has been followed for the study. A sample of 450 respondents from the universe has been selected. A self-structured questionnaire was prepared as the survey instrument. The present study is also based on secondary data. The factor analysis was applied to know and measure the factors influencing attitude of borrowers towards availing and repaying bank loan. The principal factor analysis with the Orthogonal Varimax Rotation is used in factor analytical method. One of the final results of factor analysis is called the Rotated Factor Matrix, a table of coefficients that express the ratios between the attitude variables and the underlying factors have been shown. Chi-square test is applied in which association of attitude level with different variables was considered. To understand whether factors like age, gender and educational qualification of borrowers influence the levels of satisfaction of the borrowers, the Chi-square test has been employed.

6. DATA ANALYSIS AND INTERPRETATION

In this section an attempt has been made to condense the attitude of the borrowers into a few factors by using the Factor Analytical Method.

6.1. The Analytical Framework

Factor Analysis was used to condense and analyze the attitude of the borrowers towards the financial assistance of the District Central Cooperative Banks. An attempt is made to trace several factors in the rotated component matrix with its factors loadings. The attitude variables with factor loadings of 0.50 or greater have been considered significant variables

6.2. Results and Discussion

Table 1 gives the loadings received by the factors F1, F2, F3, F4 and F5 for the attitude variables of the borrowers towards the financial assistance of the District Central Cooperative Banks.

Table 1: Rotated Factor Matrix

Variables	*Factor Loadings*					h^2
	F1	*F2*	*F2*	*F4*	*F5*	
V1	0.7962					0.67
V2	0.6145					0.56
V3	0.5762					0.54
V4	0.5171					0.55
V5	0. 5701					0.70
V6		0.6912				0.60
V7		0.6231				0.57
V8		0.5736				0.67
V9		0.5441				0.63
V10		0.5362				0.57
V11		0.5071				0.69
V12			0.6381			0.61
V13			0.6173			0.59
V14			0.5781			0.69
V15			0.5321			0.67
V16			0.5036			0.46
V17			0.5012			0.61
V18				0.6470		0.64
V19				0.5946		0.51
V20				0.5473		0.61
V21					0.6981	0.64
V22					0.6642	0.54
V23					0.6326	0.58
V24					0.6013	0.55

Variables	*Factor Loadings*					h^2
	F1	*F2*	*F2*	*F4*	*F5*	
V25					0.5931	0.53
V26					0.5617	0.64
V27					0.5521	0.61
V28					0.5323	0.54
V29					0.5211	0.54
V30					0.5012	0.59

Source: Computed Data
Note: Factors has been extracted using Principal Factor Method with Orthogonal Varimax Rotation

It could be seen that total number of factors extracted was five. Ratios are closely related to particular factor and are grouped. Thus, ratios which have the highest and significant loading in each factor are grouped. The column represented by h^2 is communality (h^2). Communality (h^2) is obtained by the sum of the squares of the factor loadings in each ratio. Subsequently, the results are interpreted by carefully examining the significant loadings for ratios around each factor.

Factor I (F1)

'Approach of staff in loan sanctioning procedure is satisfactory' (0.7962), 'Loan sanction process of bank is short' (0.6145), 'Procedure for analyzing credit worthiness to sanction loan is reliable' (0.5762), 'Amount sanctioned by the Cooperative banks is appropriate' (0.5171) and 'Bank disburse loan in appropriate time' (0.5701) are the variables with high loadings on Factor I. As the above variables are related to the loan application and procedure for sanctioning, Factor I is characterized as *"Sanctioning of Loan"*.

Factor II (F2)

In the second factor, 'Loan documentation of Bank is short' (0.6912), 'Collateral security requirements are reliable' (0.6231), 'Requirement of personal guarantor is relevant' (0.5736), 'Interest rates are reasonable' (0.5441), 'Terms of loan are easily understandable' (0.5362) and 'Interest charged on reducing balance by the bank' (0.5071) have the highest significant positive loadings. As the above variables are related to documents, securities and interest, Factor II is termed as *"Loan Documentation, Interest and Security"*.

Factor III (F3)

'Cooperative banks follow up and check financial planning of the borrowers' (0.6381), 'Cooperative bank gives timely repayment reminder' (0.6173), 'Repayment schedules fixed by the bank is proper' (0.5781), 'Loan recovery mechanism is proper' (0.5321), 'Adequate

time extensionis given by bank for payment of loan installments when needed' (0.5036) and 'Appropriate action is taken by the bank for recovery of loan' (0.5012) are the variables with the highest loadings on Factor III. All the above variables are related to repayment, follow-up and recovery, Factor III is named as *"Follow-up, Repayment and Recovery"*.

Factor IV (F4)

In the fourth factor, 'Queries are resolved within reasonable time by cooperative banks' (0.6470), 'Cooperative bank undertakes social awareness programs' (0.5946) and 'Loan installments and outstanding balance can be easily seen though internet' (0.5473) have the highest factor loadings. As these variables relate to the adequacy services and facilities provided by cooperative banks, Factor IV is characterized as *"Services and facilities"*.

Factor V (F5)

In the fifth Factor (F5), 'Subsidies and concessions provided by Government are satisfactory' (0.6981), 'the Government should allot more funds' (0.6462), 'Government's policy in providing agricultural finance promotes development of farmers' (0.6326), 'Kisan Credit Card and RuPay Kisan card is an appreciable scheme' (0.6013), 'Financial assistance for acquisition of capital asset is not adequate' (0.5931), 'Capital investment subsidy doesn't motivates new start ups' (0.5617) , 'Interest subvention scheme and incentives are appropriate' (0.5521) , 'Bank officers grant further loan without repayment of earlier loan' (0.5323), 'Adequate system are there to check mis-utilization of loan amount' (0.5211) and 'Borrowers are not treated on par with the agricultural sector and non-agricultural sector' (0.5012) have the highest loadings. As the above variables relate to policies and programmes, Factor V is named *"Schemes and Programmes"*.

6.3. Level of Satisfaction

In this section, an attempt has been made to analyze the levels of satisfaction of the borrowers with regard to the loan and advances of the district central cooperative banks. Attitudethat defines level of satisfaction cannot be measured in absolute terms. It depends on the relation between expectation and outcomes. Individual Psychology, emphasized that a person's attitude toward the environment had a significant influence on his or her behaviour and behaviour is a dependent factor of his or her level of satisfaction. In the present study, the satisfaction of the borrowers, (with sample 450) has been measured with the help of 30 statements by adopting the Likert Scale.

The satisfaction level of the borrowers has been categorized in three heads namely, lowlevel, medium level and high-level satisfaction for the purpose of analysis. For this the total score value of 450 respondents is calculated. The total score value for each respondent is

determined. The arithmetic mean ($\overline{X}$) and the standard deviation (σ) were calculated for 450 observations of score values of the respondents (borrowers).

The computed arithmetic mean ($\overline{X}$) was 106.18 and the standard deviation (σ) was 17.31. The score values greater than or equal to ($\overline{X}$ + σ) and the score values less than or equal to ($\overline{X}$ - σ) have been classified as high-level satisfaction and low-level satisfaction respectively. The scorevalues in between ($\overline{X}$ + σ) and ($\overline{X}$ - σ) have been classified as medium level satisfaction.

($\overline{X}$ + σ) = (106.18 + 17.31) = 123.49 = 123 and above are treated as high level satisfaction. ($\overline{X}$ - σ) = (106.18 - 18.11) = 88.07 = 88 and below are treated as low level satisfaction.

($\overline{X}$ -σ) to ($\overline{X}$ +σ) = Scores between 88 and 123 are treated as medium level satisfaction.

Table 2 shows the classification of the respondents according to their levels of satisfaction towards availing and repaying agricultural loan in Cuttack District of Odisha.

Table 2: Level of Satisfaction and the Number of Respondents

Level of Satisfaction	*No. of Respondents*	*Percentage*
High	97	21.56%
Medium	232	51.56%
Low	121	26.89%
Total	450	100.00%

Source: Computed data

From the above table 2, it is clearly observed that a total of 232 (51.56%) of the borrowers have a medium level of satisfaction on policies and services related to financial assistance provided by cooperative banks, 121 respondents (26.89%) have low level of satisfaction and only 97 respondents (21.56%) have high level of satisfaction, so majority of respondents have a mediumlevel of satisfaction towards availing and repaying agricultural loan in Cuttack District of Odisha.

6.4. Factors Influencing Level of Satisfaction (Chi-Square Test)

An attempt has been made here to test whether factors like gender, age and educational qualification of borrowers influencesthe satisfaction level of the borrowers. For this, the Chi-square test has been employed. The test looks the frequencies obtained and compares them with the frequencies that might expect given hypothesis. The null hypothesis is as follows:

There is no significant difference between the observed and expected frequencies. It is calculated by adopting the following formula.

6.5. Gender and Level of Satisfaction

Table 3: Gender and level of Satisfaction

Gender	*High*		*Medium*		*Low*		*Total*	
	Count	*%*	*Count*	*%*	*Count*	*%*	*Count*	*%*
Male	88	90.72	192	82.76	104	85.95	384	85.33
Female	9	9.28	40	17.24	17	14.05	66	14.67
Total	97	100	232	100	121	100	450	100
χ^2 = 3.5159								

Source: Computed Data

From the table 3, it can be seen that out of 384 male respondents, 192 respondents have medium level of satisfaction, 104 respondents have a low level of satisfaction and 88 respondents have a high level of satisfaction and out of 66 female respondents, 40 respondents have a medium level of satisfaction, 17 respondents have a low level of satisfaction and 9 respondents have a high level of satisfaction. Further the total respondents of 97 no's from 450 respondents have high level of satisfaction out of which 88(90.72%) were male respondents and 9 (9.28%) were female respondents. 232 respondents have medium level of satisfaction out of which 192(82.76%) were male respondents and 40(17.24%) were female respondents. 121 respondents have low level of satisfaction out of which104 (85.95%) respondents were male and 17(14.05%) respondents were female.

To test the null hypothesis that there is no significant relationship between the gender of the respondent and the level of satisfaction based on attitude of borrower, the Chi-square test has been applied and the calculated Value is 3.5159, table value at 5 per cent level (T.V.) 5.991 and degrees of freedom is 2. As calculated Chi-square value is less than the table value, the null hypothesis is accepted. Thus, it may be concluded that there is no significant relationship between level of satisfaction of the borrowers and the gender of the respondents.

6.6. Age and Level of Satisfaction

Table 4: Age and Level of Satisfaction

Age	*High*		*Medium*		*Low*		*Total*	
	Count	*%*	*Count*	*%*	*Count*	*%*	*Count*	*%*
Below 25	7	7.22	20	8.62	13	10.74	40	8.89
25-40 years	39	40.21	85	36.64	50	41.32	174	38.67
40-55 years	35	36.08	71	30.60	39	32.23	145	32.22
Above 55	16	16.49	56	24.14	19	15.70	91	20.22
Total	97	100%	232	100%	121	100%	450	100%
χ^2 = 5.6045								

Source: Computed Data

Table 4 depicts that the respondents who belong to the age group 25-40 years have high level of satisfaction i.e., 40.21% while the respondents below 25 year constitutes the minimum i.e., 7 respondents (7.22%) have high level of satisfaction. The respondents of the age between 25-40 years and 40-55 years have the majority in medium and low level of satisfaction. Out of 232 respondents who have medium level of satisfaction 85 respondents (36.65%) belongs to the middle age group of 25–40-year, 71 respondents (30.60%) belongs to the upper middle age group i.e., 40-55 years, 56 respondents (24.14%) belongs to old age group i.e., above 55 years and only 20 respondents (8.62%) belongs to young age group i.e., below 25 years. Out of 121 respondents who have low level of satisfaction 50 respondents (41.32%) belongs to the middle age group of 25–40-year, 39 respondents (32.23%) belongs to the upper middle age group i.e., 40-55 years, 19 respondents (15.70%) belongs to old age group i.e., above 55 years and only 13 respondents (10.74%) belongs to young age group i.e., below 25 years.

To test the null hypothesis that there is no significant relationship between age of the respondents and the level of satisfaction based on attitude of the borrowers, the Chi-square test has been applied and the calculated Value is 5.6045, table value at 5 per cent level (T.V.) 12.592 an degrees of freedom is 6. As calculated Chi-square value is less than the table value, the null hypothesis is accepted. Thus, the analysis says that there is no significant relationship between age of the borrower and the attitude level of satisfaction.

6.7. Educational Qualification and Level of Satisfaction

An educated person can easily understand the loan documents, sanctioning process and other policies and programmes of the bank. The respondents education is classified in four categories. They are illiterate (no formal education), Under Matric (School level), Under Graduate (College level) and Graduate and above (University level).

Table 5: Educational Qualification and Level of Satisfaction

Educational Qualifications	*High*		*Medium*		*Low*		*Total*	
	Count	*%*	*Count*	*%*	*Count*	*%*	*Count*	*%*
Illiterate	35	36.08	39	16.81	23	19.01	97	21.56
Under Matric	17	17.53	72	31.03	35	28.93	124	27.56
Under Graduate	15	15.46	51	21.98	27	22.31	93	20.67
Graduate or above	30	30.93	70	30.17	36	29.75	136	30.22
Total	97	100%	232	100%	121	100%	450	100%
χ^2 = 18.5755								

Source: Computed Data

Table 5 depicts that the respondents having no formal education i.e. who are illiterate have highest ratio in high level of satisfaction i.e.35 respondents (36.08%) out of total

97 respondents having high level of satisfaction and respondents having qualification "Graduation or Above" have near to the highest ratio in the high level of satisfaction i.e. 30 (30.93%) while the respondents having qualification "Under Graduate" have lowest ratio in the high level of satisfaction i.e. 15(15.46%) and the respondent having qualification "Under Matric" are only 17(17.53%) out of the total respondents of high level of satisfaction which is near to the lowest ratio of high level of satisfaction. Out of 232 respondents who have medium level of satisfaction 72 respondents (31.03%) having qualification "Under Matric", 70 respondents (30.17%) having qualification "Graduate or above", 51 respondents (21.98%) having qualification "Under Graduate" and only 39 respondents (16.81%) having no formal education i.e., illiterate. Out of 121 respondents who have low level of satisfaction, 36 respondents (29.75%) having qualification "Graduate or Above", 35 respondents (28.93%) having qualification "Under Matric", 27 respondents (22.31%) having qualification "Under Graduate" and only 23 respondents (19.01%) having no formal education i.e., illiterate.

To test the null hypothesis that there is no significant relationship between educational qualification of the respondents and the level of satisfaction based on attitude of the borrowers, the Chi-square test has been applied and the calculated Value is 18.5755, table value at 5 per cent level (T.V.) 12.592 and degrees of freedom is 6. As calculated Chi-square value is greater than the table value, the null hypothesis is rejected. The Chi-square value says that there is a significant relationship between the educational qualification of the respondents and their response (attitude) regarding the satisfaction level of borrowers of district central cooperative banks.

7. FINDINGS

Individual Psychology, emphasized that a person's attitude towards the environment had a significant influence on his or her behaviour and behaviour is a dependent factor of his or her level of satisfaction. 51.56% of the borrowers have a medium level of satisfaction towards availing and repaying agricultural loan in Cuttack District of Odisha. 26.89% have low level of satisfaction and 21.56% have high level of satisfaction, so majority of respondents have a medium level of satisfaction. Educational qualification of the borrowers has influence on the level of satisfaction based on attitude of the borrowers while gender and age of the borrowers do not influence the level of satisfaction. It can be inferred that education is a pivotal stimulus in banking business. In factor analysis, 'Approach of staff in loan sanctioning procedure is satisfactory', 'Queries are resolved within reasonable time by cooperative banks.', 'Borrowers are not treated on par with the agricultural sector and non- agricultural sector.' are the variables influencing the attitude of the borrowers to the lending service of District Central Cooperative Banks.

8. SUGGESTIONS

A proper loan recovery mechanism should be adopted by the DCCBs and adequate steps should be taken to recover Non-performing Assets. As NPA has direct and negative effect on bank profitability (Nagaraja and Madegowda, 2015; Hazarika, 2019). Such ensuing issues should be halted. Suitable actions should be taken against defaulters under government sponsored programmes for the recovery of overdues. The practice of further sanctioning of loans without repayment of earlier loan should be looked carefully. Varalakshmi and Deepika (2016) suggested that the bank should modify its loan sanctioning policy to completely satisfy its borrowers.

Proper steps should be taken to stop misuse of interest subvention scheme by the farmers. An ethical environment should be created among the farmer members of PACS to repay loans and not to anticipate loan waiver schemes from government. Cooperative banks should follow up borrowers and check financial planning of the borrowers for repayment of loans. To take proper action against defaulters, a list of defaulters should be prepared and circulated among the banks and also be listed in website. Borrowers who are prompt in repaying the loan should be acknowledged and rewarded at the credit recovery camps, to motivate other borrowers to repay loan properly. On the other side the procedures should be simplified to attract the marginalised community. Mishra and Mohapatra (2017) rightly observed that simplification is required to alleviate the condition of marginal, tiny and tribal farmers. They must be properly linked to Self-Help Groups.

9. CONCLUSION

The best practices adopted by various banks have given positive results to them resulting in not only their sustainable viability, but also enabling them to serve their members better. The cooperative banking sector has made significant strides in the field of rural credit through its short term and long-term structure which continues to play a crucial role in dispensation of credit for agricultural activities and rural developments. Cooperatives are definitely a solution for the lower strata of the society. As the philosophy, cooperative will exist till the existence of the human base but it is failure due to the human factor so to help the policy makers in decision making for the betterment of cooperative banks, psychological study of the borrowers plays a vital role. Behaviour that makes the rural consumer feel valued and respected, the dignity of the individual is preserved. On the basis of the data analyzed and interpreted, it can be concluded that the borrowers have an average level of satisfaction on lending practices of district central cooperative banks. Cooperative banks should understand the hidden concern of borrowers and update their policies to enhance the credit facilities, recover the NPAs and provide adequate satisfaction to borrowers.

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