

RETAIL CUSTOMERS' PREFERENCE TOWARDS ATM USAGE AMONG SELECTED PRIVATE SECTOR BANKS IN COIMBATORE

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ABSTRACT--*Convenience is the most significant advantage to buyers about going cashless. In fact, mobile payment applications have made it possible to complete a purchase without even having a credit card on hand. Paying with a card or smartphone comes with the convenience of having an electronic record of the transaction. Consumers often pay the price for such advantages. For example, there is greater temptation to overspend with a credit card since all purchases are buying presents, pay later. Also, taking MasterCard or charge data is substantially less complicated than making money. Going cashless has other, less immediately apparent financial liabilities. This study offers and validates an inclusive approach to explain the factors influencing the consumers' preference towards the usage of ATM services by Retail customers among selected private sector banks in the Coimbatore city. In order to achieve these objectives, a sample of 1080 respondents who visited the select banks was drawn. Stratified proportionate random sampling method is used for selecting the respondents.*

Key words-- Customer, Technology, Banking, Channel, Services

I. INTRODUCTION

Technology has continuously been evolving; ever since World War II, and it has never been in halt status. The increased competition and rapid acceleration in manufacturing, acquiring, and releasing technology have put all nations under a continuous technical revolution to the extent that their advancement is no longer measured by their military strength and readiness, but rather by their technological competence. Technology has given rise to a new and peaceful armed service called Channels.

A channel is an entryway for execution of an administration. A channel could be an office, media, instrument, or an application; it could be controlled by human collaboration or through a deliberate front-end interface. The Alternate Delivery Channel (ADC) approach emerged because of a pressing need to ensure proper handling and to communicate of scattered services, products, and commodities that were previously not followed as a regular process flow. ADCs had advanced systematically and adjusted to serve purchaser needs whenever the timing is ideal. ADC fills in as another to supplement the current delivery channels.

Bank branches, the interface between banks and customers have also changed drastically from being operations-centric to servicing clients. Customers could now perform several banking operations such as fund transfers, opening deposit accounts, ordering chequebooks, demand drafts, paying utility bills, applying for loans,

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and getting account statements without visiting a branch. More people are shifting to alternative delivery channels, which account for nearly 30-40 percent of customers at present.

II. STATEMENT OF THE PROBLEM:

The principle cause behind this study is to understand retail customers' preference towards ATM usage among private sector banks in Coimbatore.

III. REVIEW OF LITERATURE

Bhosale (2017) did study on the usage of ATM Services in Sangli District. The improvement of saving money business in the area can be dissected regarding development drifts in the aggregate stores and advances and its co-connection with the different key markers stipulated by the Government/RBI as least levels to be accomplished by the banks.

Alapati and Nayak(2015) studied on customer opinion with the ATM of SBI and ICICI bank and role of ATM for a greener environment. Care for the situation has been a major consideration among production companies for several decades. This paper explores the significant dimensions of ATM (Automatic Teller Machine) service quality and its effect on customer opinion.

Melba and Merlin (2013) have done research on issues and challenges Faced by ATM Customers of State Bank of India in South Tamilnadu. The Automated Teller Machine has turned into a fundamental piece of our public. ATM has adequately connected a vast client base requiring little to no effort. At present, most banks have organising frameworks for their e-saving money administrations such as ATMs. The literature review accentuates the need to understand the preference of the customers. There lies a need to explore the aspirations as well as expectations of the customer. An effort need to be made to analyse the factors influencing the consumers' in the preference and usage of ATM services in the Coimbatore city.

IV. OBJECTIVES OF THE STUDY

The current study explores the factors influencing consumer preference towards usage of ATM services.

V. RESEARCH METHODOLOGY

This is an endeavor to study the factors influencing customer preference towards the usage of ATM services among retail customers in private sector banks in Coimbatore. The researcher used primary and secondary data for the study. A structured questionnaire covering the objectives was used to collect from 1080 samples in the select city. The researcher used Proportionate Stratified Random sampling for the study and the sample was the customers who visited the bank during the period. The researcher has used the Simple Percentage method, weighted average score and ANOVA.

VI. ANALYSIS AND DISCUSSIONS:

Table 1: Frequency of Visit to the Bank (Percentage Analysis)

S.No	Visit bank	No. of Customers	%
1	Once a week	385	35.6
2	Fortnightly	122	11.3
3	Monthly	251	23.2
4	Quarterly	152	14.1
5	Very rarely	170	15.7
	Total	1080	100.0

Source: Primary Data.

Table 1 shows the frequency of visit to the bank. It is inferred that the customers visit the bank, 14.1% of the customers visit the bank once in three months. 11.3% of the customers visit the bank once in a fortnight, 23.2% of the customers visit the bank once in a month. 35.6% of the customers visit the bank once in three months, and 15.7% of the customers visit the bank very rarely. The majority of the customers visit the bank once a week (35.6%).

Table 2: Preference for Using ATM (Weighted Average)

Preference for using ATM	Meanscore	Total Score	Rank
Cash withdrawal	3.69	3992	2
Balance Enquiry	3.87	4189	1
Cheque / Cash Deposit	3.54	3982	3
Transfer Funds	2.85	3102	5
Order Cheque book	2.69	2992.	6
Bill payments'	3.00	3240.	4

Source: Primary data

Table 2 infers the preference for using ATM for balance enquiry is in the first rank with a mean score of 3.87 and a total score of 4189. Cash withdrawal has scored the second rank with a mean score of 3.69 and total score of 3992. Cheque and cash deposit have scored the third rank with a mean score of 3.54 and total score of 3982. Bill payments have scored the fourth rank with a mean score of 3, and a total score of 3240, Transfer of funds has scored the fifth rank with a mean score of 2.85 and total score 3102 of the order of cheque book has scored the last rank with a mean score of 2.69 and total score of 2992.

Table3: Comparing Means of Overall Opinion on ATM Facilities (ANOVA)

Demographic profile	Category	Overall Opnion on ATM Facilities					S/NS
		Mean	Standard Deviation	Count	F	P.value	

Age	18-25	57.66	12.55	324	1.661	.157	Ns
	26-35	60.04	13.72	284			
	36-45	58.74	12.96	215			
	46-60	60.11	13.13	150			
	Above 60	59.63	12.55	107			
Educational Qualification	10th std	55.85	12.43	128	7.810	.000	S
	12th std	55.52	12.04	111			
	Graduate	57.60	14.53	225			
	Post Graduate	60.92	12.25	389			
	Professional Degree	60.76	12.85	227			
Occupation	Salaried	57.63	12.25	187	2.083	.065	NS
	Businessman	59.12	13.98	262			
	Self-employed	60.59	11.94	178			
	Student	57.97	13.51	208			
	Housewife	61.53	13.22	108			
	Others	58.44	12.48	137			
Annual Income	1 lakh or less	60.67	13.29	170	1.333	.256	NS
	1-3 lakhs	57.99	12.97	226			
	3-5 lakhs	58.33	12.75	224			
	5-7 lakhs	58.93	13.69	232			
	7 lakhs & above	59.66	12.51	228			
Type of Account	Savings A/c	57.92	13.17	301	3.714	.005	S
	Current A/C	60.49	12.94	365			
	Term deposit	56.40	13.01	146			
	Recurring Deposit	58.69	12.92	109			
	Loan Account	60.49	12.72	159			

Source: Primary Data. ** - Significant at 1% level S-Significant

Table 3 compares the means of overall opinion on ATM facilities with various demographic variables using ANOVA.

a) Age

It is inferred that the customer age group varied towards the overall opinion of ATM facilities. Especially customer over 18-25 age group had low mean score value of 57.66 with standard deviation value of 12.55 which denotes the overall opinion of ATM facilities. It is inferred that the customer age group varied towards overall

opinion on ATM facilities. Especially customer over 46-60 years age group had high mean score value of 60.11 with standard deviation value of 13.13, which denotes the overall opinion of ATM facilities. The not significant value statistically supports the alternate hypothesis that there is no significant difference among attitude towards overall opinion on ATM facilities in terms of customers' age.

b) Educational Qualification

It is observed that the educational qualification of the customers varied towards the overall opinion of ATM facilities. Especially customer over +2 standard had low mean score value 55.52 with standard deviation value of 12.04 respectively, which denotes the overall opinion of ATM facilities. It is inferred that the customer educational qualification of the customer varied towards overall opinion on ATM facilities. Especially the educational qualification of customer had high mean score value of 60.92 with standard deviation value of 12.25 which denotes the overall opinion of ATM facilities. The significant value statistically supports the alternate hypothesis that there is a significant difference among attitude towards overall opinion on ATM facilities in terms of customers' educational qualification.

c) Occupation

It arrives that, the customer occupation varied towards overall opinion on ATM facilities. Especially customer over salaried occupation group had low mean score value of 57.63 with standard deviation value of 12.25, which denotes the overall opinion of ATM facilities. It is inferred that the customer occupation varied towards overall opinion on ATM facilities. Especially customer housewife occupation had high mean score value of 61.53 with standard deviation value of 13.22, which denotes the overall opinion of ATM facilities. The not significant value statistically supports the alternate hypothesis, that there is no significant difference among attitude towards overall opinion on ATM facilities in terms of customers' occupation.

d) Annual Income

It is concluded that the yearly customer income varied towards overall opinion on ATM facilities. Especially customer over ₹1,00,000 to 3,00,000 group had low mean score value of 7.99 with standard deviation value of 12.97, which denotes their overall opinion on ATM facilities. It is inferred that the annual customer income varied towards overall opinion on ATM facilities. Especially customer less than ₹1,00,000 annual income had high mean score value of 60.67 with standard deviation value of 13.29. The not significant value statistically supports the alternate hypothesis that there is no significant difference among attitude towards overall opinion on ATM facilities in terms of customers' annual income.

e) Type of Account

It is interpreted that, the customer type of account varied towards overall opinion on ATM facilities especially customer term deposit group had low mean score value of 56.40 with standard deviation value of 13.01, which denotes the overall opinion on ATM facilities. It is inferred that the customer type of account varied towards overall opinion on ATM facilities. Especially current account and loan account customer had high mean score value of 60.49 (both) with standard deviation value of 12.94 and 12.72 respectively, which denotes the overall opinion of ATM facilities. The significant value statistically supports the alternate hypothesis that there is a significant difference among attitude towards overall opinion on ATM facilities in terms of customers' type of account.

Table 4: Comparing Means of Overall Opinion on ATM Facilities (t-test)

Demographic profile	Category	Overall Opinion on ATM Facilities				
		Mean	Standard Deviation	Count	t	Sig
Gender	Male	59.2	12.9	864	.555	.244
	Female	58.6	13.5	216		
Marital Status	Married	58.42	13.15	911	- 3.872	.187

Source: Primary Data. ** - Significant at 1% level S-Significant

The t statistics reveal that the customers do not differ in their attitude towards overall opinion on banking facilities in terms of gender and marital status is not significant both gender and marital status is approaching significant level with 0.244 and 0.187 (p-value). There is no difference among mean score between gender and Marital Status and overall opinion on ATM facilities that resulted is not significant at 5 % level. The null hypothesis is accepted, and the alternative hypothesis is rejected.

VII. LIMITATIONS OF THE STUDY

The present research work is undertaken to maximise objectivity and minimise the errors. However, there are certain limitations of this study, which are to be taken into consideration for the present research work.

- This study is based on the Coimbatore city only.
- This study entirely depends on data collected from the customers of private sector banks.
- This study incorporates all the limitations that are inherent in the sample size.

VIII. RESULTS

The study reveals that ATMs are the most common self-services channel utilised by the respondents. Efforts must be made to market the other services namely, e-banking, demat accounts, online tax filing, anywhere banking, and so on So that the customers, as well as the banks, are benefitted. In a service industry such as banking, where product differentiation is hard to maintain, and the quality of service depends on the service provider, it is imperative for the bank to have staff who realise that they are a part of the business concern. They have to render services to the opinion of the customers. The banks need to equip with internal capabilities and build efficient and viable business models to create an advantage of new opportunities available to a long-term sustainable competitive advantage. Implementation of Information Technology to enhance customer service also calls for training and change the mindset and attitude of employees and the organisation.

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