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Comparative Study of Customer Attitude towards ATM of SBI and ICICI Bank in Kodagu District.

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ABSTRACT

The Automated Teller Machine has a tremendous rise in past few years in India with a convenient access to cash. Advanced technology and customer acceptance have made ATM's more potential in banking sector. The aim of this paper is to provide a preliminary comparative investigation of the customer's attitude towards ATM service of SBI and ICICI banks. The respondents selected for this study were the account holders and ATM users of SBI and ICICI banks of Kodagu District (Karnataka, India). For the purpose of knowing the customers attitude and to analyze the data survey method was adopted. The Paper has explored the factors that drive customers to use ATM and highlights the problems customers face during the use of ATM and provides recommendations to manage the problems. https://www.sbi.co.in/ www.icicibank.com

KEYWORDS : ATM, Customer Attitude, Services, Cardholders, Demographic Variables, Perception.

INTRODUCTION

Dynamic explosion of liberalization, privatization and globalization as a part of economic reforms and the growth of information technology has triggered the wind of changes in the nature and mode of banking industry. In banking industry, Electronic services are at world-shattering stage. Electronic based banking is replacing conservative banking system. Competition among banks along with the universal forces has obliged the banks to adopt the technological changes such as internet banking, mobile banking, ATM services, electronic fund transfer, credit card, debit card, and electronic clearing services etc. Among these services, an automated teller machine (ATM) is the main channel which offers customers convenience, anywhere and anytime banking. This is a Comparative study aims at analyzing the Customer satisfaction towards the use of ATM services in State bank of India and ICICI bank. It is essential to know about the perceptions of customers about its various aspects such as ATM services delivered by respective banks , location of ATM's, sufficient number of ATMs in the city, regularity in working of ATMs, their overall impact on customer satisfaction ,customers problems while using ATM services etc. and to find out the weak area which needs improvements.

LITERATURE REVIEW

Kumbhar Vijay (2011) this study intended at comparative investigation of the customer satisfaction in ATM service in public and private sector banks and observed that effectiveness of ATM services, perception and service quality dimensions.

Singh and Saxena (2011) conducted a study on customer satisfaction regarding the use of ATMs and revealed that the ICICI Bank, being the largest private sector bank, must make its customers satisfied to sustain in this world of competition

Dr. R Renuka and Mr. Paulraj (2014) the study reveals that ATM services play key role to minimize customers time and energy. The study focused on the customer satisfaction towards ATM services offered by the banks and tries to suggest some ways out to improve their level of services.

Uppal and Rosy Chawla (2009) in their article entitled, "E-delivery channel based banking services: stated with globalization trends world over, E-channels facilitates bank customers by providing 24 hours a day 7 days week services, it provides more customer satisfaction.

OBJECTIVES OF THE STUDY

1. To measure the satisfaction level of ATM card users of SBI and ICICI banks.

2. To find out major problems faced by the ATM card users of SBI and ICICI banks.

3. To recommend some of the measures for better service delivery and customer retention.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The present study is of Descriptive in nature. Sample size selected for the study was 100 respondents out of which 50 respondents were ATM card users of SBI Bank and 50 respondents were the card users of ICICI banks. Kodagu District of Karnataka State is the area chosen for this study.

PRIMARY DATA

Primary data was collected by means of questionnaire. A Structured questionnaire was developed and randomly been issued to the ATM users of SBI and ICICI Bank. First part of the questionnaire comprises demographic information; Second part concerning to customer satisfaction dimensions and remaining part of the questions were adopted to find out the attitude of customers and problems faced by customer while using ATM's. Percentage analysis was adopted for data analysis.

SECONDARY DATA

Secondary data used for the present study includes journals, magazines, websites of banks, and prior research reports of both the banks.

LIMITATION OF THE STUDY

1. The Study is limited only to the ATM users of SBI and ICICI bank of particular location.

2. The sample size is limited to only 100 ATM card users of respective banks.

DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic Variables of the respondents

VARIABLES		TYPES OF BANKS			
		SBI		ICICI	
		No of Respondents	Percentage (%)	No of Respondents	Percentage (%)
Age	20-30	7		14	28
	30-40	20		14	28
	40-50	18		9	18
	50 and above	5		13	26
	Total	50		50	100
Gender	Male	37		26	52
	Female	13		24	48
	Total	50		50	100
Educational Qualification	SSLC	6		12	24
	PUC	18		14	28
	Graduation	19		19	38
	Post Graduation	7		5	10
	Total	50		50	100

Occupation	Business	10		11	22
	Private Sector Employee	13		21	42
	Public Sector Employee	10		7	14
	Student	6		5	10
	Farmer	11		6	12
	Total	50		50	100
Income Per Month	Less than 10000	10		17	34
	10000-20000	18		16	32
	20000-30000	7		10	20
	30000-40000	2	4	2	4
	40000-50000	7	14	-	-
	Total	44	88	45	90

Source: Primary Data

Table No.1 shows demographics wise distribution of the respondents. It reveals that male respondents are higher than female respondents using ATM services of SBI and ICICI banks together. Majority of respondents using ATM services falls in the age group of 30-40 and graduates were high as compared to other educational groups. Majority of the respondents were Private sector employees and income level of SBI bank respondents are more compared to ICICI bank respondents.

Table 2: Necessity of ATM to the respondents

Variables	Essential		Not Essential		Required		
Banks	No of Respondents	Percentage (%)	No of Respondents	Percentage (%)	No of Respondents	Percentage (%)	Total %
SBI	38	76	-	-	12	24	100
ICICI	23	46	10	20	17	34	100

Source: Primary Data

Table No.2 shows that Majority of the respondents of both the banks state that ATM service provided by the respective banks are essenti-

Table 3. Preference of Respondents based on Location of ATM

Banks	Any ATM		Off site ATM		On Site ATM	
	No of Respondents	Percentage (%)	No of Respondents	Percentage (%)	No of Respondents	Percentage (%)
SBI	28	56	-	-	22	44
ICICI	31	62	-	-	19	38

Source: Primary Data

Table3. Shows that majority of the respondents of both the banks are not bothered about offsite and on site ATM's. They prefer any of the nearest ATM's.

Table 4. Purpose of Using ATM

Purpose	SBI		ICICI	
	No of Respondents	Percentage (%)	No of Respondents	Percentage (%)
Cash Withdrawal	40	60	36	72
Balance Check	10	20	14	28
Mini Statement	-	-	-	-
View Transactions	-	-	-	-
Total	50	100	50	100

Source: Primary Data

Table 4 shows the purpose of using ATM services by the respondents. Majority of the respondents use ATM Services for the purpose of Cash withdrawal.

Table 5: Period of using ATM services

	SBI		ICICI	
Period	No of Respondents	Percentage (%)	No of Respondents	Percentage (%)
From 1 - 12 months	6	12	6	12
From 1 – 2 years	5	10	8	16
From 2 – 3 years	9	18	15	30
More than 3 years	30	60	21	42
Total	50	100	50	100

Source: Primary Data

Table 5 shows that majority of the SBI and ICICI bank ATM card users use ATM service from more than 3years.

Table 6 .Factors influenced to use Cards

Variables	SBI		ICICI	
	No of Respondents	Percentage (%)	No of Respondents	Percentage (%)
Self Interest	28	56	7	14
On the advice of the bankers	11	22	26	52
On the advice of relatives	5	10	7	14
On the advice of friends	6	12	10	20
Total	50	100	50	100

Source: Primary Data

Table 6 Shows that SBI customers were influenced to use ATM cards with their self interest where as majority of the ICICI bank ATM card holders influenced to use ATM cards on the advice of Bankers.

Table 7. Usage of ATM card during Night hours

	SBI		ICICI	
Variables	No of Respondents	Percentage (%)	No of Respondents	Percentage (%)
Yes	35	70	27	54
No	15	30	23	46
Total	50	100	50	100

Source: Primary Data

Table 7 shows that majority of both the banks respondents use ATM cards during the night hours. And the banks provide 24 hours ATM service facilities to the customers.

Table 8: Feedback about the transaction fee

Variables	SBI		ICICI	
	No of Respondents	Percentage (%)	No of Respondents	Percentage (%)
Low	5	10	9	18
Medium	17	34	21	42
High	18	36	10	20
Normal	10	20	10	20
Total	50	100	50	100

Source: Primary Data

Table 8 reveals the feedback concerning transaction fee charged by the banks. It is one of the variables taken for checking customer satisfaction level. Majority of the SBI ATM card users opinioned that transaction fee charged by the bank is high. Whereas ICICI bank customers are satisfied with the transaction fee charged by their bank.

Table 9: Factors influenced to use the ATM SBI Bank

variables	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	Respondents	Percentage (%)	Respondents	Percentage (%	Respondents	Percentage (%)	Respondents	Percentage (%)	Respondents	Percentage (%)
Faster transaction	22	44	20	40	7	14	1	1	-	-
Easy banking anytime/ anywhere	15	30	24	48	-	-	6	12	5	25
Trust and Security	29	58	20	40	-	-	1	1	-	-
Convenience in use	35	70	9	18	4	8	2	4	-	-
Fast cash withdrawal	20	40	19	38	7	14	2	4	2	4
Easy Availability of ATM	11	22	27	54	9	18	3	6	-	-
Screen language	11	22	23	46	5	25	7	14	4	8
Directions to operate ATM	10	20	29	58	4	16	5	25	2	4
Processing of transaction	20	40	20	40	8	16	2	4	-	-

Source: Primary Data

Table 10: Factors influenced to use the ATM of ICICI Bank

variables	Strongly Agree		Agree		Neutral		disagree		Strongly Disagree	
	Respondents	Percentage (%)	Respondents	Percentage (%)	Respondents	Percentage (%)	Respondents	Percentage (%)	Respondents	Percentage (%)
Faster transaction	18	36	15	30	9	18	7	14	1	1
Easy banking anytime/ anywhere	7	14	10	20	21	42	9	18	3	6
Trust and Security	25	50	24	48	1	1	-	-	-	-
Convenience in use	18	36	14	28	11	22	6	12	1	1
Fast cash withdrawal	16	32	11	22	14	28	6	12	3	6
Easy Availability of ATM	9	18	9	18	12	24	14	28	6	12
Screen language	15	30	20	40	2	4	7	14	6	12
Directions to operate ATM	22	44	21	42	-	-	4	8	3	6
Processing of transaction	17	34	23	46	-	-	3	6	7	14

Source: Primary Data

Above Tables specifies the factors influenced to use ATM of both SBI and ICICI banks. It shows that 70% strongly agree that they use SBI ATM services because of convenience in usage, 58% strongly agree that its use is secure, 40% strongly agree that they use it due to its Processing of transactions. 42% of SBI respondents were neutral about easy banking anywhere and everywhere.22% of respondents use ATM due to easy availability of ATM Machines.42% customers agree that Directions to use ATM machines influence them for the usage of ATM and only 6% customer are disagree with that. If we compare it with customers of ICICI bank, 36% of ICICI customer strongly agrees that they use ATM due to convenience in use. Only 18% of customer strongly agrees that they use it due to easy availability of machines. 32% of customer agrees that fast cash withdrawal influence them to use ATM. beside that 28 % customers are neutral towards fast cash withdrawals. The most important factors which influence people to use the ATM services are its convenience in use, faster transaction, Trust and Security and Processing of transaction in case of SBI and also in ICICI bank. Majority of the ICICI respondents use ATM's due to the Effectiveness in screen language.

Table 11: Problems faced while Operating SBI Bank ATM

Problems	Often		Rarely		Never	
	Respondents	Percentage (%)	Respondents	Percentage (%)	Respondents	Percentage (%)
Receipt not issued	8	16	40	80	2	4
Less number of ATMs	7	14	38	76	5	10
Account debited but cash not Received	8	16	17	34	25	50
Transaction takes too much time	10	20	19	38	21	42
Poor visibility of statement	7	14	36	72	7	14
Cards get blocked	4	8	28	56	18	36
Machine out of order	19	38	11	22	20	40
Unsuitable location of ATM	4	8	29	58	17	34
Provide old currency notes	22	44	15	30	13	26
Machines out of cash	29	58	11	22	10	20
Wrong amount of Statement	2	4	2	4	46	92

Source: Primary Data

Table 12: Problems faced while Operating ICICI Bank ATM

Problems	Often		Rarely		Never	
	Respondents	Percentage (%)	Respondents	Percentage (%)	Respondents	Percentage (%)
Receipt not issued	2	4	38	76	10	20
Less number of ATMs	44	88	2	4	4	8
Account debited but cash not Received	4	8	14	28	32	64
Transaction takes too much time	7	14	13	26	30	60
Poor visibility of statement	6	12	9	18	35	70
Cards get blocked	22	44	6	12	22	44
Machine out of order	14	28	21	42	35	70
Unsuitable location of ATM	9	18	16	32	25	50
Provide old currency notes	16	32	24	48	10	20
Machines out of cash	14	28	30	60	6	12
Wrong amount of Statement	7	14	2	4	41	82

Source: Primary Data

Above Table mentions Problems faced by the customers while Operating SBI and ICICI Bank ATM's. It is evident from the analysis that in case of SBI bank the problem of machine out of cash, issuing old currency notes, machine out of order are the major than other problems.29% of the respondents says that often they come across with the problem of machine go out of cash, 22% customer says that it provides old currency notes, 19% of the respondents says that machine goes out of order.92% customer says that it never give wrong amount of statement. And rarely 80% face problem of receipt not issued. If we compare ATM service of ICICI with SBI than only 32% customer of ICICI says that its machine often provides old currency notes. 82% customer says that it never give wrong amount of cash statement. Rarely 76% of the respondents face problem of not receiving the receipt from the ATM's. Problem of cards get blocked is more in ICICI bank in comparison to SBI bank. Problem of less number of ATM's are more in case of ICICI bank in comparison to SBI bank. One of the common problem in both the bank is that rarely transaction takes too much of time.

MAJOR FINDINGS

1. Majority of the male members are using ATM's when compared to female customers.

2. Majority of the customers of SBI bank agree that ATM card is very essential than compared to ICICI bank customers.

3. As per the study most of the SBI customers use ATM card weekly than ICICI bank customers.

4. Both the banks respondents use any near ATM's rather than on site and of site ATM's.

5. It is inferred that majority of the respondents use ATM for easy withdrawal and balance enquiry from more than 3 years.

6. SBI bank Customers are influenced about the ATM's through their self interest where as ICICIC bank respondents are influenced on the advice of Bankers.

7. SBI bank customers opinion that transaction fee charged by the bank is high.

8 Service offered by SBI bank is satisfactory when compared to ICICI bank.

9. Major Problems faced by both the banks users are they obtain old currency notes, Machine out of order and machine out of cash. One of the problems faced rarely by SBI customers is that not issuing the receipt and ICICI bank has less number of ATM's.

10. More than 88% of the respondent's opinion that ATM is not available in all the places required by them.

11. Majority of the respondents use ATM cards during night hours.

MAJOR SUGGESTIONS OF THE STUDY

1. Banks have to install more number of ATM's for the convenience of customers in prominent places and in rural areas.

2. Banks must make concentrated efforts to educate female customers to use ATM's more.

3. ATM's must be maintained properly by banks and it must always be in a proper working Condition.

4. Problems of technical nature resulting in debiting of customer account without dispensing of cash should be rectified.

5. Banks should use sufficient and quality paper for printing of receipt.

6. Banks should have to avoid issuing of old currency notes.

7. Appropriate measure is to be undertaken if the machine is out of cash or out of order.

8. Banks must ensure that the technology adopted by them is the latest and most efficient.

CONCLUSION

The study reveals that there are major differences in attitude of the SBI and ICICI bank customers towards ATM Service and Customer attitude towards SBI bank are more positive than ICICI bank. And view them as essential services. It is observed that the major motivational factors for the use of ATM's are convenience and 24 hours access both in SBI and ICICI Banks. Another important factor which influence SBI customer to use ATM service is easy availability of machines. Customer also uses ATM of ICICI because of trust and security. The study reveals that the major drawback of ICICI ATM is unsuitable location of ATM's and SBI is inadequate fund in ATM's located in busy locations and machine out of order.

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