



A Study on Measuring the Basic Awareness of the Innovative Banking Users in South Gujarat Region

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ABSTRACT

Purpose: This paper investigates the level of basic awareness of innovative banking users. The paper aims to find out the level of basic awareness based on various demographic profiles such as age, location, occupation, income, level of user competency and their education.

Design/ Methodology/ Approach: Convenient sampling is used to access the population. 750 respondents were accessed within five district of South Gujarat Region through structured questionnaire. Data were collected through primary as well as secondary data sources. With the help of Chi-square, Null hypothesis is rejected at 95% and 99%. From the calculation, it is interpreted that the demographic profile of the respondents has a strong association with the basic level of awareness about the innovative banking. It has been found that almost all the demographic profile of the respondents impact the basic awareness level of innovative banking users. **Findings:** It has been found that strong association exists between the various demographic variables and basic level of awareness of the respondents in the South Gujarat Region. **Practical Implication:** The finding of the study has the implication for the banks existing in South Gujarat Region. Bankers will be able to determine the level of basic awareness of the respondents of different geographic areas and also will also understand the association between various demographic variables and the level of awareness. Bankers will understand that how each of the variables are affecting the level of awareness about innovative banking. **Originality / Value:** No study before this research is conducted to check the relationship between Basic level awareness with reference to the different geographic area and level of competency of the users.

KEYWORDS : Innovative banking users, Basic Awareness level, ATM, Login-Logout.

1. INTRODUCTION

The scenario of banking industry has observed lot much variation. Maximum number of banks has started to take an innovative approach towards banking with the purpose of generating more valuable services to the customers. The utilization of information system in the banking industry was a result of the liberalization process which was started in 1990s. In the early part of 20th century, bank means only to deposit and lend money but in later part of 20th century, the terminology took another meaning altogether. Banking industry started exploring in many other activities beyond the lending and depositing of the money. Beyond the traditional banking, today the banking industry is providing wide range of innovative banking service such as ATM, e-check, EFT, Smart money etc. Many of tremendous changes have taken place into the banking sector which leads to fast and easy banking transactions for the customers. Indian banking industry has seen high rate of transformation in 2000s. Therefore, it has been decided to study the basic awareness level of the respondents of the South Gujarat Region.

2. LITERATURE REVIEW

U Farooq, Y. Hassan, M Amin, F. Yahya (2011) conducted a study of awareness of electronic banking in Pakistan using structured questionnaire. The main focus of their research was to study the awareness of electronic banking, benefits of e-banking, bank services and security features of e-banking. The majority of questions was close ended and based 5-point on likert scale. Data from 400 respondents were collected using simple random sampling method. The result of their research shows that most of the people are well aware of electronic banking but they are not aware of various services and security level offered by the banks. They have more trust on the employees than the e-banking because of insecurity. The research was conducted based on demographic profile such as gender, age, income and education. They suggested that in a country like Pakistan people should be educated more about the security features of electronic banking. The researcher gave more emphasis to organize seminar and conference to educate the customer regarding the security and privacy of their account. From the above literature review, the researcher has identified research gap in terms of demographic variables while discussing with focus group, it has being identified that the location, competency level and occupation of innovative banking users do also have significant association with the awareness of innovative banking. Therefore the researcher has framed the following hypothesis:

Dr. Arvind Shinde & Prof Sagar Khursange (2012) conducted a study of e-banking services and its awareness among the customers in Nagpur city using structured questionnaire. The main aim of the study was to investigate the level of awareness and utilization of electronic banking services in India with special reference to Nagpur city. The majority of questions were close ended based on dichotomous questions. Data from 300 respondents were collected using simple random sampling. From the result, it can be identified that awareness among the customer is influenced by the various independent variables. The finding also shows that most of the respondents were using e-banking services in Nagpur. Adult and old age respondents are resistant to use the e-banking services. Bank should look forward to have some tie-ups with other financial institution to increase the services base. Bank will have to set up research and market intelligence units within the organization so as to remain innovative, to ensure customer

satisfaction and to keep abreast of market development. Seminars and conferences on all relevant and emerging issues should be encouraged. In this research, only two variables were accessed i.e. age and income. So the researcher has identified research gap in terms of demographic variables while discussing with focus group has being identified that location, occupation, education and level of competency also significant relationship (association) with the awareness and usage of the innovative banking.

Dr. Arvind Chaudhari, Mamta Pillai, Dr. Madhulika Sonawane (2014) conducted the study on awareness of e-banking facilities amongst the college students between age group of 18 to 25 in Bhusawal City. The main focus of their research was to find the level of awareness of e-banking among the college students located in Bhusawal city. The majority of the question were closed ended. Data from 720 respondents were collected using simple random sampling method. The research was conducted in Bhusawal city and only college students were interviewed, so the research gap is identified based on the location and other occupation. The same research conducted in other region may produce different results. So the researcher has scope to find out the results in other areas with some other demographic variables.

Dr.S.T.Surulivel (2014) conducted a study to assess the familiarity of electronic banking among the customer of State Bank India in Kumbakonam City. Data from 200 respondents were collected using simple random sampling. Majority of question were close ended. The research was based on 4 demographic variables such as Gender, education, age and occupation. Respondents who belong to young age category are more aware about the basic awareness and the innovation because they are use to new technology. The research was conducted in Kumbakonam City specifically for SBI using only 4 demographic variables. So the researcher has identified the research gap in terms of demographic variable such as location, income and level of competency of the users. Innovative banking users also have strong significant relationship between the awareness and location, income and level of competency of the users. **Dr. R. Sellappan & A. V. Hariharan (2013)** conducted a study to evaluate the level of awareness related to ATM services. The research was conducted in Coimbatore city and the 50 number of private bank users were accessed through structured questionnaire. The data was collected through primary as well as secondary data source. Data analysis and interpretation was done through Factor analysis. From the study it was found that 4 factors helped the customer to increase awareness on Money transfer, payments, withdrawals, service charges etc.

Dr. Chilumuri Srinivasa Rao (2013) conducted a study to investigate about the consumer awareness about the service provided by SBI. The data was collected through primary as well as secondary data source. 100 number of SBI users were accessed through structured questionnaire. The study found that the consumer's awareness about the services provided by the SBI is less, particularly regarding all internet banking services the awareness is very low in the rural area. It is suggested that The SBI should launch campaign to educate and create awareness to consumers. Instead of merely displaying the information in the branches through posters and banners, media could use intensively for this purpose in local language.

3. HYPOTHESES FORMULATION

Ho: There is no association between the respondent's basic awareness of login- logout and their Educational Background, Location, Age, Occupation and Competency Level
H1: There is association between the respondent's basic awareness of login- logout and their Educational Background, Location, Age, Occupation and Competency Level

4. DATA COLLECTION:

The research design is descriptive in nature and survey method has been used for the present study. The primary data had been collected through structured questionnaire. Respondent had to respond to several questions about their levels of awareness about their basic awareness of login- logout. All questions were measured on a five-point Likert scale. Convenient Random

Sampling method has been used to collect the data. The data collected from the respondents has been tabulated in Ms Excel and analysis and interpretation has been made on the basis of the values arrived.

5. DATA ANALYSIS

Ho= There is no association between the respondents basic awareness of login- logout and their Educational Background

Table No: 1 Distribution of Sample Respondents on the basis of their Basic ; Awareness of Login and Logout and their Educational Background

Educational Qualification	5	4	3	2	1	Total
	Highly Aware	Aware	Neutral	Not Aware	Highly Not Aware	
Matriculate	5	10	17	22	31	85
Expected	32.3	24.93333	9.86	9.066667	8.84	85
Graduate	70	80	40	40	30	260
Expected	98.8	76.26667	30.16	27.73333	27.04	260
Post Graduate	120	110	20	15	15	280
Expected	106.4	82.13333	32.48	29.86667	29.12	280
Professional	90	20	10	3	2	125
Expected	47.5	36.66667	14.5	13.33333	13	125
	285	220	87	80	78	750
Cal Value	223.3	Tab value		Decision		
		21.026		95%	Rejected	
		26.217		99%	Rejected	

From the above table, it has been identified that respondents from Surat, Valsad and Navsari are more aware about the Login-Logout process of the online transaction whereas respondents residing in Bharuch and Dang are not that much aware. This indicates that respondents living the urban and sub-urban area are highly qualified and owing to their exposure, they are highly aware about innovative services provided by the various banks. The researcher has the scientific evidence of the association between two categorical variables as the data has been tested at both 95 and 99 per cent level of significance. It has been concluded that the calculated value is more than table value at both the levels which rejects the null hypothesis. We have enough reasons to believe that there is association between the respondent's basic awareness of login- logout and

their Location.

Ho= There is no association between the respondents basic awareness of login- logout and their Age

Table No: 2 Distribution of Sample Respondents On the basis of Basic Awareness of Login and Logout and their Location

Location	5	4	3	2	1	Total
	Highly Aware	Aware	Neutral	Not Aware	Highly Not Aware	
Valsad	89	29	25	4	3	150
Expected	56	22.2	25.4	22.4	24	150
Navsari	81	33	27	5	4	150
Expected	56	22.2	25.4	22.4	24	150
Surat	94	29	23	4	0	150
Expected	56	22.2	25.4	22.4	24	150
Expected	56	22.2	25.4	22.4	24	150

Bharuch	11	13	19	50	57	150
Expected	56	22.2	25.4	22.4	24	150
	280	111	127	112	120	750
Cal Value	423.3	Tab value		Decision		
			29.96	95%	Rejected	
			32	99%	Rejected	

From the above table, it has been identified that lower the education level Lower is their awareness and higher the education higher is the awareness. The researcher has generated the scientific evidence of the association between two categorical variables as the data has been tested at both 95 and 99 per cent level of significance. The null hypothesis has been rejected at both the level of significance. Therefore, it has been concluded that the calculated value is more than the table value. We have enough reasons to believe that there is association between basic awareness of login and log out in line with their educational background.

Ho= There is no association between the respondents basic awareness of login- logout and their Location

Table No: 3 Distribution of Sample Respondents for Basic Awareness of Login and Logout and their Age

Location	5	4	3	2	1	Total
	Highly Aware	Aware	Neutral	Not Aware	Highly Not Aware	
18 -25	29	20	27	13	8	97
Expected	29.358667	21.728	25.996	13.192	6.725333	97
26 – 35	104	98	74	3	0	279
Expected	84.444	62.496	74.772	37.944	19.344	279
36 – 45	77	39	69	47	31	263
Expected	79.601333	58.912	70.484	35.768	18.23467	263
Above 45	17	11	31	39	13	111
Expected	33.596	24.864	29.748	15.096	7.696	111
	227	168	201	102	52	750
Cal Value	153.5	Tab value		Decision		
			21.026	95%	Rejected	
			26.217	99%	Rejected	

From the above table it has been identified that the age of the respondents impacts the awareness level. Maximum basic awareness level is found in the middle aged respondents, which indicates that this respondent have more knowledge about the internet and computers. The researcher has the scientific evidence of the association between two categorical variables as the data has been tested at both 95 and 99 per cent level of significance. It has been concluded that the calculated value is more than table value in both the level of significance, so we have enough reasons to believe that there is association between the respondent's basic awareness of login-logout and their Age.

Ho= There is no association between the respondents basic awareness of login- logout and their Occupation

Table No: 4 Distribution of Sample Respondents on the basis of basic awareness of login and log out and their Occupation

Occupation	5	4	3	2	1	Total
	Highly Aware	Aware	Neutral	Not Aware	Highly Not Aware	
Govt. Service	69	43	58	7	0	177
Expected	61.124	47.908	53.808	12.508	1.652	177
Private service	65	44	51	4	0	164
Expected	56.634667	44.38933	49.856	11.58933	1.530667	164
Agriculturist	11	14	11	33	0	69
Expected	23.828	18.676	20.976	4.876	0.644	69

Own Business	61	51	57	5	0	174
Expected	60.088	47.096	52.896	12.296	1.624	174
Professional	49	46	45	3	0	143
Expected	49.382667	38.70533	43.472	10.10533	1.334667	143
Housewife	4	5	6	1	7	23
Expected	7.9426667	6.225333	6.992	1.625333	0.214667	23
	259	203	228	53	7	750
Cal Value	420.794	Tab value		Decision		
			31.41	95%	Rejected	
			37.566	99%	Rejected	

From the above table it has been identified that respondents who are the professionals, working as Government and private Service, etc have the higher basic awareness about the innovative banking. Whereas Agriculturist and housewife have very less basic awareness about the same. The researcher has the scientific evidence of the association between two

categorical variables as the data has been tested at both 95 and 99 per cent level of significance. It has been concluded that the cal value is more than tab value, so we have enough reasons to believe that there is association between basic awareness of login- logout and their Occupation.

Ho= There is no association between the respondents basic awareness of login- logout and their Income.

Table No: 5 Distribution of Sample respondents for basic awareness of login and log out in line with their Income

Income	5	4	3	2	1	Total
	Highly Aware	Aware	Neutral	Not Aware	Highly Not Aware	
Below 5000	29	34	35	2	2	102
Expected	35.36	34.136	31.28	0.952	0.272	102
5000 -15000	66	67	53	3	0	189
Expected	65.52	63.252	57.96	1.764	0.504	189
15001 - 30000	72	64	64	2	0	202
Expected	70.026667	67.60267	61.94667	1.885333	0.538667	202
30001 - 45000	54	53	49	0	0	156
Expected	54.08	52.208	47.84	1.456	0.416	156
Above 45001	39	33	29	0	0	101
Expected	35.013333	33.80133	30.97333	0.942667	0.269333	101
	260	251	230	7	2	750
Cal Value	20.322	Tab value		Decision		
			26.29	95%	Rejected	
			32	99%	Rejected	

From the above table it has been identified that lower the income lower is their awareness and higher the income higher is the awareness about the innovative banking services. This indicate that those respondent who have high income are very much busy in their daily schedule and don't get time to visit the bank physically for the transactions, so they use the innovative banking services for their daily as well as occasional transactions. The researcher has the scientific evidence of the association between two categorical variables as the data has been tested at both 95 and 99 per cent level of significance. It has been concluded that the cal value is more than tab value, so we have enough reasons to believe that there is association between the

respondent's basic awareness of login- logout and their Income.

Ho= There is no association between the respondents basic awareness of login- logout and their level of Competency.

Table No: 6 Distribution of Sample respondents for basic awareness of login and log out in line with their Level of Competency

Level of Competency	5	4	3	2	1	Total
	Highly Aware	Aware	Neutral	Not Aware	Highly Not Aware	
Fully Competent	119	117	105	0	0	341
Expected	123.21467	108.2107	102.7547	4.546667	2.273333	341
Partially Competent	109	89	98	2	0	298
Expected	107.67733	94.56533	89.79733	3.973333	1.986667	298
Not Competent	43	32	23	8	5	111
Expected	40.108	35.224	33.448	1.48	0.74	111
	271	238	226	10	5	750
Cal Value	68.8	Tab value		Decision		
			15.507	95%	Rejected	
			20.09	99%	Rejected	

From the above table it has been identified that fully competent respondent are highly aware about basic innovative banking services. Fully competent respondent are the respondent who have more knowledge about the internet banking and can perform the transaction smoothly. These fully competent respondents are from urban area that can avail these innovative banking facilities very easily. The researcher has the scientific evidence of the association between two categorical variables as the data has been tested at both 95 and 99 per cent level of significance. It has been concluded that the cal value is more than tab value, so we have enough reasons to believe that there is association between the respondent's basic awareness of login- logout and their level of Competency.

6. CONCLUSIONS AND SUGGESTIONS

From the findings, it is being derived that respondents who are in the middle age group are highly aware about the login-logout services in comparison with the respondents who are older and adult. This is the result because the middle aged respondents are very much savvy about the technology related product and services. From the findings, it can be suggested that banks should take a step forward to develop the customers of all the age group and make them savvy about the innovative banking products and services. It can also be concluded that all the null hypothesis have been rejected at both the level of significance, therefore, it is believed that there is strong association between the demographic variables of the respondents and basic awareness level of login and logout. Innovative banking is very useful to the users, banks and other related organization like Public sectors. Innovative banking can make the transaction easy and fast so that all the related parties can work smoothly without any hindrance. It is suggested to all the banks of the South Gujarat Region to closely look at the demographic variables to deliver innovative banking products and services effectively and efficiently.

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