A Study on Rural Customers Awareness and Perception Towards Atm Services of Public Sector Banks in Gobichettipalayam Taluk of Erode District

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ABSTRACT The banking sector is one of the biggest service sectors in India and now-a-days is in a way to attract the biggest market of Asia in investment. The banking sector today is focusing on how to provide efficient services to its customers. The Indian Banking System consists of various financial institutions whose objective is serving the people who belong to urban as well as rural for their financial and economic needs. This research is a survey of rural customers perception towards ATM services offered by the public sector banks in Erode district. For, the purpose of this analysis is to measure customer's awareness and perception with regard to ATM services offered by public sector Indian banks in Gobichettipalayam Taluk of Erode district. Questionnaire is the main tools for collecting the respondents' awareness and their opinion about the perception in utilizing the ATM services. Convenience sampling technique has been utilized for selecting the 110 respondents. The collected opinion of the selected respondents have subdued into various tables by using the statistical tools like percentage analysis, mean and Anova analysis. The researcher found three-fourth of the selected rural customers have more awareness about the usage of ATM services and their perception level at the high in utilizing ATM services offered by the public sector banks in Gobichettipalayam Taluk of Erode district. But one-fourth of the respondents have faced problems in utilizing ATM services like lake of understand the usage of ATM services, lake of knowledge for inserting ATM card in to ATM machine and how to operate the ATM machine in an efficient way.

INTRODUCTION

Banks play an important role in the economic development of a country. It is a financial institution that accepts deposits and channels those deposits into lending activities either directly or through capital markets. A bank connects customers which have capital deficits to those customers with capital surpluses.

An Automatic Teller Machine (ATM) allows a bank's customers to conduct their banking transactions. This could be performed transactions at any time during 24 hours i.e. non-stop banking. There are many inventors contribute to the history of an invention of ATM. It is widely accepted that the first ATM was put into use by Barclays Bank in its Enfield Town branch in north London, United Kingdom, on 27 June 1967, by the Scottish scientist John Shepherd-Barron. In Bangladesh, some multinational organization incepted ATM booth in Dhaka since 1992-1993. ANZ Grindlays Bank started ATM services in Bangladesh. Standard Chartered Bank Bangladesh started ATM Service for their customers. Now a day ANZ Grindlays Bank has been accoutered by Standard Chartered Bank Bangladesh as a result they can claim the credit. Later on Dutch-Bangla Bank established the widest network of ATM made accessible to the general banking customers. Similarly BRAC bank is also expanding their network. Most recently the ATM networks are sharing each other's network so accessibility of ATM for all is now properly ensured in urban and sub-urban areas. But the rural areas are needed to be under the coverage of ATM service.

The changing business environment offers challenges and opportunities to the organizations. The changing customers' perception of quality poses unique challenge. Excellence in quality has become an imperative for organizational sustainability (Lewis et al., 1994). The developments of technologies have enabled organizations to provide superior services for customers' satisfaction (Surjadjaja et al., 2003). The number of banks customers preferring to use self-service delivery systems is on the increase. This preference is attributed to increased autonomy in executing the transactions. Banks are increasing their technology-based service options to remain competitive. The ATM is an innovative service delivery mode that offers diversified financial services like cash withdrawal, funds transfer, cash deposits, payment of utility and credit card bills, cheque book requests, and other financial enquiries. Researchers have stated that users' satisfaction is an essential determinant of success of the technology-based delivery channels.

REVIEW OF LITERATURE

According to Vijay M. Kumbhar (2011) the main purpose of the study, to find the key factors that influences the customer satisfaction of ATM services provided by public and private sector banks. This study is based on primary data through the regression analysis. The study finds that cost effectiveness, easy to use and responsiveness has significant influences the overall customers satisfactions of ATM services. Also, private commercial banks provide more satisfactory services to customers. From the research behind from Muhammad Asif Khan (2010) that convenience, efficient operation, security and privacy, reliability and responsiveness are significant dimensions of ATM service quality and that factors positively and strongly influence the customer's satisfaction of ATM service. The research conducted by Cabas (2001) noted that investment opportunities, reduction in costs, satisfaction of customers and competitiveness as motives to install and add new ATM to the existing network.

From the research of J.Ramola and Dr. Ajay Kumar Sharma (2012) pointed in their study that customers are satisfied or not with the ATM services. The research finds that there is no limit of customer satisfaction and no specific factors for determining the level of customer's satisfactions because level of satisfaction is depends on so many factors. Lastly, highlight some factors like – usage of ATM, availability of ATM, privacy in transactions, instruction given to

access the ATM, and maximum withdrawal limit which affect the uses and satisfaction of ATM services. Parvin and Hossain (2010) a study conducted on satisfaction of debit card users in Bangladesh. Their study concluded that generally users of debit card are satisfied. A number of cases, users are satisfied like - availability of taka in ATM booth but in the question of network services users are not satisfied. They also reveal that if bank is able to improve the problem of network services and solving of problem related to debit card then bank can fully satisfied their debit card users. Which helps to the retain of debit card holders and maximize the profit of the bank. According to Castleberry and Resurreccion (1989) the physical location of banks delivery channels influence perception of customers about quality. Consistent delivery of services, physical dimensions and staff interaction with customers, trustworthy processes and procedures, positively affect delivery of services quality. Lebanc (1990) in a study of ATM users in Canada, established that major reasons for using ATM were accessibility, freedom to do banking at all times, and to avoid waiting lines. The study also found the users apprehension about the risk associated with its use and complexity of the machine in executing the transaction. Lovelock (2000) identified secure and convenient location, adequate number of ATM, user-friendly system, and functionality of ATM.

RATIONALE OF THE STUDY

There is no doubt, a number of excellent researches have been conducted about ATM services throughout the world. But, day-by-day uses of ATM service are increasing in rural India, so it is an important tool for bank in their service delivery channels. Besides, there is no limits for service delivery expectation in customers perception, different customers wants different types of features, services in their ATM services also they face different types of problem when using ATM services. Therefore, the findings of the study may be very useful for all public sector banks in Gobichettipalayam Taluk of Erode district. The ATM division of the bank is to identify positive and negative aspects and to know the recommendations of the customers. Finally, the bank management can take corrective actions to improve their service delivery quality.

OBJECTIVES OF THE STUDY

The following are core objectives of this research.

To find out the socio-economic profile of the rural customers in Gobichettipalayam Taluk of Erode district.

To identify the awareness of ATM services among the rural customers of public sector banks in Gobichettipalayam Taluk of Erode district.

To evaluate the rural customers perception towards ATM services of public sector banks.

METHODOLOGY OF THE STUDY

Descriptive research study has been used in this research study. Primary data as well as secondary data has used in this research study. Questionnaire used for collecting the primary data and were subdued into various tables. The sample size of 110 rural customers was chosen for this research by using convenience sampling technique. For proofing the objectives of the study, the following statistical tools have been used like simple percentage analysis, mean score analysis and Anova analysis.

HYPOTHESES OF THE STUDY

H_{01-07} : There is no significant difference between gender, age, educational qualification, yearly income, marital status, awareness level, period of using the bank account, period of using the ATM service and their level of perception towards ATM services.

RESULTS AND DISCUSSION

From the questionnaire, the researcher has collected the rural customers' opinion about the ATM services like their awareness and their perception level in Gobichettipalayam Taluk of Erode district. The collected details are subdued tables and it is pressed in the followings. The framed hypotheses also tested by using Anova analysis.

7.1 Socio-Economic Profile of the Respondents

The following table shows the socio-economic profile of the sample respondents.

Table 1 : Socio-Economic Profile of the Respondents

No.	Variables	No. of Respondents	%
1	Age		
	Less than 30 Years	27	24.6
	30-40 Years	23	20.9
	Above 40 Years	60	54.5
	Total	110	100.0
2	Gender		
	Male	72	65.5
	Female	38	34.5
		110	100.0
3	Educational Qualification		
	No Formal Education	12	10.9
	Upto 10th Std.	24	21.8
	Higher Secondary	32	29.1
	College level	42	38.2
	Total	110	100.0
4	Yearly Income		
	Below Rs.1 lakh	12	10.9
	Rs.1 lakh – 1.5 lakh	26	23.7
	Rs.1.5 lakh to 2.0 lakh	37	33.6
	Above Rs.2 lakh	35	31.8
	Total	110	100.0
5	Marital Status		
	Married	76	69.1
	Unmarried	34	30.9
	Total	110	100.0
6	Period of using ATM services		
	Less than 3 Years	21	19.1
	3-5 Years	46	41.8
	Above 5 Years	43	39.1
	Total	110	100.0

It is identified that 24.6 percent of the rural customers belongs to less than 30 years age category, 20.9 percent of the respondents belongs to 30-40 years age group and 54.5 percent of the respondents belongs to above 40 years age category.

From the study, it is observed that 65.5 percent of the respondents are male and 34.5 percent are female.

10.9 percent of the rural customers have no formal education, 21.8 percent of the respondents were having upto 10th std. of education, 29.1 percent of the respondents were having higher secondary educational qualification and 38.2 percent of the respondents are qualified with college level of education.

Around 10.9 percent of the respondents are earning below Rs.1 lakh in a year, 33.6 percent of the respondents are earning Rs.1 to 1.5 lakh, 23.7 percent of the respondents

are earning Rs.1.5 to 2.0 lakh in a year and remaining 31.8 percent of the respondents are earning above Rs.2 lakh in a year.

It could be found that 69.1 percent of the respondents are married and 30.9 percent of the respondents are unmarried.

From the above table, it is found that 19.1 percent of the rural customers were using ATM services offered by the public sector banks less than 3 years, 41.8 percent of the respondents were using 3-5 years and remaining 39.1 percent of the respondents were using above 5 years.

7.2 Awareness of the Respondents
The following table shows the awareness of the sample respondents towards ATM services offered by public sector banks in Gobichettipalayam Taluk of Erode district.

Table 2 : Awareness level of the Respondents towards ATM services

No.	Variables	No. of Respondents	%
1	Awareness towards cash withdrawal through ATM		
	Aware	110	100.0
	Not Aware	0	0
	Total	110	100.0
2	Awareness towards Insurance premium payment through ATM		
	Aware	24	21.8
	Not Aware	86	78.2
	Total	110	100.0
3	Awareness towards opening fund transfer through ATM		
	Aware	16	14.5
	Not Aware	94	85.5
	Total	110	100.0
4	Awareness towards payment of utility bills through ATM		
	Aware	21	19.1
	Not Aware	89	80.9
	Total	110	100.0

It is identified from the above table that 100.0 percent of the respondents aware about the withdrawal of cash facilities available in the ATM services.

It is found that 21.8 percent of the rural customers aware about the insurance premium payment can possible through ATM services offered by the public sector banks and 78.2 percent of the respondents can't have awareness about the services.

It is obvious that 85.5 percent of the selected sample rural customers' does't have awareness about the facility of fund transfer provided by the public sector banks through ATM service and 14.5 percent of them only aware.

Around 19.1 percent only aware about the payment of utility bills through ATM services and 80.9 percent not aware about the services offered by the public sector banks in rural area.

7.3 Hypotheses Testing
In order to find the relationship between the selected 7 independent variables and their perception towards services of ATM offered by the public sector banks in Gobichettipalayam Taluk of Erode district among the sample rural customers' is discussed with a hypothesis in the following table.

Null Hypotheses : There is no significant difference in the perception towards ATM services between different categories of age, gender, educational qualification, yearly income, marital status, period of using ATM services, period of aware about the ATM services among the rural customers.

Table 3 : Relationship between selected independent variables and Perception (Anova Analysis)

No.	Variables	Mean Score	SD	'F' Value
1	Age			
	Less than 30 Years	3.47	0.39	
	30-40 Years	3.89	0.44	6.505*
	Above 40 Years	3.49	0.41	
2	Gender			
	Male	4.21	0.40	
	Female	3.49	0.43	27.027*
3	Educational Qualification			
	No Formal Education	3.50	0.37	
	Upto 10th Std.	3.64	0.41	6.308*
	Higher Secondary	4.25	0.41	
	College level	3.40	0.43	
4	Yearly Income			
	Below Rs.1 lakh	3.40	0.44	
	Rs.1 lakh – 1.5 lakh	4.04	0.43	11.444*
	Rs.1.5 lakh to 2.0 lakh	4.23	0.40	
	Above Rs.2 lakh	3.55	0.38	
5	Marital Status			
	Married	4.29	0.39	3.611*
	Unmarried	3.48	0.43	
6	Period of using ATM services			
	Less than 3 Years	3.60	0.38	
	3-5 Years	4.06	0.39	3.935*
	Above 5 Years	4.37	0.43	
7	Period of Aware			
	Low	4.24	0.40	
	Medium	4.17	0.41	9.093*
	High	3.37	0.45	

It is observed from the above analysis, It is inferred from the above table that majority of rural customers have perceived high level of perception towards ATM services offered by the public sector banks in Gobichettipalayam Taluk of Erode district who belong to 30-40 years aged, male customers, having higher secondary education, earning yearly as Rs.1.5 lakh to 2.0 lakh, got married, using the ATM services for above 5 years and having low level of awareness from the facilities offered by the public sector banks.

FINDINGS
It could be found from the analysis that majority of the respondents belongs to above 40 years age category, male, qualified with college level education, earn yearly income of Rs.1.5 lakh to 2 lakh, married, getting experience in utilizing the ATM services for 3-5 years offered by the selected public sector banks.

Further, it is noted that majority of the respondents well aware about the withdrawal facility in ATM services, minimum awareness in utilizing the services of insurance premium payment, fund transfer facility and payment of utility bills.

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level of awareness from the facilities offered by the public sector banks.

SUGGESTIONS AND CONCLUSION

From the research study, majority of the respondents have not aware about the various services offered by the public sector banks in Gobichettipalayam Taluk of Erode district rural customer. So, it is recommended to the public sector banks, they should take necessary steps to increase the awareness of the rural customers in utilizing the ATM services whatever offered. It leads to increase the utilization of the ATM services in rural areas.

From the study, it is found that low level of awareness respondents have perceived maximum level of perception towards ATM services offered by the public sector banks in Gobichettipalayam Taluk of Erode district. It is identified that medium and high level awareness rural customers have less perception towards ATM services. So, the bank authorities should take necessary steps like campaign in rural areas, meeting directly their rural customers to increase the awareness about the various ATM services. That increase the awareness, perception and satisfaction level also among the rural customers of public sector banks towards ATM services.

When any customers go to the ATM for withdrawing the cash, if they could not withdraw the cash at their need they become dissatisfied. This may lead to switching the customers to other banks. So, for retaining existing customers happy, attracting new and competitor's customer bankers should be sincere in ATM network maintenance.

The concern of customers about security and privacy, while using this service, is a major cause of dissatisfaction. Since it is a day of technology, innovation and cyber-hacking, so security and privacy of customer's information (Pin code, password etc.) is a burning issue that has an impact on customer's satisfaction and dissatisfaction. In this circumstances bank should improve their security for meting customer's expectation and satisfaction.

This is true that a customer can withdraw money from ATM anywhere, any time. On the other side, banks have imposed some restriction for maximum withdrawal limit per day. Our study shows that most of the customers are dissatisfied regarding the maximum withdrawal limit per day. In the study, maximum withdrawal limit is a significant factor for customer's satisfaction. So, banker should offer more scope for withdrawing cash in a day.

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