



ORIGINAL RESEARCH PAPER

Commerce

A STUDY OF CONSUMER BEHAVIOUR OF SBI ATM USERS OF RAJKOT CITY

KEY WORDS: ATM, Consumer Behaviour, Purpose, Satisfaction.

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ABSTRACT

Automatic Teller Machines are self service vending machines that allow customers undertake anytime banking anywhere, and in the process both the bank and customers stand to benefit in numerous ways. With the purpose of analyzing the Consumer Behavior of SBI ATM Users of Rajkot City, the Researcher conducted this study, the findings of which indicate that the Major reason for the preference of SBI ATM services by Rajkotians was the Services offered by SBI bank. As far as the Purpose of using SBI ATM Services was concerned, Cash withdrawal was the main purpose of ATM use. Regarding Frequency of Usage of SBI ATMs in a month, majority of the Clients used SBI ATMs 5 to 10 times in a month. The Major problem faced by the Respondents while using SBI ATMs was that SBI ATMs were Slower as compared to others. Most of the SBI ATM Users were Satisfied with the availability of ATMs around them and in terms of Overall Satisfaction of the SBI ATM users with the services provided by SBI ATMs, nearly 80% of them were More than Satisfied. Finally regarding the respondents' opinion about comparison of SBI ATM services with other banks' ATM Services, more than half of them found the SBI ATM Services Better.

1. INTRODUCTION

Banking system occupies an important role in economy of a nation. In fact, banking system of any country is the lifeblood of an economy. A banking institution is indispensable in a modern society. It plays a pivotal role in the economic development of a country and forms the core of the money market in country. Also, the development of communications, the progress and spread of science and the growth of economic and political institutions, have gone a long way in creating a common human heritage. Our thinking is becoming increasingly global, and although corresponding action might be hesitant, it is being fast recognized that the interest and well being of a nation are the concern of all. The life standard of a person has become very high. More needs, more demands and more production process are there. Thus, in a state of large strides in economic activity and determined efforts for increased production and holding the price – line, the role, which the banking system is called upon to play, must necessarily be significant. The innovations of the modern era including the evolution of atomic energy & information & technology, are playing their due part in the world struggle. One of the important quarters, into which the rays of the new light have penetrated, is the sphere of Banking.

BANKING IN INDIA

The banking system in India has evolved from a cash system to cheque system and now to the plastic card system. In order to survive in a competitive environment, banks have been left with no other alternative but to adapt to the technological changes. Banking Technology which comprises Core Banking Solutions (CBS) have been introduced by private banks right from their inception, while PSU banks were laggards as compared to Pvt. Banks. The Core Banking System enables the banks to implement e-delivery channels like ATMs, Mobile Banking, Tele banking, Internet Banking, etc. These channels offer customers the convenience of anywhere, anytime banking. One of the most popular channels of banking service delivery is Automated Teller Machines more popularly known as the ATMs which were primarily used to dispense cash upon insertion of a plastic card and its unique Personal Identification Number (PIN). Interestingly today's ATMs are a type of innovation that can mechanically accept deposits, collect cheques, issue withdrawals, transfer funds between accounts, recharge mobiles and offer a vast variety of services to customers.

2. REVIEW OF LITERATURE

S. Banumathy (July, 2007), made a study on "ATM- A user friendly Mechanism." The Author's main focus was on the customer satisfaction of today's ATM Users. She observed that we are living in a very dynamic world, where each and every second is precious; Customers do not like to waste their precious time waiting in large queues for availing any of the Banking Services. ATMs come to the rescue such fast moving Customers.

P. Suguna Lakshmi (2010), made a study on "ATMs and its value added services in Indian Banking Sector".

Her paper mainly discussed the value added services offered by ATMs in the banking sector, its increased acceptance among the customers supported by statistical facts and the initiatives taken by the banks to overcome the major challenges faced by this technological device called ATM.

B. Manoharam (2007), made a study on "Progress in ATM Technology".

His article analyzed the role of Information Technology and ATMs in the transformation of the Indian Banking Sector. ATM is a device that allows customers who have an ATM card to perform routine banking transactions without interacting with a human teller.

Chattopadhyay and Saralelimath (2012), wrote a research paper with the objectives of studying the awareness and preference to use ATM services offered by select Cooperative banks in Pune city, the problems faced by customers while using ATM services offered by select Cooperative banks in Pune city and to identify the association between age and preference to use ATM services by select Cooperative banks in Pune city and found out that there was a Significant Association between the two said variables.

Manjushree S. (2014), in another research analyzed the relationship between demographic variables and preferences to use ATM, by collecting data through a structured questionnaire from a random sample of 50 customers from syndicate bank in Bhadravathi in which it was found that 46% of respondents use ATM for cash withdrawal. 56% of the respondents are use ATM 5-10 times a month, 34% of respondents faced Operational Problems with ATMs meaning ATMs going out of order. 82% of the respondents were satisfied with the ATM services. 76% of the respondents inform the bank at the time of loss of the ATMs, and 36% of the respondents opt ATM card of SBI for the Services offered by the bank.

3. RESEARCH METHODOLOGY

3.1. PROBLEM OF RESEARCH
An extensive banking network has been established in the last thirty years and the Indian banking system is no longer confined to metropolitan cities and large towns but also is catering the need of the Rural people even in the remote areas of the country. Traditionally, payments were made in cash but now various electronic payments mechanisms like ATMs, cards, EFT, ECS have made their presence. In e-banks the entire business is conducted electronically. Due to advancement in technology, efficiency of banks has improved retail banking and quality of services. Technology not only benefits banks but its other stakeholders like employees and customers. Thus, delivery channels like ATM have been put up by banks and have become popular with customers.

The ATM services of the banks in India have spread out in the remote, difficult and the most isolated areas of the country. The torch bearer in the Indian Public Sector Banks, invariably The State Bank of India has one of the largest and wide spread Banking network in the world. It is in this Backdrop that Researcher has chosen to analyze the consumer behavior of the of SBI ATM users in Rajkot City. The Research problem under taken for the study has been selected after review of the existing literature

3.2. TITLE OF THE STUDY
"A STUDY OF CONSUMER BEHAVIOUR OF SBI ATM USERS OF RAJKOT CITY."

3.3. OBJECTIVES OF THE STUDY

The objective of the study are :

1. To find out Reasons for Consumers' Preference of SBI ATM Facility
2. To examine the purpose of using SBI ATMs
3. To know Frequency of Usage of SBI ATM by the respondents in a month
4. To Identify the Problems faced by the Respondents while using SBI ATMs
5. To Study the respondents' response when their ATM is lost
6. To know the Consumers' Satisfaction with the availability of ATMs in the Area
7. To know the Satisfaction level of respondents with the Services Provided by SBI ATMs

3.4. PERIOD OF THE STUDY

The study was conducted during December 2017 to April 2017.

3.5 SCOPE OF THE STUDY

Functional Scope: Functional Scope of this study is to examine the Behaviour of SBI ATM users of Rajkot City in terms of their Purpose of Using SBI ATMs, the Frequency of use of ATMs, The Problems Faced by them while using SBI ATMs, their Response to the loss of ATMs, And their Overall Satisfaction with the SBI ATM Services .

Geographical Scope: The researcher has studied the respondents of Rajkot City only.

3.6. TYPE OF SAMPLE AND STUDY

Convenience Sampling method was used to choose 100 ATM users of State Bank of India in Rajkot City. The Study is Exploratory in nature

3.7. TYPE OF DATA AND METHOD OF COLLECTION OF DATA

The primary Data were collected through predesigned structured questionnaires. The questionnaire mainly included close ended questions. Secondary Data were used for Review of Literature by referring, Journal Articles, Published Reports, etc.

3.8. TOOLS AND TECHNIQUES USED FOR DATA ANALYSIS

Primary Data collected through the questionnaire were classified, tabulated and analyzed with the help of Statistical tools such as percentage and weighted averages.

4. DATA ANALYSIS AND INTERPRETATION

1. Demographic Profile of the respondents.

A profile of the sample population, including gender, age, marital status, occupation and educational qualification is shown in Table 1 .

Table 1. Demographic Profile of the respondents

Gender	No. of Respondents	Percentage
Male	50	50
Female	50	50
Total	100	100
Age	No. of Respondents	Percentage
16-20	13	13
21-25	31	31
26-35	16	16

36-45	18	18
46-55	13	13
56 & above	09	09
Total	100	100
Marital Status	No. of Respondents	Percentage
Married	42	42
Unmarried	41	41
Divorcee	04	04
Widow	13	13
Total	100	100
Occupation	No. of Respondents	Percentage
Business	25	25
Professional	07	07
Students	20	20
Employees	20	20
Homemakers	22	22
Others	06	06
Total	100	100
Education/Qualification	No. of Respondents	Percentage
S.S.C.	23	23
H.S.C.	12	12
Graduate	26	26
Post Graduate	28	28
Any other	11	11
Total	100	100

Source: Primary data from survey

2. Reasons for Preferring SBI ATM facilities

Table 2. Classification of respondents according to Reasons for Preferring SBI ATM Facility

Reasons for Preferring	No. of Respondents	Percentage
Services	32	32
Security	28	28
Location	09	09
Convenience	28	28
Others	03	03
Total	100	100

Source: Primary data from survey

The above table and chart indicates the classification of respondents according to the reasons for preferring SBI ATM facility. Out of 100 respondents, 32 % of the respondents preferred SBI ATM facility for the services of the bank. While 28 % of the respondents each used the SBI ATM for Security as well as for Convenience respectively, 9 % of the respondents preferred SBI ATM for the locality of the ATM terminals. Only 3% of the respondents who preferred the ATM services of SBI for other reasons, like time saving and for online shopping.

3. Purpose of using SBI ATM Services

Table 3. Classification of the respondents according to the Purpose of using SBI ATM Services

Purpose	No. of Respondents	Percentage
Cash withdrawal	46	46
Cash deposit	12	12
Balance inquiry	23	23
Mini statement	16	16
Others	03	03
Total	100	100

Source: Primary data form survey

It is evident from the table above that Maximum no. of respondents 46% used SBI ATM services for the purpose of Cash withdrawal followed by 23% used it for Balance Inquiry.

16% respondents used SBI ATM for getting Mini Statement and 12% used it for Cash Deposit.

4. Frequency of Usage of SBI ATM by the respondents in a month

Table 4. Classification according to the Usage of SBI ATM by the respondents in a month

Frequency of Usage of	Frequency	Percentage
5-10 times	47	47
11-20 times	10	10
21-50 times	02	02
Occasionally	41	41
Total	Total 100	Total 100

Source: Primary data form survey

Majority of the respondents i.e., 47% used SBI ATMs 5 to 10 times in a month, 41% of them use SBI ATMs Occasionally meaning they use ATMs less than 5 times in a month. Whereas 10% of the respondents use SBI ATMs 11-20 times in a month. And only 2% use it more than 20 times but less than 50 times in a month.

5. Problems faced by the Respondents while using SBI ATMs
Table 5. Classification of respondents according to the Problems faced by them while using SBI ATMs

Problems	Frequency	Percentage
Receipt not issued	26	26
Cash over	20	20
Transaction takes too much time	38	38
Less number of ATMs	16	16
Total	Total	Total

Source: Primary data form survey

Out of 100 respondents majority of the respondents i.e. 38% complained that the SBI ATMs take too much time for completion of the transactions meaning they are slow as compared to others. 26% of the respondents had problems about the issue of receipt meaning Receipts are not issued. 20% of the respondents faced the problem of getting the message that the cash is over in the machine. And 16% of the respondents had the problem of not having the ATM terminals at nearer locations to their home

6. Respondents response at the time when ATM is lost
Table 6 . Classification According to the respondents' response at the time when ATM is lost

Response at the time of loss of ATM	Frequency	Percentage
Lodge Complaint in the police station	09	09
Inform the Bank	62	62
Close the Account	22	22
Others	07	07
Total	Total	Total

Source: Primary data form survey

Out of 100 respondents, 62% of the respondents inform to the bank about the loss of ATM card, 22% respondents said that they close their bank account, 9% of the respondents said that if their ATM was lost then they would complain to the police station while only 7% of the respondents said that if their ATM is lost, they will block the ATM and apply for a new one.

7. Respondents Satisfaction level with the availability of ATMs in the Area

Table 7 . Classification According Respondents' Satisfaction level with the availability of ATMs in the Area of their Vicinity.

Variable	Weight (W)	Frequency & Percentage	W*x	Weighted Average	Final Rank
Highly Satisfied	5	18	90	06.00	2
Satisfied	4	55	220	14.67	1
Indifferent	3	17	51	03.40	3
Dissatisfied	2	10	20	01.33	4
Highly Dissatisfied	1	00	00	00	5
Total	15	100	381	25.4	

Source: Primary data form survey

The above table shows overall rank for the opinion of SBI ATM users about the Availability of the ATM in the area. The Researcher has given rank based on weighted average value. The Highest weight 5 is given to Highly Satisfied Consumer and the Lowest Weight 1 is given to the Highly Dissatisfied Consumers. Thus, out of 100 respondents 55% of the respondents were Satisfied with the availability of SBI ATMs in their locality, meaning that the ATM terminals are nearest to their residence, getting 1st Rank. The 2nd rank was given to the Highly Satisfied respondents who were 18% in Number. The researcher gave 3rd rank to the Indifferent respondents, who were neither Satisfied nor Dissatisfied with the availability of ATMs in their area, who are 17% in number. The 4th rank was given to the Dissatisfied respondents, who were 10% in number. It may be possible that the location of ATM terminal is far away from their location. So, they were dissatisfied. Interestingly, there were no respondents who were highly dissatisfied with the availability of ATM in their area.

8. Respondents satisfaction level with the Services Provided by SBI ATMs

Table 8 . Classification According Respondents' Satisfaction level with Services Provided by SBI ATMs

Variable	Weight (W)	Frequency & Percentage	W*x	Weighted Average	Final Rank
Highly Satisfied	5	16	80	05.33	2
Satisfied	4	64	256	17.06	1
Indifferent	3	17	51	03.40	3
Dissatisfied	2	03	06	00.40	4
Highly Dissatisfied	1	00	00	00	5
Total	15	100	393	25.19	

Source: Primary data form survey

The above table shows overall rank for the level of Satisfaction of the SBI ATM users with the services provided by SBI ATM. The Researcher has given the rank based on the weighted average value. Satisfied customers have been given first rank as they are given the 4 weight and they are 64% in number. The 2nd rank was given to the Highly Satisfied respondents who were 16% in number. Indifferent respondents, who were neither satisfied nor dissatisfied with the services of SBI ATMs, have been given 3rd rank. The 4th rank was given to the Dissatisfied respondents who were only 3%. The researcher feels that they might be facing problems while they use ATMs or lack of availability of the ATM terminals in their area or any other problems. The 5th rank has given to the Highly Dissatisfied respondents.

9. Respondents opinion about comparison of SBI ATM services with other banks

The following are the calculation of total weighted average. The rank is given in order of highest weighted average getting the first rank and so on.

Table 9. Classification According to the respondents' opinion about comparison of SBI ATM services with other banks' ATM Services.

Variable	Weight (W)	Frequency & Percentage	W*x	Weighted Average	Final Rank
Excellent	4	21	84	08.40	2
Better	3	35	105	10.50	1
Same	2	39	78	07.80	3
Worst	1	05	05	00.50	4
Total	10	100	272	27.20	

Source: Primary data form survey

The above table shows overall rank for the respondents' opinion towards comparison of SBI ATM services with other banks'. The SBI ATM users found the SBI ATM Services either Excellent or Better than the ATM Services of other Banks. 35% found them Better than others whereas 21% Excellent making an overall of

56% of the Respondents who were more than satisfied with SBI ATM Services as compared to that of Other Banks. Though nearly 39% felt that they were the same as any other Bank. Only 5% found them Worst.

5. FINDINGS

The Findings of the study indicate that:

- **The Major reasons for the Respondents preferring SBI ATM services** was the Services offered by SBI bank, followed by Security as well as for Convenience as the Second Most Important reasons for Using SBI ATMs.
- As far as the **Purpose of using SBI ATM Services** is concerned, It is evident from that Maximum no. of respondents 46% used SBI ATM services for the purpose of Cash withdrawal followed by 23% who used it for Balance Inquiry. 16% respondents used SBI ATM for getting Mini Statement and 12% used it for Cash Deposit
- Regarding **Frequency of Usage of SBI ATM by the respondents in a month**, Majority of the respondents i.e., 47% used SBI ATMs 5 to 10 times in a month, Whereas, 41% of them use SBI ATMs Occasionally meaning they use ATMs less than 5 times in a month.
- As far as **Problems faced by the Respondents while using SBI ATMs** were concerned. Majority of the respondents i.e. 38% complained that the SBI ATMs take too much time for completion of the transactions meaning they are slow as compared to others. 26% of the respondents had problems about the issue of receipt meaning Receipts are not issued. 20% of the respondents faced the problem of getting the message that the cash is over in the machine.
- **When their ATM is lost**, 62 % of the respondents inform to the bank about the loss of ATM card and 22 % respondents close their bank account which is likely to be affected.
- As regards the **Respondents' Satisfaction level with the availability of ATMs in the Area of their Vicinity**, nearly 73% of the respondents were more than satisfied whereas 17% were neither satisfied nor dissatisfied.
- In terms of **Overall Satisfaction of the SBI ATM users with the services provided by SBI ATMs**, nearly 80% of them were More than Satisfied and 17% neither satisfied nor dissatisfied.
- And finally regarding **the respondents' opinion about comparison of SBI ATM services with other banks' ATM Services**, nearly 56% of the respondents found the SBI ATM Services Better than other Banks. And 39% did not find them any Better.

6. LIMITATIONS OF THE STUDY

The main limitations of the study are as follows;

1. The Data were collected through questionnaire; there are chances of biased information provided by the respondents.
2. The Present Study is limited to only 100 respondents of Rajkot City.
3. The Research is based on the Primary data and the Tools used have their own Limitations
4. Some of the Respondents might not have able to either express their views accurately to the close ended questions.
5. This Study is limited to the Rajkot city of Gujarat. So, the generalization of conclusions of the study may therefore not have universal applicability.
6. The Study does not include all the SBI Bank account holders of Rajkot City. So, the interpretations and findings of this study cannot be generalized without further supporting Researches.

7. FUTURE SCOPE OF THE STUDY

1. Geographically, this Study covers Rajkot City. The Study does not cover other cities or rural areas of this State. This type of Study can be done in other cities of the State of Gujarat like Junagadh, Porbandar, etc.
2. The Same kind of Study can be done in future with more wide geographical Scope with more than 100 number of respondents.
3. This study is a Consumer Behavioural Study which is a part of Marketing which has a wide scope.

8. CONCLUSION AND SUGGESTIONS

The researcher has observed that only 12% respondents use SBI ATMs for Cash Deposit and Bill payments etc., so SBI should encourage ATM users to do so either by educating those who do not know how to avail the facilities and by offering SOPs to those who know the use but still do not use ATMs for other purposes than Cash Withdrawals and Balance inquiries.

Since nearly 80% of the respondents are more than Satisfied with the overall ATM Services of SBI the Bank needs to focus on the 17% respondents who are indifferent as they feel that SBI ATM services are the same as others. These respondents are very sensitive to better Services offered by other Banks and may defect. Since it has been found that the SBI ATMs take too much time for completion of the transactions meaning they are slow as compared to others, Transaction Receipts are not printed due to want of paper and the respondents faced the problem of cash over in the machine, the Bank should install Speedier ATMs, Ensure adequate paper for Printing Receipts and Top-up cash in the Machine more frequently.

In conclusion, SBI's humongous network and its various Subsidiaries have been very instrumental in changing the face of the Indian Economy by ensuring Financial Inclusion which is one of the Major Policy initiatives of the Government of India and a somewhat similar effect is also visible in case of the ATM Services of SBI in Rajkot City which is one of the Major Industrial Hubs of Gujarat State. This study has tried to bring out behavior of SBI ATM users of Rajkot city in terms of their Usage Pattern, Frequency of use of ATMs, Purpose of use, Problems faced by ATM users, etc. which will enable SBI to formulate winning business strategies for both their Clients and Themselves.

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