

CUSTOMER PERCEPTION AND SATISFACTION TOWARDS ADOPTION OF TECHNOLOGY ENABLED BANKING SELF SERVICES WITH SPECIAL REFERENCE TO CHENNAI CITY

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ABSTRACT:

Banks play a vital position in the economic growth of a country. It is a financial institute to accept deposit also channels those deposits into lending activities each directly or indirectly. The appearance of private banks and new generation banks have be altered the whole banking operations severely through the use of sophisticated latest technologies like Internet Banking, Automated Teller Machine (ATMs), Electronic Fund Transfer (EFT), debit cards, credit cards, mobile banking, etc. The banks are step into electronic provisioning of help within the self service mode through the different digital channels. Customer perception changes from person to person as well as from time to time since their expectations are increasing forever. The technology enabled self services like net banking, Tele-banking and Mobile Banking that are yet to accomplish broad reach use and adoption. So, the banking institutions can prepare effectual techniques for promoting these services to the recognized segments. The present study is an effort to identify the customer perception towards adoption of technology enabled bank self services in Chennai. Data for this study have been collected using a questionnaire and then analyzed using statistical techniques. The collected primary data were analyzed and interpreted accurately to find the result of the research work. This would also help the banks to plan and implement measures to conquer by retaining existing customers also attract new customers.

Keywords: Customer Perception, Banking services, Technology Enabled Services, Systematic Method, Customer adoption

INTRODUCTION

The banking sector is one of the main service sectors in India. These modern technologies enable the bankers to overcome the obstacles of time and space in extending their customer. There have been rapid changes in the ways that customers contract with their banking institution with technical innovation important to the adoption of technology enabled banking like electronic banking (e-banking) and mobile banking (m- banking). Self service technologies have made it easier for customers to complete banking transactions and other related banking services as they provide improved availability of services, with customers being less dependent upon the initial hours and place of their banks.

At current the world is suitable a Global village. The banking sectors have been effectively organizing facts and discussion era as a strategic valued resource to reach speed, efficiency, cost discount, customer support and competitive advantage. Technology enabled banking offers superior services to customers by if the operation concept with anywhere and anytime. The

technological alterations had prepared in India through the entry of new private sector and foreign banks. So, now such a situation extended wherein even the conventional banks within the public quarter and old personal banks are forced to follow technology-enabled offerings.

By considering the fact that group can substitute a company's people by adopting refined technology, the banking sector is able to offer a standardized supply with smaller service charges. With this background, planned to study on "Customers Perception and Satisfaction towards Adoption of Technology Enabled Banking Self Services in Chennai city" as it is considered important in the current scenario for public, private and foreign banks.

REVIEW OF LITERATURE

Saibaba and Murthy T. Naryana (2013) aimed to study the factors that regulate adoption intentions of customers to use Internet banking services in India. This study contributes to the literature by if a new research framework for forecasting Internet banking adoption in India and its conclusions provide useful insights for bank managers and policy makers in development Internet banking promotion strategies.

Umar Nimran and Kertahadi (2014) studied the connection among self-service technology (SST), service quality, and bond marketing on customer satisfaction and loyalty. Samples of the study were 201 respondents of a state bank in East Java-Indonesia who have skilled using self-service technology. The Partial Least Square (PLS) was used to evaluate the data and the hypotheses. Results of this study specify that self-service technology, service quality and relationship marketing significantly caused on customer satisfaction. Yet this study could not show the conclusion of the self-service technology and service quality on customer loyalty

Shamsher Singh (2014) found out four scopes of mobile banking. The issue analysis of the data has given four perfect factors. These factors are considered as "Security/Privacy, Reliability, Efficiency, and Responsiveness". This is on the source of considerate of customer perception about the mobile banking. The study found that that Indian mobile banking users are especially concern with security issues like financial frauds, account misuse and user kindness issue service.

OBJECTIVES OF THE STUDY

1. To analyze the customer preference and satisfaction of Adoption of Technology Enabled Banking Self Services in Chennai city.
2. To evaluate the awareness of Adoption of Technology Enabled Banking Self Services in Chennai city among the customers.
3. To study the problems faced by the customers while using the Technology Enabled Banking Self Services.

RESEARCH METHODOLOGY

Sample Method: The sampling technique used in for the study was Non-Probability convenient Sampling. The primary source for use convenient sampling was the non-availability of consumer report for Random Sampling frame. However while residents is distinct but the convenient method is complex to classify the randomized customers.

Sample Size: A Sample of 74 respondents was chosen. The study was carried out in Chennai city by choosing the respondents who are using banking self services.

DATA COLLECTION

Table 1.1 Age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid below 25 years	28	37.8	37.8	37.8
26 years - 35 years	21	28.4	28.4	66.2
36 years - 45 years	20	27.0	27.0	93.2
above 46 years	5	6.8	6.8	100.0
Total	74	100.0	100.0	

Table 1.1 shows that 37.8% majority of the respondents are below 25 years age group. 28.4% of respondents are 26 years-35 years age group.

Table 1.2 Gender of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	48	64.9	64.9	64.9
Female	26	35.1	35.1	100.0
Total	74	100.0	100.0	

Table 1.2 shows that 64.9% majority of the respondents are male. 35% of respondents are female.

Table 1.3 Occupation of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Business	32	43.2	43.2	43.2
professional	24	32.4	32.4	75.7
student	15	20.3	20.3	95.9
others	3	4.1	4.1	100.0
Total	74	100.0	100.0	

Table 1.3 shows that 43.2% most of the respondents are business. 32.4% of the respondents are professional.

Table 1.4 Income of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than Rs.50,000	28	37.8	37.8	37.8
Rs.50,001 - Rs.1,00,000	26	35.1	35.1	73.0
Rs.1,00,001 - Rs.1,50,000	13	17.6	17.6	90.5

Above Rs.1,50,001	7	9.5	9.5	100.0
Total	74	100.0	100.0	

Table 1.4 shows that 37.8% majority of the respondents monthly income are less than Rs.50000.35% of the respondents income are Rs. 50,001-Rs.1,00,000.

Table 1.5 How many of your family members having bank account

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 2 members	22	29.7	29.7	29.7
Valid 2 members - 4 members	39	52.7	52.7	82.4
Above 4 members	13	17.6	17.6	100.0
Total	74	100.0	100.0	

Table 1.5 shows that 52.7% majority of the respondents having bank account are 2 members-4 members.

Table 1.6 Which bank you are using most

	Frequency	Percent	Valid Percent	Cumulative Percent
Public sector bank	31	41.9	41.9	41.9
Valid Private sector bank	37	50.0	50.0	91.9
Others	6	8.1	8.1	100.0
Total	74	100.0	100.0	

Table 1.6 shows that 50% majority of the respondents are using private sector bank.

Table 1.7 Descriptive statistics of the respondents on the perception about the adoption of technology enabled banking self services

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Convenient accessibility	74	1	5	2.14	1.089	1.187
Lot of facilities provided by e-channels	74	1	5	1.92	1.030	1.062
Security/less risk to use	74	1	5	2.03	1.020	1.040
Online bill payment	74	1	5	1.91	.982	.964
Saving in time	74	1	5	2.03	.844	.712
Valid N (list wise)	74					

INFERENCE:

In this analysis of descriptive statistics it is seen that the highest mean is 2.14 which indicates that convenient accessibility can be highly useful for consumer’s adoption of technology enabled banking self service. The mean for both security/less risk to use and saving in time is 2.03.

**Table 1.8 Comparison between Income and lot of facilities provided by e-channels
Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	170.523 ^a	12	.000
Likelihood Ratio	147.194	12	.000
Linear-by-Linear Association	64.842	1	.000
N of Valid Cases	74		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .19.

INFERENCE:

This chi-square analysis on 5% equivalent regarding significance p-value is less than 0.05. So, Null hypothesis is accepted. Thus, is significant distinctive among Income of the respondent for Consideration into lot of facilities provided by e-channels.

Table 1.9 Correlations Statistics

		Change password pin codes regularly	Read the privacy and policy information	Information provided is accurate	Bank site is unrestricted is to access to all financial information	Bank provides financial security confidentiality
Change password pin codes regularly	Pearson Correlation	1	.899**	.887**	.951**	.930**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	74	74	74	74	74
Read the privacy and policy information	Pearson Correlation	.899**	1	.950**	.887**	.879**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	74	74	74	74	74
Information provided is accurate	Pearson Correlation	.887**	.950**	1	.870**	.858**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	74	74	74	74	74

Bank site is unrestricted is to access to all financial information	Pearson Correlation Sig. (2-tailed)	.951** .000	.887** .000	.870** .000	1	.957** .000
Bank provides financial security confidentiality	Pearson Correlation Sig. (2-tailed)	.930** .000	.879** .000	.858** .000	.957** .000	1
	N	74	74	74	74	74

** . Correlation is significant at the 0.01 level (2-tailed).

Table 1.10 Comparison between Occupation and Bank provides financial security and confidentiality

ANOVA

Occupation of the respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	51.201	4	12.800	143.279	.000
Within Groups	6.164	69	.089		
Total	57.365	73			

INFERENCE:

The hugeness esteem is 0.000 which is under 0.05 in this way the model measurably Essentialness in anticipating comparison relationship between occupation and Bank provides financial security and confidentiality the services in technology enabled banking self service. Since, F determined is more noteworthy than the F basic financial security and confidentiality (value=143.276. Here displays effective general miniature act critical.

FINDINGS:

- 37.8% of the customers are below 25 age group.
- 64.9% of the customers are male and 35% of the customers are female.
- 37.8% of the customer’s income level less than Rs.50, 000.
- 43.2% of the customers are business and 32.4% of them professional.
- 52.7% of the customers majority family members having bank account are 2-4 members.
- 50% of the customers are using private sector bank.
- The highest mean is 2.14 which indicates that convenient accessibility can be highly useful for consumer’s adoption of technology enabled banking self services.

CONCLUSION

In India, banking industry has been facilitated towards the growth of the economy and guide in a new dawn of progress on the Indian horizon. The banking self services is a developing idea in India and across the world. Now, the customers are using the banking self services for bank deposits, money transfers, bills payments and for other business transactions. The customer approach has been altering towards new innovative technologies in the Indian banking industry. The current study carried out the concern to explore the customer perception and satisfaction towards technology enabled banking self services in Chennai city.

The banks deal improved, diversified and modified banking self services, to fulfill the needs and want of the customers, by adopting an suitable and reasonably stable policy towards the charges and costs and if sophisticated user sociable technologies and creating a trust in the minds of the customers on the self services of banking institutions. The current study may help to the banks to offer a greater quality of services concluded the more technology enabled banking self services to their customers and to enhance their satisfaction on the effective of the banking transactions. The banks are fulfilling their customers' necessities by the outcomes of the current study and making their customers' dream to become true. Hence, the current study concludes that the banking self services have been developing with human touch of banks in Coimbatore city.

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