



CUSTOMER PREFERENCES TOWARDS TECHNOLOGY ENABLED BANKING SELF SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract

The banking and monetary services zone is capable to promote most by using leveraging era and it has absorbed the era to a remarkable extent. Technology enabled banking offers superior price to customers by providing the operation concept with anywhere and anytime. The technological modifications had been pioneered in India through the entry of new private sector and foreign banks. So now such a scenario has reached wherein even the conventional banks within the public quarter and old personal banks are forced to pursue technology-enabled offerings. The present study aims to know the customers' satisfaction on innovation empowered managing an account administrations in Coimbatore city. To fulfill this, collection of primary data from the customers of selected Commercial Banks becomes pertinent. For this purpose the data has been collected from 750 customers from the selected sampled Commercial Banks in Coimbatore District. The samples have been selected on the basis of stratified random sampling techniques. The findings of the study shows that the banks performing better in providing service quality and give satisfaction according to their needs of the customers. Most of the customers were found to be satisfied, yet there were shortcoming in the quality of banking service towards customers.

Keywords: Satisfaction, Customer, Bank, Services.

Introduction

In the most recent two decades, administration industry has seen fantastic changes in the way business is led paralleling to the past time. Converging of advances has made the dispersion of administrations more helpful than any time in recent memory. Programmed Teller Machines, charge installment booths, web based administrations and telephone based administrations (both voice and content), mechanized inn look at, robotized registration for flights, computerized nourishment requesting framework in eateries, candy machines, Interactive voice reaction frameworks are illustrations of innovation based administration conveyance stations. These innovation empowered administration conveyance mediums are known as self-administration advances (SSTs). If there should arise an occurrence of retail managing an account the customer get the administrations through innovation empowered mediums, for example, Automatic Teller Machines (ATM), Internet and Mobile telephone. With the advancement of the Internet, more learning is available to individuals anyplace whenever. Encouraging correspondence, information transmission, and worldwide connection, the Internet is a playing field not at all like whatever other. Rising above the habitual hindrances of time and space, the Internet is reclassifying the universe of saving money. The Internet has made new strategies for doing an assortment of money related exchanges. With these improvements, another period of keeping money has developed which has come to be known as "e-managing an account." E-saving money envelops a variety of monetary exchanges, once done through the unmistakable trade of data, now are done electronically.

Review of Literature

FyeryAbreheAhena (2015) stated that the “**Adoption of Customers in Commercial Bank of Ethiopia (CBE), Mekelle**” The study is about Automated Teller Machine (ATM) adoption of users in Commercial Bank of Ethiopia in Mekelle branch. The study has the following objectives; finding out the most commonly used type of ATM include banking service; assessing the users' frequency of usage of ATM; examining the attitude of users towards ATM banking service; and determining the ranks of each attributes that determines the adoption rate of ATM. A sample of 123 ATM adopters was taken through convenience sampling for the study. Data was also collected using structured questionnaire and analyzed through Statistical Package for Social Sciences version 20 using descriptive statistical tools. The result has shown that ATM adopters in the bank use only limited types of services predominantly cash withdrawals. It was also found that mean of mean for the five attributes that determine the adoption of a new technology becoming below 4.00.

Ms.K.ParimalaKanthi, Mr.B.H.Singu (2015) “**A survey report on customer awareness towards bhariyamahila bank with special references to Coimbatore city**”. This paper is attempts to find out customer satisfaction of BMB, its try to find out the problems which has been faced by its customer and clearly gives the suggestion for bank improvement totally its clear article try to provide information to the bank for future initiatives to study about the awareness of the customer regarding banking services held at BharatiyaMahila Bank. The scope of the study is confined to customer's awareness about



BharatiyaMahila Bank in Coimbatore city The main objective of the research is a study on “A survey report on customer awareness towards BharatiyaMahila Bank with special references to Coimbatore city [south zone]”.For this purpose Coimbatore city was selected The study takes into account both primary data and secondary data100, the data is collected using a convenience sample of customer. Customer who has significant knowledge of the topic were identified and selected at random for questioning.

IV. Objectives of the Study

- To know the Level of customers’ satisfaction on banking technology services in Coimbatore City.

VI. Research Methodology

Research in like manner speech alludes to a quest for information. One can likewise characterize research as an exploratory and orderly hunt down relevant data on a particular point. Truth be told, examination is a craft of reasonable examination. The present study utilized both important and assisting information. The essential information was gathered from the customers of banking sectors in Coimbatore city. Field review procedure was utilized to gather the correlated information from the 750 selected sample respondents in Coimbatore city. The respondents were chosen by utilizing basic irregular inspecting strategy from the selected towns. Questionnaire was the main tool for collecting the data..The secondary data was also collected for the study. The data thus collected from the primary sources were arranged in the simple tabular statements.

Result and Discussion

Table: 1.1, Age And Opinion About Level of Satisfaction Towards Technology Enabled Banking Self Services

AGE	Opinion About Level of Satisfaction Towards Technology Enabled Banking Self Services					TOTAL
	Very poor	Poor	Good	Very good	Excellent	
Below 25 years	27	50	44	56	50	227
	3.6%	6.7%	5.9%	7.5%	6.7%	30.3%
25 years – 35 years	60	52	94	74	58	338
	8.0%	6.9%	12.5%	9.9%	7.7%	45.1%
35years – 45 years	38	26	17	16	23	120
	5.1%	3.5%	2.3%	2.1%	3.1%	16.0%
45years - 55years	11	16	9	19	10	65
	1.5%	2.1%	1.2%	2.5%	1.3%	8.7%
TOTAL	136	144	164	165	141	750
	18.1%	19.2%	21.9%	22.0%	18.8%	100.0%

From the above table it is inferred that below the age group of 25 years, 7.5 per cent of the respondents opinioned very good followed by 6.7 per cent of the respondents opinioned excellent and only 3.6 per cent of the respondents opinioned very poor for the technology enabled banking services. In the age group of 25- 35 years, 12.5 per cent of the respondents opinioned good followed by 9.9 per cent of the respondents opinioned very good and 6.9 per cent of the respondent’s opinioned poor for the technology enabled banking services.In the age group of 35 - 45 years, 5.1 per cent of the respondents opinioned very poor followed by 3.5 per cent of the respondents opinioned poor and only 2.1 per cent of the respondent’s opinioned good for the technology enabled banking services. In the age group of 45 - 55 years, 2.5 per cent of the respondents opinioned very good followed by 2.1 per cent of the respondents opinioned poor and only 1.2 per cent of the respondent’s opinioned good for the technology enabled banking services.

In order to find out the relationship between age and the level of satisfaction towards technology enabled banking self services, a chi-square test have implied to test the hypothesis given below

Table:1.2 Chi-Square Test

Pearson Chi-Square	Calculated Chi-square Value	Table value	df	S/NS	Remarks
AGE	41.752 ^a	12	.000	S	Rejected

** - Significant at 1% level S-Significant

It is clear from the chi-square test that the p-value (.000) is less than 0.05 and the result has significant at 1 % level. Hence, the null hypothesis (Ho) has rejected and the alternative hypothesis (H₁) has accepted. From the analysis it have been



concluded that there is relationship between age and the level of satisfaction towards technology enabled banking self services.

Table: 1.3, Educational Qualification and Opinion about Level of Satisfaction towards Technology Enabled Banking Self Services

S.NO.	EDUCATIONAL QUALIFICATION	OPINION ABOUT LEVEL OF SATISFACTION TOWARDS TECHNOLOGY ENABLED BANKING SELF SERVICES					TOTAL
		Very poor	Poor	Good	Very good	Excellent	
1	Primary level	10	5	5	8	9	37
		1.3%	.7%	.7%	1.1%	1.2%	4.9%
2	Higher Secondary	19	23	23	35	25	125
		2.5%	3.1%	3.1%	4.7%	3.3%	16.7%
3	Graduate	29	49	46	42	38	204
		3.9%	6.5%	6.1%	5.6%	5.1%	27.2%
4	Post Graduate	51	62	74	58	57	302
		6.8%	8.3%	9.9%	7.7%	7.6%	40.3%
5	Professional	27	5	16	22	12	82
		3.6%	.7%	2.1%	2.9%	1.6%	10.9%
TOTAL		136	144	164	165	141	750
		18.1%	19.2%	21.9%	22.0%	18.8%	100.0%

The above table depicts the educational qualification and opinion about level of satisfaction towards technology enabled banking self services. Regarding the primary level of education 1.3 per cent of the respondents opinioned very poor followed by 1.2 per cent of the respondents opinioned excellent and only 1.1 per cent of the respondents opinioned good and poor for the technology enabled banking services. In higher secondary level, 4.7 per cent of the respondents opinioned very good followed by 3.3 per cent of the respondents opinioned excellent and 2.5 per cent of the respondent's opinioned poor for the technology enabled banking services.

Under the graduate category, 6.5 per cent of the respondents opinioned poor followed by 6.1 per cent of the respondents opinioned good and only 3.9 per cent of the respondent's opinioned very poor for the technology enabled banking services. In the post graduate category, 9.9 per cent of the respondents opinioned good followed by 8.3 per cent of the respondents opinioned poor and only 6.8 per cent of the respondent's opinioned good for the technology enabled banking services. Under professional level of educational qualification, 3.6 per cent of the respondents opinioned very poor followed by 2.9 per cent of the respondents opinioned good and only 0.7 per cent of the respondent's opinioned poor for the technology enabled banking services

In order to find out the relationship between educational qualification and opinion about level of satisfaction towards technology enabled banking self services, a chi-square test have implied to test the hypothesis given below

Table:1.4,Chi-Square Test

Pearson Chi-Square	Calculated Chi-square Value	Table value	df	S/NS	Remarks
Educational Qualification	33.542 ^a	16	.006	S	Rejected

** - Significant at 1% level S-Significant

It is evident from the chi-square test that the p-value (.000) is less than 0.05 and the result have significant at 1 % level. Hence, the null hypothesis (Ho) has rejected and the alternative hypothesis (H₁) has accepted. From the analysis it has concluded that there is relationship between educational qualification and opinion about level of satisfaction towards technology enabled banking self services.

Findings

- Under age group of 25 – 35 years peoples have much satisfied than other age group peoples. So, from the analysis it have been concluded that there is relationship between age and the level of satisfaction towards technology enabled banking self services.



- Post graduate customers got minimum level of satisfaction than professionals and other qualified customers. From the analysis it has concluded that there is relationship between educational qualification and opinion about level of satisfaction towards technology enabled banking self services.

Suggestions

- It is suggested that the banks should use effective methods such as conducting seminars and banking meets, etc, to make the banking customers aware of all the privileges provided to them.
- The banks should try to reduce the cost occurs during foreign exchange transaction.
- It is suggested that banks should use effective strategies to bring more customers under the private banking umbrella such as door step service, reduce the eligibility criteria to become a private banking customer etc.

Conclusion

Subsequent to the advancement of the Internet and the data unrest that as went with it, the world has turned into a borderless amalgamation of potential outcomes. The expanding headways coming about because of the development of data innovation has encouraged changes on a worldwide playing field. Numerous significant changes can be found in the zones of correspondence, social incorporation, and financial expansion. Expanded worldwide organizations and cooperation's have changed the substance of business, particularly in the segment of managing an account. In spite of the fact that the Internet has opened new potential outcomes for private and business banks, it additionally has opened the way to a few difficulties. Banks are turning out to be progressively best in class and interconnected offering an assortment of self-administration keeping money choices online and subscribing to a worldwide installment frameworks and worldwide structures. While trying to stay on the front line in the transformative world, banks and bank directors are tested by the new innovation and programming frameworks used to make the account world run easily. Banks should keep on improving their service qualities in the five factors promptness, individual attention to customers communication, service and dedication to the customers.

Reference

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