

**A STUDY ON CUSTOMER AWARENESS AND SATISFACTION LEVEL TOWARDS
ATM SERVICES PROVIDED BY ICICI BANK**

(WITH SPECIAL REFERENCE TO COIMBATORE CITY)

***Mr.N.RAMESHKUMAR
PHD RESEARCH SCHOLAR
SNR SONS COLLEGE, COIMBATORE,
TAMILNADU***

E-MAIL:ramnaga88@gmail.com

***Dr.J. SHANMUGANANDA VADIVEL
ASSOCIATE PROFESSOR
HEAD DEPARTMENT OF B.COM(CA)
SNR SONS COLLEGE, COIMBATORE
TAMILNADU***

ABSTRACT

Technologies in banking sector have made our life very easy. It is very much part of people's life today. Nowadays modern banking sector is doing more advanced and digitally connected network. Banking sector provide various services to the public at 24 hours such as ATM, Net banking, Mobile Banking etc., in which ATM service plays a very important role to the society. This paper attempts to find out the Awareness and Satisfaction level of ICICI Customers using ATM Service in Coimbatore city. For this purpose primary data was collected from 100 respondents of ICICI. Data was tabulated and analyzed with the help of statistical tools to achieve the objectives of the study.

Key words: ATM, Awareness, Satisfaction, Service quality

INTRODUCTION

ATM (Automated Teller Machine) is the first well known Machines to provide electronic access to the customers. ATM is designed to perform the most important functions of banks such as withdrawal and easily deposits, printing of Mini-Statement etc., Bank ATMs are growing at a phenomenal rate in India. In the past five years this segment witnessed a growth of over 30%. ATM s today are allowing customers to perform more complex transactions than just cash withdrawals, deposit etc., As the technology evolves, it also brings some sort of risk like ATM

skimming, Duplication of ATM cards, ATM frauds etc., To avoid this Biometric ATM has been introduced to safeguard customers from all the frauds and unauthorized access to bank Account. In today's competition in Indian banking industry, customer make a choice among various service providers by making a trade-off between relationship and economics, trust and product. ICICI Bank is providing more services through Automated teller Machine to retain and satisfy the customers.

STATEMENT OF PROBLEM

ICICI Bank is one of the main leading Private sector bank in India. It has so many branches and customers. ICICI Bank providing various services to the Customers through ATM. As the use of ATM is increasing day-by-day, it is important to study the insight about the level of customer Awareness and satisfaction to identify the problem areas and proposed recommendations leading to improvement. This study one of such an attempt.

OBJECTIVES OF THE STUDY

- ❖ To know the awareness level of customers regarding ATM Services
- ❖ To find out the level of customer satisfaction towards ATM
- ❖ To give suggestion for improvement

REVIEW OF LITERATURE

1.Elliot Boateng ¹(2014), he states that ATM centers should be opened in shopping Malls, Market centers and various campuses. ATM has a positive impact on customers satisfaction than the traditional way of banking. Also most of the non-users of ATM have the intent of diverting to the usage of ATM.

2.Saralelimath.S ²(2012),she pointed out that ATM bring down the cost per transaction, increase efficiency by reducing workload of staff, they help to increase accuracy, speed, save time, money and efforts of customers. She also state that younger customers of the bank use ATM services more than the older generation.

3.Srinivasa Rao³ (2013), he pointed our that most of the customers are dissatisfied with the ATM Grievance settlement. Bank customers are increasing day-by-day

correspondingly the number of ATM center should be increased.

RESEARCH METHODOLOGY

Primary Sources

A well-structured questionnaire was prepared and distributed to the ICICI customers in Coimbatore City at the ATM terminals.

Secondary Sources

The various Secondary information Sources used for the present research include the journals and magazines and also include website of bank.

Tools used for Data Analysis

The data collected was analyzed through Percentages, frequencies and chi - square tests are applied for the analysis of data. Charts are also prepared.

Period of the Study

The study was conducted during January 2016 to March 2016

Sampling Design

The study covers only the ICICI Customers. The population represents all the customers of ICICI using ATM . In this study Convenient random sampling technique has been used and 100 customers were selected on random basis.

LIMITATIONS OF THE STUDY

1. The customers may be hesitant to provide the necessary information.
2. Only 100 respondents were Selected for Sampling
3. Data is collected only from Coimbatore city

Hypothesis Testing

1. There is no Significance relationship between Occupation of the respondents and frequency of using ATM Service
2. There is no Significance relationship between Income of the respondents and frequency of using ATM Service

ANALYSIS AND FINDINGS

TABLE – 1

Demographic profile of the Respondents

Demographics		No., of respondents	Percentage(%) of the Sample
Gender	Male	68	68
	Female	32	32
Age	18 -20	11	11
	21-30	27	27
	31-40	33	33
	41 -50	18	18
	Above 50	11	11
	No formal	12	12

Educatio n	education		
	School level	17	17
	Graduate level	36	36
	Professional	23	23
	Others	12	12
Occupati on	Student	19	19
	Employee	28	28
	Business	22	22
	Professional	23	23
	Others	8	8
Family Monthly Income	Below 20,000	14	14
	20,000 – 40,000	18	18
	40,000 – 60,000	43	43
	Above 60,000	25	25

Source: Primary Source

Table 1 Clearly States that demographic profile of the Sample respondents. It reveals that Male respondents are higher than Female respondents using ATM. Majority of the respondents using ATM service falls in the Age group of 31- 40 and Graduate are high as compared to other education groups. Majority of the respondents are working as a employee in both private and public sector and majority of the respondents family monthly Income fall under Rs. 40,000 –Rs. 60,000

TABLE 2

Awareness level of Respondents

S.No	Services	Fully Aware	Partly Aware	Not Aware
1.	Cash Withdrawal	100	-	-
2	Fund Transfer	65	23	12
3	Payment of Utility bill	45	31	24
4	Mobile recharge	39	32	29
5	Make donation	33	29	38
6	Cheque book request	37	32	31
7	Payment of credit card bill	44	28	28

Source: Primary Source

The above table reveals that Awareness level of various customers. Most of the respondents are not aware about Make donation, Mobile recharge, Credit card bill payment through ATM. But all Respondents(100%) aware about cash withdrawal.

TABLE 3

Frequency of usage of ATM in a month

S.No	Frequency	No.,of respondents	Percentage
1	1 time	12	12
2	1-4 time	25	25
3	4-8 time	34	34
4	More than 8 times	29	29

Source: Primary Source

The above table reveals that Majority of the respondents (34%) are using ATM Service 4-8 times in a month, 29% of the respondents are using More than 8 times, 25% of the respondents are using 1-4 times, 12% of the respondents are using only one time in a month.

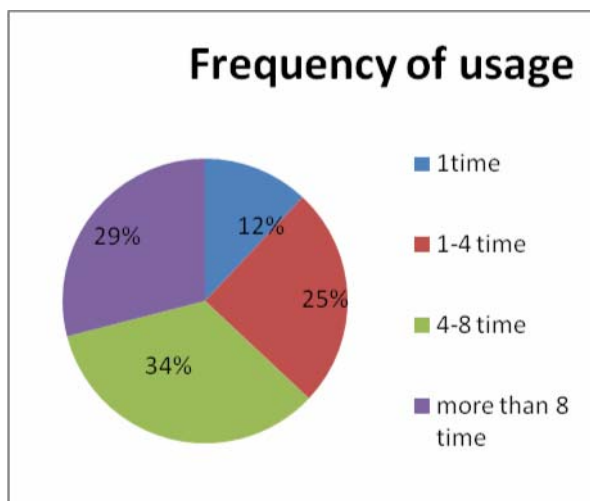


TABLE 4

Occupation and frequency of Using ATM Service

S.No	Occupation	Frequency of Usage				Total
		1 time	1-4	4-8	More than 8	
1	Student	6	5	6	2	19
2	Employee	1	4	18	5	28
3	Business	0	7	5	10	22
4	Professional	3	6	4	10	23
5	Others	2	3	1	2	8
Total		12	25	34	29	100

Source : Primary Data

The above table clearly states that Occupation of the respondents and frequency of usage.

Null Hypothesis 1

There is no significance relationship between family monthly income the respondents and frequency of using ATM Service.

Chi-square value = 44.567

Table Value = 22.026

Significance level = 5%

Result:

Thus the χ^2 value is greater than table value we reject the hypothesis. Therefore there is relationship between Family monthly Income of the respondents and frequency of using ATM services.

Source : Primary Data

The above clearly states that family Monthly Income of the respondents and frequency of usage

TABLE 5

Family Monthly Income and frequency of Using ATM Service

S.No	Family Monthly Income	Frequency of Usage				Total
		1 time	1-4 time	4-8 ime	More than 8 times	
1	Below 20,000	7	4	2	1	14
2	20,000 – 40,000	3	5	4	6	18
3	40,000 – 60,000	1	7	23	12	43
4	Above 60,000	1	9	5	10	25
Total		12	25	34	29	100

Null Hypothesis 2

There is no significance relationship between Income of the respondents and frequency of using ATM Service .

Chi-Square value = 45.36
 Table Value = 21.31
 Significance level = 5%

Result:

Thus the χ^2 value is greater than table value we reject the hypotheses. There is relationship between Income of respondents and frequency of using ATM services.

TABLE 6

Satisfaction levels of customers

S.No	Particulars	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
1	Location of ATM	35	28	15	16	6
2	Cash availability	18	23	25	19	15
3	Regional language support	10	18	43	18	11
4	Safety and security	15	21	26	22	16
5	Direction to use	24	38	19	11	9
6	Withdrawal limit per day	12	1	2	2	15
			8	8	7	
7	Denomination facility	22	2	2	1	11
			8	3	6	
8	Network capacity	32	2	1	1	8
			6	8	6	
9	Grievance Settlement	11	1	2	2	18
			9	9	3	
10	Overall Performance	36	3	1	9	7
			2	6		

Source : Primary Source

The above table state that the satisfaction level of the respondents. In

which 36% of the respondents are Highly Satisfied the overall Performance of ATM, 32% of them are Satisfied, 16% of the respondents are neutral, 9% of the respondents are Dissatisfied and 7% of them are Highly Dissatisfied.

CONCLUSION:

Most of the respondents are Satisfied the Overall Performance of using ATM. But many of them are not satisfied with the grievance settlement. So Bank should take necessary steps to avoid those grievances. ATM Centers should be open in many places like near hospitals, Bus stand etc., and also bank should take necessary steps to increase the amount of withdrawal and make cash deposit facility.

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