THE PURPOSES OF USING OF AUTOMATED TELLER MACHINE MOBILE BANKING AND INTERNET BANKING SERVICES

Dr. Badugu Arunasree

Department of Commerce and Management studies,Andhra University

-----------------------------------ABSTRACT-----------------------------------
In the previous decade, there has been a huge drive amongst the banks to implement new technological arrangements since they realized that technology can help them to achieve a better competitive position. Today, most of the exchanges should be possible whenever from where the customer is. Introduction of Self Service Banking Technology, which comprises of ATM and Mobile Banking, Internet Banking has added a different dimension to banking. A noticeable move from conventional to channel-based banking was witnessed recently due to SSBT services. Bank customers use SSBT services for both informational and value-based purposes. However, the paramount purpose of using all SSBT services is informational in nature. The present research is a customer-centric an investigation based on Self Service Banking Technology (SSBT) in Andhra Pradesh. The intention of this research is to contemplate the purposes of using SSBT services, to examine the level of customer fulfilment and to analyse the problems confronted by the customers in using SSBT.

KEYWORDS: *ATM, I Banking, M Banking, V Banking, e-banking, Core Banking, SSBT,*

INTRODUCTION

Technology has made a revolution in every walk around human movement. The present technological environment is a challenge to provide multiple and innovative contemporary services to customers. How technology is going to shape the world is a matter to be seen. The impact of technology and the increase in worldwide literacy levels have set up the expectations of the customers. Increased use of modern technology has further enhanced reach and accessibility. The key to the success of a bank lies in receiving state-of the-craftsmanship technology and persistently accelerating business processes. The reception of technology in service industries is becoming a strong trend as the service providers are currently being urged by industry bodies to invest in technology as a method of securing their future in the electronic age. Liberalization has gotten several changes in the banking service sector in India.

Competitive pressures furthermore have forced the banks to reconsider the manner where they cooperate. Consequently, the customary over-the-counter banking is being unequivocally challenged without anyone else service techniques. A combination of computer, telecommunications, and internet technology has paved the best methodology for making online banking service offerings a reality by offering bank customers a number of methods of accessing banking services. With the use of the online banking channel, banks are able to offer almost the entirety of their items and services online. This provides advantages not exclusively to the customers, yet moreover to the service providers. The rationale is to reduce their overheads and personnel costs and to increase closer access to customers by offering the types of assistance at the reduced expense with greater convenience, potential time sparing, and faster response. Harnessing the power of technology for making the banking system more efficient, is a major change and a bigger challenge for the banks. By keeping this in mind, banks have made heavy investments in developing online capabilities. In recent years, banks have made phenomenal advances in the use of IT in banking and have recognized the strategic competitive leverage that IT provides. Success stories around technological banking services have taken shape through a mix of development and experience.

The evolution of the ATM delivery channel was the main stage of the empowerment of the customer for his own exchanges. Multi-channel banking gained prominence. Bank customers got the choice of directing exchanges either the customary way (through the bank office), through ATMs, telephone, or through the internet and mobile phone. Consequently, technology began to assume a key role in giving a multi-service platform. The entry of private players and issuance of new RBI guidelines forced nationalized banks to redefine their core banking strategy. All the banks started revamping their retail delivery channels. Their core center became serving maximum customers with the expense. Accordingly, the technology waves are reshaping the banking landscape and the banking environment has become significantly competitive today.

SIGNIFICANCE OF THE STUDY

Gone are the days when customers were happy to deal with a bank that issues a credit card notwithstanding the customary business of accepting deposits and lending advances. However, the development of technology altered the customary delivery channel of banking services to their customers. SSBT is a great enabler and provides huge opportunities for the bank to make banking more efficient and more inclusive. The objective of technology reception is to ensure faster and easier customer service and more useful information, rapidly, economically, and easily to each one of those who need it

STATEMENT OF THE PROBLEM

The present investigation is an attempt to answer such questions in the environment of newly introduced technology-enabled banking services in Andhra Pradesh. Relatively, little empirical research has been carried out in India in relation to Self Service Banking Technology (SSBT), to examine the extent of use, reasons for the selection and non-allotment, level of fulfillment, problems faced by the customers, etc. However, there are few studies conducted in the field of e-banking in India, most of them are sector-specific or region-specific. No huge research studies have been attempted by previous researchers exclusively on SSBT and there are no such research works documented on the preferences of the bank customers in Andhra Pradesh. Therefore, the researcher felt that there is a dare need to have a comprehensive report from the angle of bank customers utilizing SSBT services. Therefore, the present investigation is a pioneering one and is intended to bridge this hole to some extent.

OBJECTIVES OF THE STUDY

The present examination is primarily intended to unearth the customers' perceptions in utilizing Self Service Banking Technology (SSBT) services by the bank customers in Andhra Pradesh. The examination is conducted with the accompanying specific objectives:
  ➢ To understand the purposes for which SSBT services are used

HYPOTHESES

To have a disciplined direction to the enquiry, the following hypotheses are formulated and tested.
  ➢ There is no variation in the extent of use between informational and transactional purposes of SSBT services.

SCOPE OF THE STUDY

The present investigation is a customer-centric examination related to Self Service Banking Technology (SSBT) Services, which comprises of ATM, Internet Banking (IB) and Mobile Banking (MB). The rationale for selecting the State of Andhra Pradesh is due to the existence of good banking propensities, high literacy rate, surge for e-literacy and enthusiasm for technology among people and furthermore due to the existence of a decent e-platform and large network of banks.

RESEARCH METHODOLOGY

The researcher employed a quantitative information collection method and survey approach to deal with getting information concerning the usage of SSBT services by intended users. From the literature review, comprising diverse studies on different theories and models in technology acceptance, it was possible to identify differently components which enable to direct the present examination in connection with the assignment of technology-based bank delivery channels.

The questionnaire used for this examination was developed mostly based on existing literature and most of the way from the assessment of experts in the field by keeping in mind the scope and objectives of the investigation. Whenever possible, items selected for the manufactures were mainly adapted from earlier studies with a minor change to fit the context of the present examination. The questionnaire, created based on

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previously validated scales and survey instruments, was genuinely comprehensive, comprising of variables associated with a wide range of issues relating to bank customers in the apportionment of technology-based banking services in Andhra Pradesh. The overall objective of the questionnaire is to get a better understanding of customer's awareness, problems faced, and the attitudes towards the selection of technology-based bank delivery channels in Andhra Pradesh

SAMPLE

In this investigation 300 questionnaires were used for the examination and 150 respondents were responded in this survey. The effective response rate was 50 %, which is ideal in survey research. The respondents consisted of approximately 68% males and 32% females,

ASSORTMENT OF DATA

The information required for the investigation are collected from both primary and secondary sources. The investigation mainly considers primary information, which were collected during the period from October 2012 to March 2013.from the respondents through a structured and pre-tested questionnaire. The secondary information were sourced from RBI reports, books, periodicals, diaries, and websites.

TOOLS OF ANALYSIS

In this study to analyse the data I have adapted these techniques such as statistical tools like Mean % Scores, Averages, Percentages, Z test, are used.

LIMITATIONS OF THE STUDY

1. The investigation is restricted to retail banking clients in Andhra Pradesh. The respondents of Corporate Banking are not taken because of the reality the financial errands depend on the frameworks and systems followed in the concerned business affiliation.
2. The examples for the current examination were gathered from clients who benefit in any event two SSBT administrations. The recognitions and issues of the individuals who utilize only a lone SSBT administration have intentionally been avoided in this examination.

PURPOSES OF SSBT SERVICES

Customers benefit banking services through different banking delivery channels on different events, based on their convenience, time, and purpose. For understanding the purpose of use, technology-based services offered by different banks were identified and grouped under 3 heads. 8 Services were grouped under ATM, 10 services under IB, and 7 under MB and the responses were collected.

PURPOSE OF ATM CUM DEBIT/CREDIT CARDS SERVICES

Verifiably, the most well-realized ATM exchanges are money withdrawals, money/check deposits, and record balance inquiry. In earlier researches, it was discovered that the bank customers are generally in a surge when they go to ATM. Notwithstanding the way that they need to get on with their business, however, they have the added pressure of people behind them holding up in the queue. Yet, on almost every event, the customer's primary objective is most important to get money. Eight SSBT services grouped under ATM services are (1) To check bank account, (2) To know Mini A/C Statement (3) To take cash, (4) To send cash, (5) To shopping without cash, (6) To clear utility bills (7) To book tickets and (8 To get cell phone recharge.

Table-1: Purpose of ATM cum Dr./ Cr . Cards services

Purpose of Cards	Mean	Std. Dev.	C. V.	% Mean Score	Rank
To check bank account	3.66	1.12	33.38	63.18	02
To know Mini A/C Statement	3.13	1.15	38.58	54.60	03
To take cash	4.56	0.61	15.14	83.14	01
To send cash	2.00	1.17	61.49	41.44	06
To shopping without cash	2.85	1.32	48.3	58.92	04
To clear utility bills	1.74	1.19	64.55	36.84	07
To book tickets	2.59	1.33	56.97	53.81	05
To get cell phone recharge	1.69	1.17	70.66	35.85	08

Sources: Primary Data

The mean, coefficient of variety, and mean % scores are calculated for each of the eight services. The positioning of ATM services is carried out based on the mean % score and the result is presented in Table-6.01. From the table ATM/Dr./Cr. cardholders primarily use their cards for the withdrawal of money as it has the highest mean % score (83.14 %). The second and third commonly availed services are for knowing the balance of record (63.18%) and for getting mini-statement of record (54.60%) respectively The services like transfer of money, payment of assessment and service bills, recharge mobile phones, etc are found to have very low mean percentage score (<50) demonstrating low prejudice of the customers towards these services.

The summarized information indicates that most of the customers are not aware of those value-added services offered through ATM. While collecting the information, it was felt that the ATM users are not focusing on check different extra choices available in the dispensing machine.

PURPOSES OF INTERNET BANKING SERVICES

Ten SSBT administrations which are assembled under IB are (1) To know information of administration, (2) To know the record information, (3) To send money to numerous people gatherings, (4) To clear service bills and expense, (5) To book tickets (6) To purchase through on the web, (7) To place money in protections, (8) To move money request, (9) To control Check installments and (10) For check and passbook demand. The mean, coefficient of the variety and mean % scores are determined and positioning has been made for every one of the 10 administrations. The outcome accordingly got is introduced in Table-2.

Table-2: Purpose of Internet Banking services

Purpose of the Use (IB)	Mean	Std. Dev.	C. V.	Mean % Score	Rank
To know information of service	2.86	1.26	44.85	58.37	4
To know account information	3.76	1.07	29.27	76.32	1
To send money to many peoples	3.44	1.32	39.2	70.00	2
To clear utility bills and tax	2.58	1.56	57.25	52.71	5
To book tickets	3.35	2.92	83.68	68.01	3
To purchase through online	2.25	1.38	58.04	46.06	6
To put money in securities	1.80	1.33	68.80	37.08	8
To transfer money order	1.33	0.85	65.74	27.63	10
To control Cheque payments	1.38	0.95	66.07	28.68	9
For cheque and pass book request	2.0	1.27	64.7	41	7

Sources: Primary Data

The summed up information identified with IB shows that the prime reason for IB is for getting accounts related information with a Mean % score of 76.32%. The other noticeable motivations behind IB as a method for SSBT positioned based on mean % scores are sent money to numerous people gatherings (70%), To book tickets (68.01%), To know information of administration (58.37%), and to clear service bills and expenses (52.71%).

PURPOSES OF USING MOBILE BANKING SERVICES

Seven SSBT administrations which were gathered under MB are (1) to get SMS alerts from the bank, (2) to get accounts information, (3) to demand check/passbook, (4) to move subsidize, (5) to take care of utility tabs, (6) to save tickets and (7) to energize cell phones. The mean, coefficient of variety, and mean % scores are determined and positioning has been made for every one of the seven administrations. The outcome hence acquired is introduced in Table 3.

Table-3: Purposes of Mobile Banking services

Purposes of Mobile Banking services	Mean	Std. Dev.	C. V.	Mean % Score	Rank
To get Message from Banks	3.85	1.36	36.10	78.15	1
To know information of account	3.18	1.48	47.24	64.70	2
To get cheque and A/C Book	1.71	1.10	65.13	35.30	4
To send money to other	1.83	1.17	65.13	37.60	3
To settlement of bills and Tax	1.52	1.09	65.13	31.42	7
To book tickets	1.66	1.11	68.01	34.37	6
To get cell phone recharge	1.67	1.13	68.50	34.56	5

Sources: Primary Data

The most favored administrations of MB are for SMS alarms from the bank (78.15%) and getting accounts information (64.70%). The summed up information identified with MB exchanges show that MB administrations are benefited by clients predominantly as educational in nature - Informational V/s Transactional Use of SSBT Services for extra examination, different SSBT administrations recognized were gathered into two groupings as enlightening and value-based. Out of the 8 administrations of ATM, knowing the equality of record and getting small scale proclamation of record are recognized as ATM enlightening administrations while the equality 6 ATM administrations comprising of withdrawal of money, move of money, shop with cards, installment of assessment and service charges, saving tickets and energizing cell phones fall under ATM Transactional.

Out of ten IB administrations, four administrations, for example, gathering administrations information, getting accounts related information, soliciting prevent installment from check and demands for check/passbook are considered as IB Informational. the equalization six administrations, for example, move or store, installment of expense and service charges, ticket reservation, web-based shopping, interest in protections, and sending money request for entryway conveyance are assembled as IB value-based. Among MB exchanges, three out of complete seven administrations, for example, accepting SMS alarms from the bank, getting accounts information and mentioning for check/passbook are recognized as MB enlightening and the other four administrations, for example, move or store, installment of service charges, saving tickets and reviving cell phones, etc are treated as MB value-based.

Table-4: Purpose of SSBT services (Total Summary)

Purpose		Mean	Std. Dev.	Mean % Score	Z	Sig. (1-tailed)
ATM cum Dr./ Cr Cards Purpose	Instructive	6.51	1.59	65.12	-39.847	<.001
	Transactional	14.40	4.14	50.58		
Internet Banking Purpose	Instructive	8.58	3.39	47.35	-17.263	<.001
	Transactional	13.39	5.87	47.99		
Purpose of Mobile Banking	Instructive	5.62	3.07	43.74	18.085	<.001
	Transactional	2.14	3.30	7.02		
SSBT Purpose	Instructive	22.39	6.88	50.10	-22.140	<.001
	Transactional	32.06	11.33	32.06		

Sources: Primary Data

The summed up table given above plainly uncovers that MB isn't seen as a medium to do banking exchanges and the essential role of utilizing it is instructive in nature. To know whether there is any noteworthy variety among instructive and value-based nature of SSBT administrations over the three administrations conveyance channels (ATM, IB, and MB), mean % scores are determined for enlightening and value-based independently.

In the ATM the mean % score of education is 65.12% and that of value-based is simply 50.58%. In the use of IB, the separate scores are 47.35 % and 47.99 %. Finally, for MB, these scores have voided varieties as the instructive score (43.74%) is multiple times that of the value-based score (7.02%). A higher score is likewise observed in instructive (5010%) than restrictive (32.06%) when all the SSBT administrations are assembled. In this manner, it is reasoned that clients use ATM, IB, and MB more for education than value-based. To confirm the ascendancy of informational over value-based, Z Test was piloted. Hypothesis 'There is no variety in the extent of use between instructive and value-based purposes of SSBT services. In order to know regardless of whether there is a huge variety in the degree of usage among instructive and restrictive nature of SSBT administrations,

Z Test has been performed. From the Table-04, it is seen that all the p-estimations of Z Test are under 0.05, which demonstrate that variety in the degree of use among enlightening and restrictive nature of all SSBT administrations are measurably basic at 95% certainty level. Hence, the theory of H1 is dismissed. The interpretation is that there is a noteworthy variety among the educational and restrictive nature of administrations in all the SSBT administrations.

CONCLUSION

The reason of this customer-driven investigation is to comprehend the reasons and degree of usage of SSBT administrations, recognize the push factors which propel for the reception of SSBT, distinguish the draw factors which limit the undeniable use of SSBT, study the degree of consumer dedication and dive into the horde issues went facing by the clients. While innovation has completely adjusted the scene of banking, investors are wrestling with how to acclimate to the change in perspective in banking. However, the tech-banking gives incalculable advantages, on the other side, it accompanies its own misfortunes with different channels introducing pack difficulties for the 'mechanically tested'. To cite the RBI, 'going ahead, there is a need to improve the client administrations over all circles of banking. With the coming of innovation, there is a need to also strengthen client care in zones of net and versatile banking to improve client trust in these advances'. In absolute, aside from carrying innovation to the doorsteps, banks need to begin thinking responsibly to make things easier and agreeable.

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