



TECHNOLOGY ADOPTION AND ITS ROLE IN ENHANCING CUSTOMER SATISFACTION IN BANKING SECTOR

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ABSTRACT

Times are changing and today's digital world is having wide spread effect on an array of consumer behavior, including how we handle our finance. Electronic and mobility are key trends for financial institutions to keep track of balance consumes aren't ready to sever all ties with their local bank branches just yet. Banking all over the world is experiencing a fast and far-reaching renovation due to the constant influence of information technology and fantastic developments in the technology of telecommunications and electronic data processing. Banks are now reengineering the way in which their services can be reached to their customers by bringing in flexibility in their distribution channels. Technology is now taking banks to their home and offices, 24 hours a day, 365 days a year through ATM, telephone and personal computers. The financial supply chain is undergoing a dramatic change.

KEY WORDS: Bank, internet, digital, development.

INTRODUCTION

Modern banking facility has an increasingly important influence in modern society because of the importance of finance in our life. Banking sectors are developing day by day. Lot of innovations is happening in this sector. Globalization made a great impact in the life style of urban as well as rural area. In India major part of rural people is, they are less educated and also the most of them are not aware about the new facilities available to them. In case of banking sector also this is happening. Thus a study about the use and awareness of modern banking facility has social value. Today the sophisticated Information technology has taken important place in the future development of financial services, especially banking sector evolution are affected more than any other financial provider groups.

STATEMENT OF PROBLEM

Nowadays people are very busy so they are not ready to spend their time in branch banking. Due to this reason use of self technology advancement is increasing day-by-day. Customer satisfaction is important one in today's banking. So it is important to study the customer awareness and satisfaction level towards technology advancement in banking sector. This study one of such an attempt. Through this research can find out the problems which are faced by the customers.

Technology plays an important role in Indian banking sector. In future day's traditional banking will be stopped completely. So the customers of banks have to be known about this kind of banking technologies. Because they are the users; they are the operators; they are the beneficiaries. So it is necessary to examine the knowledge of the customers on banking technology. Thus the study analyzes the customers adoption, impact, satisfaction and their problem in using modern banking technologies. Technologies are growing day by day in banking sector also there are a lot of technological innovations are implemented some of them are innovation of smart cards, internet banking, mobile banking etc. This innovation leads to development of banking sector traditional system to modern system. Sometimes these developments are not reaching at rural people. The present study attempts to find out use and awareness of the response of customers about it. The study is therefore entitled as "Technology adoption and its role in enhancing customer satisfaction in banking sector".



OBJECTIVES OF STUDY

- To study the areas where the technology advancement is being used by the banks as a new developing digital technology.
- To study about the application of Technology advancement in banking sector.
- To study the area where technology advancement is being used by the banking industry.
- To study the problem faced by the customers during using of new technology advancement in their bank transaction.

SCOPE OF THE STUDY

At present there are several technological advancements were included in the banking services. Generally everybody having ATM cards and credit cards, in this situation banks may take steps to reduce the procedure for the operations of the above services. So customer's response is very important one for the implementation of this type of services. But globally every transaction through electronically done by the people. So In India also moving forward to implement every transaction through electronically. So there are wide scope is available for the implementation of technological advancement in their activities in India

RESEARCH METHODOLOGY

Research Methodology is a set of various methods to be followed to find out various information's regarding market strata of different products. Research Methodology is required in every industry for acquiring knowledge of their products.

RESEARCH DESIGN

The study undertaken was descriptive in nature as it provides description of the state of affairs, as it exists at present "technology adoption and its role in enhancing customer satisfaction in banking sector".

METHODS OF DATA COLLECTION

SOURCE OF DATA

The information relevant for the study was drawn from secondary data, which alone was not sufficient. Primary data was collected through survey method using questionnaire to conduct the study successfully. A questionnaire was designed for this purpose.

PRIMARY DATA

Data that has been collected from first-hand-experience is known as primary data. Primary data has not been published yet and is more reliable, authentic and objective. Primary data has not been changed or altered by human beings; therefore its validity is greater than secondary data. Primary data is information collected by the researcher directly through instruments such as surveys, interviews, focus groups or observation.

SECONDARY DATA

Secondary data is the data that have been already collected by and readily available from other sources. Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data can not be obtained at all.

TOOLS FOR ANALYSIS

- Simple percentage analysis
- Average Rank analysis
- Weighted Analysis analysis
- Chi-square test
- Correlation analysis

LIMITATION OF THE STUDY

The study is confined to the following limitations. This study is undertaken to the Coimbatore city only. So the findings may not be generalized in broader perspective.

- Due to time constraints the sample is restricted to 155 respondents.
- The survey is conducted only in selected areas in Coimbatore city The study largely is based on the perception of



the respondents

- The customers were reluctant in answering the questions pertaining.
- The data was collected through structured questionnaire and analyzed based on the information given by the respondents
- The accuracy of the figures and data depends on the respondent.

REVIEW OF LITERATURE

A literature review is survey of scholarly sources (such as books, journal articles, and theses) related to a specific topic or research question.

Raechel Johns and Brace Perott (2020) in their study “the impact of technology advancement in banking sector on business-customer relationships (are you being self-served)”, illustrated how technology had dramatically altered the way business operate in a business to business (B2B) context and had profound influences on services, altering the way services were delivered. It was believed that the increased use of self service technologies (SSTs) impacted on B2B relationships.

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

Gender

Table 4.2.1 describes the gender of the respondents. It is categorized as male, female and others.

Table 4.2.1: Gender of the respondents

Gender of the respondents	Number	Percentage
Male	75	48.4%
Female	80	51.6%
Others	-	-
Total	155	100

Sources: Primary data

Interpretation

Table 4.2.1 shows that out of the total of the respondents taken for the study, 75 (48.4%) respondents were male and 80 (51.6%) respondents were female.

Inference

It is concluded that majority 51.6% of the respondents were female.

Occupation

Table 4.2.2 describes the educational occupation of the respondents. It is categorized as student, government employee, business and private employee.

Table 4.2.2 Occupation of the respondents

Occupation of the respondents	Number	Percentage
Student	48	31%
Government employee	22	14.2%
Business	50	32.3%
Private employee	35	22.6%
Total	155	100

Sources: Primary data

Interpretation

Table 4.2.2 shows that out of the total of the respondents taken for the study, 48(31%) respondents were student, 22(14.2%) respondents were government employee, 50(32.3%) respondents were business, and 35(22.6%) respondents were private employee.

Inference

It is concluded that majority 32.3% of the respondents were business. Experience of respondents in banking service

Table 4.2.3 describes the experience of respondents. It is categorized as less than year, 2-4 year, 5-7 year and more than 8 years.



Table 4.2.3 Experience of respondents in banking service

Experience of respondents	Number	Percentage
Less than a year	14	9%
2-4 year	85	54.8%
5-7 year	38	24.5%
More than 8 years	18	11.6%
Total	155	100

Sources: Primary data

Interpretation

Table 4.2.5 shows that out of the total of the respondents taken for the study, 14(9%) respondents are having less than a year, 85(54.8%) respondents were having 2-4 year ,38(24.5%)respondents were having 5-7 year, and 18 (11.6%) respondents were having more than 8 year .

Inference

It is concluded that majority 54.8% of the respondents were have experience for 2-4 year.

Technology advancement provided by bank

Table 4.2.4 describes the experience of respondents . It is categorized as less than a year, 2-4 year, 5-7 year and more than 8 years.

Table 4.2.4 technology advancement provided by bank

Technology advancement	Number	Percentage
ATM	39	25.2%
Mobile banking	64	41.3%
Internet banking	43	27.7%
Credit card	9	5.8%
Total	155	100

Sources: Primary data

Interpretation

Table 4.2.4 shows that out of the total of the respondents taken for the study, 39(25.2) respondents were have ATM, 64(41.3%) respondents were have mobile banking ,43(27.7%) respondents were have internet banking, and 9 (5.8%) respondents were have credit card .

Inference

It is concluded that majority 41.3% of the respondents were have mobile banking.

Awareness of Technology Advancement

Table 4.2.5 describes the Awareness technology advancement . It is categorized as fully aware, partially aware, not aware and no idea .

Table 4.2.5 Awareness technology advancement

Awareness Technology advancement	Number	Percentage
Fully aware	41	26.5%
Partially aware	68	43.9%
Not aware	30	19.4%
No idea	16	10.3%
Total	155	100

Sources: Primary data

Interpretation

Table 4.2.12 shows that out of the total of the respondents taken for the study, 41(26.5%)respondents were fully aware, 68(43.9%) respondents were partially ware,30 (19.4%) respondents were not aware, and 16 (10.3%) respondents were no idea .



Inference

It is concluded that majority 43.9% of the respondents were partially aware.

RANK ANALYSIS

Rank for internet banking services by the respondents

Factor	Rank 1(5)	Rank 2(4)	Rank 3(3)	Rank 4(2)	Rank 5(1)	Total	Rank
ATM	86	6	25	19	19	155	I
	430	24	75	38	19	586	
Creditcard	16	78	26	33	2	155	II
	80	312	78	66	2	538	
Debitcard	13	29	79	28	6	155	V
	65	16	237	56	6	380	
Mobile banking	19	44	44	44	4	155	IV
	95	176	132	88	4	495	
Door step banking	35	30	55	12	23	155	III
	175	120	165	74	23	507	

Sources: Primary data

INTERPRETATION

It could be observed from the table 4.3.1 internet banking services by respondents has been calculated.

- ✓ According 155 Respondents ,ATM placed as FIRST RANK
- ✓ According to 155 respondents, credit card placed as SECOND RANK
- ✓ According to 155 respondents, door step banking places as THIRD RANK
- ✓ According to 155 respondents, mobile banking placed as FOURTH RANK
- ✓ According to 155 respondents, debit card placed as FIFTH RANK

INFERENCE

Majority of the respondents used ATM as major, debit card and other services are last in ranking.



WEIGHTED ANALYSIS

Factors Influencing the Respondents to use Technology Advancement Service

Levels	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean score
Factor	1(5)	2(4)	3(3)	4(2)	5(1)		
Easy to access	95	35	15	5	5	155	6.19
	475	140	45	25	5	690	
Never carry cash	23	89	36	5	2	155	3.909
	115	356	108	25	2	606	
Reducing fear of theft	20	44	72	16	3	155	3.4
	100	176	216	32	3	527	
Create Confidence	33	59	42	18	3	155	3.65
	165	236	126	36	3	566	
Reducing banking formalities	28	62	47	9	9	155	3.58
	140	248	141	18	9	556	
Everything Accountable	30	65	48	11	1	155	3.72
	150	260	144	22	1	577	
Increase countries economic status	32	65	41	14	3	155	3.70
	160	260	123	28	3	574	

Sources: Primary data

INTERPRETATION

The above table shows that mean score 6.19 mean score for easy to access, 3.909 mean score for never carry cash, 3.4 mean score for reducing fear of theft, 3.65 mean score for create confidence, 3.58 mean score for reducing banking formalities, 3.72 mean score for everything accountable, 3.70 mean score for increase countries economic status.

INFERENCE

The table shows that easy to access has highest mean score of 6.19



CHI-SQUARE TEST

Relationship between education and awareness technology advancement of the respondents

Education	Awareness of technology advancement				Total
	Fully aware	Partially aware	Not aware	No idea	
Under Graduate	20	31	10	8	69
Post graduate	15	21	8	2	46
School level	3	9	7	2	21
Professional	3	7	5	4	19
Total	41	68	30	16	155

To find out the association between education and awareness of technology advancement of the respondents, chi-square test is used and result is given below.

HYPOTHESIS

- H0: There is no significant relationship between education and awareness of technology advancement
- H1: There is significant relationship between education and awareness of technology advancement

Chi-square test

FACTOR	CALCULATED VALUE	D.F	TABLE VALUE	REMARKS
Education	10.449 a	9	16.92	Accepted

Interpretation

It is clear from the above table that the calculated value of chi-square is less than the table value. Hence the hypothesis is accepted stating that there is no significant relationship between education and awareness of technology advancement of the respondents.

CORRELATION ANALYSIS

Relationship between gender and holding bank account in different sector by the respondents

Gender	Pearson correlation	Gender	Account
		1	0.058
	Sig(2-tailed)		0.472
	N	155	155
Account	Pearson correlation	Gender	Account
		0.058	1
	Sig(2-tailed)	0.472	
	N	155	155

Correlation is significant at the 0.05 level (2-tailed)

Interpretation

Table 4.5.1 shows that correlation of gender and account of banking sector hold by the respondents was found to be no relation and statistically insignificant ($r=0.058$, $p<.001$). Hence H_0 was supported. There is no significant relationship between gender and holding bank account in different sector by the respondents.



CONCLUSION

The result of the study shows that customers are using only few facilities of various Advance banking technology services available. The solution of the puzzled workload only through automation and advance banking technology services and keeping easily availability of these services to all strata of public which needs lot of training and awareness programmes both to existing employees and customers. In this connection relationship between management and customers utilizing advance banking technology services the emerging problems are to be redefined from its originality to provide the services to all type of customers in all location. In other words millions and millions of advance banking technology customers totally depends upon the advance banking technology services, not only for their bread and butter but also for their necessities of luxury goods. So it is evidenced that the Indian banking scenario is under the changing process from man to machine and also in the nature of progressing in privatization to automation.

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