

CUSTOMER PERCEPTION TO THE SERVICES OF COMMERCIAL BANKS IN MADURAI WITH SPECIAL REFERENCE TO SOCIO-ECONOMIC PROFILE - A STUDY

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Abstract

All commercial banks in the market try to sell more products, adopt new dynamic marketing strategies, to develop new innovative products and to place greater emphasis on the quality of both the tangible and the intangible aspects of their service. To achieve customer satisfaction and retention, it is essential to determine the dimensions of service quality. They are reliability, responsiveness, assurance, empathy, tangibles, price, access, and effectiveness. These qualities are more important to different customers. The present study is based on both primary and secondary sources. The primary data was collected from the customers of commercial banks by sample survey through structural interview schedule. "Home proximity" was the most important reason influencing respondents to go in for the public sector banks. Majority of the respondents gave priority to go in for private sector banks, for they were offering varieties of loan schemes. Utmost care should be taken by the public sector banks to improve the aspects relating to assurance dimension. Bank branches should provide sufficient and proper vehicle parking lots wherever possible.

Keywords:

Banks, Customer, Public and Service

1. INTRODUCTION

The Indian banking system was heavily dominated by the nationalized commercial banks until globalization. The financial regulation and credit controls imposed by the Government created a system in which competition was very less. A more competitive banking environment had gradually been achieved through the deregulation measures and permission is granted for many private and foreign banks to enter the Indian banking industry. These changes have also caused a reduction of profits and a re-orientation of banking strategy towards quality service provision [1]. The introduction of new private sector and foreign banks had reduced profit margins and revenues of banks [2]. All commercial banks in the market try to sell more products (cross-selling), adopt new dynamic marketing strategies, to develop new innovative products and to place greater emphasis on the quality of both the tangible and the intangible aspects of their service [3]. As a result of this peak level and cut throat competition, bank service quality has become an increasingly important factor in determining market shares and profitability in the banking sector [1]. Perceived service quality results from a comparison of consumer's expectations with the perceptions of the service actually delivered by the supplier [5]-[8]. Gronroos defined service quality as a mixture of three elements; the quality of the consumption process itself, the quality of the outcomes of the process and the image of the provider of the service [1].

In the increasingly competitive banking industry, the Indian commercial banks cannot be too far removed from their customer

focus. To achieve customer satisfaction and retention, it is essential to determine the dimensions of service quality. They are reliability, responsiveness, assurance, empathy, tangibles, price, access, and effectiveness. These qualities are more important to different customers. The customers are classified on the basis of their profiles viz., gender, occupation, needs, location and other aspects [1]. Gender is the critical segmentation variable due to a number of reasons. There had been a dramatic increase in women investors in recent years [4]. Significant difference among male and female consumption patterns was identified in financial goods and services. Variables leading to investment among the women have also been changing considerably in recent years. These customer segments require different types of marketing facilities from the banking industry [9]-[11].

In this paper an attempt has been made to discuss the socio-economic profile of the sample customers' in Madurai city. The information regarding age, gender, education, occupational pattern, income level, type of accounts held, years of customer-ship, reason for becoming customer of the bank, source of awareness, frequency of operation, time taken to deposit and withdraw cash, time taken to credit local cheques and outstation cheques, ATM facility and the frequency in the use ATM facility are brought out in this paper.

2. METHODOLOGY

The present study is based on both primary and secondary sources. The primary data was collected from the customers of commercial banks by sample survey through structural interview schedule. The secondary data were collected from books, journals, newspapers, periodicals, reports, Internet and the like.

2.1.1 Period of the Study:

The study covers a period of 2017-2018.

2.1.2 Sample Design:

The study entitled customer perception to the services of commercial banks in Madurai city is carried out in the Temple city which is the second largest one in Tamil Nadu. Twenty four public sector banks and fifteen private sector banks function in Madurai district. On the whole twenty branches were selected from public and private sector banks respectively.

2.1.3 Field Work and Collection of Data:

Field work for this study was carried out by the researcher himself. The researcher had used the interview schedule for collecting data from bank customers. After collecting the information through the interview schedule the data were verified and edited. The survey was conducted during the period from January 2015 to June 2015.

3. FRAME WORK OF ANALYSIS

After the collection of data, the filled in interview schedules were edited. A master table was prepared to sum up all the information contained in the interview schedule. The classification of tables had been made for analysis. While analyzing the data the following tools were applied:

- Simple Percentage Analysis
- Weighted Scoring Technique

3.1 SOCIO ECONOMIC FACTORS

The socio economic factors of the 500 sample respondents are presented in the following pages.

3.1.1 Age:

The Table.1 describes age wise distribution of 500 sample respondents.

Table.1. Age-wise Classification

Age (in years)	Public	Private	Total
Below 25	53 (21.2)	60 (24.0)	113 (22.6)
25 to 35	113 (45.2)	109 (43.6)	222 (44.4)
35 to 45	22 (08.8)	35 (14.0)	57 (11.4)
45 to 55	37 (14.8)	31 (12.4)	68 (13.6)
55 and above	25 (10.0)	15 (06.0)	40 (08.0)
Total	250 (100)	250 (100)	500 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

The Table.1 shows that more than 40% of the respondents in public as well as private sector banks came under the age group of 25 to 35 years. It also reveals that only 8.8% of the respondents were in the age group of 35 to 45 years in public sector banks and 6% of the respondents were in the age group of above 55 years in private sector banks. There was less number of customers in the private sector banks because they levy high service charges than public sector banks.

It is observed that the majority of the respondents were in 25 to 35 years age group in both public and private sector banks.

3.1.2 Gender:

Both the male and female customers were using banking services for their day to day activities. The taste, preference, opinion and perception differ between males and females. The following Table.2 describes the gender-wise distribution of respondents for the study.

Table.2. Gender-wise Classification

Gender	Public	Private	Total
Male	178 (71.2)	167 (66.8)	345 (69.0)
Female	72 (28.8)	83 (33.2)	155 (31.0)
Total	250 (100)	250 (100)	500 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

It is found from the above that 71.2% of the clientele were males and 28.8% of them were females in public sector banks. It

also shows that 66.8% were males and 33.2% of them were female customers in private sector banks.

It can be seen that majority of the respondents were males in both public and private sector banks.

3.1.3 Education:

Education is an important factor that plays a vital role in deciding to avail the services offered by the banks. The respondents have been grouped under four categories such as illiterate, primary/middle, secondary school educated/HSC and graduates.

Table.3. Education-wise Classification

Education	Public	Private	Total
Illiterate	19 (07.6)	9 (03.6)	28 (05.6)
Primary/middle	11 (04.4)	14 (05.6)	25 (05.0)
Secondary/HSC	33 (13.2)	31 (12.4)	64 (12.8)
Graduate	187 (74.8)	196 (78.4)	383 (76.6)
Total	250 (100)	250 (100)	500 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

The Table.2 states that majority of the respondents were graduates in both public as well as private sector banks (74.8% and 76.6% respectively). It is also observed that 4.4% of them being primary/middle school level educated were the customers in public sectors banks and 3.6% were illiterates operating in private sector banks.

It is seen that majority of the respondents were graduates in public and private sector banks.

3.1.4 Occupation:

Occupation is also one of the important factors, which plays a major role in influencing the decision makers regarding availing of bank services. The respondents were classified according to their occupational status and the details are furnished vide Table.4.

The Table.4 points out that 44.4% of the respondents were government employees and only 3.2% of them were professionals having accounts in public sector banks. It also tells that the private sector banks had 61.2% of the respondents who were private sector employees and only 3.2% were government sector employees as their customers.

It is seen from the Table.4 that majority of the respondents were private sector salaried employees having dealings in public and private sector banks.

Table.4. Occupation-wise Classification

Occupation	Public	Private	Total
Self employed	28 (11.2)	18 (07.2)	46 (09.2)
Government employed	111 (44.4)	8 (03.2)	119 (23.8)
Private employed	44 (17.6)	153 (61.2)	197 (39.4)
Business	17 (06.8)	23 (09.2)	40 (08.0)
Professional	8 (03.2)	19 (07.6)	27 (05.4)
Unemployed	42 (16.8)	29 (11.6)	71 (14.2)
Total	250 (100)	250 (100)	500 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

3.1.5 Income:

Income is the most important factor that influences the customer perception towards banking services. The respondents were divided into five categories as mentioned vide Table.5.

Table.5. Income-wise Distribution

Income (Rs.)	Public	Private	Total
Less than 15000	132 (52.8)	134 (53.6)	266 (53.2)
15000 to 30000	81 (32.4)	83 (33.2)	164 (32.8)
30000 to 45000	21 (08.4)	18 (07.2)	39 (07.8)
45000 to 60000	11 (04.4)	8 (03.2)	19 (3.8)
Above 60000	5 (02.0)	7 (02.8)	12 (02.4)
Total	250 (100)	250 (100)	500 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

This Table.5 shows that more than 50% of the respondents came under the monthly income group of less than Rs.15000 in both public as well as private sector banks. Only two and 2.8% of the respondents were in the monthly income group of Rs.60000 and above who were having accounts in public and private sector banks respectively.

It can be seen that the majority of the customer respondents were having a monthly income of less than Rs.15000 in both public and private sector banks.

3.2 TYPES OF ACCOUNT

The nature of accounts held depends on the need of the customers. When different types of accounts were offered by the banks the customers can be choosy. The respondents were classified according to different types of account held by them as can be seen vide Table.6.

Table.6. Types of Account Held

Type of Account	Public	Private	Total
Saving	174 (69.6)	158 (63.2)	332 (66.4)
Current	33 (13.2)	48 (19.2)	81 (16.2)
Recurring Deposit	9 (03.6)	17 (06.8)	26 (05.2)
Fixed Deposit	34 (13.6)	27 (10.8)	61 (12.2)
Total	250 (100)	250 (100)	500 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

As seen from Table.6, 69.6% of the respondents held savings account and more than 13% of them were having fixed deposit and current accounts in public sector banks. It also reveals that 63.2% of the respondents were having savings accounts and 19.2% of them held current accounts in private sector banks.

It is concluded that majority of the respondents had savings account in both public and private sector banks.

3.3 CUSTOMER DURATION OF THE BANK

When a customer maintains an account in a branch and utilizes services of the bank for a quite long time, it indicates his satisfaction about the services rendered by the branch. Customer

duration will also help to determine the customer perception towards banks. The respondents were classified according to their years of customer-ship as can be seen vide Table.7.

Table.7. Classification by Customer Duration

Customer Duration	Public	Private	Total
Less than 2 years	70 (28.0)	36 (14.4)	106 (21.2)
2 to 4 years	41 (16.4)	161 (64.4)	202 (40.4)
4 to 6 years	86 (34.4)	18 (07.2)	104 (20.8)
6 to 8 years	13 (05.2)	19 (07.6)	32 (06.4)
8 to 10 years	24 (09.6)	9 (03.6)	33 (06.6)
10 and above years	16 (06.4)	7 (02.8)	23 (04.6)
Total	250 (100)	250 (100)	500 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

The above Table.7 explains that 34.4% of the respondents were account holders for customers between 4 to 6 years and only 6.4% of them were of 10 years and above in public sector banks. It is also seen that 64.4% of the respondents in private sector banks were customers between 2 to 4 years and only 2.8% of them held accounts for 10 years and above.

It can be seen that the majority of the respondents were customers of 2 to 4 years duration in both public and private sector banks.

3.4 CHOICE OF THE BANK

There are various factors which influence the customers to choose their bank. The researcher identified ten important factors which have induced the customers for choosing their bank. They are home proximity, nearest to office, workplace compulsion, familiarity, proper customer care, varieties of loan schemes, computerized environment, cheap and quick service, prompt services and convenient working hours. Ranks were given to each of these factors according to the scores given by the customers as follows.

On the basis of the points given and ranks obtained, the total score thus derived was multiplied by the total number of respondents for each factor with rank to arrive at the mean score. Among the ten factors given, the one which had the highest total score was identified as the most important factor influencing the respondents to select their banks.

To find out weighted scoring technique, the following scores were given,

Rank	Points
I	- 10
II	- 9
III	- 8
IV	- 7
V	- 6
VI	- 5
VII	- 4
VIII	- 3
IX	- 2
X	- 1

The Table.8 and Table.9 brings out the reasons for selecting the public and private sector banks by the customers.

3.5 CHOICE OF PUBLIC SECTOR BANKS

The priorities considered by the respondents while opting for a public sector banks are furnished vide Table.8.

Table.8. Public Sector Banks - Priorities

Reasons	Rank										Total Score
	1	2	3	4	5	6	7	8	9	10	
Home Proximity	73	49	1	9	13	8	24	24	16	33	1593
Nearest to Office	62	8	25	14	3	7	15	13	61	42	1306
Workplace Compulsion	25	39	24	13	16	5	1	16	59	52	1227
Familiarity	3	52	41	28	15	59	28	14	2	8	1573
Proper Customer Care	42	16	14	7	43	16	54	15	10	33	1377
Varieties of Loan Schemes	1	2	43	1	32	21	17	77	37	19	1068
Computerized Environment	13	45	36	50	29	8	27	4	18	20	1563
Cheap and Quick Service	5	25	37	20	24	68	50	14	2	5	1446
Prompt Services	2	11	25	58	21	34	26	30	27	16	1285
Convenient Working Hours	24	3	4	50	54	24	8	43	18	22	1312

Source: Computed from Primary data

The Table.8 shows that among ten reasons, “home proximity (1593)” was the most important reason influencing respondents to go in for the public sector banks followed by “familiarity (1573)”. The reasons “computerized environment (1563)” and “cheap and quick service (1446)” had the third and fourth highest scores respectively. The lowest score was given to the “varieties of loan schemes (1068)” and the reason “workplace compulsion (1227)” was the last but one.

The Table.8 tells us that the reason nearest to home was the most important one for selecting a public sector bank by sample respondents for operations.

3.6 CHOICE OF THE PRIVATE SECTOR BANKS

The Table.9 describes the choice of the private sector banks by respondents on the basis of the priorities given by them for various reasons.

Table.9. Choice of Private Sector Banks - Priorities

Reasons	Rank										Total Score
	1	2	3	4	5	6	7	8	9	10	
Home Proximity	48	13	16	1	2	22	15	45	30	58	1167
Nearest to Office	54	31	1	3	10	2	12	24	70	43	1221
Workplace Compulsion	51	33	4	31	14	12	13	1	58	33	1404

Familiarity	6	10	45	1	2	24	20	61	80	1	1073
Proper Customer Care	29	24	18	31	14	35	51	19	2	27	1418
Varieties of Loan Schemes	47	55	37	2	30	17	2	3	2	55	1616
Computerized Environment	2	41	45	17	56	38	28	19	2	2	1569
Cheap and Quick Service	4	2	10	69	61	36	1	48	3	16	1337
Prompt Services	7	5	21	59	27	33	84	1	1	12	1376
Convenient Working Hours	2	36	53	36	34	31	24	29	2	3	1569

Source: Computed from Primary data

It could be observed from Table.9 that among the ten reasons, “Varieties of Loan Schemes (1616)” was the most important one influencing respondents to opt for the private sector bank. Next came “computerized environment (1569)” and “convenient working hours (1569)”. The reasons “proper customer care (1418)” and “workplace compulsion (1404)” had the third and fourth highest scores respectively. The lowest score was given to “familiarity (1073)”, “home proximity (1167)” came second from the last.

It is concluded from the Table.9 that majority of the respondents gave priority to go in for private sector banks, for they were offering varieties of loan schemes.

3.7 SOURCE OF AWARENESS

The respondents were then asked as to how they had come to be aware of the banks and their functioning. Their replies are classified according to their source of awareness such as personal knowledge, friends, relatives, business circle, newspapers, magazines, radio/TV and internet are presented vide Table.10.

The Table.10 shows that more than 37.6% of the respondents had come to know about the bank from their personal knowledge and only 1.6% of them came to know through the radio or TV regarding public sector banks. The Table.10 also reveals that 33.6% of the respondents had opened their accounts in private sector banks by way of personal knowledge and only 2.4% of them came to know about them from radio or TV networks.

Table.10. Classification by Source of Awareness

Source	Public	Private	Total
Personal knowledge	94 (37.6)	84 (33.6)	178 (35.6)
Friends	55 (22.0)	44 (17.6)	99 (19.8)
Relatives	51 (20.4)	31 (12.4)	82 (16.4)
Business Circles	17 (06.8)	54 (21.6)	71 (14.2)
News Paper and Magazines	23 (09.2)	19 (07.6)	42 (08.4)
Radio/TV	4 (01.6)	6 (02.4)	10 (02.0)
Internet	6 (02.4)	12 (04.8)	18 (03.6)
Total	250 (100)	250 (100)	500 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

It is observed that majority of the respondents had opened their bank accounts in both public and private sector banks from their personal knowledge.

3.8 FREQUENCY OF VISITS

In contrast to unsatisfied customers, satisfied customers were happy to visit the bank as frequently as they need. With the better quality of service, customers felt at ease to put through their transactions and make frequent visits to the bank. In spite of the introduction of technology oriented products, human interaction was still sought after by most of the customers. But this depended on the quality of service that they were continuously provided with. The Table.11 describes the classification of the respondents on the basis of their frequency of visits to the bank.

Table.11. Frequency of visits to the Bank

Frequency	Public	Private	Total
Every day	15 (06.0)	11 (04.4)	26 (05.2)
Once in Alternate Days	11 (04.4)	7 (02.8)	18 (03.6)
Once in Week	9 (03.6)	16 (06.4)	25 (05.0)
Twice in a Week	42 (16.8)	87 (34.8)	129 (25.8)
Once in a Fortnight	6 (02.4)	14 (05.6)	20 (04.0)
Once in a Month	84 (33.6)	48 (19.2)	132 (26.4)
As and When Required	83 (33.2)	67 (26.8)	150 (30.0)
Total	250 (100)	250 (100)	500 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

The Table.11 points out that 33.6% of the respondents were visiting once in a month to public sector banks and 34.8% of the respondents were visiting twice in a week to private sector banks. It also states that only 2.4% of the respondents visited once in a fortnight and 2.8% visited the bank once in alternate days in public and private sector banks respectively.

It is seen that more than one-third of the respondents had visited to public and private sector banks as and when required.

3.9 TIME TAKEN FOR DEPOSITING CASH

The time taken to provide services play a crucial role is determining the level of perception of the customers. The following Table.12 describes the opinion of the customers on the time taken for depositing cash.

Table.12. Time Taken to Deposit Cash

Duration	Public	Private	Total
Less than 5 minutes	41 (16.4)	28 (11.2)	69 (13.8)
5 to 10 minutes	124(49.6)	144 (57.6)	268 (53.6)
10 to 15 minutes	51 (20.4)	13 (05.2)	64 (12.8)
Above 15 minutes	34 (13.6)	65 (26.0)	99 (19.8)
Total	250 (100)	250 (100)	500 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

The Table.12 explains that 49.6% of the respondents felt that it took atleast 5 to 10 minutes for depositing cash and 13.6% of them stated that it took more than 15 minutes for depositing cash in the public sector banks. The Table.12 also tells that 57.6% of respondents thought that it takes atleast 5 to 10 minutes for depositing cash and 5.2% of them felt that 10 to 15 minutes for depositing cash in the private sector banks.

It is summed up that more than 50% of the respondents viewed that it took atleast 5 to 10 minutes for depositing cash in public and private sector banks.

3.10 CASH WITHDRAWAL

A detailed discussion on the opinion of the bank customer respondents on the time taken in the bank for withdrawing cash is presented vide Table.13.

Table.13. Time Taken to Withdraw Cash

Duration	Public	Private	Total
Less than 5 minutes	57 (22.8)	116 (46.4)	173 (34.6)
5 to 10 minutes	105 (42.0)	44 (17.6)	149 (29.8)
10 to 15 minutes	50 (20.0)	68 (27.2)	118 (23.6)
Above 15 minutes	38 (15.2)	22 (08.8)	60 (12.0)
Total	250 (100)	250 (100)	500 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

The Table.13 explains that 42% of the respondents opined that the time to withdraw cash took atleast 5 to 10 minutes and 46.4% of the respondents felt that it took less than 5 minutes both in public and private sector banks respectively. It also points out that 15.2% and 8.8% of respondents felt that they had to wait for more than 15 minutes to withdraw cash in public and private sector banks respectively.

It is can be seen that majority of the respondents felt that the time taken for withdrawal of cash in public and private sector banks was less than five minutes.

3.11 CREDITING A LOCAL CHEQUE

The Table.14 describes the time taken to credit a local cheque in the customer's account. 208 respondents (111 in public and 97 in private) declined to answer because of the non-applicability of the question in both public and private sector banks.

Table.14. Time Taken for Crediting the Local Cheque

Duration	Public	Private	Total
Within one day	25 (17.9)	14 (09.2)	39 (13.3)
Within two days	90 (64.8)	110 (71.9)	200 (68.4)
Within five days	19 (13.7)	29 (18.9)	48 (16.5)
Above five days	5 (03.6)	-	5 (01.8)
Total	139 (100)	153 (100)	292 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

The Table.14 shows that more than 60% of the respondents were of the opinion that it took atleast two days to credit a local cheque in their account in both public as well as private sector banks. It also shows that 3.6% of the respondents had to wait for more than five days to credit a local cheque in public sector bank and only 9.2% of the respondents had to wait for a day to credit a cheque in private sector bank.

A majority of the respondents were of the opinion that it took atleast two days to credit a local cheque in their account in both public and private sector banks.

3.12 CREDITING OUTSTATION CHEQUES

The Table.15 given below shows the duration of time taken to credit the outstation cheques in the customer's account. 259 respondents (120 in public and 139 in private) had declined to answer because of non-applicability of the cheque option in both public and private sector banks.

Table.15. Time Taken to Clear Outstation Cheques

Duration	Public	Private	Total
Less than 2 days	11 (08.5)	10 (09.0)	21 (08.7)
2 to 4 days	85 (65.4)	76 (68.5)	161 (66.8)
4 to 6 days	8 (06.2)	17 (15.3)	25 (10.3)
6 to 8 days	12 (09.2)	3 (02.7)	15 (06.3)
Above 8 days	14 (10.7)	5 (04.5)	19 (07.9)
Total	130 (100)	111 (100)	241 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

The Table.15, observes that more than 65% of the respondents felt that it took atleast 2 to 4 days to credit outstation cheques in their account in both public as well as private sector banks. It also explains that 6.2% of the respondents had to wait for 4 to 6 days to get outstation cheques cleared in public sector banks and 2.7% of them had said that it took even 6 to 8 days to get outstation cheques credited in their accounts in private sector banks.

The majority of the respondents were of the view that it took atleast 2 to 4 days for crediting outstation cheques in their accounts in public and private sector banks.

3.13 ATM FACILITY

Banks are vying with one another to attract customers with superior technology and much better service levels. Banks attempt this by expanding their ATM networks. ATM centres increase the convenience factor as well as saving the valuable time of the customer. The Table.16 exhibits the number of respondents who have availed of the ATM facility.

Table.16. Availing of ATM Facility

Facility	Public	Private	Total
Yes	229 (91.6)	227 (90.8)	456 (91.2)
No	21 (08.4)	23 (09.2)	44 (08.8)
Total	250 (100)	250 (100)	500 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

The Table.16 noted that more than 90% of the respondents had availed of the ATM facility in both public as well as private sector banks. It also tells us that only 8.4% and 9.2% of the respondents did not use the ATM facility in public and private sector banks respectively.

It is surmised that majority of the respondents had availed of the ATM facility in public and private sector banks.

3.14 FACILITY ACCORDANCE

ATM is one of the most important modern banking facilities which render more number of banking services on a 24x7 basis

the year round. Now-a-days using of ATM has become unavoidable. The Table.17 describes the time taken for getting a new ATM card from the bank.

Table.17. Sanctioning Period for ATM Facility

Duration	Public	Private	Total
Within one year	142 (62.0)	161 (70.9)	303 (66.5)
Within two years	54 (23.6)	40 (17.6)	94 (20.6)
Above two years	33 (14.4)	26 (11.5)	59 (12.9)
Total	229 (100)	227 (100)	456 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

The Table.17 indicates that 62% of the respondents in public sector banks and 70.9% in private sector banks were given ATM facility within one year. It is seen that more than 10% of the respondents got the ATM facility after waiting for two years in both public as well as private sector banks.

It is seen that majority of the respondents got the ATM facility within one year in public and private sector banks.

3.15 FREQUENCY OF USING ATM

User friendly technology in banking procedures increases the number of users and frequency of usage of services. Frequency of usage of ATM is classified as every day, once in a week, every fifteen days, in a month and as and when required.

It is seen from the above Table.18 that 74.2% of the respondents used the ATM facility in public sector banks and 39.7% of them in private sector banks had availed of the ATM facility as and when required. It also shows that only 5.7% of the respondents had used the ATM facility once in a week in public sector banks and only 7.9% of them had used ATM every day in private sector banks.

Table.18. Frequency of ATM Usage

Frequency	Public	Private	Total
Every Day	53 (23.1)	18 (07.9)	71 (15.6)
Once in a Week	13 (05.7)	39 (17.2)	52 (11.4)
Once in Every 15 Days	21 (09.2)	37 (16.3)	58 (12.7)
Once in a Month	34 (14.8)	43 (18.9)	77 (16.9)
As & When Required	108 (74.2)	90 (39.7)	198 (43.4)
Total	229 (100)	227 (100)	456 (100)

Source: Primary data

Note: Figures in parentheses represent total percentage.

The majority of the respondents had used the ATM as and when required in both public and private sector banks.

4. CONCLUSION

Majority of respondents had saving accounts in the banks and thought that it took at least 5 to 10 minutes for depositing cash both public and private sector banks. 34.4% of them chose the public sector banks due to its proximity to their residences and varieties of loan schemes offered by the private sector banks. Many of them were customers of 4 to 6 years duration in public sector banks and 64.4% of them were customers since 2 to 4 years

in private sector banks. Most of them became clientele of the banks out of their personal knowledge in both public and private sector banks. They used to visit the banks once in a month in public sector and twice in a week in private sector banks. It took at least five to 10 minutes for depositing cash in both public and private sector banks. In the case of withdrawal of cash it took five to 10 minutes in public sector banks and less than 5 minutes in private sector banks.

For crediting a local cheque it took two days and crediting an outstation cheque it took two to four days in both public and private sector banks. It was found that a highest number of respondents were having ATM facility and they got this facility within one year in both public and private sector banks. Most of the respondents had availed of the ATM as and when required both in public and private sector banks.

5. SUGGESTIONS

- Utmost care should be taken by the public sector banks to improve the aspects relating to assurance dimension.
- Bank branches should provide sufficient and proper vehicle parking lots wherever possible.

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