

ATM USAGE & PERCEPTION IN INDIA

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Abstract

My paper is about ATM Usage and perception in india. My research is based on online information & secondary information. Whether ATM is need for us and “if its needed why so we need it” What are the usage of ATM? my paper is almost like a case study. ATM is need for present generation because our life style is going on changes. We need to use ATM Machines to withdrawel, cash deposits inspite of going to bank. There are so useful in todays generation. But now a days it’s a old trend. There are some advantages and disadvantages in ATM. We have explained it clearly on our paper with the help of secondary information.

INTRODUCTION

Now a days, coins, notes and other forms of modern instruments used in economic transactions across the world today, commercial activities were basically carried out through the exchange of goods and services known as the barter system. Barter system is a traditional system used in earlier days. Barter system was followed by primitive forms of money; such as wampum, manillas, whales’ teeth, disc-shaped stones, cowries and shells, which were used across different parts of the world as means of payments for goods and services. This was later converted to paper notes and coins. Gives the development of information technology (IT) and its application in the banking sector, bank notes and coins are converted to data and, in turn, transmitted through internet services and telephone lines. As such, the development of IT has reduced the world to a global village. The development of technology in the banking sector comes with the advancement in electronic system which is characterized by new and more sophisticated ways of transaction. The growth of IT in the world has become a crucial factor and has created positive impacts on the banking industry. The IT creates a faster way of delivering information from the banking sector to the customers and their business partners. It helps in differentiating between a bank that uses electronic system and one which operates on traditional method of transaction. Against this background, electronic banking is done through different electronic channels and devices, which include internet, telephone, mobile and automated teller machine (ATM). These modes of banking facilitate the process of carrying or transferring cash in the form of data storage rather than in its raw cash type.

BACKGROUND

The banking sector is getting more intense because customers want additional improvement in products and services provided by the banks apart from keeping their money safe. These change customer's attention from banks that operate conventionally, using paper entry and banks that operate using electronic system, such as ATM, internet, mobile and telephone banking. indicate that efficiency, security, responsiveness, cost effectiveness, problem handling, compensation and contact service affect customers' perception on the use of ATM. That customers' perception is one of the major determinants of organizational products and services. The quality of banking products and services are determined by customers' assessment, which resulted from the trust and satisfaction they drive in patronizing and utilizing any of the facilities that they were able to access and afford. And, customers' level of trust and satisfaction with service delivery is derived largely from the quality of services provided by the banks that use electronic system. Therefore, need arises to emphasize that trust has always been a key factor in all business organizations, especially in banking sector. But, lack of trust serves as a hindrance to the growth and development of electronic banking in Sokoto state, Nigeria. Further, weak customers' trust on banking products and services could possibly affect the credibility and image of the banks, including customers' usage of the electronic banking Services.

E-Banking

Most organizations, especially the banking sector, try everything possible to adopt electronic banking in one way or the other so as to increase their customers' access to their products and services, remain competitive with other national and international organizations. The banking sector across the globe has witnessed a revolution with the introduction of ICT, which provides

banks with the opportunities to serve their respective customers in a more convenient way. The increase in knowledge around the world comes with an increase in the number of Bank customers' who are willing to bank. Thereby, demanding a more sophisticated and better way of doing it. Therefore, customers' demand for a better banking system has driven the banks to rely heavily on IT to provide quality products and services. It identify security and power outage as the major challenges facing ATM usage. It indicate that, age, education and user-situational variables are related to ATM usage. However, that attitudinal dispositions significantly influence the use of ATM. While reveal that convenience, quick funds transfer and time saving influence the use of ATM. Therefore, it is also important to note that customers' perception on trust in the use of ATM services could be affected by issues such as perceived usefulness, ease of use, attitude toward behavior, intention, actual behavior, security, convenience, privacy and knowledge efficacy.

Customers' Perception on Electronic Banking

Customers' perception is one of the most important psychological aspects of an organization. It is viewed as the highest order goal for a successful growth and development of electronic banking. Moreover, this shows that every bank has an obligation to make sure it's customers develop positive perception on its services. Thus, the activities, programs and policies of every bank should be evaluated in terms of its' contribution towards satisfying the needs of customers. However, understanding customers' perception is imperative to the discussion on bank-customers' relations and on how far and well their needs are treated, so as to influence them to have positive perception towards electronic banking. This tasks banks to search and

know the expectation of their customers show that lack of network, waiting time, service charge and out of service problems affect customers' perception on ATM services in India. But, service quality, is the factor that shapes the nature of customers' perception. The report that fast and easier banking services influence customers' attitudes towards human and automated banking and also affect their overall perception on satisfaction. While showing that user-friendly of ATM, security and good location influence bank customers' perception on ATM service quality. It indicates that perceived security, perceived reliability, cost of service, trust, usefulness, accessibility, age, education and marital status have significantly influenced on customer's attitudes and perception on adoption of electronic banking. It found that tangible, empathy, assurances and reliability dimensions are the explanatory variables predicting customer expectation and perception on bank service quality satisfaction. Even though above literature concentrate on customers' perception on electronic banking, some of the variables could also be used in measuring trust in the use of ATM services in Sokoto state, Nigeria. Those selected from the literature are, perceived usefulness, ease of use, attitude toward behavior, intention, actual behavior, security, convenience, privacy and knowledge efficacy.

Automated Teller Machine (ATM)

The issue of customers' perception on the products and services of organizations has generated quite a number of discussions in the business sector. This is because customers are seen as key stakeholders in most organizations, where challenges and changes are usually determined by customers' perception on the products and services being offered by the organization. In most cases, customers assess service quality, while forming opinion on whether or not to buy or use the products and services of organizations. For an organization to build strong and successful business enterprises nationally and internationally, they need to innovate and improve the quality of their products and services they rendered to their respective customers'. Quality of products and services has become a major competitive weapon that gives customers' ability to perceive the organization with the best products and services to patronize. Rust, Moorman & Dickson (2002) reveal that organizations that primarily focus on market investment

Conclusion

ATM provides opportunity for the banking sector to burst their bank customer-relationship and productivity. Given this, many banks in Nigeria and Sokoto state in particular use this opportunity to reach out to their customers both nationally and internationally at any place and time. Despite the effort put in place to satisfy customers' needs, there are some possible factors that could affect customers' perception on trust in the use of ATM services. However, this article provides an insight on some important variables that need to be studied in order to enhance customers' perception on trust in the use of ATM. This paper tends to bridge the gap that exists in the literature reviewed in customers' perception on trust in the use of ATM services. Therefore, customers' perception on security, privacy, convenience, knowledge efficacy, intention behavior, usefulness, attitude towards behavior, ease of use and actual usage could be used in explaining and determining their effect on trust in the use of ATM services.