



# AWARENESS TOWARDS SELECTED PARAMETERS OF ATM SERVICES – A STUDY OF VAPI CITY

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**Abstract:** The banking industry's technological advancements have made our lives easier. Today, it is very much a part of people's lives, particularly ATMs. The ATM has become a necessary element of our everyday lives and society. ATM has successfully reached a broad consumer base at a minimal cost. The purpose of this study is to determine the level of awareness among bank customers uses ATM services in Vapi. A self-administered questionnaire was used to obtain primary data from 238 bank customers for this study. To meet the study's objectives, data was tabulated and analysed using statistical methods.

**Keywords:** ATM Services, ATM Card, ATM Machine, Awareness, Technology.

## I. Introduction

The ATM (Automated Teller Machine) is a device that allows clients to access their accounts electronically. The ATM is meant to execute the most important operations of a bank, such as cash withdrawals and deposits, fund transfer, balance inquiries, and so on. Customers may now do more complicated operations than only cash withdrawals and deposits at ATMs. However, as technology advances, it introduces new risks such as ATM skimming, duplication, ATM fraud etc. To prevent these, some banks have started using biometric identification in conjunction with ATM cards to protect consumers from fraud and unauthorised access to bank accounts. To maintain and satisfy clients, Banks are expanding its ATM offerings.

ATMs are also becoming a common transaction route for banks, decreasing employee intervention and costs. Finally, ATMs will serve as a single operational point for anything from cash dispensers to a variety of e-commerce transactions. Customers can use ATM cards to purchase airline and train tickets, to pay utility bills, recharge DTH or mobile phone etc. According to one senior bank officials, the new generation ATMs would be able to boost revenue by providing additional services such as cheque deposit, e-commerce etc.

## II. Meaning of ATM

An automated teller machine (ATM) is an electronic banking outlet that allows customers to complete basic transactions without the aid of a branch representative or teller.<sup>1</sup>

<sup>1</sup><https://www.investopedia.com/terms/a/atm.asp>

### III. Type & Facilities of ATM products

Today, bank offer a variety of ATM cards covering different services and benefits. Almost every Bank in India offers an ATM Card and is tied up with a special payment system like Visa, Master, Rupay, etc, which makes transactions possible. All the banks provide a basic ATM card which offer which facilitates withdrawal and deposit money, checking balance etc. However, some other ATM provides additional facilities like, additional withdrawal and spending limit, additional rewards for spending at merchant site, accidental insurance etc., depends on its type. Further, these benefits and facilities differ among different ATM cards.

### IV. Current Status of ATM

Today, ATMs, online payments, and e-transactions are the main change agents. As banks offer ATMs a web ride, a much greater transformation might be coming. When the ATMs start to provide e-commerce functions and become more interactive by using your fingerprints or eye scans to recognise you, they may actually transform the way banking is done. And even more is coming. Clearly, a client will soon be able to use ATMs for a lot more. The only operational link between cash dispenser machines and a variety of e-commerce operations will be ATMs. In reality, once the security issue with biometric identification is resolved in the next years, the card won't be necessary. In the future, ATM locations could not be restricted to areas used for banking. The number of bank ATMs is rising quickly in India. There were 2,19,440 ATMs installed in the county as of March 2023 (including on-site and off-site), with an estimated growth of more than 40% over the following five years. In March 2023, ATM cash withdrawals increased by 235% to 2.84 lakh crore.

### V. Literature Review

- **Rameshkumar N., & Dr. J. Shanmugananda Vadivel, (2016)**, conducted “A study on customer awareness and satisfaction level towards self-service providing machines in selected banks (with special reference to Coimbatore city).” The study objective was to determine the awareness level and satisfaction level that affect the consumers while using self-service providing machines. Primary data were collected through structures questionnaire from 300 bank respondents of SBI bank, Canara bank, Indian bank, ICICI bank, HDFC bank and Axis bank from Coimbatore city. The study outcome shows that friends and relatives are the major source of awareness for using self-service providing machines. Majority of respondents using ATMs frequently and are highly satisfied with overall performance of self-service providing machines. Privacy with self-service providing machines is the main problem faced by the respondents.
- **Chattopadhyay Pijush and Saralelimath S. (2012)** observed the preference towards use of ATM services in Pune city. The survey was conducted on 300 customers from three cooperative banks in Pune city and responses from customers were analysed with Frequency Analysis, Percentage Analysis and Chi-Square test for interpretation. The results indicate that, for customers, ATM services are essential service and customers are highly satisfied with ATM services. Despite of drawbacks with ATM, customers preferred to use ATM services as a time and cost saving service. And hence bank needs to provide undisrupted and efficient services.
- **G. Ram Raj (2018)** conducted a study on Growth and Development of ATM in India. The study aims at examine the growth and usage of Automated Teller Machine in Indian banking sector. Further, the study also aims to examine various types of ATMs used by Indian banking customers. This study outcome shows that there is an immense growth in Indian ATM service. ATM users are positively increasing in numbers in past decade. There are nearly ten types of ATM which is available for use for Indian bank customers. Further it was also found that the awareness level about cashless transactions among customers significantly growing.

- **Rameshkumar N. & Dr. J. Shanmugananda Vadivel (2016)** conducted a study on “A study on customer awareness and satisfaction level towards ATM services provided by ICICI bank with special reference to Coimbatore city.” The objective of the study is to know the awareness level of customer regarding ATM services and to find out the level of customer satisfaction towards ATM services of ICICI bank. The study is based in Coimbatore city. Primary data were collected from 100 respondents through structured questionnaire. Study results shows that most of the respondents are satisfied with overall performance of ATM. As per customers responses, banks need to open ATM centers near hospitals, bus stands etc. Further, bank needs to increase the amount of withdrawals and deposits through ATMs. Further, there is relationship between income of respondents and frequency of using ATM.

## VI. Research Methodology

### Statement of Problem:

The study aims to measure the awareness of customers towards selected parameters of ATM services with reference to Vapi city.

### Objective of study:

1. To study the concept of ATM in India.
2. To study the awareness of customers towards selected parameters of ATM services.

### Research Design:

- Descriptive study is used to complete the study.

### Data collection Method:

- Primary & Secondary sources.

### Data Collection Tool:

- Secondary Data were collected from various Journals & publications and websites.
- Primary Data were collected through Structured Questionnaire.

### Sampling Size:

- 238 respondents from total population were selected as a sample size.

### Sampling Method:

- Non-probability Convenient Sampling

### Data Analysis Method:

- Independent Sample T-Test and ANOVA were used to analyze collected data.

### Research Hypothesis:

- 1)  $H_01$ : There is no significant relationship between Gender of customer and their awareness towards selected parameters of ATM services.
- 2)  $H_02$ : There is no significant relationship between Income of customer and their awareness towards selected parameters of ATM services.
- 3)  $H_03$ : There is no significant relationship between Occupation of customer and their awareness towards selected parameters of ATM services.
- 4)  $H_04$ : There is no significant relationship between Educational Qualification of customer and their awareness towards selected parameters of ATM services.

## VII. Limitation of the Study

1. The study is limited to Vapi city only.
2. Respondents hesitate to provide information regarding personal questions like their Family income, Savings/Expenditure etc.
3. There is always a risk of respondent's biasness in primary data which cannot be avoided.

## VIII. Testing of Hypotheses

In order to test the hypotheses formulated for the study, Independent T-test was carried out on SPSS. The test statistics and results are presented as follows:

### Hypothesis – 1: Relationship between Gender and Awareness towards ATM services

**Table: 1 Relationship between Gender and Awareness towards ATM Services**

Sr. No	Awareness Variable	T-Test Value (2-tailed)	df	Accepted/ Rejected
1	Awareness about insurance on ATM card	0.000	236	H <sub>0</sub> is Rejected
2	Awareness about daily withdrawal limit of ATM card	0.002	236	H <sub>0</sub> is Rejected
3	Awareness about cash deposit facility with ATM card	0.000	236	H <sub>0</sub> is Rejected
4	Awareness about balance inquiry using ATM card	0.039	236	H <sub>0</sub> is Rejected
5	Awareness about payment of utility bills with ATM card	0.007	236	H <sub>0</sub> is Rejected
6	Awareness about passbook printing facilities through ATM machine	0.003	236	H <sub>0</sub> is Rejected
7	Awareness about fund transfer facility with ATM card	0.000	236	H <sub>0</sub> is Rejected
8	Awareness about cheque book request using ATM card	0.000	236	H <sub>0</sub> is Rejected
9	Awareness about online shopping with ATM card	0.003	236	H <sub>0</sub> is Rejected
10	Awareness about opening a FD/RD using ATM card	0.000	236	H <sub>0</sub> is Rejected

(Source: Results from Primary data by SPSS, at 95% confidence level)

### Interpretation:

Above table shows the relationship between Gender and awareness level of customers towards selected parameters of ATM services. The significant value 0.05 is more than P value (2-tailed), hence null hypothesis is rejected. It shows that there is a significant relation between Gender and their awareness regarding Insurance on ATM card, Daily withdrawal limit, Cash deposit facility, Balance inquiry, Payment of utility bills, Passbook printing facility, Fund transfer, Cheque book request, Online shopping and Opening FD/RD using ATM card.

**Hypothesis – 2: Relationship between Income and Awareness towards ATM services****Table: 2 Relationships between Income and Awareness towards ATM Services**

Sr. No	Awareness Variable	ANOVA Value	df	Accepted/ Rejected
1	Awareness about insurance on ATM card	0.886	237	H <sub>0</sub> is Accepted
2	Awareness about daily withdrawal limit of ATM card	0.645	237	H <sub>0</sub> is Accepted
3	Awareness about cash deposit facility with ATM card	0.759	237	H <sub>0</sub> is Accepted
4	Awareness about balance inquiry using ATM card	0.278	237	H <sub>0</sub> is Accepted
5	Awareness about payment of utility bills with ATM card	0.906	237	H <sub>0</sub> is Accepted
6	Awareness about passbook printing facilities through ATM machine	0.964	237	H <sub>0</sub> is Accepted
7	Awareness about fund transfer facility with ATM card	0.098	237	H <sub>0</sub> is Accepted
8	Awareness about cheque book request using ATM card	0.888	237	H <sub>0</sub> is Accepted
9	Awareness about online shopping with ATM card	0.120	237	H <sub>0</sub> is Accepted
10	Awareness about opening a FD/RD using ATM card	0.389	237	H <sub>0</sub> is Accepted

(Source: Results from Primary data by SPSS, at 95% confidence level)

**Interpretation:**

Above table shows the relationship between Income and awareness level of customers towards selected parameters of ATM services. The significant value 0.05 is less than P value, hence null hypothesis is accepted. It shows that there is no significant relation between Income and their awareness regarding Insurance on ATM card, Daily withdrawal limit, Cash deposit facility, Balance inquiry, Payment of utility bills, Passbook printing facility, Fund transfer, Cheque book request, Online shopping and Opening FD/RD using ATM card.

**Hypothesis – 3: Relationship between Occupation & Awareness towards ATM services****Table: 3 Relationships between Occupation and Awareness towards ATM Services**

Sr. No	Awareness Variable	ANOVA Value	df	Accepted/ Rejected
1	Awareness about insurance on ATM card	0.005	237	H <sub>0</sub> is Rejected
2	Awareness about daily withdrawal limit of ATM card	0.000	237	H <sub>0</sub> is Rejected
3	Awareness about cash deposit facility with ATM card	0.000	237	H <sub>0</sub> is Rejected
4	Awareness about balance inquiry using ATM card	0.005	237	H <sub>0</sub> is Rejected
5	Awareness about payment of utility bills with ATM card	0.028	237	H <sub>0</sub> is Rejected
6	Awareness about passbook printing facilities through ATM machine	0.000	237	H <sub>0</sub> is Rejected
7	Awareness about fund transfer facility with ATM card	0.008	237	H <sub>0</sub> is Rejected
8	Awareness about cheque book request using ATM card	0.000	237	H <sub>0</sub> is Rejected
9	Awareness about online shopping with ATM card	0.000	237	H <sub>0</sub> is Rejected
10	Awareness about opening a FD/RD using ATM card	0.001	237	H <sub>0</sub> is Rejected

(Source: Results from Primary data by SPSS, at 95% confidence level)

**Interpretation:**

Above table shows the relationship between Occupation and awareness level of customers towards selected parameters of ATM services. The significant value 0.05 is more than P value, hence null hypothesis is rejected. It shows that there is a significant relation between Income and their awareness regarding Insurance on ATM card, Daily withdrawal limit, Cash deposit facility, Balance inquiry, Payment of utility bills, Passbook printing facility, Fund transfer, Cheque book request, Online shopping and Opening FD/RD using ATM card.

**Hypothesis – 4: Relationship between Educational Qualification & Awareness towards ATM services****Table: 4 Relationships between Educational Qualification and Awareness towards ATM Services**

Sr. No	Awareness Variable	ANOVA Value	df	Accepted/ Rejected
1	Awareness about insurance on ATM card	0.626	237	H <sub>0</sub> is Accepted
2	Awareness about daily withdrawal limit of ATM card	0.739	237	H <sub>0</sub> is Accepted
3	Awareness about cash deposit facility with ATM card	0.275	237	H <sub>0</sub> is Accepted
4	Awareness about balance inquiry using ATM card	0.445	237	H <sub>0</sub> is Accepted
5	Awareness about payment of utility bills with ATM card	0.593	237	H <sub>0</sub> is Accepted
6	Awareness about passbook printing facilities through ATM machine	0.067	237	H <sub>0</sub> is Accepted
7	Awareness about fund transfer facility with ATM card	0.324	237	H <sub>0</sub> is Accepted
8	Awareness about cheque book request using ATM card	0.503	237	H <sub>0</sub> is Accepted
9	Awareness about online shopping with ATM card	0.065	237	H <sub>0</sub> is Accepted
10	Awareness about opening a FD/RD using ATM card	0.422	237	H <sub>0</sub> is Accepted

(Source: Results from Primary data by SPSS, at 95% confidence level)

**Interpretation:**

Above table shows the relationship between Educational Qualification and awareness level of customers towards selected parameters of ATM services. The significant value 0.05 is less than P value, hence null hypothesis is accepted. It shows that there is no significant relation between Income and their awareness regarding Insurance on ATM card, Daily withdrawal limit, Cash deposit facility, Balance inquiry, Payment of utility bills, Passbook printing facility, Fund transfer, Cheque book request, Online shopping and Opening FD/RD using ATM card.

**IX. Conclusion**

In addition to revolutionizing traditional banking, the use of ATMs has also caused banks to see banking operations differently. The results of the current survey make it clear that the majority of consumers are quite delighted with ATM services and consider them to be "essential services." The study results shows that awareness regarding insurance, daily withdrawal limit, cash deposit facility, balance inquiry, utility bill payment, passbook printing facility, fund transfer facility, cheque book request, online shopping and opening FD/RD through ATM have significant relationship with gender group. Interestingly, the analysis suggests that for all the above parameters the awareness is more in female than male.

In context of Income, the awareness regarding insurance, daily withdrawal limit, cash deposit facility, balance inquiry, utility bill payment, passbook printing facility, fund transfer facility, cheque book request, online shopping and opening FD/RD through ATM doesn't have significant relationship with income group. All the income groups have similar awareness towards selected parameters.

Further, the study results shows that awareness regarding insurance, daily withdrawal limit, cash deposit facility, balance inquiry, utility bill payment, passbook printing facility, fund transfer facility, cheque book request, online shopping and opening FD/RD through ATM have significant relationship with occupation group. Mean awareness is highest in Home maker group while it is lowest among other occupation group.

In context of Education Qualification, the awareness regarding insurance, daily withdrawal limit, cash deposit facility, balance inquiry, utility bill payment, passbook printing facility, fund transfer facility, cheque book request, online shopping and opening FD/RD through ATM doesn't have significant relationship with education qualification group. All the educational qualification groups have similar awareness towards selected parameters.

Hence, banks may put their efforts in designing advertisement campaign and creating awareness for different gender groups and occupation groups having less awareness on above parameters.

## X. References

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