

**A STUDY ON USAGE AND SATISFACTION OF SBIATM CARD (A SPECIAL
REFERENCE TO SBI IN PALAKKAD TALUK)**

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ABSTRACT

The customer usage and satisfaction of SBI ATM cards. The main aim of the study the awareness, perception satisfaction with ATM cards, the valuable measure to improve the services quality of the ATM cards in Palakkad taluk. The research study consists of both primary and secondary data. The primary data have been collected with the help of structured questionnaire. Secondary data for the study were collected from the books, journals, research, articles, magazines, report newspaper and websites. The total sample size 150 respondents were selected for the study using. The outcome of the study in Palakkad Taluk the entry of ATM Card is success due, no doubt but still ATM Card consciousness is lacking among many people. This is mainly due to the card fee and interest charges. So the immediate need is to take more effective measures so as to make ATM Card attractive. Such an attempt will enable ATM Card to achieve greater heights in banking sectors

INTRODUCTION

ATM cards are fundamental different from the other payment methods in that they involve extending ATM rather than drawing on an existing store of funds. Banks in conjunction with ATM card associations such as visa and MasterCard, issue general-purpose ATM cards. Department stores also issues ATM card to be used for purchases at that particular store. Like electronic fund transfer, payment by ATM card is not anonymous. Since paying with aATM card does not involve a store of funds, deposit insurance and reserve requirements are not directly relevant. The bank that issues the card is liable and thus merchants are paid if the cardholders default. If the issuing bank fails, the ATM card association guarantees payment to merchants with outstanding transactions and then has a creditor's claim on failed bank.

AATM card is part of a system of payments named after the small plastic card issued to user of the system. The issuer of the card grants a line of ATM to the consumer from which the user can borrow money for payment to a merchant or as a cash advance to the user. AATM card requires the balance to be paid in full each month. In contrast, ATM cards allow the consumers to 'revolve' their balance, at the cost of having interest charged.

The important factor that is driving the growth of plastic money in India is that the people are fast adapting to the cash free culture. It offers greater conveniences, security and flexibility then cash for dealings and also complements the modern life style of customers. Additionally with the it revolution and young generation entering employment, the ATM adverse attitude has changed and a majority of the young generation prefers plastic money over conventional money. These factors together with constant innovation and expanding networks of banks have enabled the growth of the ATM card industry in a big way. The number of nationalized and private banks issuing ATM cards has increased significantly and ATM cards are now not only an integral part of the consumer's life in metros but also even the residents of smaller cities and towns have taken to them.

SCOPE OF THE STUDY

The present study focuses on the perception of card holders towards ATM cards. The study was designed to gain a better understanding of the factors influencing possession of ATM cards and card holder's satisfaction. The study also analyses the extent of utilization of ATM cards by card holders and the level of awareness of bank customers not having ATM cards about such cards

STATEMENT OF THE PROBLEM

ATM card is a part of the electronic financial transaction systems that can mechanically accept deposit, issued withdrawals, transfer funds between accounts, collect bills and make small loans. As

the user of ATM card is increasing day by day. It is important to make an study to gain insight about the customer satisfaction level with respect to various aspects of ATM card services offered to them.

OBJECTIVES OF THE STUDY

1. To find out the customer usage of ATM cards.
2. To study the awareness, perception satisfaction with ATM card of the customers in Palakkad taluk
3. To suggest the valuable measure to improve the services quality of the ATM cards.

LIMITATION OF THE STUDY

- The primary data is collected through questionnaire. So, all limitation pertaining to it is banded.
- The study is undertaken for the period of three months only.
- Most of the information is subjective data collected through personal interaction with people transacting with plastic money as a result the personal biases of individuals could affect the study.

METHODOLOGY

The present study is based on both primary and secondary data. The primary data is collected with the help of questionnaire. The secondary data is collected from the websites, journals etc,

➤ Sampling

The study is concerned with customer's usage and satisfaction of ATM cards. The total 150 respondents were selected as the sample unit for the study. Palakkad Taluk in Coimbatore district was selected as the universe of the study using convenient sampling technique.

➤ Framework Of Analysis

The present study aims to know about the level of customer's usage and satisfaction of ATM cards. The data collected from the respondents have been analyzed using Simple Percentage, Chi square and Weighted Average Ranking Method.

➤ Primary Data

Data collection is being made through by issuing questionnaires to the users of ATM cards in Palakkad taluk.

➤ Secondary Data

The secondary data is collected from internet and the collected information are incorporated as follows:

- Review of literature.
- ATM card factors.

STATISTICAL TOOL USED

- Simple Percentage

A percentage describes how many parts there are out of 150 part of a particular theme. Percentage is a way of expressing a number as a fraction of 100. The number of respondents divided by the total number of respondents.

$$\text{Simple Percentage} = \frac{\text{No. Of respondents}}{\text{Total number of respondents}} \times 100$$

- Chi Square Test

$$\text{Chi Square Test} = \frac{(O-E)^2}{E}$$

DATA ANALYSIS AND INTERPRETATION

Table No 1 Rank The Purpose Of Using SBI ATM Cards

Rank	Weight	Petrol/ Diesel		Travel Tickets		Jewellery		Online Purchase		Shopping	
		Res	Score	Res	Score	Res	Score	Res	Score	Res	Score

I	5	32	160	21	105	27	135	31	155	39	195
II	4	24	96	43	172	26	104	24	96	33	132
III	3	16	48	41	123	33	99	35	105	25	75
IV	2	25	50	28	56	38	76	33	66	26	52
V	1	53	53	17	17	26	26	27	27	27	27
Total		407		473		440		449		481	
Rank		V		II		IV		III		I	

In this method the purpose of using SBI ATM cards in selected for ranking are shopping, travel tickets, online purchase, jewellery and petrol/diesel.

Among the purpose of using SBI ATM Shopping get first rank. The second rank is Travel Ticket. The third rank is online Purchase. The fourth rank is Jewellery and the last fifth rank is Petrol/Diesel.

The majority of respondents are purpose of using SBI ATM card through the shopping so get first rank.

CHI-SQUARE ANALYSIS

Table No 2

Factors	Occupation				Total
	Agriculturist	Business	Employee	Student	
Dissatisfied	10 33.3%	14 46.7%	6 20.0%	0 .0%	30 100.0%
Satisfied	23 26.4%	22 25.3%	30 34.5%	12 13.8%	87 100.0%
Highly Satisfied	8 24.2%	11 33.3%	11 33.3%	3 9.1%	33 100.0%
Total	41 27.3%	47 31.3%	47 31.3%	15 10.0%	150 100.0%

Relationship Between The Occupation Status Of The Respondents And Factors Influencing SBI ATM Cards

H0

There is no significant relationship between occupation of respondents and factors of ATM cards.

H1

There is a significant relationship between occupation and factors of ATM cards.

Chi- square test at 5% level

Calculated value	Degree of freedom	Table value	Result
9.671	6	12.592	Accepted

Interpretation

The calculated value of chi-square at 5% level of significant (9.671) is higher than the table value (12.592). Hence Null hypothesis is accepted there is a relationship between the occupation and factors of ATM cards

Table No 3 Relationship Between The Occupational Status Of The Respondents And Major Purpose Of Using SBI ATM Cards

Using	Occupation				Total
	Agriculturist	Business	Employee	Student	
Time Saving	29 41.4%	18 25.7%	20 28.6%	3 4.3%	70 100.0%
Convenient	10 14.1%	27 38.0%	24 33.8%	10 14.1%	71 100.0%
Accuracy In Result	2 22.2%	2 22.2%	3 33.3%	2 22.2%	9 100.0%
Total	41 27.3%	47 31.3%	47 31.3%	15 10.0%	150 100.0%

H0

There is no significant relationship between occupation of respondents and factors of ATM cards.

H1

There is a significant relationship between occupation and factors of ATM cards.

Chi- square test at 5% level

Calculated value	Degree of freedom	Table value	Result
16.828	6	12.592	rejected

Interpretation

The calculated value of chi-square at 5% level of significant(16.828) is higher than the table value(12.592). Hence Null hypothesis is rejected there is a relationship between the occupation and factors of ATM cards.

SUMMARY OF FINDING

- ❖ The majority (30%) of the respondents are satisfied the additional benefit of ATM cards.
- ❖ The majority (73%) of the respondents are agree the substitutable for cash.
- ❖ The majority (67%) of the respondents are revamp their ATM cards.
- ❖ The majority of respondents are purpose of using SBI ATM card through the shopping so get first rank
- ❖ The table inferred that there is no significant association between the age and the factors of ATM cards.
- ❖ The table inferred that there is no significant association between the occupational status and major purpose of using ATM cards.

SUGGESTIONS:

- SBI provides updated information about your ATM card balance.
- Bank provides security in case of lost/ theft of your ATM/ ATM card.
- The bank responds properly in case of any queries related to uncertain issues.
- The bank ATM card service quality is good.
- The bankers are increasing awareness to their customers about ATM cards.

CONCLUSION:

In the study the careful analysis of the ATM Cardholders has been taken up. ATM Card has performed well to the needs of the people. At the time of introduction, the people does not welcome it, because it is mostly used for particular activities only, but today it is boon to all the mankind. In Palakkad Taluk the entry of ATM Card is success due , no doubt but still ATM Card consciousness is lacking among

many people. This is mainly due to the card fee and interest charges. So the immediate need is to take more effective measures so as to make ATM Card attractive. Such an attempt will enable ATM Card to achieve greater heights in banking sectors.

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