

## A STUDY OF CUSTOMERS ATTITUDE TOWARDS ATM SERVICES OF BANKS IN RAJAPALAYAM, TAMIL NADU

V. Alagu Pandian\*

R. K. Sharma\*\*

---

### ABSTRACT

*"Modern commercial banks besides performing the main functions like accepting deposits and lending money cover a wide range of financial and non financial services to customers and general public. The bank services are steadily increasing to meet the growing needs of the community".*

*Today's banking is virtual banking. It denotes the provision of banking and other related services through the extensive use of Information Technology, without direct resource to the bank by customers. The salient features of virtual banking are the overwhelming reliance on Information Technology and the absence of physical type of virtual banking services include Automated Teller Machines (ATM) shared ATM networks, Electronic Fund Transfer at Point Of Sale (EFTPOS), Smart cards, stored value cards and Phone Banking. Thus the practice of banking has undergone a significant transformation due to the adoption of E-Banking. Thus, today's banking is no longer confined to branches. Customers are being provided with additional delivery channels which are more convenient to customers and are cost effective to the banks. These delivery channels include ATM, Tele banking, Internet Banking, Mobile Banking and Home Banking.*

*The present study tries to analyze the customer attitude towards ATM services of banks in Rajapalayam, Tamil Nadu . The study covers the period of May and June 2011.*

---

\*Faculty, Institute of Cooperative Management, Dehradun.

\*\*Director, Institute of Cooperative Management, DEHRADUN-248 009 E-MAIL

Today's banking is virtual banking. It denotes the provision of banking and other related services through the extensive use of Information Technology, without direct resource to the bank by customers. The salient features of virtual banking are the overwhelming reliance on Information Technology and the absence of physical type of virtual banking services include Automated Teller Machines (ATM) shared ATM networks, Electronic Fund Transfer at Point Of Sale (EFTPOS), Smart cards, stored value cards and Phone Banking. Thus the practice of banking has undergone a significant transformation due to the adoption of E-Banking.

“The customer today is more demanding with the growing, affluence, more leisure and the growing complexity of goods and services marketers are seeking to build a proper fruitful and functional relationship with their customers. The nature of service industry is quite different from that of marketing of products. The service industries are quite varied. It includes the government sector, the private, nonprofit sector and the private business sector”

“Consumers make many decisions every day. Most large companies research consumer buying decisions in great detail to answer question about what consumers buy, where they buy, how much they buy, when they buy and why they buy”

### **STATEMENT OF THE PROBLEM**

In order to meet the new challenges, the banking industry has to modern information technology techniques. ATM are capable of performing the functions of a bank teller and a cashier viz., dispersing cash, answering account related enquiries, ordering a new cheque book and providing statement of account. The ATM system is studied because of the following reasons.

1. ATM is the latest concept
2. Money can be easily drawn through automatic teller machine.
3. It gives more benefits to the customers

The ATM card business is a past growing segment of banking of these days. So it is necessary to analyse the ATM card services of banks in Rajapalayam.

### **SCOPE OF THE STUDY**

The study will cover Rajapalayam area only. Even though, Rajapalayam is one of the popular towns of Virudhunagar District. The ATM card is not so popular. The scope of the study will be very limited and the approach of the study will focus mainly on the angle of customers.

### **OBJECTIVES OF THE STUDY**

The main objectives of the present study are outlined below:

1. To know the customer's attitude towards ATM services of banks in Rajapalayam.
2. To know as to what extent the ATM is acceptable by customers
3. To overcome the problems faced by the customers.
4. To offer fruitful suggestions for solving the ATM problems

## **HYPOTHESIS**

In order to achieve the objectives of the study, the researcher will frame the following hypothesis

1. "There is an association between the income level and frequency of usage".
2. There is a significant relationship between the Gender and time of withdrawals".
3. There is no association between the business-man and the number of withdrawals.
4. There is no association between the salaried cardholder and the Number of withdrawals.

## **RESEARCH DESIGN**

The study will be based on both Primary data and Secondary data. A study of this nature will required the selection of customers and banks. In the study area only seven banks are providing ATM services to their customers. All the seven banks will be taken for the study. Since the customers are more, a sample of 120 customers will be selected on the basis of convenient sampling in a systematic way.

## **PERIOD OF STUDY**

The period of the study in the month of May and June 2011

## **ANALYTICAL TOOLS**

To analyses and interpret the data collected, the researcher will adopt the following tools for this study.

- Percentages
- Scaling Techniques
- Weighted Arithmetic Mean
- Chi-Square test

## **LIMITATION OF THE STUDY**

- The main difficulty may be the collection of information for the study. The customers may be hesitant to provide the necessary information. The researcher has to visit a number of times to contact the respondents and collect information.
- In the questionnaire method of collecting data, it is difficult to derive the exact information and it has some limits regarding personal things.

## SOURCE OF AWARENESS ABOUT ATM CARD

The ATM card is the best and foremost innovative product in the modern banking system. It is beneficial to the issuing bank as well as the customers. By and large it is beneficial to the society as a whole. The researcher has collected information about the sources of awareness to know the ATM cards. The collected data is presented in Table 1

**Table 1**  
**Sources of awareness about ATM card**

Source	No. of respondents	Percentage
Text Books	5	4.17
Journals	12	10.00
Newspapers	20	16.67
TV	24	20.00
Banker	43	35.83
Friends	10	8.33
Relatives	6	5.00
<b>Total</b>	120	100.00

Source: Primary data

The Table 1 has clearly revealed that 35.83% of the respondents are directly persuaded to buy the product by the banker. Another 20% of the respondents have known about the card operation through Television Advertisement, 16.67% of the respondents have known from Newspapers media, 10% of the respondents have known about the ATM card through the Journals, 5% of the respondents have known about the ATM card through the relatives and the remaining 4.17% of the respondents known from Text books.

It is known that majority of the cardholders are coming to know the information about ATM card through bankers. This directly approach is handled successfully till now.

## INFLUENCING FACTORS TO GET THE CARD

An ATM card is a plastic to allow the customers to enjoy banking through ATM centers and make purchases at number of establishments/Merchant Establishments (MEs). The customer accounts are debited, when purchasing is made in India and abroad. The researcher identified the factors which influenced the holder to purchase the card. The following Table 2 discloses the factors.

**Table 2**  
**Influencing factor of ATM card**

<b>Particulars</b>	<b>No. of respondents</b>	<b>Percentage</b>
Self Interest	54	45.00
On the advice of the bankers	43	35.83
On the advice of relatives and others	11	9.17
On the advice of friends	12	10.00
<b>Total</b>	120	100.00

Source: Primary data

Table 2 revealed that 35.83% of the cardholders have got the ATM card on the advice of the bankers, 45% of the cardholders have opted the card by their own interest, 10% of the card holders have got the ATM card on the Advice of friends and the remaining 9.17% of the cardholders have bought the card on the advice of relatives and others.

It has been inferred that most of the ATM cardholders have got the card by their self interest only.

### **DURATION OF HOLDING ATM CARD**

The ATM card was first introduced by the mid of 80, in city bank followed by central bank and Andhra bank in India. Now all the foreign banks and some private banks have ATM card in their product mix. In India the using of ATM card gained early in 90's with the liberalization of the economy. Mid 90's there were only a few banks offering ATM cards, but by 2001 all foreign banks and many private banks began to offer ATM cards. In the beginning ATM cards were introduced in metro cities only, but gradually it spreads to all towns and district head quarters. Table 3 illustrates the duration of holding ATM cards by the cardholders.

**Table 3**  
**Duration of holding ATM card**

<b>No. of years</b>	<b>No. of respondents</b>	<b>Percentage</b>
Less than 1 year	34	28.33
1 to 3 yrs	48	40.00
Above 3 yrs	38	31.67
<b>Total</b>	120	100.00

Source: Primary data

From Table 3, it is obvious that 40% of the cardholders are holding the cards for the period of around 1 to 3 years followed by 31.67% of the respondents are holding the card for more than 3 years and 28.33% of the respondents are holding the card less than one year.

Majority of the respondents are holding the card for the period of around 1 to 3 years. They are real and regular users of the card.

### REASON FOR USING ATM CARD

ATM card is a small handy and compact one like a visiting card. So it is easy to take anywhere also. It is used whenever they want for the purpose of purchasing things. The most important reason is to avoid carrying money at different places. So the researcher has analysed to know for what purpose they are using the card mainly. The following table 4 depicts the reason for using ATM card.

**Table 4**  
**Reason for using ATM card**

<b>Purpose</b>	<b>No. of respondents</b>	<b>Percentage</b>
Easy withdrawal	62	51.67
Compact to carry	24	20.00
Easy to buy things	14	11.66
Avoid dealing with cash	20	16.67
<b>Total</b>	120	100.00

Source: Primary data

It is lucid from the above table that 51.67% of the respondents are using the card for easy withdrawal, 20% of the respondents used for compact to carry, 16.67% of the respondents used for avoid dealing with cash and the remaining 11.66% of the respondents are using the card for easy to buy things.

It is inferred that majority of the respondents are using the card for easy withdrawal because now-a-days people feel it difficult to carry money while moving from one place to another.

### FREQUENCY OF USING THE CARD

The cardholders can make use of the card wither frequently, monthly, during festival times or traveling. According to their convenience they can make use of it at any time. The researcher collected information regarding the frequency of using the card and presented in Table 5

**Table5**  
**Frequency of using the card**

Particulars	No. of respondents	Percentage
Frequently	52	43.33
Weekly	30	25.00
Travelling	25	20.83
During festival time	13	10.83
<b>Total</b>	120	100.00

Source: Primary data

From the Table5, it is known that 43.33% of the respondents are using the card frequently, 25% of the respondents are using once in a week, 20.83% and 10.83% of the respondents are using the card for traveling purpose and during festival time respectively. Majority of the ATM cardholders are frequent users of the card.

#### **Test of Hypothesis**

An attempt has been made by the researcher to test the following hypothesis. "There is an association between the income level and frequency of usage". Chi-square test is used as a tool to test it.

#### **Observed frequency table**

Income	Frequently	Weekly	Travelling	Occasionally	Total
Below Rs.5000	25	10	4	5	44A
Rs.5000-10000	15	12	12	4	43C
Rs.10000-15000	9	4	6	3	22E
Above Rs.15000	3	4	3	1	11G
<b>Total</b>	52B	30D	25F	13H	120N

#### **Expected frequency table**

Income	Frequently	Weekly	Travelling	Occasionally	Total
Below Rs.5000	19.06	11.00	9.17	4.77	44
Rs.5000-10000	18.63	10.75	8.96	4.66	43
Rs.10000-15000	9.53	5.50	4.59	2.38	22
Above Rs.15000	4.78	2.75	2.28	1.19	11
<b>Total</b>	52	30	25	13	120

$$\begin{aligned} \text{Degree of freedom} &= (r - 1) (c - 1) \\ &= (4 - 1) (4 - 1) \\ &= 3 \times 3 = 9 \end{aligned}$$

For 9 d.f @ 5% significance is 16.9. The value of Chi-square is less than table value. Therefore the hypothesis is accepted. There is a significant relationship between income and frequency of usage.

### Test of Hypothesis

An attempt has been made by the researcher to test the following hypothesis. "There is a significant relationship between the Gender and time of withdrawals". Chi-square test is used as a tool to test it.

**Observed frequency table**

Gender	Frequently	Weekly	Travelling	Occasionally	Total
Male	41	23	17	3	84A
Female	11	7	8	10	36C
<b>Total</b>	52B	30D	25E	13F	120N

**Expected frequency table**

Gender	Frequently	Weekly	Travelling	Occasionally	Total
Male	36.4	21	17.5	9.1	84
Female	15.6	9	7.5	3.9	36
<b>Total</b>	52	30	25	13	120

$$\begin{aligned} \text{Degree of freedom} &= (r - 1) (c - 1) \\ &= (2 - 1) (4 - 1) \\ &= 1 \times 3 = 3 \end{aligned}$$

For 3 d.f @ 5% significance is 7.81. The value of Chi-square is greater than table value. Therefore the hypothesis is rejected. There is no significant relationship between Gender and time of withdrawals.

### Number of times used the card

The cardholder can make use of the card for any number of times. There is no limitation for using the card regarding the period. The researcher has made further analysis about the times of using the card per week and it has been presented in the Table 6.



**Table 6**  
**Number of times used the card**

Particulars	No. of respondents	Percentage
One Time	10	8.33
2 times	25	20.84
3 times	27	22.50
More than 3 times	58	48.33
<b>Total</b>	120	100.00

Source: Primary data

It is apparent from the above findings that 48.33% of the respondents have been using the card for more than 3 times in a week, 22.50% of the respondents are using the card for 3 times, 20.84% of the respondents are using their ATM card for 2 times and 8.33% of the respondents use their ATM card only one time.

It is inferred that most of the respondents use their ATM card for more than 3 times per week because the cardholders can withdraw amount at any time without the interaction of the human teller.

### Test of Hypothesis

“There is no association between the salaried cardholder and the Number of withdrawals”. Here Chi-square test is used as a tool to test it.

Number of Withdrawals	1	2	3	More than 3	Total
Salaried	0	8	17	32	57

To find the value of E, the researcher has to find average

I.e.  $57/4 = 14.25$

### Chi-square Test

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
0	14.25	-14.25	203.06	14.25
8	14.25	-6.25	39.06	2.74
17	14.25	2.75	7.56	0.53
32	14.25	17.75	315.06	22.11
			$\Sigma(O-E)^2/E$	<b>39.63</b>

Degree of freedom =  $(r - 1)$   
=  $(4 - 1)$   
= 3

For 3 d.f @ 5% significance is 7.81. The Chi-square value is greater than table value. Therefore the hypothesis is rejected.

There is an association between the salaried person and the number of withdrawals.

### **Amount of withdrawal**

ATM – A technological marvel can perform almost all the functions required by the personal segment clientele so much so that it totally eliminates the need for the customer to visit the branch to transact his business. The researcher has made further analysis about the amount withdrawn by using ATM card per month by the cardholder which is depicted in Table 7.

**Table 7**  
**Amount of withdrawal**

<b>Amount</b>	<b>No. of respondents</b>	<b>Percentage</b>
Up to Rs.5000	69	57.50
5000-10000	32	26.67
More than Rs.10000	19	15.83
<b>Total</b>	120	100.00

Source: Primary data

The survey indicates that 57.50% of the respondents are withdrawing less than Rs.5000 where as 26.67% of the respondents are withdrawing amount ranging from Rs.5000-10000 and 15.83% of the respondents are withdrawing more than Rs.10000 per month.

It reveals that majority of the cardholders are withdrawing less than Rs.5000 because most of them are salaried people.

### **ADVANTAGES OF THE ATM CARDHOLDERS**

Bankers rely on technology to ensure speed, accuracy and cost efficiency ATMs have been installed in large number by almost all the banks in all the cities and major towns. The tie-up between the banks for the purpose of sharing the ATM facilities jointly is increasing in a fast way. The tie-up facility leads to the reduction of expenditure and it helps the banks to invest to the available funds for some other purpose.

**Table 8**  
**Advantages of the ATM**

Particulars	No. of respondents	Percentage
Convenient	38	31.67
Quick withdrawal	54	45.00
Easy access	28	23.33
<b>Total</b>	120	100.00

Source: Primary data

Table 8 describes that the first choice of the respondents (45%) is quick withdrawal of cash at any time and at any place. 31.67% of the respondents gave the second choice for the convenient of the ATM cards and 23.33% of the respondents gave third choice to mobilize money through ATM.

#### **Time saving in withdrawal**

It is another major operational element in banking service and it plays a vital role in shaping the attitude of customers towards the bank. Considerable time happens to be lost by a customer in the usual procedure. Therefore the study proceeds to probe into the time saving aspects involved in withdrawals and it is depicted in Table 9

**Table 9**  
**Time Saving in Withdrawal**

Time	No. of respondents	Percentage
5 min	18	15.00
10 min	20	16.67
15 min	32	26.67
More than 15 min	50	41.66
<b>Total</b>	120	100.00

Source: Primary data

Table 9 discloses the fact that 41.66% of the respondents save more than 15 min, 26.67% of the respondents save 15 min, 16.67% of the respondents save 10 min and 15% of the respondents save 5 min.

It indicates that majority of the cardholders can save more than 15 min while using ATM card because they can take money at any time without the interaction of the human teller.

### Usage of ATM card during Night hours

An attempt has been made to know whether the cardholders are using ATM card during night hours or not. Table 10 gives the details about the withdrawals during night hours.

**Table 10**  
**Usage of ATM card during Night hours**

Particulars	No. of respondents	Percentage
Used	86	71.67
Not used	34	28.33
<b>Total</b>	120	100.00

Source: Primary data

It is obvious from the above table that 71.67% of the respondents have used their ATM card during night hours whereas the remaining 28.33% of their respondents have not used their card during night hours. Majority of the respondents have used their card during night hours.

### Purpose of using ATM card during night hours

The researcher wanted to know for what purpose they are using ATM card using during night hours. The data are exhibited in table 11

**Table 11**  
**Purpose of using ATM card during night hours**

Particulars	No. of respondents	Percentage
Emergency	52	60.47
Hospital Expenses	13	15.12
Due to crowd during day time	27	22.50
<b>Total</b>	120	100.00

Source: Primary data

It is apparent from the above table that out of 83 respondents, 60.47% of the respondents use ATM card during night hours for emergency conditions where as 24.41% of the respondents use ATM card during night hours because of crowd during day time and the remaining 15.12% of the respondents use ATM card for meeting hospital expenses. It reveals that most of the cardholders used ATM card during night hours for emergency purpose.

### Feedback about the transaction fee

The customers have to pay some fee for making transactions from another bank's ATM. Some banks charged very high fee for making such transaction. Table 12 displayed the feedback about transaction fee.

Table 12

## Feedback about the transaction fee

Particulars	No. of respondents	Percentage
Low	10	8.33
Medium	44	36.67
High	32	26.67
Normal	34	28.33
<b>Total</b>	120	100.00

Source: Primary data

Table 12 spells out that a majority (36.67%) of the respondents have felt that the transaction fee charged by the bank is medium, 28.33% of the respondents are of the opinion that the amount of transaction fee is Normal, 26.67% and 8.33% of the respondents have felt that the amount of fee is High and low.

### PROBLEMS OF ATM CARDHOLDERS

The factors contributing to the unprecedented popularity of ATM banking are the low cost, speedy response, accuracy, high quality service, any time and any where banking, convenience banking on involvement of technology and hence efficient service. Even though the customers are benefited by ATM facility, they faced some problems while using ATM. The Table 13 shows the various problems faced by the cardholders.

Table 13

## Problems of ATM cardholders

Particulars	I	II	III	IV	WAM	Rank
Non function of ATM	48	32	24	16	2.93	1
More transaction charges	31	43	28	18	2.73	2
Instance of misuse of card	15	27	42	36	2.18	3
Timing of Issue/removal	26	18	26	50	2.17	4
<b>Total</b>	120	120	120	120		

Source: Primary data

Table 13 explains that the first and foremost problem faced by the respondent is non functioning of ATM in sometimes with a score value of 2.93 in the weighted average method and is followed by most of the respondents indicate that the concern bank has to collect more transaction charges with a score value of 2.73, Instance of misuse of card occupies III rank and Time of issue and surrender of ATM card is not a stipulated times occupies the IV rank.

### Level of Attitude

The level of attitude may vary from one person to another person. The attitude is an emotional feeling and it difficult to measure it in terms of quantity. There is no fixed method to measure the attitude level. But it can be measured indirectly. Table 14 shows the attitude scale of ATM card holders.

**Table 14**  
**Attitude Scale**

Particulars	H.A	A	N	Total
Timing of cash withdrawal facility	40	20	60	120
Bank service to the holders	35	58	27	120
Reasonable service charge	47	35	38	120
Transaction evidences are recorded regularly	64	24	32	120
<b>Total</b>	186	137	157	480
<b>Percentage</b>	38.75	28.54	32.71	100

Source: Primary data

Note: H.A. – Highly Agree; A – Agree; N – Neutral

Table 14 clearly indicate that 38.75% of the respondents are Highly Agree; 28.54% of the respondents are Agree and the remaining 32.71% of the respondents Neutral with his banking ATM service

### Rate of service of the Bank

The cardholders were asked to rate the service of bank in three scales, namely 'very good', 'Average', 'Satisfactory'. The following Table 15 highlights the data of rating.

**Table 15**  
**Service of Banks**

Particulars	No. of respondents	Percentage
Very Good	34	28.33
Average	57	47.50
Satisfactory	29	24.17
<b>Total</b>	120	100.00

Source: Primary data

It is extracted from the Table 15 that 47.5% of the respondents ranked the service rendered by the banks as an average, 28.33% of the respondents have been fully satisfied with the service of the bank and 24.17% of the respondents have rated the service of the bank as satisfactory.

Majority of the cardholders rate the service of the bank is as an average because of labor, lack of technology and so on.

#### Factors influencing customer satisfaction

Satisfaction is very important for a customer to feel happy in his/her banking. The factors influencing customer satisfaction are displayed in the Table16.

**Table 16**  
**Factors influencing customer satisfaction**

Factors	No. of respondents	Percentage
Personal attention	38	31.67
Proximity	12	10.00
Innovative schemes and services	18	15.00
Computerization	52	43.33
<b>Total</b>	120	100.00

Source: Primary data

The Table16 pinpoints that the first and foremost satisfaction of the respondent is computerization, 31.67% of the respondents satisfied with the personal attention of the banker and the 15% of the respondents satisfied with the innovative schemes and services offered by the banker. Most of the cardholders are satisfied only with computerization because the data can be accessed very quickly. Access the services of banks by simply sitting at home or office is a time saving one.

#### Improvements Expected by the Respondents

Though the customers are fully satisfied with the ATM card, they expect some improvements in ATM card services which were presented in Table 17

**Table 17**  
**Improvements expected by the respondents**

Particulars	No. of respondents	Percentage
Withdrawn amount as per specified denomination	32	26.67
Increase the maximum amount that can be withdrawn in a day	24	20.00
Install more ATM machines	42	35.00
Install ATM facility in all banks	22	18.33
<b>Total</b>	120	100.00

Source: Primary data

It is obvious from the above table that the 35% of the respondents are expecting to install more ATM machines in different centers, where as 26.67% of the respondents expect to increase the maximum amount that can be withdrawn in a day, 20% of the respondents expect to increase the maximum amount as per specified denomination and install ATM facility in all banks respectively.

It is clear that majority of the respondents are expecting to install more ATM machines in different centers because they want to withdraw amount from nearby ATMs without paying any transaction fee.

### **SUMMARY OF FINDINGS**

1. The gender wise classification of the study shows that 70% ATM card holders are males and 30% of ATM card holders are females.
2. As per the present study, the majority of the ATM card holders are in the age group of 31 to 40.
3. The educational wise classification of the ATM card holders shows that out of 120 customers, 37 of them have studied up to under graduate level.
4. Majority of the ATM card holders' occupation is salaried class respondents.
5. As per the study, 44 respondents are earning income below Rs 5,000, 43 respondents are getting income from Rs 5000 to Rs 10000 per month, 22 respondents have the income between Rs 10000 to Rs 15000 and 11 respondents are earning a monthly income of more than Rs 15000.
6. Regarding the finding on the period of operating the bank account, 48 respondents have got 6 months to 2 years of experience and 35 respondents have operating the bank account from 2 to 5 years of experience.
7. Respondents have operating the bank account from 2 to 5 years of experience.
8. The study shows that 43 respondents started to know about the ATM card through their bankers, 24 respondents are coming to know about the ATM card through television, 20 respondents have know through newspapers, 12 respondents have known through Towards. 10 respondents got awareness through friends. 6 respondents coming to know about 5 respondents have known through text Books.
9. The investigation on sources of information about ATM card reveals that 54 respondents got their ATM card through self interest.
10. Majority of the respondents are holding the card for the period of around 1 to 3 years.
11. It is inferred that majority of the respondents are using the card for easy withdrawal.



12. The analysis is about time of using the card discloses that 58 respondents have been using more than 3 times per week, 27 respondents have been using for 3 per week. 25 respondents have been using 2 times per week and 10 respondents have been using 1 times per week.
13. As per the study, 52 respondents have been using their card frequently.
14. A majority of the 69 respondents are withdrawing less than Rs.5000 per month.
15. The researcher has identified various reasons for using the card. The reasons are quick withdrawal (45percent). Convenient to carry (31.67 percent) and easy access (22.33).
16. Majority of the respondents saved more than 15 minutes while with drawing amount from ATM when compared to traditional method of withdrawing cash.
17. Regarding the time of withdrawal, majority of the respondents (71.67 percent) have used their ATM card during night hours.
18. Majority of the respondents have used their ATM card during night hours mainly for emergency purpose.
19. The problems faced by the card holder are not functioning of ATM (WAM2.93), more transaction charges (WAM2.77), Instance of misuse of card (WAM2.18) and Timing of issue/removal (WAM2.17) .
20. Regarding facilities offered by the banks. Most of the card holders (43.33) are satisfied with the computerisation facilities, 31.67 percent of the respondents are satisfied with the personal attention of bankers 15 percent of the respondents are satisfied with the innovative schemes and 10 percent of the respondents are satisfied with service offered by the banker.
21. Majority of the cardholders are enjoying the advantages of 24 hours service and suggested to install more ATM machines at different centers and increase the maximum limit of withdrawal per day.

## **SUGGESTIONS**

1. In order to expand the business of ATM Banking and so satisfy the customers the banks may have tie-ups with both the private sector and public sector banks. By way of installing more ATM centers at different places it can attract more customers.
2. Majority of the Bank in Rajapalayam are having ATM centers only near the bank. So in order to expand its ATM facility it can take steps to install ATM centers in the areas other than the bank.

3. The bank should take certain steps to provide services like payment of electricity bills, telephone bills, insurance premium and payment and payment for railway and air tickets through the ATM centers.
4. It should take various steps to avoid the satellite failure problem which is influencing the functions of ATM.
5. The entire banks ATM card should have identification of the customers.
6. Certain banks particularly at offsite ATMs have started appointing security guard in order to provide better security. In future, the banks have to install closed cameras whenever ATMs are installed.
7. In waiting in drive –up (ATM centre) is very poor. Because they are waiting outside of the ATM counter or on the roadside. The bank officials said that it is for the purpose of secrecy of PIN. In future, they provide adequate space or separate cabin for waiting customer's convenience.
8. The guidance of the customer is not enough. Though the customers are all literates, but handling of ATM card is new. So the bank officials consider these problems and make necessary steps to rectify it.
9. The banks have been installing their ATM centers only at urban and metro areas. It can take efforts for the establishment of ATM centers at both the semi-urban and rural areas.
10. The public sector banks should install a many ATM in order to retain their custom base.
11. Installation of ATMs along with multi branch. Connectively will save the customer's cost on remittances.
12. The bank should take necessary steps to increase the amount of with drawls and to make cash deposit facility.

## CONCLUSION

The present study is made to analyse, the customers' attitude towards ATM services offered by the Banks in Rajaplayam , in this modern world where money plays an important role for survival. ATM helps the people to take money whenever needed by them and also during emergency conditions. It is concluded from the present study that the people of Rajapalayam expect more ATM centre in all parts of the town rendering 24 hours services. With the facility of getting money in all denominations, if the suggestions of the present study are

implemented. It could go a long way and enrich the handling of printed currencies and minted coins.

## **BIBLIOGRAPHY**

### **Books**

1. Gordon E and Natarajan K, "banking theory law and practice" on Himalaya publishing house, Madurai, 2001.
2. Jha S.M. "SERVICE MARKETING", Mumbai, Himalaya publishing house, Madurai-2000.
3. Philp kotler, "principles of marketing", New Delhi, prentice hall of India pvt ltd, 1996.
4. Rustom S.davar, "modern marketing", progressive corporation private ltd, Mumbai 1992.
5. Sujnair R. "consumer behavior in Indian perspective", Mumbai 2001.

### **Journals**

1. Gurusamy N, "ATM banking", IBA bulletin, august 2001.
2. Pathrose P.P, "moving towards risks based supervision of banks issues and implication", IBA bulletin, vol.XXIV no, January 2002.