

# Enriched Services in Automated Teller Machines(ATMs)

## With Special References to Coimbatore

\* **Dr.Mayilsamy:** Assistant Professor in Commerce, PSG College of Arts & Science, Coimbatore-641014.

\*\* **Dr.E.Shyamaladevi:** Assistant Professor in Commerce, PSG College of Arts & Science, Coimbatore-641014.

\*\***Dr.M.Nithyasri:** Assistant Professor in Commerce, PSG College of Arts & Science, Coimbatore-641014.

### ABSTRACT

In this investigate the paper deals with the suggestions of Automated Teller Machines (ATM) users for enhanced services. ATMs play a vital role in banking amenities in the world, yet there is a great demand by the customers to avail more services other than cash clearance. This research was conducted to know the possibilities of more enriched services in ATMs in world. This research was conducted in industrial city in Coimbatore which is located in TamilNadu. The study was conducted with a well framed questionnaire with 200 samples respondent from that city. The study focused to analysis the requirements of the ATM users in Coimbatore. The importance of the study is to know the expectations of the customers for enhanced facilities at ATMs. The research used descriptive design based on the extensive literature review. The findings of the research were very useful for the banks to consider these findings for future modifications or inventions in ATMs.

**Keywords:** ATMs, Deposits, Currency, Exchange, Teller, Services, Bank & Respondents .

### 1.1 Introduction

The Automated Teller Machine, or ATM, is a comfortable and easy machine assisted with technology which makes the customer and people so convenient in dealing with money transactions. The very basic purpose is to dispense money to the customers, but today there is a problem apart from dispensing the cash. Today the customer expects the similar functions like teller does at the counters in banks. This research article address these issue of enhanced facilities which customers want in the ATMs. Market research studies in a number of countries have shown that, in many cases, bank customers actually prefer to conduct their transactions on ATMs rather than using human tellers (Channon, 1988). In addition, as ATMs have gained in acceptance and the number of installations has risen, the cost of transaction by machine has fallen gradually.

### 1.2 Statement of the Problem

Finance is an essential ingredient to an economy as fuel to an engine .Today ATM is used for purposes like withdrawel, to purchase and to transfer funds. But the facility at the Automatic Teller Machines is very less. Therefore, the customers of banks face many problems like longer queue, connectivity problems, insufficient funds, etc.,

The customers or the users of ATM feel that if there is enhanced services apart from drawing money, it will be of good help. Many problems, like customers waiting outside the ATM in sun, customers rushing to banks for depositing money and other payments, don't know to operate ATM. Therefore the researcher wanted to learn the expectations of customers for more enhanced facilities through ATM.

### 1.3 Objectives of the study

1. To examine the factors affecting the choice of ATM in Coimbatore City.
2. To find out the possible enhanced facilities available in ATMs.
3. To analyze the problems faced by ATM users in Coimbatore City.

### 1.4 Hypothesis of the Study

H1<sub>0</sub>- There is no Significant Association between the Age group and “Experienced any inconvenience” in the operation while using the ATM.

H1<sub>1</sub>- There is Significant Association between the Age group and “Experienced any inconvenience” in the operation while using the ATM.

H2<sub>0</sub> - There is no Significant Association between the Incomes and “How often do you use ATM”

H2<sub>1</sub> – There is Significant Association between the Income and “How often do you use ATM”

H3<sub>0</sub>- There is no Significant Association between the Occupation and Major reason for getting ATM card.

H3<sub>1</sub>- There is Significant Association between the Occupation and Major reason for getting ATM card.

H4<sub>0</sub>: There is no Significant Relationship between the Educational Qualification and “How Often do you Use ATM”

H4<sub>1</sub>: There is a Significant Relationship between the Qualification and “How Often do you Use ATM”

H5<sub>0</sub>: There is no Significant Relationship between “Reason for Getting ATM Card” and Marital Status.

H5<sub>1</sub>: There is Significant Relationship between the “Reason for Getting ATM Card” and Marital Status.

H6<sub>0</sub>: There is no Significant relation between Area of Residential status and use of ATM card in other cities.

H6<sub>1</sub>: There is a significant relationship between Area of residential status and use of ATM card in other cities.

### 1.5 Limitations of the study

The present study contain the following limitations

- 1.As the present study covered only 200 customer random selected from Coimbatore city, the results cannot be generalized
- 2.Due to time constraints the only Enriched Services in Automated Teller Machine in Coimbatore District.
- 3.The analysis is made purely from the Primary point view.

## 2.1 AGE OF THE RESPONDENTS

The Age classification another one factor of the sample respondents in the present study .The age is very important factor because this is decision making variables of the ATM users . As per the research the researcher has classified the respondent age into five categories. Table 2.1.1 shows that the classification of age in the sample respondents .

**TABLE 2.1.1 AGE WISE CLASSIFICATION OF RESPONDENTS**

Age	No of Respondents	Percentage
20- 30 years old	124	62.0
31 to 40 years old	45	22.5
41 to 50 years old	20	10.0
51 to 60 years old	8	4.0
60-70 years old	3	1.5
<b>Total</b>	<b>200</b>	<b>100.0</b>

Source: Primary Data

It is inferred from the above Table 2.1.1that, The survey is conducted by the researcher and it was found that majority of the respondents are below 30 years. So, we conclude that the results are focused on the youths.

The majority of the sample respondents in the age group of below 30 years.

## 2.2.MARITAL STATUS OF THE RESPONDENTS

The marital status of the respondent identified become married , & unmarried .these three status are some changing attitude of the business learning, decision making and execution part of the ATM Users in the study area. the above Table 2.1.2 shows that marital classification of the sample respondents.

**TABLE 2.1.2 Marital Status WISE CLASSIFICATION OF RESPONDENTS**

Marital Status	No of Respondents	Percentage
Married	97	48.5
Unmarried	103	51.5
	200	100.0

Source: Primary data

It is inferred from the above Table 2.1.2 that, marital status of respondents. The research found that most of the ATM users are unmarried.

The Majority of the un married respondents are having higher number of user ATM

## 2.3 EDUCATIONAL STATUS OF THE RESPONDENTS

This is difference between the level of the education of the respondent .as per the present research the researcher has classified the four level of education of the sample respondent Table 2.1.3 shows that Educational qualification of the sample respondents

TABLE 2.1.3 EDUCATIONAL QUALIFICATION WISE CLASSIFICATION OF RESPONDENTS

Educational Qualification	No of respondents	Percentage
Uneducated	6	3.0
SSLC	22	11.0
HSC & Diploma	48	24.0
Under Graduate	72	36.0
Post Graduate	52	26.0
<b>Total</b>	<b>200</b>	<b>100.0</b>

Sources: Primary data

The above 2.1.3 Table inferred that various educational levels of the respondents. The result shows most of the ATM users are graduates i.e UG, PG. both put to gather they form 62% (36+26). It is understood that the research area respondents who have ATMs are well educated. Almost the graduates would like to open the account with the ATM facilities.

#### 2.4 Purpose:

The main purpose of using a chi-square test is to test whether there is a significant association between the Occupation and what the major reason for getting ATM card is.

#### 2.5 Hypothesis:

H<sub>0</sub>-there is no significant association between the occupation of the respondents and major reason for getting ATM card.

H<sub>1</sub>- there is significant association between the occupation of the respondents and major reason for getting ATM card.

TABLE 2.1.4

#### Occupation of the Respondent and What is the Major Reason for Getting ATM Card

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.625 <sup>a</sup>	15	.000

a. 12 cells (50.0%) have expected count less than 5. The minimum expected count is .07.

The calculated value is 42.625 and it significant at this level of significance 0.000 at degrees of freedom 15. In spss, if the significant difference value is less than 0.05 then reject null hypothesis and accept alternate hypothesis. In the above obtained result the significant difference value is less than 0.05 so, reject the null hypothesis. Hence there is significant association between occupation and major reason for getting ATM card holder.

## 2.6 Regression

### Hypothesis:

H<sub>0</sub>: There is no significant relationship between the education qualification and the usage of ATM

H<sub>1</sub>: There is a significant relationship between the education qualification and How often do you use ATM

**TABLE 2.1.5 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.100 <sup>a</sup>	.010	.005	1.061	1.805

Co-efficient						
Model		Un standardized Coefficients		Standardized Coefficients	T	
		B	Std. Error	Beta		
1	(Constant)	4.002	.219		18.283	.000
	How Often do you Use ATM	-.112	.079	-.100	-1.419	.157

R is the correlation, its value is .100 and R square is degree of determination, its value is 0.10. The degree of determination shows the extent to which how often do you use ATM influences the educational qualification. Here the Educational qualification is determined to an extent of 1.0% by How often do you use ATM.

## 2.7 Correlation of the study

### Hypothesis

H<sub>0</sub>: There is no significant relationship between the variables.

H<sub>1</sub>: There is a significant relationship between the variables

**TABLE 2.1.6**

Correlations					
Reasons	Cash deposit facility	Cash transfer facility	Account opening facility	Account closing facility	Cash dispensing facility
Pearson Correlation	1	.265**	.220**	.200**	.290**
Sig. (2-tailed)		.000	.002	.004	.000
N	200	200	200	200	200

The correlation coefficient between cash deposit facility and cash dispensing facility is 0.290 and significant value is 0.000. This indicates that cash deposit and cash dispensing facility characteristics of respondents are not independent to each other. The respondents have both cash deposit and cash dispensing traits together.

### 3.1 Major Findings of the study

- Majority (38.5%) of the respondents use their ATMs to withdraw a money at least twice in a month.
- Majority (44.5%) of the respondents received ATM cards for quick withdrawals, emittance the payments ,rather than “to get mini statements” and “to avoid queue, delay time usage .”
- Majority (60.5%) of the respondents them told that they did not face any inconvenience while using the ATM.
- 54.5% and 31.5%, of the respondents Strongly Agree and Agree respectively that they need cash transfer facilities through ATMs only.
- 54.5% and 23.5%, of the respondents Strongly Agree and Agree respectively that they need Cash Deposit Facility in ATMs only.
- 47.5% and 27%, of the respondents Strongly Agree and Agree respectively that they need Account Opening Facility in ATMs.
- 26% and 35%, of the respondents Strongly Agree and Agree respectively that they need Account Closing Facility in ATMS.
- 25% and 24%, of the respondents Strongly Agree and Agree respectively that they need Coin Dispensing Facility with denominations like 1, 2, 5 and 10 rupees, but, 25% of the respondents disagree with this.

### 3.2.Suggestions:

- Keep your personal identification number (PIN) just that - personal. Never write it down or share it with anyone - not even family members. It's also a good idea to update your PIN number once a year to keep it fresh.
- Be aware of your surroundings, particularly at night. If you see any suspicious activity, like a person waiting a few feet away or if there aren't any lights around, avoid using that machine and find another in a more public area.
- Bring someone with you when using an ATM. If you can't find a buddy, use an ATM that is located in a public area like a convenience or grocery store. This way, store personnel are there to help and you'll have the video surveillance from both the store and the bank.
- Have your debit card ready to go as you approach the ATM. If you need to search through your purse or wallet, you'll give criminals more of a chance to catch you off guard.
- Use your body to “shield” the ATM keyboard as you enter your PIN. If someone seems to be lingering behind you, walk away and come back later.
- Always take your receipts or transaction records with you. This will avoid any of your personal information getting into the wrong hands.
- Do not count or visually display any money you received from the ATM. After taking your money out of the ATM, immediately place the cash in your purse or wallet, and count it later.

- If you're using a drive-up ATM, be sure passenger windows are rolled up and all doors are locked. If you leave your car and walk to the ATM, lock your car. It can also help to turn down the radio so you can be more alert.
- Check the ATM for a card skimmer. A card skimmer is a device attached to the payment terminal of an ATM that is used to steal your card information when inserting your card to withdraw money. You can often spot a card skimmer with your own inspection. If the card reader slot feels loose or is oddly a different color scheme than the bank's branding, or the keyboard doesn't feel right (too thick, buttons don't press easily, etc.), these are often signs that a skimmer is in place.

### **3.3. Conclusion**

The research provided an intensive look at the ATM in current scenario in Coimbatore. Cash withdrawal, Payments, Mini-statement and PIN changing facilities are the most popular facilities which are enjoyed by the ATM users. ATM users like to use ATM's as and when they need money. Carrying money with them is significantly reduced among the ATM users, because of pick-pockets, lost of bank pass book and theft. Therefore, ATM users like to withdraw cash when they needed usually this happen when they are in hospitals, in shopping malls and paying for services like telephone bill, LIC premium and EB bills. So the customers choose to withdraw money at a place where they needed.

Biometric devices, coin dispensing facility and foreign exchange service are some of the innovations and facilities the customers look. Majority of the respondents complained currency shortage and poor network connectivity as major problem of ATMs

ATM usage is increasing customers day by day. Currently customers use two types of cards namely debit card and credit cards. Customers require enhanced facilities like cash deposits, cheque deposits, coin dispensing, passport applications, LIC Premium and net banking. A good number of ATMs should be provided by the banks to the customers at convenient place.

### **References**

- Darch, U., & Caltabiano, N. J. (2004). Investigation of automatic teller machine banking in a sample of older adults. *Australasian Journal on Ageing*, 23(2), 100–103.
- Di Angeli, A., Coventry, L., & Johnson, G. I. (2002). ATM's adoption in developing countries: Déjà vu or not? *Advanced Technology and Research*, Dundee, UK: NCR Financial Solutions Division.
- El-Haddan, A., & Almahmeed, M. (1992). ATM banking behaviour in Kuwait: A consumer survey. *International Journal of Bank Marketing*, 10(3), 250-232.
- Heli, S. (2006). Automated teller machine network market structure and cash usage. *Scientific monographs*: ISSN 1456-5951.

- Helmut Stix (2004), The Impact of ATM Transactions and Cashless Payments on Cash Demand in Austria. *Monetary Policy & the Economy*, issue 1, pages 90-105.
- Ogbuji, C. N., Onuoha, C. B., & Izogo, E. E. (2012). Analysis of the Negative Effects of the Automated Teller Machine (ATM) as a Channel for Delivering Banking Services in Nigeria. *International Journal of Business and Management* , Vol. 7 (No.7), 180-190.
- Olatokun, W. M., & Igbinedion, L. J. (2009). The Adoption of Automatic Teller Machines in Nigeria: An Application of the Theory of Diffusion of Innovation. *Issues in Informing Science and Information Technology* , Vol 6, 373-393
- Muhammad, A. K. (2010). An empirical study of automated teller machine service quality and customer satisfaction in Pakistani banks. *European Journal of Social Sciences*, Vol. 13 No.3, pp. 333-344.

