

A Study on Public Sectors Bank Customers Perceptions Towards Digital Transaction In Tirunelveli District

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1. INTRODUCTION:

Digital payment is a way of payment which is made through digital modes. In digital payments, payer and payee both use digital modes to send and receive money. It also called electronic payment. No hard cash is involved in the digital payments. All the transactions in digital payments are completed online. It is an instant and convenient way to make payments. Digital payments save you from long queues of ATMs and banks. Cashless transaction is generally good. According to Indian economy, it will make a huge improvement only if every citizen has the knowledge of digital transaction. Still, many, people are illiterate in our country. It is difficult to make them understand and apply it afraid of cashless payment as everyone knows that digital transaction is not as much as secured. This makes them to oppose digital transaction. But main advantage is , we can overcome black money, corruption through this payment method. Many don't have the knowledge of using the ATM and internet in these days too. Those people suffer a lot and it affects the Indian economy. It will be better if the Government takes the necessary steps to make them know how to use. It takes time and it should be a continuous process, and eradication of illiteracy make this method effective. India is still a developing country. So, people who are in low economic status is impossible to have ATM cards. The services sector is one of the most important sectors, which contributes largely to the national economy. In India, the banking service is an important component of services sector. The share of banking and insurance sector within the service industry has burgeoned from 2.78 percent of Gross Domestic product in 1980-81 to 6.27 percent in 1997-98. It has been so due to the increased significance of financial services in post-reforms era. In the recent years the presence number of private sector and foreign banks has made the Indian market more competitive. Increasing competition has forced the banks to think of better ways and means of generating revenues from different sources. Other

than conventional borrowing and lending services. The onset of competition from the private players and initiation of banking reforms since early 1990s have led to an increased emphasis on efficient customer service . Moreover, in the tough competitive arena in which these banks operate today, maintaining the quality of service is a pre-requisite for survival.

2. OBJECTIVES OF THE STUDY:

- a. To know the digital transactions in public sector banks.
- b. To study the problems in availing the digital transaction in banks.

3. STATEMENT OF THE PROBLEM:

In the competitive environment of the post liberalization era, financial sector reforms have significantly deregulated the markets. It has become imperative to harness the best customer-oriented practices and perceptions and to internalize them for providing added satisfaction to the customer through the employees. In the banking sector, there is an increased financial sophistication of both consumer and business markets and the increased availability of services and products from new competitors. To customers, trying to make a choice among these suppliers would seem to require a made-off between relationships and economies, trust and products, or service and efficiency. In addition, improved technologies are resulting in customer service breakthroughs that significantly alter customer estimations. They increase the speed of processes such as solving of customer problem, handling of customer complaints, service delivery and handling of application. To the customers, service means customer satisfaction, customer delight, service delivery, customer's relationships, etc. Therefore interest in managing the services through customer service is considerably high . It requires setting customer service objectives in terms of relative importance of customer service elements.

4. METHODOLOGY OF THE STUDY:

The study of the digital transaction problems in Tirunelveli District is an empirical study. Both primary and secondary data are use. Primary data were collected directly from the respondents with the help of interview schedule. After getting the interview schedule the data collected were analysed and interpreted using appropriate tools. The secondary data is collected from various books,

journals, reports and websites related to digital transaction problems. The researcher has chosen 120 banking customers of commercial banks customers. The sample was chosen on convenience sampling method. The F statistics tools are used for quick and clear understanding of the data.

5. RESULT AND DISCUSSIONS

Customer View On ATM Related Problems (ATMP)

Variables in ATM related problems	Mean score among customers in			'F' Statistics
	Urban	Semi-Urban	Rural	
Network problems	2.6568	3.1173	3.7084	3.3891
Unsuitable location of ATM	2.5844	3.0245	3.6997	3.8096
Withdrawal cash not delivered	2.3991	3.2676	3.8085	4.1173
Sometimes ATM under repair	2.6.65	3.0117	3.8511	3.9224
Shortage of cash doing salary time	2.6117	2.9778	3.7314	3.4541
ATM card stuck inside machine	2.7073	3.3885	3.6991	3.2471

Source: Primary data

The highly viewed variable in ATM related problem among the urban and semi-urban customers is 'ATM card stuck inside machine' since its mean scores are 2.7073 and 3.3885 respectively. Among the rural customers, it is 'Sometimes ATM under repair' since it mean score is 3.8511.

Regarding the view on variables in ATM related problems, the significant differences among the three groups of customers have been noticed in all six problems since their respective 'F' statistics are significant at five percent level.

Customer View On Internet banking Related Problems (IBRP)

Variables in Internet banking related problems	Mean score among customers in			'F' Statistics
	Urban	Semi-Urban	Rural	
Inadequate knowledge of E-channels	2.6684	3.3044	3.8187	3.8182
Lack of infrastructure	2.7039	3.2897	3.6993	3.4509
Poor network coverage	2.5844	3.1649	3.7941	3.9943
Secrecy of Account statement	2.8331	3.3997	3.7345	3.2532

Source: Primary data

The highly viewed variable in internet banking related problems by the urban and semi-urban customers is secrecy of account statement since their mean scores are 2.8331 and 3.3997 respectively. Among the rural customers, it is inadequate knowledge of e-channels since its mean score is

3.8187. Regarding the view on variables in internet banking related problems, the significant differences among the three groups of customers have been noticed in all four variables in Internet banking related problems since their respective 'F' statistics are significant at five percent level.

Customer View On Mobile banking Related Problems (MBRP)

Variables in Mobile banking related problems	Mean score among customers in			'F' Statistics
	Urban	Semi-Urban	Rural	
Lack of Knowledge to operate mobile banking	2.7844	3.1089	3.7342	3.5884
Poor network availability	2.7089	3.2104	3.6581	3.3117
Time consuming transaction	2.6345	3.1841	3.6089	3.2887
Level of confidence in e-channels	2.5969	3.2049	3.6887	3.1084

Source: Primary data

The highly viewed variable in Mobile banking related problems by the urban and semi-urban customers are lack of knowledge in operating mobile banking and poor network availability since their mean score are 2.7844 and 3.2104 respectively. Among the rural customers, it is lack of knowledge in operating mobile banking since its mean score is

3.7342. Regarding the view on variables in Mobile banking related problems, the significant differences among the three groups of customers have been noticed in the case of all four variables in mobile banking related problems since their respective 'F' statistics are significant at five percent level.

Customer View On Credit card Related Problems (CCRP)

Variables in Credit card related problems	Mean score among customers in			'F' Statistics
	Urban	Semi-Urban	Rural	
Limited withdrawal of percentage	2.6363	3.1887	3.4991	3.1397
Delayed account statements	2.5117	3.0996	3.5083	3.3908
Unnecessary changes	2.4082	3.182	3.6227	3.4667
Validity renewal intimation	2.5018	3.2449	3.4228	3.3911
High rate of interest charged	2.3994	3.1299	3.6887	3.6089

Source: Primary data

The highly viewed variable in Credit card related problems by the urban and semi-urban customers are limited withdrawal of purchase and validity renewal intimation since their mean scores are 2.6363 and 3.2449 respectively. Among the customers in rural areas, this is high rate of interest charged since its mean score is 3.6887. Regarding the view on variables in Credit card related problems, the significant differences among the three groups of customers have been noticed in all five variables in credit card related problems since their respective 'F' statistics are significant at five percent level.

6. CONCLUSION:

Increasing competition has become a challenge for Indian banks but it also provides thoughtful opportunities to develop the banking business as per international standards. Though ,IT leads improvement in all banks however digital banking are gaining the momentum. It is important to recognize that banks in India are not large enough to function effectively under the emerging environment to undertake sufficient investment in skill formation and to come up and experiment with innovative ways to exploiting the opportunities and meeting the challenges thrown up under a rapidly changing economic scenario. If digital transactions with better efficiency and reduced costs with more satisfied customers and employees, then why not all the banks must exploit this opportunity as differentiating strategy to gain more competitiveness. The real bottleneck is mind set, unawareness and security concerns. If we overcome these factors, we can enjoy the much superior cost structure the digital banking provides.