AWARENESS AND ADOPTION OF VALUE ADDED SERVICES OFFERED BY THE BANKS IN COIMBATORE DISTRICT

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ABSTRACT

The Value Added Services not only helps a bank to reduce costs but also helps it to retain its valuable customers. As far as customers are concerned, this facility enables the customer to bank anywhere, at anytime and in any condition. Creation of Value Added Service facilities involve very huge investment; in order to improve the operational efficiency of these facilities the banks should encourage the usage of Value Added Services among the customers. In this context a study was undertaken to understand the awareness and adoption of Value Added Service among the customers by analyzing data collected from 80 sample respondents through personal interview method using Percentage analysis, RBQ, Scaling technique, Chi-square test and Probit analysis.

The results of the study revealed that majority of customers, who aware of Value Added Services were young, graduated and most of them were self employed. Education, monthly income and occupational status were positively influenced the awareness level of Value Added Services. Time saving and comport in using the technology was the important factors influenced the adoption of Value Added Services. The customer had positive perception regarding convenience, quickness, energy and time saving, advantages, security and dependability of Value Added Services. Time saving, easy to use, receiving personalized alerts; data privacy and confidentiality were the customers highly expected from the bank. Technological complexity and security concern are the major constrains faced by the respondents while availing Value Added Services from the banks.

KEYWORDS: *Adoption, Awareness, RBQ and Value Added Services.*

INTRODUCTION

The most significant achievement of the financial sector reforms has been the marked improvement in the financial health of commercial banks in terms of capital adequacy, profitability and asset quality and greater attention to risk management. Further, deregulation has opened up new opportunities for banks to increase revenues by diversifying into investment banking, insurance, credit cards, depository services, mortgage financing, securitization, etc. At the same time, liberalization has brought greater competition among banks, both domestic and foreign, as well as competition from mutual funds, NBFCs, post office, etc.

VALUE ADDED SERVICES

Historically, banks have adopted several new electronic and telecommunication technologies to deliver an extensive line of value-added products and services to their customers. By early 1990s, direct dial-up connections, personal computers, telebanking and Automated Teller Machines (ATMs) became common in most developed nations.

E-BANKING

E-banking evolved in the mid-1990s when the internet started gaining popularity. E-banking or internet banking is web-based and it enables the bank's authorized customers to access information. It allows the customers to log on to the bank's website with the help of bank-issued personal identification number (PINs). The banking system verifies the user and provides access to the requested services. The range and content of the products and services offered by each bank on the internet differ widely. Most banks offer internet banking that led to the emergence of new banks, which operate only through the internet and do not exist physically. Such banks are called 'virtual' banks or 'internet only' banks.

INFORMATION KIOSKS: These provide information regarding various products and services offered by the bank, to its customers and others in general. The bank's site receives and answers customers' queries through e-mail.

MOBILE BANKING: It helps a customer conduct certain transaction through the mobile phone with the help of technologies like WAP and SAP. This helps a bank to combine the internet and telephone and leverage it to cut costs and at the same time provide its customers the convenience.

TELE- BANKING: Anywhere banking is the fore runner to a host of convenience banking services to come. With Tele- banking and Internet banking, customers can access a wide range of banking services, simply by dialling the telephone or by a click of the mouse.

ATM (Automated Teller Machine) is an electronic device which allows a Bank's customers to make cash withdrawals and check their account balance 24 hours without the need for a human teller. Many ATMs also allow people to deposit cash or cheques, transfer money between their bank accounts or even buy postage stamps.

CREDIT CARD: A credit card is a small plastic card issued to users as a system of payment. It allows its holder to buy goods and services based on the holder's promise to pay for these goods and services. The issuer of the card creates a revolving account and grants a line of credit to the consumer (or the user) from which the user can borrow money for payment to a

merchant or as a cash advance to the user.

DEBIT CARD: A debit card (also known as a bank card) is a plastic card that provides an alternative payment method to cash when making purchases. Functionally, it can be called as an electronic cheque, as the funds are withdrawn directly from either the bank account or from the remaining balance on the card. In some cases, the cards are designed exclusively for use on the Internet, and so there is no physical card. Debit cards are accepted at many locations, including grocery stores, retail stores, gasoline stations, and restaurants. The card can be used anywhere, where merchants display the card's brand name or logo. They offer an alternative to carrying a cheque book or cash.

ANY BRANCH BANKING (ABB): Any Branch Banking is a facility for the customers to operate their account from any of the networked branches. The branch where the customer maintains his account is the base branch and the branch from where he carries out his transactions is referred to as the remote branches.

E-COMMERCE BANKING: Banks function as electronic market place (e-market places) enabling customers to use their accounts for money transfers, bills payment, purchase and sale of securities, and online real time purchases and payments.

PROBLEM FOCUS

The present world is very fast and everyone is always busy and expects to complete all his engagements from a single window. Customers are not ready to run around paying his electricity bills at one place, telephone bill at another etc. So, the customers are becoming demanding and selective. In fact the perception and the expectation of the customers have undergone a vast change with the availability of banking at their door steps through the help of technology. Though all the commercial banks are providing Value Added Services, enquiries with Bank's customers have related the following.

    I.   What are the services provided by the bank?

    II.   How far these services cater to the needs of the customers?

    III.   Are there different Value Added Services to cater the various levels of the customers?

The banks offering Value Added Services like bill payments, transfer of money, enquiring account balances, buying and selling of financial instruments such as securities, credit cards, mutual funds, ATM cum debit card, insurance policy, demat accounts and foreign currency. Creation of all those facilities involves very huge investment. So it's most important to increase the usage of Value Added Services among the customers to improve the operational efficiency and get maximum benefit from the investment made in these facilities. In order to increase the number of customers using these facilities, it is imperative to understand the customer's awareness and preference for use of Value Added Services, the factors that influence the adoption of these facilities, problems encountered in using Value Added Services and customers' expectations. Information on the above aspects would be useful to formulate programme to motivate more and more customers to utilize the value added facilities. Hence a study was conducted to address the above aspects.

OBJECTIVES

The overall objective of the study is to analyze "Awareness and Adoption of Value Added Services Offered by the Banks in Coimbatore District".The specific objectives of the study are:

- To analyze the awareness and adoption of Value Added Services offered by the banks,

- To study the customer's perception and expectations towards Value Added Services offered by the banks,

- To identify the constraints encountered by the customers in usage of Value Added Services,

- To suggest measures for improving the usage of Value Added Services.

REVIEW OF LITERATURE

Uppal (2010) stated that E-channels enabled the banks to be better connected with the customers and vice versa. A customer who is provided with a variety of additional services feels appreciated and is more likely to be loyal to that bank, which is always a good sign for a bank.

Thygarajan (2009) found that ATMs and credit cards are the most common Value Added Services utilized by the respondents. Efforts must be made to market the other services like e-banking, demat accounts, online tax filing, anywhere banking, etc., so that customers as well as banks are benefitted.

Ravi (2008) stated that with the advent of innovative technology, banks were able to provide customized products and services like internet banking, mobile banking, ATMs etc., to their customers. Latest technology helped the banks to reduce their transaction cost. But certain risks associated with innovative technology and technology related frauds were found to increase. In order to provide smooth and safe banking to their customers, banks must enhance the technology related security.

Madhu (2003) has reported that banks invested more in technology and increased focus was on internet banking, Automated Teller Machine (ATM), mobile banking, tele-banking and anywhere banking. Technology also helped banks to improve their product delivery and profitability. It has increased customer service and reduced transaction costs and it helped banks to lower charges to its customers.

Reddy (2001), defined awareness is the stage at which individuals become aware of new ideas. He knows about the existence of idea, but he lacks details about it. For instance, he may know only the name and may not know what the idea or product is, what it will do or how it will work.

Chinnadurai (2006) opined that educational level and occupational status have positive and significant influence over customer awareness.

Margaret et al, (2000) revealed that attitudinal and perceived behavioural control factors, rather than social influence, play a significant role in influencing the intention to

adopt Internet banking. In particular, perceptions of relative advantage, compatibility, trialability, and risk toward using the Internet were found to influence intentions to adopt Internet banking services

Samson P. Katengeza *et.al* (2011) examined the drivers of awareness and adoption of electronic-based market information service for farming business in Malawi and the results showed that awareness is positively influenced by owning a mobile phone, leasing some land and being a member of farmer group, distance to agricultural field office and distance to the nearest electricity centre.

Adeogun *et al.* (2008) analyzed the adoption process of Hybrid Clarias "Heteroclarias" by fish farmers in Lagos State, Nigeria using logit regression model and results showed that education, contact with extension agents, access to seed and market distance are significant variables that influence fish farmers' hybrid catfish adoption and use decisions.

Bhave (2001) found that with better understanding of customers' perceptions, companies can determine the actions required to meet the customers' needs. They can identify their own strengths and weaknesses, where they stand in comparison to their competitors, chart out future path for progress and improvement.

Richins (1983) found that firms need to satisfy customer expectations by creating reasonable expectations through promotional efforts and maintaining consistent quality so the reasonable expectations are fulfilled. Since dissatisfied customer tend to express their dissatisfaction to their friends, dissatisfaction may cause the firm to lose future sales to the unhappy customer's friend as well as to the unhappy customer.

METHODOLOGY

For this study 80 individual bank account holders from the Coimbatore district of Tamilnadu were purposively selected. The primary data were collected through personal interview method with the help of comprehensive pre-tested interview schedule. The collected data were tabulated and analyzed using Percentage analysis, Rank based quotient (RBQ), Scaling technique, Chi-square analysis and Probit analysis.

RESULTS AND DISCUSSION

CUSTOMER'S AWARENESS LEVEL ABOUT THE VALUE ADDED SERVICES

Awareness indicates the familiarity and popularity of the product or services among the customers. The details of the number of customers who were aware of Value Added Services are presented in Table 1.

TABLE 1 AWARENESS ABOUT THE VALUE ADDED SERVICES

Sl. No	Awareness	Respondents	Percentage
1.	Aware	59	73.75
2.	Unaware	21	26.25

Total		80	100.00

It is evident from the table 1 that the majority of customers (73.25 per cent) were aware about the Value Added Services provided by the banks. Very few customers (26.75per cent) were denoting less awareness about various Value Added Services provided by the banks. Therefore the case firm should motivate aware as well as unaware customers to make them to use the Value Added Services more frequently.

ASSOCIATION BETWEEN AWARENESS OF VALUE ADDED SERVICES AND DEMOGRAPHIC CHARACTERS

The association between demographic characters (age, education, loyalty, monthly income and occupation) and awareness level of Value Added Services was verified through chi square analysis individually and the results are presented in following section with statement of hypothesis.

AWARENESS AND AGE GROUP

- ❖ H_0: There is no association between awareness level of Value Added Services and age of the respondent.

- ❖ H_1: There is association between awareness level of Value Added Services and age of the respondent.

TABLE 2 DETAILS ON AWARENESS AND AGE GROUP

S. No	Awareness	Age Group				
		Less than 25	26-35	36-45	More than 45	Total
1.	Yes	7 (77.80)	19 (79.20)	17 (60.71)	8 (42.10)	51
2.	No	2 (22.20)	5 (20.80)	11 (39.29)	11 (57.90)	29
	Total	9	24	28	19	80

(Figures in parenthesis are percentage to the column total)

The above table 2 has revealed that most of the respondents having awareness about Value Added Services were young and belonged to the age group of 26-35 years (79 per cent) and less than 25 years (77 per cent). Majority of the unaware respondents belonged to the age group of more than 45 years.

TABLE 3 CHI-SQUARE TEST BETWEEN AWARENESS AND AGE GROUP

S. No	Variable 1	Variable 2	Chi- Square Value	Degrees of Freedom	Table Value
1.	Awareness	Age of respondents	7.19	3	7.82

The calculated chi-square value 7.19, was lesser than the critical value of chi square 7.82 for 3 degrees of freedom at 5 per cent level significance. Hence the null hypothesis is accepted. It could be concluded that there was no association between awareness and age group of the respondents.

AWARENESS AND EDUCATIONAL STATUS

❖ Null hypothesis (H_0): There is no association between awareness and educational status of the respondents.

❖ Alternate hypothesis (H_1): There is a strong association between awareness and educational status of the respondents.

TABLE 4 DETAILS ON AWARENESS AND EDUCATIONAL STATUS

S. No	Awareness	Educational status				
		Secondary	Higher secondary	Graduate	Post graduate	Total
1.	Yes	5 (33.30)	15 (65.00)	22 (75.90)	9 (69.20)	51
2.	No	10 (66.70)	8 (35.00)	7 (24.10)	4 (30.80)	29
	Total	15	23	29	13	80

(Figures in parenthesis are percentage to the column total)

From the table 4 it could be observed that, awareness level was highest among graduates (75 per cent) and post graduates (69 per cent). Majority of the unaware respondents belongs to secondary level education.

TABLE 5 CHI-SQUARE TEST BETWEEN AWARENESS AND EDUCATIONAL STATUS

S. No	Variable 1	Variable 2	Chi- Square Value	Degrees of Freedom	Table Value
1.	Awareness	Education of respondents	8.04	3	7.82

The calculated chi-square value 8.04, was greater than the critical value of chi square 7.82 for 3 degrees of freedom at 5 per cent level significance. It is inferred that

there was association between awareness and educational status of the respondents. It shows that respondents' educational status has played a major role in influencing the knowledge on Value Added Services.

AWARENESS AND OCCUPATION

❖ Null hypothesis (H_0): There is no association between awareness and occupation of the respondents.

❖ Alternate hypothesis (H_1): There is association between awareness and occupation of the respondents.

From the table 6 it could be inferred that, awareness was highest among self-employed (73 per cent) followed by private employee (71 per cent) and government employee (58 per cent) and the most of the retired people have low level of awareness about Value Added Services offered by the banks.

TABLE 6 DETAILS ON AWARENESS AND OCCUPATION

S. No	Awareness	Occupation				
		Government	Private	Self-employee	Retired	Total
1.	Yes	10 (58.80)	15 (71.40)	19 (73.00)	7 (43.75)	51
2.	No	7 (41.20)	6 (28.60)	7 (27.00)	9 (56.25)	29
	Total	17	21	26	16	80

(Figures in parenthesis are percentage to the column total)

TABLE 7 CHI-SQUARE TEST BETWEEN AWARENESS AND OCCUPATION

S. No	Variable 1	Variable 2	Chi- Square Value	Degrees of Freedom	Table value
1.	Awareness	Occupation	4.46	3	7.82

In the above table 7 calculated chi-square value 4.46, was lesser than the critical value of chi square 7.82 for 3 degrees of freedom at 5 per cent level significance. It could be concluded that there was no association between awareness and occupation of the respondents.

AWARENESS AND LOYALTY

❖ Null hypothesis H_0: There is no association between awareness and loyalty of the respondents.

❖ Alternate hypothesis H_1: There is association between awareness and loyalty of the respondents.

TABLE 8 DETAILS ON AWARENESS AND LOYALTY

Sl. No	Awareness	Loyalty				
		< 1 year	1-3 years	3-5 years	>5 years	Total
1.	Yes	5 (9.80)	16 (31.37)	24 (47.06)	6 (11.77)	51 (100.00)
2.	No	11 (37.94)	4 (13.79)	11 (37.93)	3 (10.34)	29 (100.00)

(Figures in parenthesis are percentage to the total)

From the table 8 it could be inferred that, most of the respondents were customers with loyalty ranging from three to five years.

TABLE 9 CHI-SQUARE TEST BETWEEN AWARENESS AND LOYALTY

Sl. No	Variable 1	Variable 2	Chi- Square Value	Degrees of Freedom	Table Value
1.	Awareness	Loyalty	9.98	3	7.82

From the table 9 it could be inferred that the calculated chi-square value 9.98, was greater than the critical value of chi square 7.82 for 3 degrees of freedom at 5 per cent level significance. Hence the null hypothesis is rejected. It could be concluded that there was association between awareness and loyalty of the respondents.

AWARENESS AND MONTHLY INCOME

❖ Null hypothesis H_0: There is no association between awareness and monthly income of the respondents.

❖ Alternate hypothesis H_1: There is association between awareness and monthly income of the respondents.

TABLE 10 DETAILS ON AWARENESS AND MONTHLY INCOME

S. No	Awareness	Monthly income					
		< 10000	10001-20000	20001-30000	30001-40000	>40000	Total
1.	Yes	3 (42.90)	16 (69.60)	17 (65.00)	8 (57.10)	7 (70.00)	51
2.	No	4 (57.10)	7 (30.40)	9 (35.00)	6 (42.90)	3 (30.00)	29
	Total	7	23	26	14	10	80

(Figures in parenthesis are percentage to the column total)

From the table 10 it could be inferred that, awareness about Value Added Services was highest among high income group respondents and the awareness was lowest among low income group respondents.

TABLE 11 CHI-SQUARE TEST BETWEEN AWARENESS AND MONTHLY INCOME

Sl. No	Variable 1	Variable 2	Chi- Square Value	Degrees of Freedom	Table Value
1.	Awareness	Monthly income	2.12	4	9.49

From the table 11 it could be inferred that the calculated chi-square value 2.12, was lesser than the critical value of chi square 9.49 for 4 degrees of freedom at 5 per cent level significance. Hence the null hypothesis is accepted. It could be concluded that there was no association between awareness and monthly income of the respondents.

FACTORS INFLUENCING THE AWARENESS LEVEL OF VALUE ADDED SERVICES

The survey data were used to estimate the Probit model that explains customer's awareness to the Value Added Services. The results are presented in Table 12

The overall fit of the statistical model is good. It could be inferred from the table that among the various factors, education, monthly income and occupational status were positively influencing factors; distance between the customer residence and bank and age were negatively influencing factor for the awareness level of Value Added Services.

TABLE 12 FACTORS INFLUENCING THE AWARENESS LEVEL OF VALUE ADDED SERVICES

Variables	Estimated Coefficient	Standard Error	t-Ratio
Age (Years)	-0.054	0.024	-2.276
Education (Years)	1.066	0.590	1.806
Monthly income(rupees)	0.004	0.003	1.574
Occupational status of the customer	1.101	0.604	1.824
Distance between residency and bank	-0.547	0.187	2.930

Education has significantly and positively influenced the awareness level of Value Added Services and for every one year increase in education level, the probability of awareness level of Value Added Services would increase by 1.06 per cent on an average for the entire sample. If the customer's level of literacy is high, they will have more awareness in using the Value Added Services compared to illiterates.

For every thousand rupees increase in monthly income of the customer, the probability of awareness level of Value Added Services would increase by 0.4 per cent. The distance between customer residence and bank has negative influence and shown that one kilometre increase in the distance between customer residence and bank would result in the probability of awareness level of Value Added Services would decrease by 0.547 per cent on an average for the entire sample. For every one year increase in the age of the customer the probability of awareness level on bank's Value Added Services would decrease by 0.054 per cent on an average for the entire sample.

From the above analysis, it is concluded that the bank could plan for promotion of value added activities based on the customers' personal characteristics such as education, monthly income, occupational status and distance between customer's residences.

REASONS FOR ADOPTION OF VALUE ADDED SERVICES

The ranks given by the sample respondents regarding the reasons for adopting Value Added Services were analyzed and the results are presented in the table 13.

It could be inferred from the Table 10 that, time saving was the most important factor that influenced the adoption Value Added Services offered by the banks followed by comfort in using Value Added Services and desire to use new technology. Therefore these virtues could be highlighted in the advertisement.

TABLE 13 REASONS FOR ADOPTING VALUE ADDED SERVICES

S. No	Reasons for adopting Value Added Services	RBQ score	Rank
1	Saves time	87	I
2.	Feel comfortable in using Value Added services	70	II
3.	Always curious to use new technology	68	III
4.	Desire to conduct banking independently	62	IV
5.	Transaction is fast	60	V
6.	Adds to prestige and status	52	VI
7.	Induced by advertisement	49	VII
8.	Reduce contact with banking personnel	45	VIII
9.	Reduce cost of transaction	41	IX
10.	Trustworthy and secure	39	X
11.	Bank staff advise to use Value Added Services	34	XI
12.	Friends and relatives recommendation	33	XII

Sources of information about Value Added Services

The details on different source of information about E-banking facilities were collected and analyzed and the results are presented in Table 14.

TABLE 14 SOURCES OF INFORMATION

S. No	Sources of information	Number of respondents	Percentage
1.	Bank staff	23	28.75
2.	Friends	20	25.00
3.	Relatives	17	21.25

4.	News paper	12	15.00
5.	Advertisement	8	10.00
	Total	80	100.00

It is evident from table 14 that, bank staff (28 percent) was the major source of information about Value Added Services provided by the banks followed by friends (25 percent) and relatives (21 percent). News paper and advertisements were the minor source of information for the customers.

RESPONDENT'S PREFERENCE TOWARDS VALUE ADDED SERVICES

The various Value Added Services provided by the case firm were listed out and the sample respondents were asked to rank the various services used by them and the results are presented in Table 15.

TABLE 15 CUSTOMER'S PREFERENCE TOWARDS VALUE ADDED SERVICES

S. No	Value Added Services	Mean Score	Rank
1.	ATM cum Debit Card	93.48	I
2.	Credit Card	85.72	II
3.	Internet Banking	85.18	III
4.	Any Branch Banking	84.06	IV
5.	Mobile Banking	82.46	V
6.	Insurance policy	80.00	VI
7.	Demat Services	77.38	VII
8.	Gold coin	76.75	VIII

The score was highest for ATM cum debit card (93.48) followed by credit card (85.72) and Internet Banking (85.18). It could be concluded that the preference for insurance policy, demat services and gold coin was minimum because of the lack of awareness among the customers. Therefore, the bank should take necessary steps to improve the awareness about all those Value Added Services among the customers.

PERCEPTION ABOUT VALUE ADDED SERVICES

Perception plays an important role in the preference and usage of Value Added Services. Hence perception of the customers about Value Added Services was assessed based on ten parameters, using five point scale namely Strongly agree (1), Agree (2). Neutral (3)

Disagree (4) and Strongly disagree (5). The data was analyzed and results are presented in Table 16.

TABLE 16 PERCEPTION OF VALUE ADDED SERVICES OF THE RESPONDENTS

S. No	Perception	Score
1.	**Convenience**-bank transactions/information access is made possible at anytime and from any where	1.31
2.	**Quickness**-transaction and information access is fast	1.40
3.	**Energy and time saving**-saves spending energy & time on visiting the bank for transaction and related work.	1.46
4.	**Advantageous**- It offers more advantages and facilities than conventional banking	1.48
5.	**Security**-transaction is safe	1.50
6.	**Dependable**-transaction is reliable	1.65
7.	**Costlier**- Value Added Services requires costlier infrastructure	2.06
8.	**Technological errors**- errors during electronic transaction are high	2.66
9.	**Complexity**- since technology intensive operations are complex	2.83
10.	**Risky**-lacks regulatory frameworks and privacy standards	2.90

The mean score for convenience was 1.31, reflecting it as the most agreed feature. The customer had a positive perception regarding quickness, energy and time saving, advantages, security and dependability of Value Added Services. The customers were neutral with regard to complexity of technology and high technological errors while adopting Value Added Services. Hence on the whole it could be concluded that, the customer's perception towards Value Added Services was favourable. The bank should also to take steps to clarify the customer's apprehensions regarding complexity of technology, risk involved in the use of E-banking facilities and they have to take initiatives to minimize technological errors.

CUSTOMER'S EXPECTATION TOWARDS VALUE ADDED SERVICES

"Expectations as beliefs" about service delivery that functions as standards on reference points against which performance is judged. The expectation of the customers was studied by learning what they wanted from the case firms after considering the past experience in using the services. The services were classified into very important, important, neutral, less important and least important. The data was analysed by using Likert scaling technique. The results are presented in Table 17.

The highest mean score was for time saving (4.90), security of personal details (4.88), easy to use (4.87), receiving personalized alerts (4.73), data privacy and confidentiality (4.70),

and which indicate that these were the factors with which the customers were highly expected from the bank. The lowest mean score was for accuracy of account information (4.18). This clearly indicated that the respondents have least expectation on these factors.

TABLE 17 DETAILS ON CUSTOMER'S EXPECTATION TOWARDS VALUE ADDED SERVICES

Attribute	Very Important	Important	Neutral	Less Important	Least Important	Mean Score
Easy to use	70	10	-	-	-	4.87
Accuracy of account information	55	15	-	-	-	4.18
Time Saving	75	5	-	-	-	4.90
Security of personal details	71	9	-	-	-	4.88
Data Privacy and Confidentiality	57	23	-	-	-	4.70
Receiving Personalized Alerts	59	21	-	-	-	4.73

From the table 17 it could be concluded that, the customers were giving more importance to the attributes of time saving. Therefore the case firm should concentrate on the attributes to which the users give more importance.

PROBLEMS FACED IN AVAILING VALUE ADDED SERVICES

The various problems faced by the customers in availing the Value Added Services were analyzed and the results are presented in the Table 18.

TABLE 18 DETAILS ON PROBLEM FACED IN AVAILING VALUE ADDED SERVICES

S. No	Problem	Mean Score	Rank
1.	Technological complexity	89.75	I
2.	Security concerns	87.88	II

| 3. | Cost of transaction | 87.42 | III |
| 4. | Delay of processing | 86.76 | IV |

From the table 18 it could be concluded that the major problem in availing Value Added Services were technological complexity (89.75) followed by security concern, cost of transaction and delay of processing (86.76). Therefore, the bank should take efforts to reduce these kinds of problems and thereby they could attract more customers to avail their services.

CONCLUSION

Majority of customers, who aware about the Value Added Services provided by the banks were young, graduated and most of them were self employed. Education, monthly income and occupational status were positively influenced the awareness level of Value Added Services among the respondents. Therefore the banks should motivate aware as well as unaware customers to make them to use the Value Added Services more frequently.

Time saving was the most important factor that influenced the adoption of Value Added Services offered by the banks followed by comfort in using Value Added Services and desire to use new technology. Therefore these virtues could be highlighted in the advertisement.

The customer had a positive perception regarding convenience, quickness, energy and time saving, advantages, security and dependability of Value Added Services. Hence on the whole it could be concluded that, the customer's perception towards Value Added Services was favourable.

Technological complexity and security concern are the major constrains faced by the respondents while availing Value Added Services from the banks. The bank should take steps to clarify the customer's apprehensions regarding complexity of technology, risk involved in the use of Value Added Services and they have to take initiatives to minimize technological errors. Time saving, security of personal details, easy to use, receiving personalized alerts; data privacy and confidentiality were the customers highly expected from the bank.

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