

Adoption of Banking Technology - Benefits Attained and Challenges Faced By Bank Employees

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Abstract -- Today's innovation and development in science and technology becomes out of fashion tomorrow. In the recent times, the modern world carries out every transaction with the help of banks and their technologies thereon. When banks and technology meet together, there are various advantages but whereas, it is not easy to adopt it by the employees as they may be not aware of the usage of such technologies which may lead to undergoing of various training programs in order to adopt t the changing environment. This study is being proposed in order to know the problems faced by the employees in order to find a solution.

Index Terms -- Banking Technology, Employees, Impact

I. INTRODUCTION

The IT revolution has had a great impact on the Indian banking system. The use of computers has led to the introduction of online banking in India. The use of computers in the banking sector in India has increased many folds after the economic liberalization of 1991 as the country's banking sector has been exposed to the world's market. Indian banks were finding it difficult to compete with the international banks in customer service, without the use of information technology. Hence, a study has been undertaken in order to find out the perception of employees on introduction and adoption of banking technology with special reference to Coimbatore city.

I. Objectives:

- To study the employment profile of the respondents.
- To analyze the benefits attained by the respondents on adoption of banking technology

- To analyze the challenges faced by the respondents on implementation and adoption of banking technology.

II. REVIEW OF LITERATURE

V. Karthihai Selvi and J. Vimal Priyan (2017)¹ has made a research on "Perception of Customers towards Service Quality of Canara Bank towards Deposit Schemes". The main aim of the study has been to analyze the perception of customers towards the overall service quality of Canara bank. The data have been collected from 200 customers of Canara bank by using structured questionnaire. The collected data have been analyzed using percentage analysis. The findings revealed that age, marital status and income of the respondents determine the preference of various deposit schemes. The study also concluded that, Canara bank is evaluated positively by respondents in general, but continuous improvements are recommended to maintain a competitive edge.

Md. Mobarak Karim, Md. Jarnatual Islam, Md. Abdul Latif Mahmud (2014)² have conducted a research on "Job Satisfaction of Employees in Banking Sector: A Case Study on Janata Bank Limited". The aim of the study is to evaluate the level of job satisfaction of the employees of state owned commercial bank (SCB) named Janata bank limited. Primary data have been collected by survey method. Interview of 20 employees have been conducted in Janata bank limited, new market branch, Dhaka by random sampling method. The study shows that job preference, cooperation among co-workers, working environment, working ethics, working facilities, salary satisfaction, increment satisfaction, welfare

facilities, other facilities, behavior of boss and promotion system significantly influence job satisfaction of employees.

Mohammed Sadique Khan (2009)³ in his article titled, “Service Quality Evaluation in Internet Banking: An Empirical Study in India”. 2500 samples have been collected from the banks with the objective of evaluating the service quality of internet banking services’. Factor analysis, correlation analysis and regression analysis tools have been used. The results shows that the consumers are satisfied with the quality of service on four dimensions such as reliability, accessibility, privacy and security and also provide guidelines to bankers to focus on the parameters on which they need to prove.

III. RESEARCH METHODOLOGY

The research methodology gives an idea about the type of research design, the sampling techniques, the process of data collection and the instrument used for data analysis. In order to achieve the objectives of the study and to analyze the data collected, an appropriate methodology has been developed. A research methodology is a master plan for the conduct of formal investigation. Research methodology is the pathway or an approach to get the

needed information by locating the data from different sources which are primary and secondary. This chapter discusses the method of data collection and tools of analysis.

1. Limitations Of The Study:

The following are the limitations of the study:

- The study covers only a sample of 100 respondents in Coimbatore city due to time constraints and constraints towards responses of the employees on their busy schedule, therefore findings cannot be generalized universally.
- The study is based on primary data which is collected according to the opinion of the respondents which may change according to the surroundings and time.

IV. ANALYSIS AND DISCUSSION

1. Percentage Analysis:

- Employment Profile of Respondents

The employment profile of the respondents have been presented in the following table

The Employment Profile of the Respondents

PERSONAL FACTORS		NO OF RESPONDENTS	PERCENTAGE
Age	Less than 25	20	20
	26 to 30	42	42
	31 to 40	31	31
	41 to 50	6	6
	Above 50	1	1
Gender	Male	53	53
	Female	47	47
Marital status	Married	63	63
	Unmarried	37	37
Monthly family income	Below 20000	19	19
	20000 to 40000	50	50
	40000 to 60000	24	24
	Above 60000	7	7
	Bachelor degree	45	45

Educational qualification	Master degree	51	51
	Professional	1	1
	Others	3	3
Job designation	Manager	38	38
	Executives	11	11
	Officers	28	28
	Others	23	23
Working experience	Less than 5 years	50	50
	6 to10 years	40	40
	11 to15 years	7	7
	Above 16 years	3	3
Induction training program	0-10 hours	27	27
	11-20 hours	39	39
	21-40 hours	7	7
	41 hours & more	27	27
Computer and internet training program	0-10 hours	30	30
	11-20 hours	38	38
	21-40 hours	15	15
	41 hours & more	17	17
Daily working hours	Above 8 hours	82	82
	Below 8 hours	18	18
Daily working hours at computer	0-2 hours	12	12
	2-5 hours	38	38
	5-8 hours	50	50

Internet banking	Less than a year	7	7
	1 to 5 years	39	39
	More than 5 years	54	54
Updating of website	Daily	45	45
	Weekly	15	15
	Monthly	18	18
	More than once in a month for every update	22	22
Reason behind internet banking	Because of competition from foreign banks	4	4
	Man power shortage	9	9
	Qualitative customer service	16	16
	Faster transactions & time saving	71	71

(Source: Primary data)

The above table indicates the employment profile of 100 respondents. About 42.0 per cent of respondents belong to the age Group of 26-30 years, 53.0 per cent of respondents are male, 63.0 per cent of respondents

are married, 50.0 per cent of respondents belong to the income level of Rs. 20000 to 40000, 51.0 per cent of respondents are holding Master degree, 38.0 per cent of respondents are in the post of Manager, 50.0

per cent of respondents have been working for less than 5years, 39.0 per cent of respondents have completed their Induction Training program for 11 - 20 hours, 38.0 per cent of respondents have completed their Computer and Internet Training program for 11-20 hour, 82.0 per cent of respondents work for more than 8hours a day, 50.0 per cent of the respondents work in computer for 5 to 8 hours, 54.0 per cent of the respondent’s banks are providing internet banking for more than 5 years, 45.0per cent of the respondents update the website on daily basis and 71.0per cent of the prefer internet banking for faster transactions and time saving.

2. ANOVA:

The employment factors are compared with the challenges faced by the respondents. The following table gives the mean and standard deviation.

- Benefits Attained on Adoption of Banking Technology:

Hypothesis (H₀): There is no significant difference on the benefits attained by the respondents on adoption of banking technologies based upon the employment profile such as age, salary, educational qualification, job designation, working experience, induction training program, computer training program, working hours and on the number of years of providing banking technology.

Benefits attained on adoption of banking technology Vs. Employment profile

Variable	Group	Mean	Std. Deviation	N	F ratio	Sig.	Inference
Age	Less than 25	54.2	8.22171	20	0.416	0.797	NS
	26 to 30	54.83	6.94452	42			
	31 to 40	56.63	8.09195	31			
	41 to 50	54.77	5.02363	6			
	Above 50	53.27	.	1			
Monthly Income	Less than 20000	53.09	8.05233	19	3.551	0.017	S
	20000 to 40000	55.81	7.16573	50			
	40000 to 60000	53.63	5.78757	24			
	Above 60000	62.58	8.64482	7			
Educational Qualification	Bachelor Degree	57.1	7.0357	45	2.256	0.087	NS
	Master Degree	54.03	7.54364	51			
	Professional	52.27	.	1			
	Others	48.91	5.64912	3			
Job Designation	Manager	57.8	7.39324	38	3.879	0.012	S
	Executives	55.64	5.20976	11			
	Officers	54.72	7.34957	28			
	Others	51.45	7.08656	23			
Years of Experience	Less than 5 years	54.55	7.59461	50	1.101	0.352	NS
	6 to10 years	55.29	7.27114	40			
	11 to15 years	59.98	7.74431	7			
	Above 16 years	54.93	2.88675	3			
Induction training Program	0-10 hours	54.3	6.36326	27	0.64	0.591	NS
	11-20 hours	56.04	7.06347	39			
	21-40 hours	52.52	11.041	7			
	41 hours & more	55.73	7.98769	27			
Computer	0-10 hours	55.16	7.78732	30			

training Program	11-20 hours	55.26	6.19618	38	1.748	0.162	NS
	21-40 hours	52.12	9.14802	15			
	41 hours & more	58.07	7.12868	17			
Daily Working Hours	Above 8 hours	55.4	7.41857	82	0.202	0.654	NS
	Below 8 hours	54.53	7.58016	18			
Providing Internet Banking	Less than a year	55.11	7.31287	7	0.137	0.872	NS
	1 to 5 years	54.77	6.06099	39			
	More than 5 years	55.59	8.37078	54			

(Source: Primary Data)

- There is no significant difference in the benefits attained on adoption of banking technology based on the employment profile of the respondents namely age, educational qualification, work experience, induction training program, computer training program, working hours, number of years of providing banking technologies. Thus null hypothesis is accepted.
- There is significant difference in the benefits attained on adoption of banking technology of the respondents based on their monthly income and job designation. Thus null hypothesis is rejected.
- Challenges Faced On Adoption of Banking Technology

Hypothesis (H₀): There is no significant difference on the challenges faced by the respondents on adoption of banking technologies based upon the employment profile such as age, salary, educational qualification, job designation, working experience, induction training program, computer training program, working hours and on the number of years of providing banking technology.

Challenges faced on adoption of banking technology Vs. Employment profile

Variable	Group	Mean	Std. Deviation	No	F ratio	Sig.	Inference
Age	Less than 25	33.42	5.67178	20	0.697	0.596	NS
	26 to 30	32.4714	6.18118	42			
	31 to 40	32.7677	7.25968	31			
	41 to 50	32.2167	8.01334	6			
	Above 50	22.4	0	1			
Monthly Income	Less than 20000	33.7158	6.1094	19	0.789	0.503	NS
	20000 to 40000	33.118	6.27065	50			
	40000 to 60000	31.3792	5.64292	24			
	Above 60000	30.5857	11.3107	7			
Educational Qualification	Bachelor Degree	32.4422	7.7223	45	0.132	0.941	NS
	Master Degree	32.6549	5.58166	51			
	Professional	34.4	0	1			
	Others	34.6667	0.64291	3			
Job Designation	Manager	31.9132	6.59152	38	1.07	0.366	NS
	Executives	34.7909	5.80869	11			
	Officers	33.7321	7.75166	28			
	Others	31.4696	4.75016	23			
	Less than 5 years	33.08	6.31193	50			

Working Experience	6 to 10 years	32.6725	6.27102	40	1.892	0.136	NS
	11 to 15 years	32.9714	8.04544	7			
	Above 16 years	24	6.74389	3			
Induction training Program	0-10 hours	33.2111	4.52679	27	7.59	0	S
	11-20 hours	35.4462	4.88202	39			
	21-40 hours	30.7571	7.97744	7			
	41 hours & more	28.4926	7.78109	27			
Computer training Program	0-10 hours	33.1967	5.78932	30	3.11	0.03	S
	11-20 hours	34.4737	4.94399	38			
	21-40 hours	30	6.72936	15			
	41 hours & more	29.8706	9.07371	17			
Daily Working Hours	Above 8 hours	32.5366	6.7592	82	0.107	0.744	NS
	Below 8 hours	33.0944	5.39297	18			
Providing Internet Banking	Less than a year	34.3429	3.73133	7	2.207	0.115	NS
	1 to 5 years	34.0564	5.27081	39			
	More than 5 years	31.3907	7.36848	54			

(Source: Primary Data)

- There is no significant difference in the challenges faced by the respondents on adoption of banking technology based on the age, monthly income, educational qualification, job designation, work experience, proving banking technology of the respondents. Thus null hypothesis is accepted.
- There is significant difference in the challenges faced by the respondents on the adoption of banking technology based on the induction training program and computer and internet training program attended by the respondents. Thus null hypothesis is rejected.

3. Suggestions:

- The use of banking technology is still not up to the mark as expected by the banks. This requires awareness building among the employees about the benefits of these services.
- Employees should be properly educated about the mechanism of using these services.
- The banks have to initiate steps to educate the employees about new banking services.
- Banks should take prompt and timely action to ensure the smooth functioning.
- Employees should be relieved from their apprehensions and make them feel comfortable

while using such banking technology.

- For adoption of banking technology, it is necessary that the banks offering this service make the employees aware about the availability of such a service and explain how it adds value to their banking needs.
- Banks should ensure safety and confidentiality while delivering services through internet banking.

V. CONCLUSION

This study evaluates the perception of banking employees regarding the effect of technological innovations on banking services. The dependency on information technology has increased progressively for banking organizations as a strategically important competitive advantage. With increased level of globalization, privatization and new reforms of the Indian banking sector, competition in the market is increasing to the great extent. If the banks understand the market dynamics, threats, anticipation, volatility, it can increase their professionalism and dynamism, in their functioning and responses to the market needs. In the near future, technology in banking sector will have a prosperous time ahead and can reach to great heights.

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