

A Study on Women's Perception towards Usage of ATM Cards in Madurai City

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OPEN ACCESS

Manuscript ID:
COM-2021-09023831

Volume: 9

Issue: 2

Month: April

Year: 2021

E-ISSN: 2582-6190

Received: 13.01.2021

Accepted: 26.02.2021

Published: 01.04.2021

Citation:

Duraichamy, J., and P. Ponraj. "A Study on Women's Perception towards Usage of ATM Cards in Madurai City." *ComFin Research*, vol. 9, no. 2, 2021, pp. 50-56.

DOI:

<https://doi.org/10.34293/commerce.v9i2.3831>



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Abstract

Women are the major source of economic development in countries like India, now a day's women are financially independent and equally earnable in family, society has also accepted the changes as well, at the same banking becomes digitalized every individual prefers to use plastic cards instead of cash for the transaction and shopping. ATM card is a basic instrument that helps to withdraw money and deposit money in the bank account. Every banking company offers free ATM that is debit /credit card services to their customer; the objective of the study is to find the usage perception towards women and find the purpose of using ATM cards in their day to day life. The sample size of the study is 40, SPSS 22 software is used to analyze data collected., the hypothesis of the study is valued with the help of One Way ANOVA.

Keywords: ATM cards, Bank, Indian Banking, Madurai

Introduction

Banking is a major business that runs in every nation to sustain their growth and for the economic development of the country. Banking develops the habit of savings in the individual's mind, which leads to the development of National income. Indian banking is an essential part of the nation and its people. The government has introduced zero balance savings accounts for every individual, every citizen of India highly in the practice of using digital transaction. ATM cards are a simple tool to use for everyday use.

Banks and financial institutions offering discounts on purchases with credit/debit cards and online wallets offering attractive deals for payments have made Indians comfortable with paperless transactions. Modern banking includes products and services. The product includes plastic cards like ATM card, Credit card, Master card, traveler cards etc. in India. After 2015 digital India system has been introduced. After that, usage of ATM cards has been increased. Customers prefer to pay 3 their bills and other service charges using ATM cards. Every shop and service provider has a card reader on their premises. This saves time and cost for the customer.

Therefore, the present-day analyses the perception and usage of atm cardholders. An attempt has been made to study the perception of customers towards usage of ATM cards in Madurai city.

Statement of the Problem

There has been a drastic change in the banking products and the services by use of new technology. Usage of ATM card such as Debit Cards is started increasing in India over some time. Most banks now issue Debit Cards, where they have already converted all their ATM Cards into Debit cards or ATM - cum - Debit Cards. The reason banks are so eager to push debit cards that it helps them to cut costs significantly but, this has created a lot of confessions among the customers regarding their usage and benefits, specifically women customers are prone to cards. They prefer ATM card because of their benefits and user-friendliness. Women contributing equally to the development of the economy of the nation so, it is important to understand the perception that is the level of opinion towards the usage of ATM cards in their day-to-day life.

Objective of the Study

- To know the socio-economic profile of the respondent
- To identify the purpose of using ATM cards
- To analyze the opinion of the women towards using cashless transactions.

Review of Literature

R. Renuka (2014), The study “Customers satisfaction towards ATM” focuses on customer satisfaction towards ATM services offered by the banks and tries to suggest ways to improve services. Amongst other suggestions, the authors have suggested increasing awareness about various facilities and enhancing the withdrawal limit of cash per day. 24 67 hours access got the first rank while the quality of receipt got the second rank for the level of satisfaction.

Sisat (2014), in the paper “Secured Automatic Teller Machine (ATM) and Cash Deposit Machine (CDM)” it has segmented ATM threats into three types of attacks: card and currency fraud, logical attacks and physical attacks. The paper gives an idea about the basic ATM and its major security issues and basic requirements. Since ATMs deal with currency notes, the focus should be on note security while designing ATM.

R. MelbaKani (2013), their research paper “Issues and challenges faced by ATM customers of State Bank of India in South Tamil Nadu” mentions the increasing use of ATMs services score. However, this study pertains only to the public sector banks and is not a comparative study. While trying to find out the problems faced by customers, the study does not consider the cost effectiveness aspect.

Research Methodology

Method of Data Collection: Data used in this research is purely primary data collected from the respondents, survey conducted with the help of a questionnaire.

Sampling Technique: A simple random sampling technique is used

Sample Size: 40 respondents from different areas of Madurai city.

Instrument of Data collection: Questionnaires based on close-ended, multiple-choice and Likert scale.

Statistical Technique: One-way ANOVA is used to find the relationship in the hypothesis.

Data Analysis and Interpretation

Socio-Economic Profile of the Respondent

Table 1: Classification of Age of Respondents

S. No	Options	No. of Respondents	Percentage
1	18-28	15	37.5
2	29-38	7	17.5
3	39-48	12	30.0
4	Above 49	6	15.0
Total		40	100

From Table 1 is observed that 37.5 percent of respondents belong to the age group of 18 to 28, 30 percent of the respondents belong to the age group of 39 to 48. 17.5 percent of the respondent belong to the age group of 29 to 38; the remaining 15 percent of the respondents were above 48 Years. The majority of the respondents belong to the category of 18-28 since youngsters are technically fit and they are using ATM s with ease.

Table 2: Classification of Educational Qualification of the Respondents

S. No	Options	No. of Respondents	Percentage
1	School level	3	7.5
2	Post Graduate	19	47.5
3	Graduate	12	30.0
4	Professional	6	15.0
Total		40	100

From table 2 is observed that 47.5 percent of respondents belonged to the post graduate, 30 percent of the respondents belong to the graduate, 15.0 percent of the respondents belong to the professional, remaining 7.5 percent of the respondents are considered as school level. The majority of the respondents belong to the category of post-graduate.

Table 3: Classification of Occupation of the Respondents

S. No	Option	No of Respondents	Percentage
1	Home maker	3	7.5
2	Private employee	24	60.0
3	Govt employee	4	10.0
4	Professionals	9	22.5
Total		40	100

From table 3 is observed that 60.0 percent of the respondents belonged to the occupation of private employee, 22.5 percent of the respondents belong to the occupation of professionals, 10.0 percent of the respondents belong to the occupation of govt employee, remaining 7.5 percent of the respondents were considering as homemaker. The majority of the respondents belong to the category of private employees.

Table 4: Classification of Income of the Respondents

S. No	Options	No of Respondents	Percentage
1	10000-20000	24	60.0
2	20000-30000	3	7.5
3	30000-40000	4	10.0
4	Above 40000	9	22.5
Total		40	100

From table 4 is observed that 60.0 percent of the respondents belonged to the income of 10000-20000, 22.5 percent of the respondents were belonging to the income of above 40000, 10.0 percent of the respondents were belonging to the income 30000-40000; remaining 7.5 percent of the respondents were 20000-30000. The majority of the respondents belong to the category of 10000-20000.

Table 5: Classification of Respondents belonging to Sector of the Bank

S. No	Options	No of Respondents	Percentage
1	Public sector bank	27	67.5
2	Private sector bank	13	32.5
Total		40	100

From the table 5 is observed that 67.5 percent of the respondents belonged to the sector of public sector bank, 32.5 percent of the respondents belonged to the sector of private sector bank. The majority of the respondents belong to the category of public sector banks.

Table 6: Name of the Bank

S. No	Options	No of respondents	Percentage
1	ICICI	12	30.0
2	Axis Bank	2	5.0
3	SBI	21	52.5
4	IOB	3	7.5
5	PNB	2	5.0
Total		40	100

From table 6 is observed that 52.5 percent of the respondents belonged to the name of the bank of SBI , 30.0 percent of the respondents belonged to the name of the bank of ICICI , 7.5 percent of the respondents belonged to the name of the bank of IOB, 5.0 percent of the respondents were belong to the name of the bank of AXIS BANK , remaining 5.0 percent of the respondents were PNB . The majority of the respondents belong to the category of SBI.

Table 7: No. of Years of using ATM

S. No	Options	No of Respondents	Percentage
1	2 years	2	5.0
2	3 years	4	10.0

3	More than 4 years	34	85.0
Total		40	100

From table 7 is observed that 85.0 percent of the respondents belonged to the year of ATM of more than 4 years, 10.0 percent of the respondents belonged to the year of ATM of 3 years , 5.0 percent of the respondents belonged to the year of ATM of 2 years , Majority of the respondents belong to the category of more than 4 years .

Table 8: Types of Bank Account

S. No	Options	No. of Respondents	Percentage
1	Savings account	29	72.5

2	Current account	11	27.5
Total		40	100

From table 8 is observed that 72.5 percent of the respondents belonged to the bank account of savings account, 27.5 percent of the respondents belonged to the bank account of the current account. The majority of the respondents belong to the category of savings account.

Purpose of using ATM cards among Women

The purpose of using ATM cards can be categorized into ticket booking, bill payments, balance checking, withdrawal, deposit, EMI payment and fund transfer.

Table 9: The Purpose of using ATM Cards (Weighted Score)

S.No	Dimension	Always	Often	Neutral	Sometimes	Not at all	Total Score	Rank
1	Ticket booking	20 (50.0%)	18 (45.0%)	2 (5.0%)	0 (0%)	0 (0%)	178	3
2	Bill payments	12 (30.0%)	11 (27.5%)	11 (27.5%)	3 (7.5%)	3 (7.5%)	146	7
3	Balance checking	18 (45.0%)	16 (40.0%)	3 (7.5%)	3 (7.5%)	0 (40.0%)	172	4
4	Withdrawal	27 (67.5%)	10 (25.0%)	3 (7.5%)	0 (0%)	0 (0%)	184	1
5	Deposit	20 (50.0%)	11 (27.5%)	9 (22.5%)	0 (0%)	0 (0%)	171	5
6	EMI payment	16 (40.0%)	8 (20.0%)	8 (20.0%)	5 (12.5%)	3 (7.5%)	157	6
7	Transfer funds	28 (70.0%)	6 (15.0%)	3 (7.5%)	3 (7.5%)	0 (0%)	182	2
Total							1190	

Interpretation: Using ATM cards indicates the statement that maximum score 184 followed by the usage of ATM cards. Second, third, fourth, fifth, sixth and seventh are transfer funds, ticket booking, balance checking, deposit, EMI payment and bill payments. Majority of the respondents using ATM cards never prefer to use ATM cards for fund transfer.

This is very easy to read & informative and useful.

Opinion of ATM Cards

The opinion of using ATM cards are categorized into easy and time saving, lower risk, secure privacy, prompt settlement, other benefits, convenience, transparency.

Table 10: The Opinion of using ATM Cards (Weighted Score)

S. No	Dimension	Very good	Good	Neutral	Bad	Very bad	Total Score	Rank
1	Easy and time save	13 (32.5%)	9 (22.5%)	9 (22.5%)	6 (15.0%)	3 (7.5%)	143	6
2	Lower risk	25 (62.5%)	12 (30.0%)	3 (7.5%)	0 (0%)	0 (0%)	182	1
3	Secure privacy	25 (62.5%)	12 (30.0%)	3 (7.5%)	0 (0%)	0 (0%)	182	1
4	Prompt settlement	27 (67.5%)	7 (17.5%)	6 (15.0%)	0 (0%)	0 (0%)	181	2
5	Other benefits	16 (40.0%)	13 (32.5%)	11 (27.5%)	0 (0%)	0 (0%)	165	5
6	Convenient	19 (47.5%)	11 (27.5%)	8 (20.0%)	2 (5.0%)	0 (0%)	167	4
7	Transparency	21 (52.5%)	16 (40.0%)	3 (7.5%)	0 (0%)	0 (0%)	178	3
Total							1198	

Interpretation: The opinion of using ATM cards indicates the statement that maximum score of 182 followed by the usage of ATM cards. Second, third, fourth, fifth, sixth are prompt settlement, transparency, convenience, other payments, easy and time saving. The majority of respondent’s opinions on using ATM cards never prefer transfer funds. This is very easy to read and informative & useful.

Relationship between Age and Opinion of Using ATM Cards

Table 11: Age and opinion of ATM cards

Dimension	F	Sig	Result
Easy and time save	1.656	0.194	NS
Lower risk	6.864	0.001	S
Secure privacy	6.873	0.001	S
Prompt settlement	8.060	0.000	S
Other benefits	4.552	0.008	S
Convenient	1.779	0.169	NS
Transparency	1.473	0.238	NS

Source: computed from primary data

The table above observed no significant relationship between age and opinion of using ATM cards except easy and time-saving, convenience, transparency. Since the level of significance is less than 0.05. Hence the null hypothesis is rejected. It is concluded that there is no significant relationship.

Relationship between Educational Qualification and Opinion of ATM Cards

Table 12: Educational Qualification and Opinion of using ATM Cards

Dimension	F	Sig	Result
Easy and time save	2.280	0.096	NS
Lower risk	1.005	0.402	NS
Secure privacy	0.275	0.843	NS
Prompt settlement	0.026	0.994	NS
Other benefits	2.076	0.121	NS
Convenient	1.627	0.200	NS
Transparency	1.464	0.241	NS

Source: computed from primary data

From table 12 above observed no significant relationship between educational qualification and opinion of using ATM cards except all items. Since the level of significance is less than 0.05. Hence the

null hypothesis is rejected. It is concluded that there is no significant relationship.

Relationship between Occupation and Opinion of using ATM cards

Table 13: Occupation and Opinion of Using ATM Cards

Dimension	F	Sig	Result
Easy and time save	1.167	0.336	NS
Lower risk	1.374	0.266	NS
Secure privacy	0.728	0.542	NS
Prompt settlement	2.971	0.045	S
Other benefits	1.872	0.152	NS
Convenient	1.218	0.317	NS
Transparency	1.312	0.286	NS

Source: computed from primary data

The table above observed no significant relationship between occupation and opinion of using ATM cards except prompt settlement. Since the level of significance is more than 0.05. hence the null hypothesis is accepted. It is concluded that there is no significant relationship between the occupation of the respondent and the opinion level towards using ATM cards.

Relationship between Income and Opinion of using ATM cards

Table 14: Income and Opinion of using ATM Cards

Dimension	F	Sig	Result
Easy and time save	2.166	0.109	NS
Lower risk	29.254	0.000	S
Secure privacy	11.954	0.000	S
Prompt settlement	20.214	0.000	S
Other benefits	3.040	0.041	S
Convenient	0.209	0.889	NS
Transparency	10.896	0.000	S

Source: computed from primary data

The table observed no significant relationship between income & opinion of using ATM cards except easy and time save and convenient. Since level of significance is < 0.05. Hence the null hypothesis is rejected. It is concluded that there is no significant relationship between the income of the respondent and the opinion towards the usage of ATM cards.

Table 15: Hypothesis Summary

Hypothesis	Representation	Result
There is no significant relationship between age of the respondent and the opinion towards usage of ATM cards	H01	Rejected
There is no significant relationship between educational qualification of the respondent and the opinion towards usage of ATM cards	H02	Rejected
There is no significant relationship between occupation of the respondent and the opinion towards usage of ATM cards	H03	Accepted
There is no significant relationship between income of the respondent and the opinion towards usage of ATM cards	H04	Rejected

Findings

- The majority of the respondents belong to the category of 18-28.
- The majority of the respondents belong to the category of postgraduate
- The majority of the respondents belong to the category of private employees.
- The majority of the respondents belong to the category of 10000-20000.
- The majority of the respondents belong to the category of public sector bank.
- The majority of the respondents belong to the category of SBI.
- The majority of the respondents belong to the category of more than 4 years.
- The majority of the respondents belong to the category of savings account.
- Using ATM cards indicates the statement that maximum score 164 followed by the usage of ATM cards. Second, third, fourth, fifth, sixth, seventh are 156, 111, 109, 106, 73, 69 respectively. The majority of the respondents using ATM cards never prefer to use ATM cards for fund transfer. This is very easy to read & informative and useful.
- The opinion of using ATM cards indicates the statement that the maximum score of 136 followed by the usage of ATM cards. Second, third, fourth, fifth, sixth, seventh are 127, 87, 79, 77, 62, and 58. The majority of respondent's opinions for using ATM cards never prefer transfer funds. This is very easy to read and informative & useful.
- The null hypothesis is rejected. It is concluded that there is no significant relationship between the age of the respondent and the opinion level towards the usage of ATM cards.
- The null hypothesis is rejected. It is concluded that there is no significant relationship between the educational qualification of the respondent and the opinion level towards the usage of ATM cards.
- The null hypothesis is accepted. It is concluded that there is no significant relationship between the occupation of the respondent and the opinion level towards using ATM cards.
- It is concluded that there is no significant relationship between the income of the respondent and the opinion towards the usage of ATM card.

Conclusion

Banks offer a wide variety of sources to do digital transactions. However, still, women are comfortable in using ATM cards, since it is easy to practice and usable in everyday activity, youngsters are using ATM cards for shopping for billing for transport etc., but still, they are facing some issues like nonavailability of cash, balance maintenance, service charges. The age of the respondents has an impact on opinion because usage of ATM varies based on their purpose of using; professionals are in a position to use cashless transaction in their transactions. In this study, it is concluded that apart from age, educational qualification income affects the opinion of the respondent.

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