

A STUDY ON CONSUMER PERCEPTION ON E-SERVICE QUALITY IN ONLINE SHOPPING WITH SPECIAL REFERENCE TO COLLEGE STUDENTS AT TIRUCHIRAPPALLI CITY

S. Jamuna Rani¹ Dr. D. Jublee²

ABSTRACT

Electronic commerce (e-commerce) has witnessed extensive growth. Dozens of Internet-only companies have surfaced in many industries and numerous conventionally operated companies have adopted the Internet. Accordingly, competition among online companies has become rigorous. Most online companies publish price information and feature price in their advertising campaigns. Therefore, customers can become informed of the optimal prices for sought products/services. Online growth has reduced the role of physical geography for many consumers. This geographical irrelevance can also shrink some implicit switching costs, such as those for convenience and time utility. In short, the importance of service quality differentiation, in attracting and retaining customers, has advanced. Since the Internet is a relatively new transactional channel, online companies may not clearly understand what specific services are desired. Additionally, many customers have not yet formed clear expectations for online marketers. The importance of service quality and the challenges facing Internet-based services necessitate insights on the part of managers about what attributes customers use in their evaluation of online service quality.

E-service quality measurement in online shopping has been receiving increasing attention currently and as a result, many studies have tried to highlight major dimensions of e-service quality linked with online environment.

KEYWORDS

E-Service Quality, Responsiveness, Contact, Efficiency etc.

INTRODUCTION

In the last few years, we have witnessed a substantial growth of internet-based services, both pure internet business and from traditional companies that are developing online services. The Information Technology provides consumers with new means of obtaining useful information and comprises all marketing and sales of products and services. Online shopping is currently attracting a great deal of interest. It not only is growing rapidly, but also has a notable impact on the computer market and people's lifestyle. One of the leading internet technology company Com-Score has found 75% of the internet audiences in India are aged 35 years and below, and it is believed that India will make it the youngest online population in the coming years. Consumer perception towards online shopping are perceived as dependent variable whereas smart phone app, convenience, time saving, website design/features and security are the independent variables that influence the consumers to shop online.

Customer's perception equities are built over a period of moment in time by hi-tech-innovations, consistent high quality, hostile advertisement and encouragement and accessibility of the products is another influential success factor, as commodities are of small value, frequently purchased daily use items. Therefore, there is always a chance of customer's discernment switching due to whim buying. Increasing numbers of people are gravitating towards more intensive use of the Internet as the accessibility of technology, the availability of information, and the ability to interact through the Internet increase and evolve. Obvious capabilities of the Internet include avenues for gathering information, purchasing a product, or rendering a service. These advances in Internet technology allow for the expansion of shopping options beyond traditional methods that may be more time consuming. Issues with having to physically gather information with offline shopping methods are alleviated, and customers are better able to efficiently use their time. For instance, instead of having to physically visit different stores to compare prices or rely on circular pamphlets in newspapers, a consumer is able to search and retrieve needed information through the Internet.

The Internet explosion has opened the doors to a new electronic world. Consumers are now able to use the Internet for a variety of purposes such as research, communication, online banking, and even shopping. With such advantages, the Internet is rapidly becoming the main method of communication and of conducting business conveniently.

With a growing number of households turning towards the Internet and the world of e-commerce to shop, invest, make payments, and do online banking, new technological advancements will have to come about to make these transactions secure. However, not

¹Research Scholar, Mother Teresa Women's University, Tamil Nadu, India, rtrjamuna@gmail.com

²Professor, Karunya University Business School, Tamil Nadu, India, jubleeed@gmail.com

all consumers are participating in online transactions as part of the Internet boom. As more and more businesses continue to establish an online presence, they are finding that some consumers are still reluctant to shift in that same direction. For various consumers there are still concerns with security and passing personal data over the Internet. There is a disparity between the number of consumers who visit a site and the number of actual purchases being made.

The global competition for e-business is growing in intensity and eroding profit margins so an e-business needs to learn how to differentiate itself from its rivals if it is going to create and sustain competitive advantages. E-service quality has become an important differentiator for e-business success because it is the extent to which an e-business service provider effectively and efficiently manages customer interactions and meets their expectations [Madu and Madu, 2002]. However, measuring e-service quality is a challenge to thee-business because it involves a wide range of attributes including reliability, access, responsiveness, empathy, assurance, ease of navigation, etc. [Kim, Kim, and Lennon, 2006]. The successful delivery of these important features can ultimately lead to customer satisfaction. Therefore, although the methods to effectively measure e-service quality vary with products increasing customer satisfaction is an important goal towards achieving e-business success.

Meaning of Service Quality

Service quality may be defined as the difference between customers' perceptions of the service received and their expectations about service performance prior to the service offering (Asubonteng et al., 1996). If service performance does not meet expectations, people will think that the service quality low. However, when performance goes over expectations, the perception of the service quality is higher (Connolly, 2007).

REVIEW OF LITERATURE

Susan Rose, Neil Hair and Moira Clark (2011) identified online purchase in particular continues to rise, as adoption and penetration levels of Internet technology continuously increase. By 2007, European Internet penetration stood at 43% of the population with a 231% usage growth year on year. In North America, penetration was at 71% of the population with 120% growth (Internet World Stats 2007). This is also evidenced by increasing levels of online sales, which in the US reached US\$128.1bn in 2007 and were projected to reach US\$165.9bn by 2009.

K. Vaitheeswaran (2013) examined the convenience of online shopping "With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically detail but by online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model."

Kim et al. (2006) made use of it to measure online e-service quality measure to determine the main factors contributing to clients' satisfaction. The E-S-QUAL may be utilized along with E-S-QUAL scale, which measures the quality of recovery service offered by the site. The E-S-QUAL scale has the dimensions of responsiveness, compensation and contact to deal with customer issues or inquiries.

Zeithaml et al. (2002) have discovered the following seven service quality dimensions: (1) Efficiency; (2) Reliability; (3) Fulfillment; (4) Privacy; (5) Responsiveness; (6) Compensation; And (7) Contact.

Wolfenbarger and Gilly (2003), through focus group interviews, a content analysis, and an online survey, have uncovered four factors of online retailing experience: (1) Web Site Design; (2) Reliability; (3) Security; And (4) Customer Service (this factor is primarily related to the customer-to-employee interactions).

Joseph et al. (1999) have uncovered six underlying dimensions of online banking service quality: (1) Convenience / Accuracy; (2) Feedback / Complaint Management; (3) Efficiency; (4) Queue Management; (5) Accessibility; And (6) Customization.

Cox and Dale (2001) have discovered and statistically validated four quality factors of a Web site. These are: (1) Ease of Use (the design of the Web site); (2) Customer Confidence (how the Web site generates customer trust); (3) Online Resources (capability of the Web site to offer products / services); and (4) Relationship Services (how the Web site bonds with the customer and inspires loyalty).

OBJECTIVES OF STUDY

The following objectives are framed for the study:

- To find out consumer perception about online shoppers towards e-service quality.

- To study the factors influencing customer perception of e-service quality in online shopping.
- To give suitable suggestions to improve the sales volume by improving e-service quality of online shopping.

METHODOLOGY

This study is based on both primary and secondary data collected from various sources. For achieving the objective of the study, primary data have been collected through a structured questionnaire with both open ended & close-ended questions and the secondary data were collected from Newspapers, Journals, Research Papers and e-journals. In this study, the researchers have used convenience-sampling technique to collect data from the city college students, who make on-line shopping. The sample size was confined to 75 respondents and the study was limited to Tiruchirappalli city under graduate college students. Percentage analysis and 't' tests were used to analyze the primary data collected and suitable hypotheses were framed to qualitatively evaluate the consumer perception towards online shopping e-service quality.

ANALYSIS AND INTERPRETATIONS

Table-1: Cross Tabulation of Family Income of the Respondents and their Perception of E-Service Quality of Online Shopping

		Income (Monthly)					Total
		Up to Rs. 4000	Rs. 4001 to Rs. 10000	Rs.10001 to Rs. 15000	Rs. 15001 to Rs. 20000	Above Rs. 20001	
Strongly Agree	Count	5	6	7	3	2	23
	% of Total	6.67%	8.0%	9.3%	4.0%	2.67%	30.67%
Agree	Count	6	7	5	4	3	25
	% of Total	8.0%	9.3%	6.67%	5.3%	4.0%	33.33%
Agree to a Little Extent	Count	3	2	1	0	0	6
	% of Total	4.0%	2.67%	1.33%	0.0%	0.0%	8.0%
Disagree	Count	3	2	4	1	2	12
	% of Total	4.0%	2.67%	5.33%	1.33%	2.67%	16.0%
Strongly Disagree	Count	2	1	3	2	1	09
	% of Total	2.67%	1.33%	4.0%	2.67%	1.33%	12.0%
Total	Count	19	18	20	10	08	75
	% of Total	25.33%	24.0%	26.67%	13.33%	10.67%	100%

Sources: Primary Data

The above table shows that 33.33% of the respondents agree that they are satisfied overall e-service quality of the online shopping. 30.67% of the respondents strongly agree that they are satisfied overall e-service quality of the online shopping. 16% of the respondents disagree that they are satisfied overall e-service quality of the online shopping. 12% of the respondents strongly disagree that they are satisfied overall e-service quality of the online shopping. It is understood from the above table, majority 64% of the respondents are satisfied the e-service quality of online shopping.

Table-2: t -Test Difference between Gender of the Respondents and their Overall Perception of Consumer of the E-Service Quality in Online Shopping

Gender of Respondents	Mean	SD	Statistical Inference
Efficiency			T = 1.383 d.f. = 1 0.434>0.05 Not significant
Male (40)	2.64	0.698	
Female (35)	1.97	0.589	
Responsiveness			T = 2.257 d.f. = 1 0.871>0.05 Not significant
Male (40)	1.65	0.947	
Female (35)	1.23	1.298	
System Availability			T = 0.217 d.f. = 1 0.768>0.05 Not significant
Male (40)	2.03	1.214	
Female (35)	1.76	0.989	
Privacy			T = 0.870 d.f. = 1 0.098>0.05 Not significant
Male (40)	1.37	2.818	
Female (35)	1.62	1.582	

Contact			T = 1.422 d.f. = 1 0.430>0.05 Not significant
Male (40)	1.16	1.854	
Female (35)	1.23	1.231	
Overall E-Service Quality in Online Shopping			T = 3.832 d.f. = 1 0.004>0.05 significant
Male (40)	5.69	2.356	
Female (35)	4.13	1.524	

Sources: Primary Data

Research Hypothesis: There is a significant difference between gender of the respondents and their overall perception of consumer of the e-service quality in online shopping.

Null hypothesis: There is no significant difference between gender of the respondents and their overall perception of consumer of the e-service quality in online shopping.

Statistical tools: t-test was used for the above table.

FINDINGS

The above table reveals that there is no significant difference between gender of the respondents and their overall perception of consumer of the e-service quality in online shopping. Hence, the calculated value less than table value (0.004>0.05). So the research hypothesis is accepted and the null hypothesis is rejected.

SUGGESTIONS

Customers grant priority to needed on-screen information concerning products/services. Since the Web site functions as an information system, the organization and structure of online catalogues should be easy to follow and navigate. The sequencing, placement and naming of hyperlinks and navigational menus should be based on customer intuition. A well-designed navigational structure can facilitate consumers' perceptions of online control and enjoyment. Moreover, a good Web site should always clarify the meaning of interactive messages in order to facilitate the "flow" (comments from a respondent).

Many customers are concerned with the risk associated with online transactions and privacy of sensitive personal information. Security is closely linked with the trustfulness of online companies. Online companies can furnish visible evidence of services independent security certification. They should provide for documentation or passwords sent to prospective clients at the start of the service. Range and depth of products / services and with free service offerings is unavailable in local outlet. Many consumers seek products / services unavailable in their local outlets. A Web site can benefit if it provides adequate service functions in the menu options. Some value-added free services by linking to useful informational Websites are also desirable.

CONCLUSION

Quality of service can develop the initial trust of consumers, but the absence of service quality may prevent them from being satisfied and from trusting the service provider. E-service quality strongly and positively affected consumer trust in Internet shopping. People who are likely to attach great importance to service quality tend to show trust in online shopping. Finally, e-service quality is considered as the most suitable environment for developing favorable consumer perception towards online shopping. The findings indicated that in order to design strategies for effective service delivery and customer service expectation, the cultural background of consumers should be understood.

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A STUDY ON EFFECTIVENESS OF RETENTION STRATEGY IN INFORMATION TECHNOLOGY SECTOR EMPLOYEES AT CHENNAI CITY

V. Ambika³ Dr. M. Pitchaimani⁴

ABSTRACT

Human resources are complex and not easy to understand. These are the assets, which can make as well as break an organization. Retaining them will help in the long-term growth of an organization and will add to their goodwill. However, the most difficult task faced by an organization today is retaining as well as satisfying these resources. The need for organizations to retain their talents is crucial for their ability to remain in business depends on it. Organizations should create an environment in which one would be willing to stay. In order to encourage organizational loyalty among employees the very first step towards effective retention is the acceptance of the reality that movement of employees is governed not only by the organization, but also by the market. Fast moving markets require fast-moving organizations that are continually refreshed with new talent.

KEYWORDS

Talent Retention, Satisfaction, Work Environment, Employee Attrition etc.

INTRODUCTION

Selection and placement of talented employees is important for the business, as employees are the heart and soul of the business. They are the mechanism to run the business perfectly and enable business to implement idea and policies of management. An intelligent business management intends to keep talented employees, who possess the capability to attend the assigned task faithfully and work for prosperity of the business. Business sector provides attractive emoluments to persons and expect to prosper business with their sincere efforts and hard work.

Employer tries to provide all requisite facilities to employees and expects similar return in the form of production. Bad employees affect the employer by driving down production and sales, costing the company unwanted expenses due to negligence or lack of motivation. In many cases, bad employees affect the customer also, with their rude behaviour and improper response. Once customer has experienced bad employee, it automatically affects the employer in obvious ways. It is uncanny, as most employers overlook such situation, due to time constraint to effectively deal with the problem or lack of better judgment. In all such cases, sales are driven down and production slowed for the reason. The customers feel quite disheartened and business group is seriously affected. In a workplace characterized by market-driven turnover, organisations attempting to retain those employees considered core to their purpose and continued success (referred to as 'talent'). One of the most critical issues facing organizations today is how to retain the employees they want to keep.

IMPORTANCE OF STUDY

In the present aggressive business environment, sustaining business in competitive environment occupies most challenging task. The infrastructure and facilities to business groups, the continuance of employees is most critical factor, as top talent persons remain in search of higher remuneration for their talent. Employees working in business group understand the technical and functional aspects of their task. After some training for capacity building and skill development, the employees become efficient to result oriented functioning. All these issues are essential factors for smooth functioning of the business. One talented person leaving the business is most devastating, as there is vacuum for short duration, until arrival of new person and becoming equipped to handle the task smoothly.

Attrition has serious impact on the business, as new person takes its own time to become acquaint with the work culture and there remains fear of capability of new person to accelerate the speed of work to earlier level or better than earlier. Usually business sector remains prepared for occurring of vacancies due to retirement, death, disability etc., which are issues beyond control of the organization.

³Research Scholar, Srimad Andavan Arts and Science College (Autonomous), Tamil Nadu, India, mpmani78@gmail.com

⁴Research Supervisor and Vice-Principal, Srimad Andavan Arts and Science College (Autonomous), Tamil Nadu, India, mpmani1974@gmail.com

Problematic issue for the business company is resignation of employee for various reasons, which creates severe problem on the continuity of work with same speed and early selection of suitable person becomes necessary. The problem aggravate further when the cases of resignation are more and managing total task in such situation becomes difficult. In all such conditions, there are varied reasons of leaving of employees from the business firm, as high remuneration cannot be only factor in each case.

Retention of talented employees is in the interest of the business organization, as there are substantial opportunities for employees to get work in other business firms at better remuneration and this issue is further intensified with the liberalization and globalization conditions, especially in India, where the Government of India has opened various sectors of business for foreign direct investment up to 100 percent.

Talent management is the capability to create and continuously optimize the talent resources needed to execute business strategy, attracting and developing them, guiding their performance towards optimal productivity in the light of strategic goals and finding new sources of value in their performance through innovation and continuous improvement. Talent powerful organization is intended to truly compete to create accenture cells, which compels to do something more by adding people to fill in the gap.

Reduction in employees is resulted through retirement, resignation or death are the inherent factors, but these situations create vacuum in the business group and need to be replaced through new entrants or promotion from among the working personnel as the situation may be. Replacement of talented personnel remains problematic to each business group as personnel deployed at the crucial positions need cautious approach, as the personnel is expected to deliver equal or better performance for well-being of business. In addition, expansion of business is regular feature to multiply profits in view of liberalized policies. Talented manpower is treated as most important resource for an organization, which can transcribe better performance than envisaged.

REVIEW OF LITERATURE

Walker (2001) identified seven factors that can enhance employee retention: (i) compensation and appreciation of the performed work, (ii) provision of challenging work, (iii) chances to be promoted and to learn, (iv) invitational atmosphere within the organization, (v) positive relations with colleagues, (vi) a healthy balance between the professional and personal life, and (viii) good communications. Together, these suggest a set of workplace norms and practices that might be taken as inviting employee engagement.

Kaliprasad (2006) has confirmed that despite the fact that a company may try to bring all these factors into play to enhance employee retention, an employee can still choose to leave the workplace because of, for example, bad management. The author pointed out that an organizations ability to retain its employees completely depends upon its ability to manage them. He found out four interlinked processes that can be utilized for an effective human resource management system: the motivational process; the interaction process; the visioning process; and the learning process.

Baker (2006) gave stress on the fact that hiring new employees are far difficult as well as costlier than to keep the current employees in the organization. That is why the core issue in any organization is to give a continuous ongoing effort to identify and try to keep all the best performers irrespective of their age.

Filip Dochy et al., (2009) have found in their study, while investigating employee retention that personal factors such as level of education, seniority, self-perceived leadership skills, and learning attitude and organizational factors such as appreciation and stimulation, and pressure of work are of great relevance in employee retention.

STATEMENT OF PROBLEM

Ever since its inception, the IT industry has been in news for various reasons, largely because of the revenues it has been generating and the employment it has created for millions of people. Because of huge profits and lucrative market size, lot of small and big players have entered into this market, and therefore a major chunk of youngsters are taking their careers into IT sector. Along with the major players in IT sector like Infosys, TCS, Wipro, there is a colossal number of medium and small scale IT industries in India. When there are so many IT Industries, employees have an option of switching over their jobs very frequently. Employees are considering good working condition, challenging projects, benefits and a decent salary package and expecting support for their higher studies from their employees. The moment they feel they are being underutilized, they start searching for a new job, and most often, they get the job of their choice. In such a scenario, organizations face a lot of trouble, as a high turnover rate may lead to under productivity. To avoid such situations, organization have to adapt Employee retention strategies to make employees stay for sufficient period in which the employee is able to contribute and perform. An important concern here is which strategy or strategies should be adapted, which works well with all the employees. This is an ambiguous question, as every individual is different and is motivated by different job and personal factors. In this scenario, this research paper follows a line of investigation on the key retention strategies, which can work well for all employees of IT Sector.

OBJECTIVE OF STUDY

The following objectives are framed for the present study.

- To study effectiveness of Employee retention strategy in the perception of IT employees.
- To know the factors influencing Employee retention strategy.
- To give suitable suggestions to improve the effectiveness of employee retention strategy

METHODOLOGY

The present study is descriptive by nature. The Employee retention analyses are targeted the prospective respondents from IT sector employees in Chennai. The researcher was selected 150 respondents who are working the IT sector in the following designations like team manager, programme writer, system administrator, hr manager etc.

Sample Size: 150 Employees.

Sampling Technique: Convenience Sampling.

Study Area: Chennai.

Source Data: Primary and Secondary Data.

ANALYSIS AND INTERPRETATION

Table-1: Classification of the Respondents Based on Income (Monthly)

Particular	Number of Respondents	Percentage
Below Rs. 40000	54	36%
Rs. 40001 to Rs. 60000	36	24%
Rs. 60001 to Rs. 80000	24	16.0%
Rs. 80001 to Rs. 100000	26	17.3%
Above Rs.100000	10	6.7%
Total	150	100.0

Sources: Authors Compilation

The above table shows that out of 650, 36% of the respondents are earning as their income of below Rs. 40000. 26% of the respondents are having their family income between Rs. 80001 to Rs. 100000. 24% of the respondents are earning as their income between of Rs. 40001 to Rs. 60000. 16% of the respondents are having earning capacity of their family income between Rs. 60001 to Rs. 80000. Remaining 6.7% of the respondents are having earning their income of above Rs. 100000.

It could be ascertained from the above table maximum of 36% of the respondents are earning as their income of below Rs. 40000.

Table-2: Level of Satisfaction Organizational Employee Retention Strategy

Employee Retention Strategy	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Total
Compensation and appreciation of performed work.	18	24	03	63	42	150
	12%	16%	02%	42%	28%	100%
Provision of challenging work.	24	33	06	51	36	150
	16%	22%	04%	34%	24%	100%
Chances to be promoted and to learn.	12	15	12	57	51	150
	08%	10%	08%	38%	34%	100%
Invitational atmosphere within the organization.	03	09	06	63	69	150
	2%	06%	04%	42%	46%	100%
Positive relations with colleagues.	06	12	03	63	66	150
	04%	08%	02%	42%	44%	100%
A healthy balance between the professional and personal life.	18	21	09	45	57	150
	12%	14%	06%	30%	38%	100%
Good communications.	03	09	12	66	60	150
	02%	06%	08%	44%	40%	100%

Sources: Primary Data

The above table shows that 70% of the respondents are satisfied the compensation and appreciation provided by the management. 58% of the respondents are satisfied the provisions of challenging work. 72% of the respondents are satisfied the chances to be promoted and to learn. 88% of the respondents are satisfied the invitational atmosphere within the organisation. 86% of the respondents are satisfied the positive relations with colleagues. 68% of the respondents are satisfied a healthy balance between the professional and personal life. 84% of the respondents are satisfied the good communications of the organisation.

Table-3: t-Test
Difference between Gender of the Respondents and their
Overall Perception of Employee Retention Strategy

Gender of Respondents	Mean	SD	Statistical Inference
Compensation and Appreciation of the Performed Work			T = 1.383 d.f.= 1
Male (81)	2.64	0.698	0.434>0.05
Female (69)	1.97	0.589	Not significant
Provision of Challenging Work			T = 2.257 d.f.= 1
Male (81)	1.65	0.947	0.871>0.05
Female (69)	1.23	1.298	Not significant
Chances to be Promoted and to Learn			T = 0.217 d.f.= 1
Male (81)	2.03	1.214	0.768>0.05
Female (69)	1.76	0.989	Not significant
Invitational Atmosphere within the Organization			T = 2.870 d.f.= 1
Male (81)	2.23	1.980	0.002>0.05
Female (69)	1.71	0.298	significant
Positive Relations with Colleagues			T = 0.870 d.f.= 1
Male (81)	1.37	2.818	0.098>0.05
Female (69)	1.62	1.582	Not significant
A healthy Balance between the Professional and Personal Life			T = 1.422 d.f.= 1
Male (81)	1.16	1.854	0.430>0.05
Female (69)	1.23	1.231	Not significant
Good Communications			T = 2.125 d.f.= 1
Male (81)	1.90	1.675	0.023>0.05
Female (69)	2.13	0.786	significant
Overall Perception about Employee Retention Strategy			T = 3.832 d.f.= 1
Male (27)	5.69	2.356	0.004>0.05
Female (23)	4.13	1.524	significant

Sources: Authors Compilation

Research Hypothesis: There is a significant difference between gender of the respondents and their overall perception of Employee retention strategy.

Null Hypothesis: There is no significant difference between gender of the respondents and their overall perception of Employee retention strategy.

Statistical Tools: Student 't' test was used in the above table.

Findings: The above table shows that there is a significant difference between gender of the respondents and their overall perception of Employee retention strategy. Hence the calculated value is less than the table value ($P < 0.05$). Therefore, research hypothesis is accepted and null hypothesis is rejected.

SUGGESTIONS

Make Career Paths Clearly Visible: The organizations, which offer career and not jobs, are able to retain employees largely. Believe in the strategy of promoting from within, so that other employees are motivated to stay back for the position they dream off. Moreover, make these paths and careers easily visible to them.

Recognition Can Fulfil the Self-Actualization Need: Every person has the need to be appreciated for his/her efforts. Recognizing or appreciating the work of employee boosts his morale and he feels that he is contributing something to the organization.

Be More Flexible: Flexibility in terms of work timing and work itself can offer the advantage of retaining employees. By allowing some flexibility in an employee's schedule and can allow him to perform his off job duties as well.

Make Company a Place Where People Would Want to Come to Work: The work that is being done in the IT sector is mainly on computer, making the work tiring and monotonous, creating a work environment which promotes positivity includes clarifying the mission, communicating positive feelings, being fair and honest, cultivating a feeling of family, promoting integrity, insisting on workplace safety, reducing the number of meetings and most importantly- Making work fun rather than a Load.

Beginning at the Beginning: Hire correctly and find people who not only look good on paper but also are comfortable with our company's values and corporate culture. Make sure that there are no surprises on either side by giving full disclosure and ruling out inappropriate expectations even before the person starts work. Companies should screen for cultural fit and attitude, among other things, rather than just for skills that new employees can easily acquire through training.

Creating equitable pay and Performance Processes: Employers should use a variety of hard (monetary) and soft (non-monetary) employee compensation strategies to make it difficult for other companies to steal their people away. These include Discussing total employee compensation (salary, benefits, bonuses, training, etc.) Designing reward systems to stimulate employee involvement.

Work-Life Strategy: Remember, only a happy employee will prove to be a productive employee, and inspite of offering high salary, if the employee is not able to spend leisure time with his family, he will not be satisfied with the work. So design policies which can offer work life balance to employees, which can include compulsory paid leaves, fixing the time of work, weekends off etc.

CONCLUSION

Human resources are complex and not easy to understand. These are the assets, which can make as well as break an organization. Retaining them will help in the long-term growth of an organization and will add to their goodwill. However, the most difficult task faced by an organization today is retaining as well as satisfying these resources. The need for organizations to retain their talents is crucial for their ability to remain in business depends on it. Organizations should create an environment in which one would be willing to stay. In order to encourage organizational loyalty among employees the very first step towards effective retention is the acceptance of the reality that movement of employees is governed not only by the organization, but also by the market. Fast moving markets require fast-moving organizations that are continually refreshed with new talent.

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Pezzottaite Journals,

24, Saraswati Lane, Bohri, Near Modern Dewan Beverages,

Jammu Tawi – 180002, Jammu and Kashmir, India.

(Mobile): +91-09419216270 – 71

editorinchief@pezzottaitejournals.net, contactus@pezzottaitejournals.net

A STUDY ON CUSTOMER'S SATISFACTION OF DIGITAL BANKING TRANSACTION AT TIRUCHIRAPPALLI DISTRICT

Vadivukarasi⁵ Dr. M. Pitchaimani⁶

ABSTRACT

Over the past decades, the extension of new information and communication technologies within the financial industry has affected customer services of the banks. The speed of growing in technology has more influence on changing in the banking industry than any other. Consumer views toward the advantage of and tendency to use digital banking were determined and measured. Internet banking is one of the most important businesses in electronic business around the world. Internet (or online) banking is "a new type of information system which uses emerging techniques like the internet and the World Wide Web, and has changed how customers perform various financial activities in virtual space". The definition of internet banking is the user needs to neither buy any software, nor save any information and any back up on the computer. Since the internet banking is becoming increasingly popular, it is necessary to survey factors affect their customer views, in a systematic way (Wu and Chang, 2012). Thus, the factors affecting customer satisfaction in the internet banking system need to be investigated in further studies. The present study is an attempt to know the customer perception of digital transactions.

INTRODUCTION

Digital transactions are to finance what invention of wheel was to transport. It offers an unprecedented opportunity to our people, most of who live in rural India or are migrants in big cities. It promises access to formal financial services and benefits from e-commerce, especially for those who continue to be excluded. In addition to accelerating financial inclusion, opening new business models and markets – digital transactions can improve the State's ability to curb tax leakages, funding of criminal activities and reduce cash related costs. India is no exception to these changes. Over the past few years, the payment landscape in India, too, has mirrored these developments, with digital payments displaying a robust growth. However, India continues to have one of the lowest uses of digital transactions globally. The recent initiative to demonetize high denomination paper currency has highlighted the gaps in our digital payments ecosystem.

India has a unique opportunity to leverage the Jan Dhan, Aadhaar and Mobile (JAM) trinity to rapidly enable ordinary Indians to participate in digital payments. In addition to the high Aadhaar and mobile penetration, sixty-five percent of our population is below thirty-five years of age. This population could find it easier to adapt to new ways of doing payments. However, this transformational phase is accompanied by heightened concerns around consumer protection, competition, safety and convenience. The anonymity of cash transaction is a non-trivial barrier to digital payments and is a constant battle between Government and those who steal taxes. Following the demonetization of high denomination paper currency notes, the Hon'ble Prime Minister urged small traders to embrace technology by using digital payment systems. In his address to the nation on 27 November 2016, the Prime Minister emphasized that by embracing technology, we can bring about a big transformation in the form of a cashless society.

Various developments have taken place in Indian Banking. Among the various developments, technology has influenced the way customer interacts with banks. Electronic channels and products such as ATMs, cards, internet banking and mobile banking are offered along with traditional branch channel. Differences in the usage of channels exist between developed countries and developing countries. Evidence suggests that there is a shift from traditional channel to electronic channels. For example, usage of digital banking in developed countries is more than 90 percent and diffusion of digital channels in developing countries range from 11 percent to 25 percent.

Digital communication should feel natural for digital customers, and banks have a crucial opportunity here to present themselves in a new light and to a new audience accustomed to a completely different way of interacting with friends and for whom purchasing online is second nature. Deepening the customer relationship, in a seamless fashion and in step with the user's lifestyle, precludes any thoughts of being too present – this is the key of knowing customer preferences and thinking, how much presence, when and in what ways. Getting it right reaps rich rewards over the long-term; getting it wrong portends a potential lost generation of customers.

⁵ Research Scholar, Srimad Andavan Arts and Science College (Autonomous), Tamil Nadu, India, vadivukarasikavitha@gmail.com

⁶ Research Supervisor and Vice-Principal, Srimad Andavan Arts and Science College (Autonomous), Tamil Nadu, India, mpmani1974@gmail.com

The digital banking offering should be based on a solid understanding of digital consumer behaviour as well as consideration of how to build and extend bank brand value for digital consumers. Fundamentally, good customer service is crucial to the value of long-term customer loyalty. The digital tipping point is a crucial opportunity and one that offers substantial benefits to those who exploit it well. In addition to properly addressing the relevant technological and security aspects, digital banking strategy for private banks should be developed with a clear focus on current and future customer behaviour and needs Villars.

REVIEW OF LITERATURE

Gerrard & Cunningham (2003) in their paper discussed about internet banking as a form of self-service technology, which costs millions of dollars, but has been made available by the leading retail bankers. The study focused on finding out the main characteristics that influence the rate of adoption of internet banking, and eight such characteristics were found. The results of the study showed that adopters of internet banking perceive the service to be more convenient, less complex, more compatible to them and more suited to those who are computer proficient. The study also revealed that adopters were also more financially innovative.

Akinci et al. (2004) conducted a study to develop an understanding of consumers' attitudes and adoption of internet banking among sophisticated consumers. A demographic, attitudinal, and behavioural characteristic of internet banking users and non-users were examined. The findings of the study revealed that there exists a significant difference between the demographic profiles and attitudes of users and non-users. Results of the findings have several implications that may be considered by banking institutions and their managers.

Kennedy and Jacky (2013) noted that the digital banking technology has greatly advanced thereby playing a major role in improving the standards of service delivery in the financial institution sector. They say that days are long gone when customers would queue in the banking halls waiting to pay their utility bills, school fees or any other financial transactions. They can now do this at their convenience by using their ATM cards or over the internet from the comfort of their homes. Additionally due to the tremendous growth of the mobile phone industry, most financial institutions have ventured into the untapped opportunity and have collaborated with mobile phone network providers to offer banking services to their clients.

Schlich (2014) notes that customers are satisfied with convenience of traditional banking but expectations are constantly rising as new technologies and consumer behaviour develop. Increasingly, customer behaviour is changing to involve web, mobile, social media and in-person interactions for a single purchase. To stay competitive, financial institutions need to continue building capabilities to provide 24/7 real time access to banking seamlessly, across channels.

Ogden (2014) In a survey conducted by Ernst and young's 2014 global banking data gathered from 32000 retail banking customers in 43 countries, they found out that customers pointed out five areas where banks and credit unions could improve namely: simplicity of offers and transparency of fees, provision of Omni channel experience, better advice, leveraging greater use of data and digital channels to empower customers and enhancing problem resolution experiences.

NEED OF STUDY

Over the past decades, the extension of new information and communication technologies within the financial industry has affected customer services of the banks. The speed of growing in technology has more influence on changing in the banking industry than any other. Consumer views toward the advantage of and tendency to use digital banking were determined and measured. Internet banking is one of the most important businesses in electronic business around the world. Internet (or online) banking is "a new type of information system which uses emerging techniques like the internet and the World Wide Web, and has changed how customers perform various financial activities in virtual space". The definition of internet banking is the user needs to neither buy any software, nor save any information and any back up on the computer. Since the internet banking is becoming increasingly popular, it is necessary to survey factors affect their customer views, in a systematic way (Wu and Chang, 2012). Thus, the factors affecting customer satisfaction in the internet banking system need to be investigated in further studies. The present study is an attempt to know the customer perception of digital transactions.

OBJECTIVES OF STUDY

- To examine the relationship between demographic variables of customers with customer satisfaction towards digital banking service offered by banks.
- To compare the satisfaction level of customers for Public, and Private Banks with digital banking.
- To offer suitable suggestions to improve quality services in digital transactions.

RESEARCH METHODOLOGY

This study was limited to the use of services via the internet through various devices such as Smartphone, personal computer, laptop and tablet PC. There are five commercial banks are selected for the study. These banks are located in Tiruchirappalli district. The sample size of the study was confined as 150. Each commercial bank consists of 25 respondents. The following commercial banks are selected for the study, namely State bank of India, Canara bank, Indian bank, ICICI, Axis bank, Karur Vyshya Bank. The commercial banks are selected in the study based on three nationalized banks and three private banks. The disproportionate sampling technique is adopt for the study.

Data Collection

Primary Data: A survey conducted on customers of the various banks listed above using a well-structured questionnaire.

ANALYSIS

Table-1: Tabulation of Respondents for Satisfaction for Digital Transactions

Customer Expectations	Nationalized Banks						Total	
	SBI Bank		Canara Bank		Indian Bank			
	S	DS	S	DS	S	DS	S	DS
Quality E-Banking Services	21	04	16	09	13	12	50	25
Uninterrupted Portal	20	05	12	13	14	11	46	29
Quick Transactions	22	03	17	08	16	09	45	30
Secured Transactions	23	02	21	04	18	07	62	13
Customer Satisfaction								
Quality Equipment's (Debit and Credit Cards)	23	02	22	03	21	04	66	09
Error Free Transactions	21	04	18	07	16	09	55	20
Convenience	24	01	17	08	20	05	61	14
Customer Friendly Services	19	06	18	07	17	08	54	21

Sources: Authors Compilation

Note: 'S': Satisfied, 'DS': Dissatisfied

The above table shows that out of 75, 50 respondents are satisfied quality services provided by the nationalized banks through internet and digital transactions. Out of 75, 46 respondents are satisfied uninterrupted portal. 45 respondents are satisfied quick transactions through internet banking provided by the nationalized banks. 62 respondents are satisfied the secured transactions through the services provided by the nationalized banks. 66 respondents are satisfied the quality of equipment's (debit and credit cards) provided by the nationalized banks. 55 respondents are satisfied the error free transactions services provided by the nationalized banks. 61 respondents are satisfied the convenience services provided by the nationalized banks. 54 respondents are satisfied the customer friendly services provided by the nationalized banks.

Table-2

Customer Expectations	Private Banks						Total	
	ICICI Bank		Axis Bank		Karur Vyshya Bank			
	S	DS	S	DS	S	DS	S	DS
Quality E-Banking Services	22	03	25	0	20	05	67	08
Uninterrupted Portal	21	04	22	03	19	06	62	13
Quick Transactions	23	02	24	01	22	03	69	06
Secured Transactions	20	05	23	02	23	05	66	09
Customer Satisfaction								
Quality Equipment's (Debit and Credit Cards)	25	0	24	01	24	01	73	02
Error Free Transactions	21	04	20	05	19	06	60	15
Convenience	19	06	20	05	16	09	55	20
Customer Friendly Services	21	04	23	02	20	05	64	11

Sources: Authors Compilation

Note: 'S': Satisfied, 'DS': Dissatisfied

The above table shows that out of 75, 67 respondents are satisfied quality services provided by the private banks through internet and digital transactions. Out of 75, 62 respondents are satisfied uninterrupted portal. 69 respondents are satisfied quick transactions through internet banking provided by the private banks. 66 respondents are satisfied the secured transactions through the services provided by the private banks. 73 respondents are satisfied the quality of equipment's (debit and credit cards) provided by the private banks. 60 respondents are satisfied the error free transactions services provided by the private banks. 55 respondents are satisfied the convenience services provided by the private banks. 64 respondents are satisfied the customer friendly services provided by the private banks.

Table-3: Difference between Gender of the Respondents and their Overall Perception of Customer Satisfaction of Digital Banking Services

Gender of Respondents	Mean	SD	Statistical Inference
Customer Expectations			T = 1.383 d.f. = 1
Male (75)	2.64	0.698	0.434>0.05
Female (75)	1.97	0.589	Not significant
Customer Satisfaction			T = 2.257 d.f. = 1
Male (75)	1.65	0.947	0.871>0.05
Female (75)	1.23	1.298	Not significant
Overall Perception of Customer Satisfaction			T = 3.832 d.f. = 1
Male (75)	5.69	2.356	0.024>0.05
Female (75)	4.13	1.524	significant

Sources: Authors Compilation

Research Hypothesis: There is a significant Difference between gender of the respondents and their overall perception of customer satisfaction of digital banking services

Null Hypothesis: There is no significant Difference between gender of the respondents and their overall perception of customer satisfaction of digital banking services.

Statistical tools: t-test was used for the above table.

Findings: The above table reveals that there is no significant Difference between gender of the respondents and their overall perception of customer satisfaction of digital banking services. Hence, the calculated value less than table value (0.024>0.05). So the research hypothesis is accepted and the null hypothesis is rejected.

SUGGESTIONS

Online-banking requires to be promoted as the banking sector future and apart of the advanced marketing campaigns the power of person to person interaction in information transferring should never be under estimated. Satisfied customers are the best PR and "traders" for the services.

Related to risk management there should be a specified technique approved and leaded by the governing board by taking in account all the e-banking affects in the banking business and there should be also an efficient technique of controlling the risks that obtains from it.

The last but not the least is that online banks should attempt to arrive the severe mass as a key indicator for success. This can be arrived through great internet utilization and when the banks are able of providing facilities for which there is an inclusive request.

CONCLUSION

The Online Banking has fundamentally changed the business of banking by scaling borders and bringing about new opportunities. It must be noted that online banking provides many benefits to customers but it also aggravates traditional banking risks. One of the benefits that banks experience when using online banking is customer satisfaction. This is because the customers may access their accounts whenever, from anywhere, and they get involved more with the banks.

The banks should provide more facilities and convenience to the customers. However, online banking is difficult and banks should take all steps and measures to make online transactions safer and secure for the customers.

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 Pezzottaite Journals,
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IMPACT OF ELECTRONIC DATA CAPTURE TERMINALS IN RURAL AREAS

Sahithya V.⁷

ABSTRACT

This paper focuses on the success of efforts put for digital transactions that brings them to the awareness in consumer mind who is living in rural areas. EDC (Electronic Data Capture) machines helps in swipe / dip of debit / credit cards that capture the essential information linked to the card. The main aim of this study is that rural people also use EDC machine for their transactions and they must be aware of machine. In rural areas, EDC machine can be used in small-scale industries also. Nowadays, rural people also realizing the importance of technology with new concepts.

KEYWORDS

Rural Areas, Digital Transactions, Consumer Awareness etc.

INTRODUCTION

Electronic Data Capture is used to facilitate debit/credit card payments. It is also known as card swipe machine. This machine capture the essential information linked to the card. This includes the card name, card number, transaction amount and information is transferred to the card issuer for authorization purpose via telephone line or wireless internet. The main advantages of this is (i) Fewer cash transaction which helps save on the time and cost involved in managing cash. (ii) Greater convenience for customers who are fast switching from cash payments to making payments through debit / credit cards.

STATEMENT OF PROBLEM

The deterioration of the environment led to the adoption and the development consciousness of digital transactions towards eco-friendly environment in order to preserve the planet. People do not prefer to carry cash that increases the thickness of their wallet and concepts of smart money or plastic. Money has come into picture in form of various debit / credit cards.

OBJECTIVES OF STUDY

- To describe the demographic factors of the respondents.
- To determine an impact of EDC machines in rural areas.
- To know the perception of the customer about EDC terminals.

HYPOTHESIS OF STUDY

- There is no significant relationship between reasons for not using of EDC terminal in rural areas and based on gender.
- There is no significant relationship between convenience of EDC terminal and based on type of family.

PURPOSE OF STUDY

Rural people must also use technology, benefits given and services provided to the customers. This survey intends to gain knowledge of the non-customers in the rural areas, to determine the pulse of the market regarding the acceptance of the EDC terminals, and to know the satisfaction level. By drawing attention from customers in give additional benefits to implement of EDC machines.

METHODOLOGY USED

The researcher adopts survey method. This study is based on both primary data and secondary data; primary data were collected through the questionnaire and secondary data collected from journals, magazines.

Sample Design: For the purpose of the study, 47 respondents were selected based on convenient sampling method.

⁷M. Phil Scholar, Bishop Heber College (Autonomous), Tamil Nadu, India, sahithyasahithya2011@gmail.com

Tools for Data Collection: In this study, percentage analysis and correlation tools were used for testing of hypothesis after data collection.

LIMITATIONS OF STUDY

- The sample was taken at random and not from the whole area of the town, which limits to its scope of application.
- Some of the respondents were not willing to co-operate with the study.
- Time and resources are also limiting factors for this study.

ANALYSIS AND INTERPRETATION

Percentage Analysis

Table-1: Gender Wise Respondents

Gender	Number of Respondents	Percentage
Male	27	57
Female	20	43
Total	47	100

Sources: Primary Data

The above table shows that 57% of the respondents are male, 43% of the respondents are female.

Table-2: Reasons for not using EDC Machine

Reasons	Number of Respondents	Percentage
Aware of Not Using Cards	15	32
Service Charges	32	68
Total	47	100

Sources: Primary Data

It exhibits from above table shows that 32% of the respondents for not aware of using cards, 68% of the respondents for service charges applicable.

Table-3: Family Wise Respondents

Family Type	Number of Respondents	Percentage
Joint	16	34
Nuclear	31	66
Total	47	100

Sources: Primary Data

It indicates from above table shows that 34% of the respondents are joint family, 66% of the respondents are nuclear family.

Table-4: Convenience of Using EDC Machine

Groups	Number of Respondents	Percentage
Educated	29	62
Uneducated	18	38
Total	47	100

Sources: Primary Data

It represents from above table shows that 62% of the respondents are convenient for educated people, 38% of the respondents are convenient for uneducated people.

Correlation

There is no significant relationship between based on gender and reasons for not using EDC machines.

Table-5

X	Y	dX=X-A	dY=Y-B	dX ²	dY ²	dXdY
27	15	0	-17	0	289	0
20	32	-7	0	49	0	0
						$\sum dXdY=0$

Sources: Authors Compilation

Interpretation: The above table shows that there is no correlation between two variables that is $p = 0$. Therefore, there is no relationship between them.

There is no significant relationship between based on family type and convenience of using EDC terminals.

Table-6

X	Y	dX=X-A	dY=Y-B	dX ²	dY ²	dXdY
16	29	11	0	121	0	0
31	18	0	15	0	225	0
						$\sum dXdY=0$

Sources: Authors Compilation

Interpretation: The above table shows that there is no correlation between two variables that is $p = 0$. Therefore, there is no relationship between them.

FINDINGS

- 57% of the respondents are belongs to male.
- 68% of the respondents are belongs to reason for applicable of service charges.
- 66% of the respondents are belongs to nuclear family.
- 68% of the respondents are belongs to educated people using EDC terminal.

SUGGESTIONS

EDC terminals is penetrating the rural people in such situations is a challenging task. Its documentation procedure is simple and as fast as possible transaction is completed. Some offers and discounts can be provided by using debit/credit cards and it makes them to learn about details. These helps to implement the government to change into cashless payment. People using this method, they can enjoy most number of customers standing in the queue.

CONCLUSION

Today's, most of the rural people were aware about the facilities provided by the government, which will attract them to adopt new technology and advances. This project helps in studying the EDC terminals used in rural areas and the main aim of this project is to ascertain the competition level in EDC machine segment.

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