

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 6292 Cities in 195 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	CUSTOMER PERCEPTION TOWARDS VALUE ADDED SERVICE IN PUBLIC SECTOR BANKS WITH SPECIAL REFERENCE TO PUNE CITY <i>SANJEEV RASTOGI & Dr. N.PASUPATHI</i>	1
2.	REVIEWING TALENT MANAGEMENT SYSTEM TO IMPROVE PRODUCTIVITY AND LOWERING ATTRITION IN INDIAN PHARMACEUTICAL INDUSTRY <i>BAIDHYA NATH SAH & Dr. MITA MEHTA</i>	8
3.	FACTORS AFFECTING CUSTOMER SATISFACTION FROM ATM SERVICES: A CASE STUDY OF HDFC BANK <i>Dr. B. P. ADHAU</i>	13
4.	ARTIFICIAL INTELLIGENCE AND IT's IMPACT ON BANKING SECTOR <i>MENDA SINDU</i>	17
5.	EFFECT OF SECURE E-PAYMENT SYSTEM ON ONLINE BUYING BEHAVIOR IN INDIA <i>SONIA BHATT</i>	20
	REQUEST FOR FEEDBACK & DISCLAIMER	23

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. PARVEEN KUMAR**

Professor, Department of Computer Science, NIMS University, Jaipur

CO-EDITOR**Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

EDITORIAL ADVISORY BOARD**Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. CHRISTIAN EHIOBUCHÉ

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

Dr. CLIFFORD OBIYO OFURUM

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. VIRENDRA KUMAR SHRIVASTAVA

Director, Asia Pacific Institute of Information Technology, Panipat

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SYED TABASSUM SULTANA

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

MUDENDA COLLINS

Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia

Dr. EGWAKHE A. JOHNSON

Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria

Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

P. SARVAHARANA

Asst. Registrar, Indian Institute of Technology (IIT), Madras

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELİ ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. LALIT KUMAR

Course Director, Faculty of Financial Management, Haryana Institute of Public Administration, Gurugram

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. BHAVET

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

SURJEET SINGH

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

FORMER TECHNICAL ADVISOR**AMITA****FINANCIAL ADVISORS****DICKEN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website (**[FOR ONLINE SUBMISSION, CLICK HERE](#)**).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post*

Institution/College/University with full address & Pin Code

Residential address with Pin Code

Mobile Number (s) with country ISD code

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

E-mail Address

Alternate E-mail Address

Nationality

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

CUSTOMER PERCEPTION TOWARDS VALUE ADDED SERVICE IN PUBLIC SECTOR BANKS WITH SPECIAL REFERENCE TO PUNE CITY

SANJEEV RASTOGI
Ph. D. (PART-TIME) RESEARCH SCHOLAR
BHARATHIAR UNIVERSITY
COIMBATORE

Dr. N.PASUPATHI
DIRECTOR
PG & RESEARCH DEPARTMENT OF MANAGEMENT SCIENCE
PARK'S COLLEGE (AUTONOMOUS)
TIRUPUR

ABSTRACT

Banking industry in India has also achieved a new height with the changing times. The use of technology has brought a revolution in the working style of the banks. Today technology not only facilitates automation of process and data processing but also provides more value addition to the entire banking business. Further, it's nonstop and visibly linked to 'value to customer'. Banking today has transformed into a technology intensive and customer friendly model with a focus of convenience. Information Technologies also facilitates the introduction of new delivery channels – in the form of Automated Teller Machine, Net Banking, Mobile Banking, card mechanism and the like. All though Information Technologies enhances the banks in achieving higher customer satisfaction by extending value added services. Recently, banking industry in different countries has shown their interest transition in improving service quality from traditional branches to electronic channels. Accordingly, many of them have tended to close or relocate their branches to be sited closely to customers' places for customers' conveniences, and they have relied more on electronic banking services with significant growth in electronic facilities such as Internet, computer, ATMs, telephone and mobile phones.

KEYWORDS

Pune City, public sector banks, customer perceptions, value added services.

JEL CODE

M15, M30.

INTRODUCTION

In the light of liberalization, privatization and globalization a lot of challenges were faced by the commercial banks. In the post-nationalization period, the proportions of rural areas in total number of bank branches as well as in credit positioning and deposit mobilization have been declined. On the other hand, the metropolitan areas registered a high growth in their percentage share in total expansion, credit deployment and deposit mobilization. Therefore, in the post-nationalization era, the performance of the banking system with respect to branch development in the rural and hitherto unbanked areas, mobilization of deposits, deployment of credit, population coverage and so on has indeed been creditable and perhaps has no parallel in the annals of banking elsewhere.

The banking sector reflects the financial and economic health of the country. Development of any country mainly depends upon the banking system. Banking system remains the major focal point in the financial set up of any developing country. Banking plays vital role in the economy of the country. The face of the banking is changing rapidly. Public sector banks have a larger customer groups. To deal with the customer, a member of innovative products and services are evolved in this age of LPG (Liberalization, Privatization and Globalization).

At the present juncture, banking in India is largely dependent on technology. Now, banks are using various other channels like, Automatic Teller Machine (ATM), internet, mobile, etc., to provide banking services. Banking in India is changing from traditional branch banking to technology based banking. Currently, it is evident that there are two distinct customer groups - one is who like to have face-to-face interaction and other who does banking using technology. The primary challenge is to give consistent service to customers irrespective of the kind of channel they choose to use. Information technology poses both opportunities and challenges. Even with ATM machines and Internet Banking, many consumers still prefer the personal touch of their neighborhood branch bank. Technology has made it possible to deliver services throughout the branch bank network, providing instant updates to checking accounts and rapid movement of money for stock transfers. Public sector banks provide various value added services to the customers. The awareness level of customers is increasing day by day. Their expectations are also increasing for choice of choosing the product and services. The Public sector 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 so on. 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.

Today, many banks are rushing to become more customer focused. Not long ago, an account holder had to wait for hours at the bank counters for getting a draft or for withdrawing his own money. Customer has a choice. Gone are days when the most efficient bank transferred money from one branch to other in two days. Now it is simple as instant messaging, Money has become the order of the day.

MEANING AND DEFINITION

CUSTOMER SERVICE

"Customer Service is the commitment to providing Value Added Services to external and internal customer, including attitude knowledge, technical support and quality of service in a timely manner. Customer Service is the provision of service to customers before during and after a purchase".

Customer service in banking is one of the most important ways to keep customers coming back. It includes responding to customers' questions and complaints in a thorough and timely manner and interacting with customers through face-to-face meetings, telephone, mail, fax and email.

CUSTOMER

A customer is a person who is utilizing one or more of the services provided by the bank. It is not necessary that he must be an account holder or a direct user of banks services.

CUSTOMER PERCEPTION

Customer perception of the quality of a service and their overall satisfaction has some observable indicators. Customers are not homogeneous in their behavioral pattern, attitude, needs and expectations. The customer perception is changing day by day. Customer perception is defined as the way that customers usually view or feel about certain services and products. It can also be related to customer satisfaction which is the expectation of the customer towards the products.

STATEMENT OF THE PROBLEM

The present world is very fast and everyone is always busy and expects to complete all his engagements from a single window. In the availability of modern technology, the customers want banking services at their door steps. Once upon a time, people have to spend 3 to 4 hrs to go and do bank transaction. Sometime cost of transaction was more than that of the money deposited or withdrawn.

Now a day's banking is not in its traditional way, with new advancement of technology its focusing on more comfort of customer providing services here the focus of problem is to study diverse value added services and its feature to satisfy and retain customer loyal. Now a day's many bank like nationalized and private offer different value added services to customer but the problem is to know that whether customers are satisfied with these services or not. Another problem is to study customers perceived value, quality, and expectation towards the value added services provided by nationalized banks so as to satisfy them. Here the focus of study is to certain the role of value added services to satisfy and retain customer loyal.

The following some of the value added services such as Automated Teller Machines cards (ATM), Credit card, Debit card, Internet banking, Tele banking, Corporate cash Management, Mobile banking, Anywhere Banking, Demand Draft, Demat Account and so on.

Many value added services are introduced by the banks but some customers have lack of knowledge they would not use such services. The present study is considered important to identify the problem whether the customer have awareness on the value added services provided by the public sector banks and carried out to examine the problem and offer solutions.

SCOPE OF THE STUDY

Banking services are regarded as one of the important services. Banks provide financial services to the customers. Banks need to create and develop the services which can satisfy the consumer needs. Therefore, the present research work has been carried out to analyze the customer perception towards customer services with value added services of Public sector banks in Pune City. It is limited only to customers of Selected Public sector banks in Pune City. The data was collected from 500 respondents from June 2016 – Dec 2017. The present study mainly highlights the customer perception towards value added services are utilized by the customers provided by the public sector banks.

SIGNIFICANCE OF THE STUDY

In the present world, the customer is a customer of the bank and not of the branch. Consequently, transforming customer demands and explosion of new technologies, such as CBS (Core Banking Solution), Business process Re-engineering (BPR), ATMs, Real Time Gross settlement (RTGS), make it necessary for banks to move from transaction banking to customer-centric solutions.

In order to increase the number of customers using these Value Added Services, 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.

Most of the value added features have been worked out, based on today's technology empowerments and changes in the life style of the users. Now billions of customers are being handled with care and caution by services without scarifying the concepts of privacy and reasonable care. In future, people have to transact using remote banking and virtual banking facilities.

Banks are increasingly launching Self-service banking in the front lobby of branches enables customers to use alternative banking channels-ATMs, Phone Banking, Check Deposit Machine and Pass Book printer without entering the branch, any time of the day, irrespective of whether the branch open or closed. The per transaction cost incurred on one customer in the physical branch is Rs.50 on an average, while using Value added service cost will about minimum of Rs.10 for similar transaction. This study would help establish the framework for value added services are utilized by the customers.

OBJECTIVES OF THE STUDY

The overall objective of the study is to analyze Customer perception towards Value Added Services Offered by the Public Sector Banks in Pune City.

The specific objectives of the study are:

1. To analysis the socio economic conditions of customer's usage of Value Added Service in Public sector banks in Pune City.
2. To improve and usage of Value Added Service in public sector banks in selected area.
3. To identify the various services enjoyed by the customers.
4. To express the suggestions given by customers to improve the customer services in Public sector banks

RESEARCH METHODOLOGY AND RESEARCH DESIGN

SOURCES OF DATA

The current study is descriptive in nature. The study is focused on customer perception towards customer services with value added services of public sector banks in Pune City. In this study two types of data have been used. There are primary data and secondary data. Primary data is a type of information that is obtained directly from first-hand sources by means of surveys, observation or experimentation. It is data that has not been previously published and is derived from a new or original research study and collected at the source.

The study mainly based on primary data. There are several methods of collecting primary data like interview, observation, case studies and so on. The primary data was collected by the respondents from selected public sector banks in Pune City through a well-designed questionnaire.

Data has been collected secondary sources such as reports, books, journals, documents, magazines, periodicals, newspapers and website and other reference material available from various sources. The researcher approach various institutions like, RBI staff training college, Chennai, Institute for financial management and research (IFMR), Chennai, Madras University Library, Chennai, Bharathiyar University Library, Coimbatore, The Lead Bank, Pune City.

SAMPLE SELECTED FOR THE STUDY

The study is to determine the customer perception towards value added services of Public sector banks in Pune City. The sample Public sector banks have been selected on the basis of size and services provided by the bank, which are utilized by the customers. The primary data collected from the customers of selected Public sector banks, for this purpose to list the operating banks in Pune City records were obtained from Indian Bank, The Lead Bank of Pune City.

There are totally 15 Public sector banks in Pune City. Out of 15 banks only 10 banks have been selected for this study. The selected Public sector banks in Pune City such as Indian Bank, Bank of Baroda, Bank of India, Canara Bank, Central Bank of India, Indian overseas Bank, Punjab National Bank, State Bank of India, Syndicate Bank, Union Bank of India. From the 10 Public sector banks 500 respondents were selected for the study by adopting the method of convenient random sampling method

SAMPLING TECHNIQUE

The Pune City was chosen for the purpose of the study on the basis of convenient sampling. Respondents were chosen at random from the selected public sector banks.

In order to study customer perception towards customer services with value added services of public sector banks in Pune City. A Non random sampling technique of "convenient sampling" procedure is applied to collect various respondents from selected Public Sector Banks in Pune City. Out of 550 respondents only 500 respondents were selected. Hence, due to unfilled questionnaire, 50 respondents have been rejected and 500 respondents have been finally accepted for analysis and interpretation.

STATISTICAL TOOLS

The primary data collected from the respondents were analyzed and presented in the form of tables, Bar charts and Pie diagrams are used. The entire statistical test in this study was carried out at 5 per cent and 1 per cent level of significance. In this present study the following statistical tools are used that is Descriptive Analysis and Chi – square test.

LIMITATIONS OF THE STUDY

- 1) The research study is limited to Pune City.
- 2) Totally 500 samples were taken under convenient sampling method.
- 3) The results of the study were based upon the information provided by the sample respondents.
- 4) The study is confined to respondents were selected only from ten public sector banks in Pune City.
- 5) The study is not indicated all value added services provided by the Public sector bank, it takes only few services familiar by the respondents.

REVIEW OF LITERATURE

Review of literature has vital relevance with any research work due to literature review the possibility of repetition of study can be eliminated and another dimension can be selected for the study. The literature review helps researcher to remove limitations of existing work or may assist to extend current study. Several researches have been conducted to analyze the different aspects of customer services in banks in India and abroad. But there are very few research and literature available on the subject related to customer services and technologies used on Indian banks. The available literature related to Customer services in banks, Customer perception and satisfaction, Performances of public sector banks, Service qualities in banks, Technologies in banking sector and Varieties of value – added services in Public sector banks.

SUGUNA LAKSHMI.P (2010), made a study on “ATMs and its value added services in Indian Banking Sector”. Her article mainly shows value added services offered by ATMs in the banking sector, its increased acceptance among the customers supported by statistical facts and the initiatives taken by the banks to overcome the major challenges faced by this technological device.

SULTAN SINGH (2008) in his study, has found out that the level of customer service and satisfaction is influenced by the factors such as the location of the branch and layout, differentiated services, systems and procedures, delegation and decentralization, mechanization and computerization, complaint redress and skills, attitudes and responses of the employees.

T Y BOYD (2004) in his ‘seminar on the spirit of customer service’ has clearly stated that there are twelve key attribute useful for providing better customer service. If it has been effectively used, then there is a possibility of providing better services to the consumers.

T.S.NARAYANASAMI (2006), a number of value additions are offered by the banks. These include personal Accident Insurance coverage, Insurance for Baggage Loss, Insurance against Lost Credit Cards, and Health Insurance against Discounted premium etc., the usage of Credit Card being the same from the user point of view, it is only these value additions, which make a perceptible difference in marketing the Credit Cards. IOB Gold/IOB Classic Card is a fully loaded Credit Card with extended purchasing power and unique ways to provide extra convenience and freedom. We have the lowest interest charges at 16% per annum on the outstanding balance. Credit period is available up to 50 days’ reward points are redeemed and credited to the accounts. These extra features do help us to widen the client-base and get the required mileage in the Credit Card sales. The customers who are in the target group for usage of Credit Cards are normally very discerning, well informed and have good purchasing power. Therefore, they evaluate these features before deciding on the Credit Card to buy.

T.T.RAM MOHAN (2002), in his article analyzed India’s public sector banks (PSBs) preferred in the years since bank deregulation was set in motion during 1992-93. The banking system has not collapsed nor have there been banking and the efficiency of the system as a whole measured by declining spreads has improved. This paper documents are evaluating the performance of PSBs since deregulations in absolute and relative terms and attempts to understand the factors underlying their improved performance.

TALWAR, S.P. (1999), Entry of ATMs has changed the profile of front offices in bank branches. Customers no longer need to visit branches for their day to day banking transactions like cash deposits, withdrawals, cheque collection, balance enquiry etc. E-banking and Internet banking have opened new avenues in “convenience banking”. Internet banking has also led to reduction in Transaction costs for banks

TANZI (1997), E-channels are preferred by the Indian customers nevertheless of their socio economic back ground. These delivery methods have become an increasingly important technique to retain customers in today’s dynamic banking environment since customers can make withdrawals, deposits and access balances at their own convenience.

TAYLOR (2005), found that in general, customers were happier because online banking was becoming easier. The site needs to be relatively painless to navigate in order for customers to easily set up bill payment options. The reward for banks that create such sites is that satisfied customers tend to feel more “loyal” toward them. Also, online banking sites are often cheaper to maintain than traditional bricks and mortar banking establishments.

The use of electronic banking has removed the banking personnel that facilitate the transactions and has placed additional responsibilities on the customers to transact with the service. Although the use of E-banking is provided for the benefit of the customers but these changes require increased work or involvement on the part of customers. These and other factors might be seen as lesser service provided in terms of customer service. But these assumptions would be wrong if the customer knows the value of using the electronic service.

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.

VIJAY M. KUMBHAR (2011) this study evaluates major factors (i.e. service quality, brand perception etc) affecting on customers’ satisfaction in E-banking service settings. This study also finds out influence of service quality on brand perception, perceived value and satisfaction in E-banking. The A result indicates that, Perceived Value, Brand Perception, Cost Effectiveness, Easy to Use, Convenience, Problem Handling, Security/Assurance and Responsiveness are important factors in customer’s satisfaction in E-banking. Contact Facilities, System Availability, Fulfillment, Efficiency and Compensation are comparatively less important. Security/Assurance, Responsiveness, Easy to Use, Cost Effectiveness and Compensation are predictors of brand perception in E-banking and Fulfillment, Efficiency, Security/Assurance, Responsiveness, Convenience, Cost Effectiveness compensation etc is predictors of perceived value in E- banking.

WU, Y.L., TAO, Y.H., AND P.C. YANG, (2012) Internet has played a pivotal role in transforming banking services into E-services. While several studies have examined the effective measurement of E-banking service quality, their lack of a holistic view has delayed gathering of past knowledge. To address this issue, this study first reviews and summarizes the methodology, service quality dimensions, suggestions and limitations of seven E-banking service quality studies conducted in seven countries. An empirical study is then conducted to derive a first forceful and comprehensive measure of E-banking service quality in a Taiwanese context by compensating three shortcomings of a prior Taiwanese study. To improve understanding of E-banking service quality, a comprehensive scheme is proposed that has managerial implications. The primary contribution of this study is to present a holistic view of E-service quality for E-banking with embedded cultural factor and to provide an exact measurement scale development procedure applicable to areas other than E-banking.

Yesodha Devi.N, Nancy Sebastina.J And Kanchana.V.S (2011), This study is carried on to find out the customers awareness about Mobile banking, their opinion regarding the problems faced and the reason for choose this technology in spite of other technologies. The study is based on primary data collected from 249 respondents by means of a questionnaire. Random Sampling Technique was applied and Statistical tools like Percentage Analysis, ANOVA and T-test, Kendall’s Coefficient of Concordance was carried out in order to reveal the results of the study. The various studies reviewed by the researcher, related to the Banking services, service quality; banking awareness, relationship between the customer and banker. Mostly review studies covered and focusing on Service Quality in the banking sector, Internet Banking awareness and knowledge, merits of banking system, etc.

In all the above review of literature various review of made by various researchers, authors have made evaluation of the customer perception towards customer services with value added services of public sector banks the earlier studies differed from one another in the selection of period, selection of banks, selection of indicators and selection of statistical tools and techniques. However, the proposed research work is different from the earlier works the following aspects such as how long customers have awareness of value – added services in public sector banks and service qualities and utilization of such services by customers in banks.

RESULTS AND DISCUSSIONS**Socio – Economic Factors**

“Banking is concerned with change, adapting to change and creating change” **G.B.Glies**

Indian Banking activity with its diversity in culture, habit of people, socio-economic in balances offers a really challenging task to the banking authorities in introducing Value-added services in commercial banks. The customer's socio-Oeconomic background maybe related to the following variables like a. Gender, b. Age, c. Educational Qualification, d. Occupational status, e. Annual income, f. Marital status and g. Residential area.

Simple Percentage Analysis

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondent response to a particular question in percentage arrived from the total population selected for the study.

Formula

Number of respondents' response to a question

----- X 100

Total number of samples selected for the study

It is one of the simple form of analysis which is very easy for anyone to understand the outcome of the research. It is normally used by commercial research organizations and pictorially presented with different diagrams.

Gender

Gender normally plays a vital role as the new age marketers are providing more significance to gender segmentation in offering new products and services. The Indian females are removing their clutches from house responsibility to building up serious careers. This new found economic independence enables them to take their own decision and make good use of various Value-added services provided by banks. They also need not run around investing their funds or paying their bills. Hence, it is inevitable to consider the role of gender in any research. For this purpose, gender has been classified into two groups male and female.

The table 1 shows that out of the total respondent taken for the study, 54 per cent of the respondents are male and 46 per cent of the respondents are female. The majority of the respondents are belonging to male category. In this city, the female population has just now started taking up dual career for economic independence, so compared to the males, female respondent is less.

Age

The Age wise classification is exhibited in the Table 2. Youngsters are considered to be modern, dynamic and energetic. Hence they will have greater interest in using the new grouping concept of value-added services in commercial banks.

The respondents are classified into four age groups namely, below 21, 21-30, 31-40, 41-50 and above 51. It indicates that 41 per cent of respondents who are between 21 to 30 are in the productivity span of life, who have gained more knowledge on Value-added service through experience. The age group below 21 account for 10 per cent representing youth and who are be ginners in the banking activity and will be responsible for using Value-added services effectively. The other three age groups 31-40, 41-50 and above 51 for well experienced customers who have adequate and rich knowledge about Value-added services accounting for only 22 per cent, 14 per cent and 13 per cent respectively.

Table 2 shows that, majority of the sample respondents are in the age group of 21 – 30 years and hence it is concluded that this age group dominates the other age groups in the use of Value-added services. It indicates that the young and energetic in the age group of 21 – 30 years are more innovative and enterprising than others. It is a good and changing trend to be appreciated.

Educational Status

Education is important for all human beings. It is very important in the modern electronic world to adapt to modern principles and techniques. For this purpose, the educational status of the respondents is classified into four groups namely, Primary level, Higher secondary, Graduation, Post-Graduation and Professional. Education plays an important role in improving knowledge, attitude, tendency and temperament of the customers.

The table 3 indicates that, only 10 per cent of the respondents are having primary level of education, 9 per cent of the respondents are having higher secondary level education, 13 per cent are graduate, 48, per cent are post graduate and only 20 per cent are professionals. Hence, it is concluded that a majority of the sample respondents are graduates which is more than sufficient to using Value-added services in banking more effectively.

Occupational Status

Occupational wise distributions of sample respondents are classified according to their employment position. Occupation is a status symbol in society. Hence the respondents are classified into groups namely Government Employees, Private Sector Employees, Businessmen, Professionals and others.

Table 4 reveals the occupation wise distribution of respondents. Out of 500 respondents, 197 who account for 38 per cent of the total are others. It is clear that, others are more concerned with value-added services which are useful and time savings in the busy world. Next are private sector employees are 28 per cent, followed by government employees are 14 per cent, businessmen at 12 per cent, Professionals at 8 per cent. It shows more people from different occupations are using value-added services provided by banks.

Income

Income is important for all human beings, because each and everything is based on income. It includes individuals to spend their hard earned money on different products and services. In this study, the income has been studied closely to see its relationship with commercial banks. The respondent's income was studied under four different categories. For this purpose, the annual income level of respondents is classified into four levels namely, less than Rs.2,00,000, Rs. 2,00,001 – Rs.3,00,000, Rs.3,00,001 – Rs.4,00,000, Rs.4,00,001 – Rs.5,00,000, Above Rs.5,00,000.

The table 5 clearly shows that 47 per cent of the respondents belong to income level less than Rs.2,00,000, 17 per cent of the respondents belong to income level Rs. 2,00,001 – Rs.3,00,000, 10 per cent of the respondents belong to income level Rs.3,00,001 – Rs.4,00,000, 12 per cent of the respondents belong to income level Rs.4,00,001 – Rs.5,00,000 and remaining 14 per cent of the respondents belong to high income level of above Rs.5,00,000.

Residential Area

Like the occupational status and income, the place of residence also plays a major role in the nature of selection of investment. The proximity of one's residence to the bank attracts the customer. Like, if a bank is near a residential area it can attract more savings accounts and if near a corporate house more current accounts. For this purpose, the residential area of the respondents is classified into three categories namely, Urban, Semi urban and Rural.

The table 6 shows that 43 per cent of the respondents are from rural, 31 per cent of the respondents are semi urban and 26 per cent of the respondents are belongs to urban area. Now a day rural sector people are more prefer value-added services.

Chi-Square Analysis

The Chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square, symbolically written as X^2 , is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. It is a non-parametric test; it could be used to determine if categorical data shows dependency or the two classifications are independent. It can also be used to make comparisons between theoretical populations and actual data when categories are used. Thus, the chi-square test is applicable in large number of problems. The test is a technique through the use of which it is possible for all researchers to do the following. (i) Test the goodness of fit, (ii) Test the significance of association between two attributes and (iii) Test the homogeneity or the significance of population variance.

Steps Involved In Applying Chi-Square Analysis

1. Calculate the expected frequencies on the basis of given hypothesis or on the basis of null hypothesis.
2. Obtain the difference between observed and expected frequencies and find out the squares of such differences i.e., calculate $(O_{ij} - E_{ij})^2$
3. Divide the quantity $(O_{ij} - E_{ij})^2$ obtained as stated above by the corresponding expected frequency to get $(O_{ij} - E_{ij})^2 / E_{ij}$ and this should be done for all the cell frequencies or the group frequencies.
4. Find the summation of $(O_{ij} - E_{ij})^2 / E_{ij}$ values or what we call a $(O_{ij} - E_{ij})^2 / E_{ij}$. This is the squared C^2 value. The X^2 value obtained as such should be compared with relevant table value of X^2 and then inference be drawn.

Null Hypothesis: There is no significant relationship between gender and level of satisfaction about value added services.

It is observed that, Chi-square p-value as 0.056, likelihood ratio is 0.045 and Linear-by-Linear Association is 0.712. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between gender and opinion about value added services. Hence, a personal factor like gender also is related with level of satisfaction towards value added services.

Null Hypothesis: There is no significant relationship between age and level of satisfaction about value added services.

It is observed that, Chi-square p-value as 0.000, likelihood ratio is 0.000 and Linear-by-Linear Association is 0.004. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between age and opinion about value added services. Hence, a personal factor like age also is related with level of satisfaction towards value added services.

Null Hypothesis: There is no significant relationship between educational qualification and level of satisfaction about value added services.

It is observed that, Chi-square p-value as 0.000, likelihood ratio is 0.000 and Linear-by-Linear Association is 0.005. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between educational qualification and opinion about value added services. Hence, a personal factor like educational qualification also is related with level of satisfaction towards value added services.

Null Hypothesis: There is no significant relationship between educational qualification and level of satisfaction about value added services.

It is observed that, Chi-square p-value as 0.006, likelihood ratio is 0.006 and Linear-by-Linear Association is 0.789. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between occupational status and opinion about value added services. Hence, a personal factor like occupational status also is closely related with level of satisfaction towards value added services.

Null Hypothesis: There is no significant relationship between annual income and level of satisfaction about value added services.

It is observed that, Chi-square p-value as 0.018, likelihood ratio is 0.024 and Linear-by-Linear Association is 0.017. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between annual income and opinion about value added services. Hence, a personal factor like annual income is closely related with level of satisfaction towards value added services.

Null Hypothesis: There is no significant relationship between residential area and level of satisfaction about value added services.

It is observed that, Chi-square p-value as 0.066, likelihood ratio is 0.055 and Linear-by-Linear Association is 0.096. The Chi-square p-value is more than 0.05 at 5 per cent level of significance. So, the null hypothesis is accepted. Therefore, there is no significant relationship between residential area and opinion about value added services.

FINDINGS

Percentage analysis

- 54 per cent of the respondents are male and 46 per cent of the respondents are female. The majority of the respondents are belonging to male category.
- Majority (41 per cent) of the sample respondents are in the age group of 21 – 30 years and more innovative and enterprising than others. It is a good and changing trend to be appreciated.
- Most (48 per cent) of the sample respondents are post graduate which is more than sufficient to using Value-added services in banking more effectively.
- Majority (38 per cent) of the respondents from different occupations.
- It is inferred that (47 per cent) of the respondents belong to the income level of less than Rs.2,00,000/-.
- Majority (43 per cent) of the respondents are from rural area.

Chi-Square Analysis

- ❖ Personal factor like gender, age, occupation and annual income also is related with opinion towards value added services.
- ❖ Personal factor like residential area is not related with opinion towards value added services.
- ❖ Personal factor like gender is not related with level of satisfaction towards motivational factors.
- ❖ Personal factor like age, educational qualification, occupational, annual income and residential area is closely related with level of satisfaction towards motivational factors.

SUGGESTIONS

Value added services of public sector banks are a new concept in the banking sector and are fast growing and demanding. Here are some suggestions to make it more attractive based on the present study.

1. Hence, in today's competitive environment, banks will have to strive to attract and retain customers by introducing innovative products, enhancing the quality of customer service and marketing a variety of products through diverse channels targeted at specific customer groups.
2. The banks have to take a comprehensive view of their delivery channels. Integrated delivery channels could further enhance successful adoption of technology like e-mail, i-banking, ATMs etc.
3. The changes in the banking and financial sector require a fundamental shift in skills required for banking. To meet increased competition, the need for specialized banking functions, using IT as a competitive tool is required.
4. The study reveals that certain valued added services like a banking / i-banking must be provided free of cost or at a cost less than the amount involved in regular banking transactions.
5. Customers appreciate not only consistencies in services but also hassle free interface with technology. The level of frustration and dissatisfaction escalates when customer encounters problems due to technology either while transacting business on site or off site. When customers file complaint, it must be resolved immediately.
6. Marketing strategy must be formulated within the overall framework of corporate objectives and strategy of a bank. Strategic marketing must begin with the effort to identify an attractive set of opportunities for the bank.
7. Banks have to come up with a scheme where they ask the customers to give certain information while opening of their account. There is a proper database available about the lifestyle information and personal information. The banks have to use the database as personal message like birthday and anniversary can be sent. Bank also can send greeting cards on certain occasions with advertisement of value added service and various products.
8. Bank management thinks that because of their reliability, existence and facilities customers automatically are lured so there is no need to make retention programme and policy. Banks believe in the old adage that "old is gold" and banks keeps track of all accounts on a regular basis. There is no proper check to know the status of various accounts. If the customer wants to close the account, concerned employee asks the questions to know the valid reason for closure, hence maintaining and retaining the existing customers.
9. Security risk is one of the very important issues in value added services because most of value added service activities are closely related with internet banking systems. In internet banking, information is considered as an asset and so worthy of protection.
10. The purpose of creating awareness towards information security in the area of interest banking through training and education is necessary for understanding the need of information security, protection of passwords, awareness about various spy wares and malicious codes.

CONCLUSION

In a service industry like banking, where product differentiation is hard to maintain and the quality of service depends on the service provider, it is imperative for the bank to have staffs who realize that they are a part of the business concern. They have to render services to the satisfaction of the customers. The banks essential to equip themselves with internal capabilities and build efficient and viable business models to create advantage of new opportunities available in a

long term sustainable competitive advantage. Implementation of information technology to enhance customers service also calls for training and change in the mindset and attitude of employees and the organization.

Finally, the modern commercial banks are doing yeoman service to its valuable customers after introduction of various value added services namely, e-banking, interest banking and so on. Till now limited customers are using the value added services offered by the modern banks. If the present study helps the policy maker of the bank to educate the entire customer base about the value added services provided and to make best use of them, the researcher would feel immensely rewarded.

REFERENCES

1. Dr. (Mrs.) N. Yesodha Devi; Mrs. J. Nancy Sebastina And Dr. (Mrs.) V. S. Kanchana (2011), "A study on customer awareness, opinion, reasons for opting mobile banking" International Journal of Multidisciplinary Research, Vol.1 Issue 7, November 2011.
2. Narayanasami, T.S, Indian Overseas Bank, "Banks Offer Value-Added Services to their Customers", The Journal of Indian Institute of Banking and Finance-2006, pp 10.
3. P Sugunalakshmi (2010), ATM and its value Added services in the Indian banking sector. Professional Banker, January.
4. Sultan Singh (2008), "A study of the Quality of service provided to SSI customers by PSBs, ICFAI Journal of Bank Management" Vol Vii, Issue 3, pp 71-84.
5. T Y Boyd, 'seminar on the spirit of customer service', customer service secrets by peter Economy, Tata McGraw Hill, New Delhi, 2004, pp 31.
6. T.T.Ram Mohan: Deregulation and performance of public sector bank, 2002.
7. Talwar, S.P. (1999), "Banking Regulation and Corporate Governance", RBI Bulletin, July, Vol. LIII No.7.
8. Tanzi P.M (1997), Consumers needs and front-office technology adoption, International Journal of Bank Marketing, Vol 15, No 1, pp 13-21.
9. Taylor, J.R, "Customer satisfaction rises, but privacy concerns Remain", Region focus, Spring 2005.
10. Uppal, R. K. (2010), "Customer Perception of E-banking Services by Indian Banks Some Survey Evidence", The ICFAI Journal of Bank Management, 7(1), pp 63-78.
11. Vijay M. Kumbhar (2011), Factors Affecting on Customer's Satisfaction in E-banking: Some evidences from Indian bank, Management Research and Practice Vol.3, No 4, pp 1-14.
12. Wu, Y.-L., Tao, Y.-H., and P.-C. Yang, Learning from the past and present: measuring internet banking service quality, Service Industry Journal, Vol. 32, No. 2, 2012.

TABLES

TABLE 1: GENDER OF THE RESPONDENT

S.No	Gender	No of Respondent	Percentage
1	Male	271	54
2	Female	229	46
	Total	500	100

TABLE 2: AGE OF THE RESPONDENT

S.No	Age Group	No of Respondent	Percentage
1	Below 21 years	50	10
2	21 years - 30 years	207	41
3	31 years - 40 years	111	22
4	41 years - 50 years	68	14
5	Above 51 years	64	13
	Total	500	100

TABLE 3: EDUCATIONAL QUALIFICATION OF THE RESPONDENT

S.No	Educational Status	No of Respondent	Percentage
1	Primary level	53	10
2	Higher Secondary	44	09
3	Graduate	64	13
4	Post Graduate	239	48
5	Professional	100	20
	Total	500	100

TABLE 4: OCCUPATIONAL STATUS OF THE RESPONDENT

S.No	Occupational Status	No of Respondent	Percentage
1	Government Employees	67	14
2	Private Sector Employees	140	28
3	Businessmen	59	12
4	Professionals	37	08
5	Others	197	38
	Total	500	100

TABLE 5: ANNUAL INCOME OF RESPONDENT

S.No	Annual income	No of Respondent	Percentage
1	Less than Rs.2,00,000	236	47
2	Rs.2,00,001 – Rs.3,00,000	83	17
3	Rs.3,00,001 – Rs.4,00,000	50	10
4	Rs.4,00,001 – Rs.5,00,000	59	12
5	Above Rs.5,00,000	71	14
	Total	500	100

TABLE 6: RESIDENTIAL AREA OF RESPONDENT

S.No	Residential Area	No of Respondent	Percentage
1	Urban	127	26
2	Semi urban	157	31
3	Rural	216	43
	Total	500	100

TABLE 7: OVERALL CHI-SQUARE ANALYSIS BETWEEN PERSONAL FACTORS AND LEVEL OF SATISFACTION ABOUT VALUE ADDED SERVICES

S.No	Personal Factors	Level of Satisfaction about Value Added Services			
		Value	Df	P-Value	S/NS
1	Gender				
	Person Chi-Square	5.226	2	0.056*	S
	Likelihood ratio	4.236	2	0.045	
	Linear-by-Linear Association	0.956	1	0.712	
	No. of Valid Cases	500			
2	Age				
	Person Chi-Square	51.492	4	0.000	NS
	Likelihood ratio	52.195	4	0.000	
	Linear-by-Linear Association	28.664	1	0.004	
	No. of Valid Cases	500			
3	Educational Qualification				
	Person Chi-Square	66.147	4	0.000	NS
	Likelihood ratio	59.987	4	0.000	
	Linear-by-Linear Association	63.645	1	0.005	
	No. of Valid Cases	500			
4	Occupational Status				
	Person Chi-Square	14.392	4	0.006*	S
	Likelihood ratio	14.302	4	0.006	
	Linear-by-Linear Association	0.072	1	0.789	
	No. of Valid Cases	500			
5	Annual Income				
	Person Chi-Square	11.966	4	0.018*	S
	Likelihood ratio	11.216	4	0.024	
	Linear-by-Linear Association	5.748	1	0.017	
	No. of Valid Cases	500			
6	Residential Area				
	Person Chi-Square	5.428	2	0.066*	S
	Likelihood ratio	5.810	2	0.055	
	Linear-by-Linear Association	2.767	1	0.096	
	No. of Valid Cases	500			

Sources: Primary Data S – Significant NS – Not Significant

* 5% Level of Significant

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

