

Customer Satisfaction And Reasons For Using Value Added Services Offered By Selected Commercial Banks In Thoothukudi District

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Abstract--- Banking is a key industry in the service sector. Customer service and Customer satisfaction are the prime work of any system. Value added services have gained greater importance in many days. Commercial banks offer many different channels to access their banking and other services. The value added services not only helps a bank to reduce costs but also helps it to retain its valuable customers. The objective of the study is to analyze the Customer satisfaction and Reasons for using value added services offered by selected commercial banks in Thoothukudi District. Primary data was collected by using questionnaire under purposive random sampling method. 600 sample respondents were selected from Public sector banks like State Bank of India, Indian Bank, Indian Overseas Bank and Private sector banks like ICICI, HDFC and TMB in Thoothukudi District. For analysis purpose Percentage analysis, Score ranking methods and Factor analysis were used.

Keywords--- Value Added Services, Commercial Banks, Public and Private Sector Banks, Customer Services, Customer Satisfaction.

I INTRODUCTION

Banking is the blood of the economy whose vitality indicates the strength and success of any nation. Banking system allows a massive portion of the medium of exchange of every country and us the primary device through which monetary policy is conducted, direct their mobilization and lending objectives. Banks have adopted several new electronic and telecommunication technologies to deliver a broad line of value added products and services to their customers. Commercial banks play a major role in the development of a country and also the value added services provided by customers. Value added services have gained greater in modern days, the comparative awareness levels of customers are increasing as they have wider choice of products and services, and the concept of generation banking has also undergone changes. Customer's loyalty is now based on the quantity of products and its mechanism. All these have necessitated the banks to provide better and excellent customer service. Traditionally banks were providing only serving facility to the public and these were less number of banks available. Now the scenario has been changed, and there are 171 banks working in India, including public and private sector banks.

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Economic development involves investment in various sectors of the economy. Decades earlier, banks perform agency services for their customers and help economic development of the country.

New products were added to the basket above all computerization and networking was adopted for faster processing, and proper information. The latter opened the gate for a host of delivery channels and value added services which becomes a basic services when it becomes sufficiently common place and widely arrange to no longer provide substantive differentiation on a relative basis. They have unique characteristics and they relate to other services in a completely different way to the customers via, ATMs, Internet banking, Telephone banking, Credit cards, Debit cards, etc. Banks have been offering value added services in many ways, either by way of additional attractive features or delivery methods. Many banks have introduced credit cards, insurance linked deposit products, 24 hour banking, mobile banking, cash back offers, core banking and any where any time banking, etc¹.

II STATEMENT OF THE PROBLEM

Banking industry has started to occupy an important place in the life of different types of people including a common man. It is no longer considered as a luxury. It has become a necessity. In 21st century, technology enabled services have step in to a rising stage. Tough competition and growing customer expectations and satisfaction have forced for all major commercial banks, irrespective of the sectors to provide banking services through ATMs, Debit and Credit cards, Online banking and Mobile banking. The services through channels offer tremendous benefit both to the banks and their customers. The banks get benefited by reduction in transaction cost and lesser crowding in the sub branches. For, the customers these channels suggest the convenience of banking at the places of their choice even homes and operate at their convenience. But today, we cannot think about the services of a banking system without information technology and communication. It has complimented the role of banking sector in the economy. The financial transactions and payments can now be processed quickly and easily. The banks with the latest technology and techniques are more successful in the competitive financial market. They have been able to generate more and more business resulting in their greater profitability. Thus the researchers try to focus this study on customer satisfaction and reasons for using value added services offered by selected commercial banks in Thoothukudi District.

III OBJECTIVES OF THE STUDY

The following are the objectives focussed in this study.

- To study the profile of customers.
- To study the reasons for using value added services offered by selected commercial banks.
- To analyse the satisfaction level towards value added services.

IV REVIEW OF LITERATURE

Sunith (2019)² in his study “Customer Satisfaction in E-Banking Services” analysed electronic banking incorporates a variety of platforms such as internet banking, automated teller services and mobile phone banking to

deliver banking products to the customer. The study aimed to recognize most popular electronic banking services among customers. Customer facilities being an important part of banking. The study is also focused that on the satisfaction of customers utilising e-banking services.

Chandra sekaran and prasath (2018)³ in their study titled “A Study on Customer Satisfaction towards Banking Service”. This study can be analysing the customers’ satisfaction towards the banking services rendered by the SBI in Tiruchirappali District. The research conducted a search on banking services of SBI interviewing its 50 customers and systematically scrutinized how it caters to the banking needs of the population of Tiruchirappali district. The study also focused on a variety of factors that determine the customers’ satisfaction like employees’ conduct, banking services, banking performance, communications facility, loan oriented services and last value added services. The study analysis was made by using various tools like percentage analysis, chi-square test and charts. The study showed that there is a considerable relationship between the variable of customer satisfaction and banking services of the SBI and the customers have a middle level of fulfilment. The SBI could think about the researcher’s submissions in order to improve its reputation and customer satisfaction.

Habsah Mohammad Sabli and Mohammad Fardillah Wahi and Aeida Nurha fidzah Zahila(2017)⁴ in their study entitled “Measuring Customer Satisfaction towards Customer Services in Banking Sector of Mukah Sarawak”. The first objective of this study was to show the intensity of customers’ satisfaction with regard to the customer services given by the employees in banking areas of Mukah Sarawak. Satisfaction is a feeling or view point of a customer towards a product or service after it has been used. The study shows that employees at the bank have a pleasant appearance to the customers liking and preferences. Most respondents agreed that the employees are looking their best while providing services to the customers. Besides that, services quality may be affect the overall customers’ satisfaction by shah & asst which is from the overall respond where customers found that the better service attracts the greatest customer satisfaction and loyalty. The study also found that the tangibility variables was the most influenced factors for customer services, followed by the empathy variables. This study is supported by zeithaml etal. Tangibles are employed by firms to express image and signal quality. The study is also shows that the bank’s employees build good relationship with customers of all level and all. Communications with customers are clear and timely. Besides that, a future research may broaden the study on the most factors that affecting customer services in many dimension like tangible, empathy, responsiveness, assurance and reliability for customer services. Furthermore, given the fact that the bank’s policy is averse to reveal name and addresses of their customers, it was not easy to collect data for this research. It would be useful if the bank can work together with researcher in finding the result of the study which may help them improves their banking services and customers satisfaction. On the other hand, some areas which has shown a low preferences among the customers could be proposed to the banking institutions for helping them to improve, hence meet the customers need. A more satisfied customer means a more loyal customer, which eventually flows through to the bank’s profit Reich held and sasser. This study also requires training of more efficient customer services for staff that would be able to handle customer request more promptly and efficiently. Combined these are the key to opening a successful services. Satisfied customers rarely the complaints and are over all more loyal to the bank.

Vimi Jham (2016)⁵ in his study entitled “Customer Satisfaction with Internet banking: Exploring the Mediating Role of Trust”. The study reveals that banks all over the world have succeeded in promoting new services to its customers. The study also found that current customers are tempted to do business online. Traditional branch based retail banking remains the most widespread method for conducting banking transactions in United Arab Emirates (UAE) as well as any other country. Though internet technology is fast changing the means personal financial services are being devised and delivered. Current customer account connections are found to be prognostic of electronic services use in common. This study focuses on the use of internet banking and satisfaction by existing banks customers through an investigation of the factors that influence customer’s acceptance of internet banking services. The study is stated that customer satisfaction with internet banking was depicted with six factors reliability, efficiency, comfort, security, dependability and confidence. While certain variables under these six factors of satisfaction are dependent on trust while other is not.

Conrad and Mubaraka (2013)⁶ in their study entitled “Adoption and use of E-technologies in selected commercial banks in Uganda” investigated the use of e-technologies in selected commercial banks in Uganda. The study concluded that the bank needs to do more than installing such technologies and offer training sessions for their customers; either, on their mobile phones or at physical sites. The studies recommend that, regular security updates may be provided to bank customers on their mobile phones and e-mails; and also may provide regular training to bank staff on IT related security cautions.

Harsad Patel (2013)⁷ in his study entitled “Emerging trends in Customer Satisfaction of Value Added Services in selected banks in Mehsana District of Gujarat” with the objective to analyse which value added services give more satisfaction to customers provided by nationalized and private banks. The study also measured price tolerance, repurchase, likelihood, complaints of banking customers to satisfy diverse needs and to retain customer loyal. The study stated that the economic progress and prosperity comes from the well-rounded development impeccable banking management. The study also suggested that it is important to adopt new innovative solutions in banking services with those new needs so as to meet perceived value and expectation to satisfy the customers and also that the banks can use value added services as a positive competitive advantage as well as differentiation strategy with rivals to get customer satisfaction over the competitors.

Mahmood Zaigham (2009)⁸ in his study “Attitudes towards the use of E-Banking: Result of a Pilot Survey”, aimed to report on the opinions of the general public towards the use of e-banking. The main reasons for using e-banking found in his study were convenience, availability and saving of time. The non e-banking users quoted the reasons like lack of social dimensions and lacking of computing skills on their part. Nearly half of the respondents found the e-banking website content to be excellent or good; however, the study noted concerns regarding the ease of use of these websites. Further it was noted that the help facility appears to be generally good or excellent. Security of information does not appear to be an issue, at least for those who use e-banking. The study is stated that approximately, half of the population are using e-banking, and their use of online services will increase in the future. The non-users pointed out the reasons like lack of knowledge of current technologies and lack of confidence prevent them from using the e-banking services. The study is also finally concluded that it is bank which has to come

forward to wipe off these fears about e-banking from the minds of the consumers and thereby making them to use the e-banking services.

V RESEARCH METHODOLOGY

Primary data were collected using questionnaire under purposive random sampling method. Secondary data were collected from books, journals, magazines and websites. 600 sample respondents were selected from various public sector banks like State Bank of India, Indian bank, Indian Overseas bank and private sector banks like ICICI, HDFC and TMB in Thoothukudi District. The following value added services are be used to test this study.

- Automated Teller Machine(ATM)
- Debit card
- Credit card
- SMS Alert
- MICR Cheque
- Demat Account
- POS (Point of Sale)
- E-cash
- Internet/Online Banking
- Telephone Banking
- Mobile Banking
- SWIFT
- NEFT
- RTGS
- Safe Deposit box
- Traveller's Cheque
- Paytm
- Smart card

VI TOOLS FOR ANALYSIS

- Percentage
- Ranking Method
- Factor Analysis

VII DATA ANALYSIS AND INTERPRETATION

Table: 1 Gender Profile of the Respondents

Personal Factors	Classification	No.of.Respondents	Percentage
Age	Up to 25	157	26.2
	26-36	218	36.3
	36-45	135	22.5
	Above 45	90	15.0
Gender	Male	382	63.7
	Female	218	36.3
Marital Status	Married	382	63.7
	Unmarried	218	36.3
Qualification	Up to Higher Secondary	114	28.5
	Under Graduate	235	9.3
	Post Graduate	171	28.5
	Professional	56	9.3
	Technical	24	4.0
Occupation	Government Employee	56	9.3
	Private Employee	381	63.5
	Self Employed	96	16.0
	Professionalist	33	5.5
	Unemployed	28	4.7
	Student	4	0.7
	Agriculture/ Fisherman	2	0.3
Monthly Income	Upto Rs.10000	202	33.7
	Rs.10001-Rs.20000	216	36.0
	Rs.20001- Rs.30000	80	13.3
	Rs.30001- Rs.40000	16	2.6

	Rs.40001- Rs.50000	52	8.7
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Source: Primary Data

Today's banking sector majority of the customers wish to use value added services provided by their banks. The survey consists of 600 sample respondents. Out of the 600 sample respondents 36.3% of the respondents fall under the age group of 26-36 years. Male respondents are dominated the study. With regard to marital status married people are more than unmarried. Majority of the respondents are under graduates. It is evident that private employee people are the major players for this survey. The data relating to monthly income of the respondents 36.0% of the respondents have the monthly income of Rs.10001- Rs.20000.

Table: 2 Factor Analysis on Reasons for using Value Added Services

Factor analysis helps to reduce the innumerable variables into limited number of latent factors having inter-correlation within them. Hence factor analysis is cracked to reduce the numerous variables into limited number of factors. With the purpose of applying factor analysis, the basic statement to be fulfilled is the factorability of the correlation matrix. KMO measures of sampling capability and the Bartlett's test of sphericity decide the factorability of the correlation matrix. The results of the calculation are tabulated below.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.721
Bartlett's Test of Sphericity	Approx. Chi-Square	249.898
	P value	<0.001**

Note: ** denotes significant at 1% level

The Kaiser-Meyer-Olkins measure of Sampling Adequacy is a statistic that shows the proportion of variance in variables that may be caused by fundamental factors. The Kaiser-Meyer-Olkin value of 0.721 which is greater than 0.50 indicate that a factor analysis is useful with the data. Bartlett's test of Sphericity tests the hypothesis that correlation matrix is an identity matrix. This would specify that variables are unrelated and so unsuitable for structure detection. Since P value is less than 0.01, the hypothesis is rejected and indicates that variables are related to a factor analysis and is useful with the data.

**Factor Loading, Eigen value and Percentage of Extraction using Principle Component Method based on
Reasons for using Value Added Services**

Factor	Reasons for using value added services	Factor loading	Eigen Values	% of variance	Cumulative %
I	Convenience	0.787	3.663	32.529	32.529
	Trust With Banking Services	0.707			
	Better for Quick Access	0.704			
	Fund Transfer	0.701			
II	Service Quality	0.689	1.736	16.469	46.998
	Security	0.669			
	All time availability	0.643			
	Time saving	0.616			
III	Period of Usage	0.596	1.590	15.247	60.245
	Employees Behaviour	0.578			
	Mobile Recharging	0.541			
	Online Payment	0.504			

Three factors have been extracted, based on the criterion that only Factors with Eigen values of one or more should be extracted. The Cumulative Percentage of Variance Explained in the above table that indicates the 3 Factors extracted together account for 60.245 per cent of the total variance from the information contained in the original 12 variables.

This is a pretty good result, because to economies on the number of variables (from 12 variables have been reduced into 3 underlying factors), which lost only about 39.376 per cent of the information content (60.245 per cent is retained by the 3 Factors extracted out of the 12 original variables). This represents a reasonably good solution to identify grouping of reason for using value added services.

The above table shows the rotated factor matrix, that two variables have loadings of 0.787, 0.707, 0.704 and 0.701 on factor I with Eigen value of 3.663 and their percentage of extraction is 32.529. This suggests that Factor 1 is a combination of these 4 original variables which are Convenience, Trust with Banking Services, Better for Quick Access and Fund Transfer. At this point, the researcher’s task is to find a suitable phrase which captures the essence of the 4 original variables which form the underlying concept or “factor”. In this case, Factor I could be named as

“**Quick Fund Transfer**”. Because, to starts using and continue the service of transferring fund from one account another account by the customers.

The above table also reveals the rotated factor matrix, notice that five variables have loadings of 0.689, 0.669, 0.643, and 0.616 on factor II with Eigen value of 1.736 and their percentage of extraction is 46.998. This suggests that Factor 2 is a combination of these 4 original variables which are Service Quality, Security, All time availability and Time Saving. At this point, the researcher’s job is to find an appropriate phrase which detains the essence of the four original variables which shape the fundamental perception or “factor”. In this case, Factor II could be named as “**Secured Fast Services**”. These services are offered to customers on request, only those who have request are availed these services.

It is noticed from the above table that the rotated factor matrix is observed that four variables have loadings of 0.596, 0.578, 0.541and 0.504 on factor III with Eigen value of 1.590.

Table: 3 Satisfaction level towards Value Added Services

In order to ascertain the satisfaction level of value added services users’ mean score analysis was made with help of 5 point scaling. Satisfaction level may vary from one customer to another. The gathered satisfaction are tabulated and given below.

VAS (Satisfaction)	Mean	Std. Deviation	Mean Rank
ATM cum Debit card			
Promptness of card delivery	4.12	0.872	I
Number of transactions	3.79	0.976	II
The quality of Currency Notes	3.72	1.051	IV
Conveniently located	3.75	1.132	III
INTERNET BANKING			
Account information and balance enquiry	3.92	0.862	I
E-payments	3.69	1.025	III
Account to account transfer	3.74	0.942	II
Due instalment enquiry	3.53	0.790	V
Statement request(e-mail,fax,mail)	3.56	1.017	IV
TELEPHONE BANKING			
Pleasant musical back ground	3.61	1.058	I
Reasonable number if voice prompts	3.47	0.815	III

Clear instructions	3.58	0.915	II
Voice directions/online directions for new user	3.43	0.906	IV
Provide additional options	3.43	0.959	IV
MOBILE BANKING			
Easy and timely to information	3.70	0.912	III
SMS alerts about specific information of the bank services/new products	3.84	1.016	I
To get minimum balance alerts	3.84	0.916	I
Prepaid mobile recharge	3.59	1.088	IV
SMART CARD			
High levels of security	3.70	0.949	I
Larger Memory	3.59	0.981	II
Reduced fraud	3.41	0.957	III
User comfort	3.38	1.091	V
Multiservice smart cards	3.35	1.038	VI
Ease of use without need for connections online or via telephone	3.41	1.051	III
CREDIT CARD			
Convenient to use in a wide range	3.54	0.971	I
Record keeping	3.44	0.913	III
Low cost loan	3.44	0.953	III
Instant cash	3.53	0.911	II
Perks	3.41	1.002	VI
Build positive credit	3.44	0.899	III
Purchase protection	3.35	0.957	VII
PAYTM			
Absolutely easy and simple	3.48	1.002	II
No more failed transaction	3.40	0.846	III
Smooth and easy payment system	3.32	0.787	V
Free coupons and cash back options	3.28	0.873	VII

Works 24 hours and 7 days in a week	3.32	1.000	V
No extra taxes or service charge, pay only for your recharge amount	3.49	0.819	I
Safest and quickest way to recharge	3.36	0.927	IV
All networks available to recharge	3.28	1.004	VII
NEFT			
Highly dependable	3.32	1.000	IV
Low processing charges	3.44	0.960	I
Safe and effective	3.33	1.017	III
Rapid settlement	3.37	1.024	II
RTGS			
Due to elimination of time lag, the risk is greatly reduced	3.46	0.861	V
There is no credit settlement risk involved	3.30	0.890	IX
It enables efficient settlements and avoids delays	3.33	0.932	VIII
Customers can get new banking services based on reliable high value funds transfer system	3.62	0.992	II
The commission rates are very less	3.35	0.960	VII
Any amount can be transferred or obtained from anywhere	3.47	1.025	IV
The transaction takes very less time to complete	3.56	0.917	III
There is no physical handling of cash	3.36	1.006	VI
The transactions are very safe if carried out on secure websites	3.72	0.854	I
SAFE DEPOSIT BOX			
Protection for natural disasters such as fire, floods	3.46	0.940	IV
Protection from theft	3.47	0.798	III
Protection from loss or misplacement	3.48	0.930	I
Family members will know where to find your valuable documents in the event you become incapacitated or die	3.48	0.964	I
TRAVELLER'S CHEQUE			
Protect your travel money	3.39	0.852	I
Protect yourself against identify theft	3.39	0.863	I

Save money compared to other payment methods	3.37	0.977	III
Fees for travellers cheques are often less expensive	3.32	0.930	IV
Travellers cheques may be cancelled easily and replaced easily	3.26	1.052	V

Source: Primary Data

The above table shows the satisfaction level of the customers towards value added services offered by selected public and private sector banks in Thoothukudi District. Based on the mean score, the customers are satisfied towards promptness of card delivery (4.12 and not satisfied towards the quality of currency notes (3.72) in ATM cum Debit card. Based on the mean score, the customers are satisfied towards account information and balance enquiry (3.92) and not satisfied towards due instalment enquiry (3.53) in internet banking. Based on the mean score, the customers are satisfied towards pleasant musical back ground (3.61) and not satisfied towards the voice directions/ online directions for new user and provide additional options (3.43) in telephone banking. Based on the mean score, the customers are satisfied towards SMS alerts about specific information to the bank services/ new products and to get minimum balance alerts (3.84) and not satisfied towards the prepaid mobile recharge (3.59) in mobile banking. Based on the mean score, the customers are satisfied towards high levels of security (3.70) and not satisfied towards the multiservice smart cards (3.35) in smart card. Based on the mean score, the customers are satisfied towards convenient use in a wide range (3.54) and not satisfied towards the purchase protection (3.35) in credit card. Based on the mean score, the customers are satisfied towards no extra taxes or service charge, pay only for your recharge amount (3.49) and not satisfied towards the free coupons and cash back options and all networks available for recharge (3.28) in paytm. Based on the mean score, the customers are satisfied towards low processing charges (3.44) and not satisfied towards the highly dependable (3.32) in NEFT. Based on the mean score, the customers are satisfied towards the safe transactions if carried out on secure websites (3.72) and not satisfied towards there is no credit settlement risk involved (3.3) in RTGS. Based on the mean score, the customers are satisfied towards protection from loss or misplacement and when a person dies the family members should be able to find out the valuable easily (3.48) and not satisfied towards protection for natural disasters such as fire, floods in safe deposit box. Based on the mean score, the customers are satisfied towards protect your travel money and protect yourself against identify theft (3.39) and not satisfied towards the travellers cheque may be cancelled easily and replaced easily (3.26) in travellers cheque.

VIII INFERENCE

It is inferred that majority of the customers satisfaction towards promptness of card delivery in ATM cum debit card, due instalment enquiry in internet banking, pleasant musical back ground in telephone banking, SMS alerts about specific information of the bank services and to get minimum balance alerts in mobile banking, high levels of security in smart card, convenient to use credit cards on a no extra taxes on services charge and pay only for your recharge amount in paytm, low processing charges in NEFT, the transactions are very safe if carried out on secure websites in RTGS, protection from loss or misplacement and when a person dies the family members should be able

to find out the valuable easily in safe deposit box, protect your travel money and protect yourself against identify theft in travellers cheque.

IX SUGGESTIONS

On the basis of the analysis the following suggestions were given:

- It is suggested that banks should develop value added services which are user friendly and compatible to learn by the customers. These services should relate to other public utility services like direct benefit transfer, gas connection, recharge of mobile data cards etc., In addition to this, websites portal must also be user friendly so that the customers can get all information without any hesitation. The service charges to transact in value added services could be reduced.
- In order to succeed in tapping the market for women's banking services, banks need to start collecting the data and change the way they communicate. That is the solution to reach growing section of women. Banks really need a better attention to their female clients - that's the moment of truth for everyone and the most direct contact between the bank and the user. If the accessibility is simple, easy, effective and enjoyable, the experience of a female customer will also be positive. It can be the trigger for recommending the bank or not. They also need advisors who understand their need for simplicity and long-term stability.
- Sometimes internet banking can be time consuming and wearisome as many websites take quite a long time to get opened. The customers may also come across technical difficulties. It is suggested that the customer care department in almost every bank should look into such matters.
- Banks today are well able to modernize the services to the new generation bank customers. In normal banking, the bank officials must help the customers to sort out any problem. But when it comes to serving old customers, they need to have different approach in conducting and persuading the age old customers. It may be for the reasons such as educational, social backwardness and their living style that play prominent role in their choice and preference.
- Psychological challenges can happen when customers are not familiar with the value added services. This will negatively affect acceptance and development of the services. It is suggested to provide on line banking tutorials to help people familiarize with value added services of a bank. Customers feel risk involved in adopting these services. Common people can be given overall knowledge about the value added services. Banks should educate, demonstrate and bring awareness among the customers. Free booklets regarding handling of value added services must be provided. The awareness about value added services should be spread by banks and government through seminars, customer's day, customer campaign, customer meet and demonstrations. Banks should organize public meetings regarding value added services to make customers more aware about such services from time to time. The perception of customers for fear of financial loss and delay must be removed.
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tutorials to help people familiarize with value added services of a bank. Customers feel risk involved in adopting these services. Common people can be given overall knowledge about the value added services. Banks should educate, demonstrate and bring awareness among the customers. Free booklets regarding handling of value added services must be provided. The awareness about value added services should be spread by banks and government through seminars, customer's day, customer campaign, customer meet and demonstrations. Banks should organize public meetings regarding value added services to make customers more aware about such services from time to time. The perception of customers for fear of financial loss and delay must be removed.

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- Bank personnel should be ready to respond to any change in the market. Bankers must be trained in technical aspects which enable them to provide quick and efficient services to the customers.
- The banks should address the online value added service users' grievances promptly by establishing online customer service centre. The customer grievances must be redressed immediately. As the customers are the most powerful tool as well as the assets of bank, they should satisfy the requirements of customers in all possible ways. Banks need to conduct surveying of customers' response and opinion of value added services in order to attract more and more services.
- Now-a-days banks are providing multiple modes of delivery of services through value added services. By providing Value- Added Services (VAS) to customers banks can distinguish themselves from their opponents. However it is found that only few value added services like ATM cum Debit card, online/Internet banking, mobile banking, credit card, RTGS, NEFT are widely used by the customers. Bankers can look into the complete utility of the value added services by the customers.
- It is suggested that all value added services can be available in local languages. Language of website portal should be clear and simple for easy accessing. Required information should be given on the main page itself rather than in the links.
- Customers should be motivated by the bank employees to use value added services in better ways. The study suggests that the banks must provide individualized attention to the value added service users.

X CONCLUSION

The service industry has always been a fundamental component of all economies. Banking is a service trade. Banks cannot sell deals to the customers, but they offer services in buyers market more willingly than sellers market.

Customer service is very important to retain its existing customers as well as to attract new customers. In this respect the growth and profitability of banks to large extent depends on the customer service rendered by them. This study will help the public and private sector banks in the district in improving the customer services. The success of a bank depends upon its ability to meet the customers' requirements. If the customers are fully satisfied, the bank can walk towards the path of success.

Customers for financial services are changing in requisites of their wants, needs, wishes, expectations and troubles and financial service providers have to recognize who their customers are, what they favour, why they buy, who makes the choice and how the consumer utilizes the product and service. In conformity with these changes, there should be changes in the bank's services, training, attitudes and images, marketing strategies and patterns of organization and control. New technology driven products blended with traditional ones and personalized service will enable banks to extend a variety of financial services under one roof. The findings of the study stresses upon the importance of the security and safety expected by the customers especially in value added services like ATM cum Debit card, Credit card, Internet banking, Mobile banking, NEFT, RTGS, Paytm, etc. The prospect of internet banking lies in offering personalized internet based facilities that are not only rated by their customers but are also exceptional to them. This would help make a distinction themselves in the crowd. This would also help them develop incessantly to meet customers' needs, capitalizing on new expertise to build stronger.

As this arena is proving to be very competitive for the existing as well as emerging banks, every bank should keenly focus every aspect of the services provided to the customers if they desire to live on in this competitive world. In conclusion, the bank has to keep in mind the mantra that "Customer is King".

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