

Click www.researchjournal.co.in/online/subdetail.html to purchase.



RESEARCH PAPER

Awareness and adoption of value added services offered by the banks in Coimbatore district

■ R. RAVIKUMAR AND A. RAJESH

Received : 22.08.2014; Revised : 05.09.2014; Accepted : 23.09.2014

ABSTRACT

The value added services not only helps a bank to reduce costs but also helps it to retain its valuable customers. As far as customers are concerned, this facility enables the customer to bank anywhere, at any time and in any condition. Creation of Value Added Service facilities involve very huge investment; in order to improve the operational efficiency of these facilities the banks should encourage the usage of value added services among the customers. In this context a study was undertaken to understand the awareness and adoption of Value Added Service among the customers by analysing data collected from 80 sample respondents through personal interview method using Percentage analysis, RBQ, Chi-square test and Probit analysis. The results of the study revealed that majority of customers, who aware of value added services were young, graduated and most of them were self-employed. Education, monthly income and occupational status were positively influenced the awareness level of value added services. Time saving and comfort in using the technology was the important factors influenced the adoption of value added services.

KEY WORDS : Adoption, Awareness, RBQ, Value added services

How to cite this paper : Ravikumar, R. and Rajesh, A. (2014). Awareness and adoption of value added services offered by the banks in Coimbatore district. *Internat. J. Com. & Bus. Manage.*, 7(2) : 338-342.

MEMBERS OF THE RESEARCH FORUM

Correspondence to:

R. RAVIKUMAR, School of Management Studies, Bannari Amman Institute of Technology, Anna University, SATHYAMANGALAM (T.N.) INDIA

Email: raviagrimba@gmail.com

Authors' affiliations:

A. RAJESH, School of Management Studies, Bannari Amman Institute of Technology, Anna University, SATHYAMANGALAM (T.N.) INDIA

Email: rajesh2active@gmail.com