3. Objectives and Hypothesis

3.1 Objectives of the study

Research Objectives have evolved from research problem statements, research gaps and have been developed for this research, after an in-depth study of the domain and review of literature, detailed in chapter 3. The research objectives have been developed accordingly and are as follows:

The first objective is to study and analyze the demographic factors influencing preferences for self-service technology with reference to banking sector in Jharkhand. The various demographic factors taken into consideration are gender, age, educational qualification and occupation. Categorization of demographic variables has been done with the help of review of literature survey and valued opinion of experts from the banking sector.

The other objective is to compare customer’s preference for sector-wise banks in Jharkhand. Convenience to use with reference to location, time, cost, comfort, security and user friendliness of public and private sector banks is also compared to find the difference between the preference levels of customers of both the banks.

3.2 Hypotheses

In order to achieve the above mentioned objectives, seventeen hypotheses have been formulated, which will be tested. The hypotheses are mentioned below:

H1: Gender influences the customer’s preference towards self-service technology.

H2: Age influences the customer’s preference towards self-service technology.

H3: Educational qualification influences the customer’s preference towards self-service technology.
H4: Occupation influences the customer’s preference towards self-service technology.

H5: Convenience influences preference for self-service technology for private bank customers.

H6: Convenience influences preference for self-service technology for public bank customers

H7: Time saving aspect influences preference for self-service technology for private bank customers.

H8: Time saving aspect influences preference for self-service technology for public bank customers.

H9: Cost influences preference for self-service technology for private bank customers

H10: Cost influences preference for self-service technology for public bank customers

H11: Comfort influences preference for self-service technology for private bank customers

H12: Comfort influences preference for self-service technology for public bank customers

H13: Security influences preference for self-service technology for private bank customers

H14: Security influences preference for self-service technology for public bank customers

H15: Human interfaces influence preference for self-service technology for private bank customers

H16: Human interfaces influence preference for self-service technology for public bank customers

H17: The customer’s preference of public sector bank is not different (same) to the customer’s preference of private sector bank.
For objective 1 i.e to analyze the demographic factors influencing preferences for self-service technology; hypothesis 1, 2, 3 and 4 have been formulated. The demographic variables used for this study are gender, age, education qualification and occupation.

To analyze objective 2; i.e to compare retail customers preference towards self-service technology in public and private sector banks of Jharkhand, hypothesis 5 to 17 have been framed. Aspects such as convenience to use with reference to location, time, cost, comfort, security and user friendliness i.e human interface has been compared. Hypothesis 17 draws overall comparative analysis between preference of retail self-service customers of public and private banks in Jharkhand. The frequency of usage of self-service facilities of both the groups has been compared.

The frequency has been segregated as every day, once or twice a week, fortnightly, monthly and rarely.

3.3 Summary

This chapter gives a brief idea about the research objectives fixed, based upon the research gaps and the problem statement identified in the last chapter. Also, the hypotheses formulated for the research project were detailed out in this chapter.