Preface

Post liberalization (1991) Indian Banking Industry has witnessed radical changes in the way banks have operated and served their customers. One of the most significant developments has been the introduction and growth of Self-Service Technologies. This project focuses on Self-Service Technologies and the latent Consumer Behaviour toward them. Through this research we have tried to identify the factors that have an impact on Consumer Behaviour toward Self-Service Technologies and using the statistical tool ‘Factor Analysis’, we have further tried to rank them in order of the magnitude of their impact.

The thesis is divided into seven major sections/chapters. Chapters 1 to 5 are the body of the thesis namely – Introduction, Literature Review, Research Methodology, Data Analysis and Conclusion and Recommendations. Section 6 attributes the references to research work cited in this thesis. The last section – Appendix, contains the tables and figures which provide the support to Data Analysis and the Conclusions and Recommendations.

Chapter 1: Introduction deals with the evolution of the concept of banking from a Global perspective and then from an Indian perspective.

Chapter 2: Literature Review makes reference to earlier work done in the areas of Services, developing into an assessment of research done in the area of Self-Service Technologies and specifically in the banking sector. It further delves into the concept of Consumer Behaviour and then examining the impact of Self-Service Technologies on Consumer Behaviour. This has been done by explicating models from various eminent researchers.

Chapter 3: Research Methodology initiates the identification of the Research Problem followed by the development of the Research Hypothesis, Research Objectives and the Research Questions. It further details the previous research on topics pertaining to Research itself and Research Methodology. Further with adequate evidence, it provides the framework of the Research Methodology and the Research Method chosen for this research work. We also look at the sampling techniques and its modalities, followed by the construct of the questionnaire and Data Collection.

Chapter 4: Data Analysis starts by defining the tools that have been used for the purpose of analysis of data. We further examine the outcomes of the quantitative tool ‘Factor Analysis’ on the data.

Chapter 5: Conclusions and Recommendations. The outcome of the Data Analysis is used to conclude the research, through testing of Hypothesis, and then providing Recommendations, in line with the Objectives decided in Chapter 3. To close the loop
we have chalked out the limitations of this research and also provided scope for future research in this concluding chapter.

The research has been able to objectively identify three significant endogenous factors that impact Consumer Behaviour toward Self-Service Technologies. These are Positive Attitude and Perceived Usefulness, Perceived Ease of Use and Risk and Innovativeness. On the basis of these factors the recommendations that we have made to the banking institutions are evaluation of their technology design or choice and communication strategy. We have further recommended that banks should motivate customers displaying high positive attitude toward Self-Service Technologies. The banks should look at reducing the complexity in the SSTs and communicate the ‘ease of use’ to both users and non-users of SSTs. SSTs increase customer loyalty and customers tied to the bank through the use of SSTs can be long-term, revenue customers. We conclude by recommending certain promotional schemes relevant to the research output.