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Awareness and attitude of bank customers towards the usage of ATM card: A case study of Hubli-Dharwad twin city, Karnataka state

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Abstract
The study investigates the awareness and attitudes of bank customers in the Hubli-Dharwad twin city of Karnataka towards the usage of ATM cards. With the increasing shift towards digital banking, understanding how customers perceive and utilize ATM services is crucial for enhancing the effectiveness of these services. The research, conducted with a sample of 150 respondents, highlights that while the majority are fully aware of ATM operations, a significant portion still relies on external help. Factors influencing ATM usage, sources of information, and the challenges faced by customers were examined. The findings suggest that self-awareness is the primary driver for ATM usage, and issues like technical errors in ATMs are prevalent concerns among users. The study provides insights that can help banks improve their digital service delivery, ensuring better customer satisfaction and retention.

Keywords: ATM cards, customer awareness, banking behavior, digital banking, Hubli-Dharwad, Karnataka, self-awareness, technical errors, banking services, financial inclusion

Introduction
An automated teller machine (ATM) is an electronic banking outlet, which allows customers to complete the basic transaction without the aid of a branch representative or teller. There are two primary types of automated teller machine, or ATMS. The basic units allow the customers to only withdraw cash and received a report of the accounts balance. The more complex machines will accept the deposits, facilitate credit card payments and report account information. ATMs are scattered throughout cities, allowing customers easier access to theirs accounts. Anyone with a debit or credits card will be able to access most ATMs. Using a machine operated by your bang is usually free, but accessing funds through a unit owned by a competing bank will usually incur a small fee. Digital India and other government initiatives have also motivated the adoption of e-banking services especially after demonetization in 2016. This has increased the use of e-wallets, net banking, and other digital financial services. The present study is focused on the awareness and attitudes of bank customers towards the usage of ATM cards. Hubli-Dharwad is a twin city in the state of Karnataka which is a prominent urban area with growing infrastructure and digital facilities.

Hubli–Dharwad Municipal Corporation has been constituted in 1962 by combining two cities separated by a distance of 20 kilometres. The area covered by the corporation is 181.66 km^2 (70.14 sq mi). Spread over 45 revenue villages. The population of the twin cities as per the 2011 census is 943,788 of which 474,518 are males and 469,270 are female. Total literates are 727,103 of which 382,913 are males while 344,190 are female. The average literacy rate of Hubli and Dharwad city is 86.79 percent of which male and female literacy was 91.12 and 82.44. Hubli–Dharwad's population increased 22.99% between 1981 and 1991, from 527,108 to 648,298, and by 21.2% between 1991 and 2001. The municipality covers 191 km^2 (74 sq mi). Hubli–Dharwad is a 3rd fastest growing city, & developing industrial hub in Karnataka after state capital with more than 1000 allied small and medium industries. There are machine tools industries, electrical, steel furniture, food products, rubber and leather industries, and tanning industries.

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To promote the overall economic development of industries, institutions and businesses, the Karnataka Chamber of Commerce & Industry was formed. It is one of the premier associations, which has been gaining momentum in achieving potential growth and prosperity in Hubli region. One key aspect of industrialisation for Hubballi-Dharwad was foundation of Agricultural Produce Market Committees (APMCs), which aimed at providing hassle-free market conditions for farmers, to establish regulated and stimulated production of agricultural related commodities and goods.

In order to promote business as well as the economy of the twin city, a large number of public sector banks like State Bank of India, Canara Bank, Bank of Baroda, as well as private sector banks like ICICI, HDFC and Axis Bank are operating in the city. The city has an extensive network of ATMs including 24x7 availability, supporting both cash withdrawal and deposits, often linked to mobile banking.

Need for the study

There is a significant need to study the awareness and usage of e-banking services among ATM cardholders, especially in today's rapidly digitising financial environment. With the growing importance of digital transformation in the banking sector services like internet banking, mobile banking, UPI and digital wallets are become very essential. However, many ATM cardholders may be unaware to use these services. As the banking industry is shifting away from traditional branch-based services toward digital platforms. E-banking services play a crucial role in promoting financial inclusion by providing convenient, accessible, and cost-effective banking solutions. It is better to banks tailor if they understand how well ATM cardholders are adapting to this change. Understanding the awareness and perceptions of ATM cardholders can help banks improve their digital service delivery, resulting in better customer retention. In this background the above points strongly support the need of this study.

Statement of the problem

Despite the growing reliance on ATM cards for everyday banking transactions, there remains a notable variation in the level of awareness and attitude among bank customers. In the Hubli-Dharwad Twin City of Karnataka State, it is unclear how well customers understand the functionalities and operations of ATM cards and how these factors influence their usage patterns. There is a need to investigate whether customers are fully aware of the capabilities and security features of their ATM cards, and how their attitudes toward ATM card usage affect their banking behaviour. Additionally, understanding the challenges faced by customers and their sources of information is crucial. This research aims to bridge these gaps by studying the awareness and attitudes of bank customers toward ATM card usage and to provide practical recommendations for enhancing the effectiveness and user experience of ATM services in the region. Several research studies have been revived and found no single study has been conducted on this particular issue. Accordingly, in order to fill the research gap, the present study is undertaken. Therefore, the statement of the study is entitled as "Awareness and Attitude of Bank Customers towards the Usage of ATM Card – A Case Study of Hubli-Dharwad Twin City, Karnataka State".

Objectives of the study

The objectives of the study are listed below.
- To study the awareness of customers towards the usage of ATM card.
- To study the attitude of customers towards the usage of ATM card.
- To offer useful suggestions for effective usage of ATM card.

Research methodology: In order to meet out the objectives, the researcher has selected the sample of 150 respondents from Hubli-Dharwad City based on the simple random sampling method. The primary data was collected through the schedules whereas the secondary data was collected from the library sources. The information so collected were analysed through the simple percentage methods and presented in the form of tables.

Socio-economic profile of the respondents

Before going in detail with the analysis of the core data, it is essential to analyse the diversified characteristics of the respondents selected for the study. Table No. 1A, 1B and 1C focuses on the distribution of the respondents based on the different parameters.

Table 1A: Social economical profile of the respondents based on age, gender & marital status

Parameters	Elements	No. of Respondents	
		in Persons	In Percent
Age	below 20 Years	26	17.33
	21-30 Years	70	46.67
	31-40 Years	38	25.33
	41-50 Years	12	8.00
	51-60 Years	0	0.00
	above 60	4	2.67
	Total	150	100.00
Gender	Female	24	16.00
	Male	126	84.00
	Total	150	100.00
Marital Status	Married	52	34.67
	Unmarried	98	65.33
	Total	150	100.00

Source: Field study

Table No. 1A reveals the information related to age, gender and marital status of the respondents selected for the study. According to the table, majority of the respondents are belongs to age group of 21-30 Years which represents 70 Persons and 46.67 Percent followed by age group of 31-40 Years 38 Persons (25.33 Percent), below 20 Years 26 Persons (17.33 Percent), 41-50 Years 12 Persons (8 Percent) and least in the age group above 60 years 4 Persons (2.67

Percent). There are no respondents belonging to the age group of 51-60 Years. Similarly, majority of the respondents are male which represents 126 persons 84 percent followed by female 24 persons (16.00 percent). Finally, majority of the respondents are unmarried which represents 98 persons and 65.33 percent followed by married 52 persons (34.67 percent).

Table 1B: Social economical profile of the respondents based on occupation and education

| Parameters | Elements | No. of Respondents | |
		in Persons	In Percent
Occupation	Business	28	18.67
	Government Employee	18	12.00
	Home makers	2	1.33
	Private employee	10	6.67
	Student	76	50.67
	Unemployed	16	10.67
	Total	150	100.00
Education	Primary School	16	10.67
	High School	24	16.00
	PUC	10	6.67
	Degree	30	20.00
	Master Degree	18	12.00
	Professional	12	8.00
	Technical	40	26.67
	Total	150	100.00

Source: Field study

TableNo.-1B shows the information related to Occupation and Qualification of the respondents which directly affects the awareness and attitudes of the respondents towards ATMs. As per the table data, 76 respondents are Student with 50.67 percent followed by Business persons (28 persons, 18.67 Percent), Government Employees (18 persons, 12 Percent), Unemployed persons (16 persons, 10.67 Percent), Private employees (10 persons, 6.67 Percent) and least by Home-makers (2 persons, 1.33

Percent). Similarly, majority of the respondents have Technical education which represents 40 respondents and 26.67 Percent followed by Degree holder (30 respondents, 20 Percent), High School completer (24 respondents, 16 Percent), Master Degree holder (18 respondents, 12 Percent), Primary School completer (16 respondents, 10.67 Percent), Professional (12 respondents, 8 Percent) and PUC-10-6.67 Percent.

Table 1C: Social economical profile of the respondents based on location and income

| Parameters | Elements | No. of Respondents | |
		In Persons	In Percent
Location	Rural	50	33.33
	Semi Urban	46	30.67
	Urban	54	36.00
	Total	150	100.00
Income per month	Less than 10000	72	48.00
	20000-30000	32	21.33
	30000-40000	34	22.67
	40000-50000	8	5.33
	above 50000	4	2.67
	Total	150	100.00

Source: Field study

It is clear from Table No.– C that out of 150 respondents, 54 respondents belong to urban areas (36.00 percent) followed by rural areas (50 respondents, 33.33 percent) and Semi urban (46 respondents, 30% percent). Similarly, 72 respondents which represents 48.00 percent belongs to income group of less than Rs. 10000 followed by income group of Rs 30,000-40,000 (34 respondents, 22.67 percent), Rs. 20,000-30,000 (32 respondents, 21.33 percent), Rs.

40,000-50,000 (08 respondents, 5.33 percent) and least by above 50000 (04 persons, 2.67 Percent).

Analysis and Interpretation
Data analysis is a crucial part in research papers because it ensures a systematic approach to interpreting complex datasets through transforming raw data into meaningful insights. Different parameters have been used for analysis to

achieve objectives of the study which includes source of information, factor influencing on decision making, frequency in using ATM cards, reason for using ATM card and issues most time faced while using ATM card. Following table focuses on the different analytical parts.

Table 2: Awareness of customers about ATM Operation

Elements	No. of Respondents	
	Persons	%
Fully Aware	82	54.67
Partially Aware	60	40.00
Not aware	8	5.33
Grand Total	150	100.00

Source: Field study

It is evident from the above table that the majority of the respondents (82) are fully aware about ATM operation which represents 54.67 percent. Significant number of respondents (60) claimed that they are partially aware with 40.00 percent. 5.33 percent respondents are not aware about ATM operations. Further table three presents the information related with the Way of using ATM Cards

Table 3: Way of using ATM cards

Elements	No. of Respondents	
	Persons	%
Self-independently	89	59.33
Self - with help of other	40	26.67
Completely dependent	21	14.00
Grand Total	150	100.00

Source: Field study

It can be observed from the above table that the major of the respondents (89) are able to handle ATM operation self independently which represents 59.33 percent. Significant number of respondents (40) claimed that they need help from the others to operate ATM Cards which represents 26.67 percent. 14 percent respondents completely depends upon others for using ATM Cards

Table 4: Source of Information for ATM Operation

Elements	No. of Respondents	
	Persons	%
Advertisement - Electronic Media	16	10.67
Advertisement - News paper	30	20.00
Advertisement - Social media	24	16.00
Friends and relatives	70	46.67
Syllabus in education level	10	6.67
Grand Total	150	100.00

Source: Field study

The above table describes that the information related to the source of information used by the respondents to understand ATM operation. Out of 150 respondents 70 (46.67 percent) respondents felt that Friends and relatives are the main source of information used by the respondents to understand ATM operation. 70 (46.67 percent) respondents felt that advertisement is the main source of information used by the respondents to understand ATM operation. Only 6.67% of the respondents felt the syllabus in education provides required information for understanding ATM operation. The portion of advertisement is 46.67% which includes 20% from newspaper, 16% from Social media and 10.67% from electronic media.

Table 5: Influential Factor for ATM usage

Elements	No. of Respondents	
	Persons	%
Business	6	4.00
Family	32	21.33
Friends	46	30.67
Self-awareness	66	44.00
Grand Total	150	100.00

Source: Field study

Table No. 5 reveals the information related to the influential factors on decision making to use ATM cards. According to the table, majority of the respondents opined that the self-awareness of the respondents are main factor which influence decision making of respondent about ATM usage which represents 66 person and 44 Percent followed by Friends (46 persons, 30.67 Percent), Family (32 Persons, 21.33 Percent) and least by Business (6 Person, 4 Percent).

Table 6: Regularity in using ATM Card

Elements	No. of Respondents	
	Persons	%
Occasionally	48	32.00
Rarely	20	13.33
Regularly	82	54.67
Grand Total	150	100.00

Source: Field study

Table No. 6 shows the information related to the regularity in usage of the ATM cards. It is clear from the table that the mmajority of respondents regularly uses the ATM cards which represents 82 persons and 54.67 Percent followed by occasional users (48 Persons, 32 Percent) and least by Rare users (20 persons, 13.33 Percent).

Table 7: Reason for using ATM Card

Elements	No. of Respondents	
	Persons	%
Convenience	24	16.00
Eeconomical	12	8.00
Safety in Transfer	78	52.00
Save Time	36	24.00
Grand Total	150	100.00

Source: Field study

Table No.-7 focuses on the reasons for using ATM card. Majority of the respondents are willing to use ATM cards because of Safe transfer of money which represents 78 person and 52 Percent followed by for saving time (36

Persons, 24 Percent), for convenience (24 Persons, 16 Percent) and least by for the reason of economy (12 Persons, 8 Percent).

Table 8: Problems while using ATM card

Elements	No. of Respondents	
	Persons	%
Amount deducted but not delivered	26	17.33
Fraud	8	5.33
No Cash in Machine	40	26.67
Restriction on withdrawal	22	14.67
Technical error of the Machine	48	32.00
Not Faced any problem	6	4.00
Grand Total	150	100.00

Source: Field study

ATM cardholder faces several problems while using it. The information so collected on these issues are presented in Table No.-8 which describes the majority of the respondents faced problem in Technical error of the Machine which represent 48 persons and 32 Percent followed by non-availability of Cash in Machine (40 persons, 26.67 Percent), Amount deducted from amount but not delivered (26 Persons, 17.33 Percent), Restriction on Amount and time of withdrawal (22 Persons, 14.67 Percent) and least by Fraud (8 persons, 5.33 Percent). 4 percent of the respondents claimed that they did not face any problem.

Observations of the study
The observations of the study are grouped into two categories i.e. observation in connection with the profile of the respondents and observation in connection with the awareness and attitude towards the usage of ATM cards.
Following are the key observations in connection with profile of the respondents.
- Majority of the respondents belong to the age group of 21-30 Years which represents 70 Persons and 46.67 Percent and least in the age group above 60 Years 4 Persons (2.67 Percent). There are no respondents belonging to the age group of 51-60 Years.
- Majority of the respondents are male which represents 126 persons and 84 percent
- Majority of the respondents are unmarried which represents 98 persons and 65.33 percent
- 50.67 percent of respondents are students followed by Business persons (18.67 Percent), Government Employees (12 Percent), Unemployed persons (10.67 Percent), Private employees (6.67 Percent) and least by Homemakers (1.33 Percent).
- Majority of the respondents have Technical education which represents 40 respondents and 26.67 Percent followed by Degree holder, High School completer, Master Degree holder, Primary School completer Professional and PUC-.
- Out of 150 respondents, 36.00 percent of respondents belong to urban areas followed by rural areas (33.33 percent) and Semi urban (30% percent).
- 72 respondents which represents 48.00 percent belong to an income group of less than Rs. 10000 and least by above 50000 (4 persons, 2.67 Percent).

- Following are the key observations in connection with the awareness and attitude of bank customers towards the usage of ATM card.
- Major number of respondents (54.67 percent) are fully aware about ATM operation. Significant number of respondents (40.00 percent) claimed that they are partially aware. 5.33 percent respondents are not aware about ATM operations.
- Major number of respondents (59.33 percent) are able to handle ATM operation independently. Significant number of respondents (26.67 percent) claimed that they need help from others to operate ATM Cards. 14 percent of respondents completely depend upon others for using ATM Cards.
- Majority of the respondents (46.67 percent) felt that Friends and relatives are the main source of information used by the respondents to understand ATM operations.
- The portion of advertisement is 46.67% which includes 20% from newspapers, 16% from Social media and 10.67% from electronic media.
- Majority of the respondents opined that the self-awareness of the respondents are the main factor which influence decision making of respondents about ATM.
- Majority of respondents (54.67 Percent) regularly uses the ATM cards followed by occasional users (32 Percent) and least by Rare users (13.33 Percent)
- Majority of the respondents (52 Percent) are willing to use ATM cards because of Safe transfer of money and followed by for saving time, for and least by for the reason of economy.
- Majority of the respondents faced problem in Technical error of the Machine followed by non-availability of Cash in Machine, Amount deducted from amount but not delivered, Restriction on Amount and time of withdrawal and least by Fraud
- 4 percent of the respondents claimed that they did not face any problem.

Suggestions and Conclusion
Based on the observations of the study, the researcher has some suggestion to the banks as well as to the customer for effective utilisation of ATM card
Suggestions for Bankers are listed below:
- **Enhanced Customer Education:** Banks should invest in comprehensive educational programs that go beyond

advertisements and include interactive tutorials, workshops, and in-branch demonstrations to address the gaps in ATM operation awareness.

- **Improved Technical Support:** To reduce the incidence of technical errors, banks should ensure regular maintenance and timely repairs of ATMs. Additionally, implementing real-time monitoring systems can help quickly identify and resolve issues.
- **Clear Communication Channels:** Establish dedicated support channels for ATM-related issues, including customer service hotlines and online chat options, to assist users who face problems with their transactions.
- **Increased Accessibility:** Banks should consider expanding the availability of ATMs, especially in underserved areas, to minimize issues related to cash non-availability and withdrawal restrictions.
- **User-Friendly Interfaces:** Simplifying ATM interfaces and providing multilingual support can help make operations more intuitive, particularly for those who may struggle with complex systems.
- **Regular Updates:** Keep customers informed about any changes in ATM procedures or new features through various channels, including social media, emails, and SMS alerts.

Suggestions to the Customers are listed below

- **Seek Information Actively:** Customers should take the initiative to familiarize themselves with ATM operations through available resources such as bank websites, instructional materials, and assistance from bank staff.
- **Use ATMs Wisely:** When using ATMs, customers should be cautious of their surroundings, ensure the machine is functioning correctly before completing transactions, and report any issues immediately to the bank.
- **Stay Informed About Updates:** Regularly check for updates from their bank regarding ATM services and features to stay informed about any changes or new functionalities.
- **Practice Security:** Customers should protect their ATM cards and PINs, avoid sharing their details, and immediately report any suspicious activity or card loss to the bank.
- **Provide Feedback:** If encountering persistent issues or having suggestions for improvement, customers should communicate their feedback to the bank to help enhance the overall ATM experience.

The study on the awareness and attitude of bank customers towards ATM card usage in the Hubli-Dharwad Twin City, based on a random sample of 150 respondents and analyzed using simple percentage techniques, provides several key insights. The majority of participants demonstrate a strong understanding of ATM operations, with only a small proportion showing limited or no awareness. Most individuals are capable of handling ATM transactions independently, although some still require assistance or rely on others for help. Information about ATM usage predominantly comes from friends and relatives, followed by advertisements, while formal education plays a minimal

role. Advertisements across various media channels are a significant source of knowledge about ATM operations. Self-awareness is a crucial factor in ATM usage decisions, overshadowing the influence of friends, family, and business factors. The study also reveals that regular ATM card use is common, with some people using their cards occasionally or rarely. Key motivations for using ATM cards include secure money transfers and saving time, with economic benefits being less emphasized. Users frequently encounter technical problems, such as machine errors and cash shortages, although a few report no issues at all. Overall, the research highlights a generally high level of ATM card awareness and usage, pointing to the need for improvements in technical reliability and user education.

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