

# BANK CUSTOMERS' ANNOTATIONS REGARDING BANKING SERVICES

Parmod Kumar Singhal\*

**Abstract** *The banking services play an important role in the development of the country as increase in the banking services led overall growth of the economy. Generally customers have different opinion about the banking services offered by their banks. In this study the T-test, Mean, Standard deviation and ANOVA are used to know about the impact of the demographic factors on the banking services offered to customers by the banks. The study also reveals that mostly customers are agree that bank offered them all financial inclusion schemes and employees motivate them to use the banking services.*

**Keywords** *Banks, Customers, Financial Inclusion, Banking Services, Bank Employees*

**JEL Classification** *G21*

## INTRODUCTION

In today's era banks are playing a key role in the development of the country. Banks connect the people to the economy of the country by providing financial services. Banks are the nerve of any economy. India is becoming digital country and no doubt in last few years people start using the online banking services provided by banks, like Online fund transfer via, NEFT, RTGS, BHIM UPI app, etc. "Financial inclusion is emerging as a new paradigm of economic growth that plays major role in driving away the poverty from the country" (Iqbal & Sami, 2017). Bank customers in India are not so much aware about the various banking services and the financial inclusion schemes of the government. The main reason of this negligence is lack of financial awareness programmes. The banks and their staff members play an important role in the promotion of financial inclusion schemes. In recent years the trends show the increase in the uses of the formal financial services in India as the government focused on Pradhan Mantri Jhan Dhan Yojana. The poor people start moving towards the banking services and using the formal financial services.

## REVIEW OF LITERATURE

**Caroline (2006)** analyzed the relationship between low income group customers and financial services provisions in Ireland. He also analysed the nature and degree of financial inclusion in Ireland and even financial inclusion is becoming

a key policy issue in many European Union member states. The paper also defined that the financial services are ignored at lower level in Ireland.

**Jentsch (2012)** Mobile phone usage reveals much about the behavioural patterns, personal likings, and social networks of customers. The data are even richer where the customer also uses the mobile phone for financial transactions. Such data collections by the financial and the telecommunications service providers present considerable vulnerabilities and risks in terms of abuse not only by the private sector and criminals but also by authorities.

**Mukherjee and Chakraborty (2012)** the authors revealed in their study conducted in the remote areas of Jharkhand that maximum people facing the problems of fulfilling KYC norms. The present KYC norms also show the hindrance in promoting financial inclusion in Jharkhand as the people living in the remote villages are lacking of the KYC documents like proof of name, Address and income. Hence, the responsibility of the banks and other financial institutions regarding financial inclusion has to be seen in the light of the existing KYC norms.

**Bagli (2012)** found in his study that, the financial inclusion level of the states in India has a low mean and high inequality. In this study he revealed a strong positive relationship between the financial inclusion and the human development. He also realized from the study that financial literacy and awareness is required for achieving the objective of financial inclusion among the marginalized sections of people. He

\* Research Scholar, IKGPTU & Assistant Professor, Department of Management Studies, Kurukshetra Institute of Technology and Management, Haryana, India. Email: [parmodamity@gmail.com](mailto:parmodamity@gmail.com)

also concludes in the study that financial institutions will have to be amicable to the poor people to achieve complete objectives of financial inclusion.

**Aterido, Beck, and Iacovone (2013)** the authors assessed in their study the gender differences in the use of financial services by enterprises and households in Sub-Saharan Africa. The authors found in their study that in the case of individuals, the lower use of formal financial services by women can be explained by gender gaps in other dimensions related to the use of financial services, such as their lower level of income and education, and by their household and employment status. They further explain in their study that in the case of enterprises, key drivers of the gender gap are exactly these key firm characteristics, especially size: firms with female ownership participation tend to be of smaller size, and smaller firms have, on average, less access to external finance. Further, we provide some evidence of selection bias, i.e., female entrepreneurs have to overcome higher barriers in the first place, as evidenced by their higher tendency to innovate and higher legal burden in African countries compared to their male peers.

**Gupta and Singh (2013)** conclude in their research that to achieve financial inclusion the government should emphasize on the behavioral factors rather than considering an improvement in literacy rate as a major determinant. Models that do not consider literacy level as a prerequisite to use financial services like, Biometric ATM, Mobile Based Payment System, Smart Card, and Tele-centers can be useful to achieve the goal of financial inclusion in India. Large variations in the correlation index, indicates that there is a need to formulate state-level policies for financial inclusion that consider the socio-cultural diversity of the country.

**Sharma and Kukreja (2013)** define the role of financial inclusion, in strengthening the India's economy position in relation to other countries. They conclude that financial inclusion plays an important role in the economic development of the country.

**Ranparia (2013)** analysed in his study the improvement rate and current status of financial inclusion programme of the state. After the World War II, it was really difficult for the world economics to sustain their growth. And it was quiet difficult for India, because India was newly independent country at that time. Various measures have been taken from time to time which include building and strengthening rural cooperative sector, nationalization of banks and privatization and expansion of financial sector to remove the poverty and achieve the sustainable growth of the economy by the government.

**Swamy (2014)** The author found in their study that financial inclusion program have strong impact in terms of the change in income of the poor particularly women. The impact leaned positively toward women and is noticed from the fact

that income growth (CAGR) net of inflation effect was of the order of 8.40% as against 3.97% for men participants. Besides, one noticeable finding of this analysis is that general category women are largely impacted by the Financial Inclusion programs mostly because of their awareness levels and access to instruments of economic progress in comparison to the other SC/ST women. However, in the case of impact on living standards, women of SC/ST categories have been largely impacted (CAGR change of 4.35% as against CAGR change of 1.76 for men). Further the author explain that that women use the resources in such ways that improve the family well-being and contribute to significant increase in savings levels of the households and these significant increases are largely attributed to the decision making influence of women.

**Leena Nair (2016)** Pradhan Mantri Jan Dhan Yojana has boost up the confidence level of the lakhs of women as they opened their bank account and overcome the vicious cycle of poverty and unorganized debt. As per third annual survey of Gates Foundation 47 percent women have PMJDY account.

**Sahoo and Arora (2017)** A cashless economy runs on credit or debit cards, electronic fund transfer, or online shopping instead of cash. There are certain steps are taken towards cash less economy like, introduction of BHIM App (Bharat Interface for Money), Rupay Card, Vittiya Saksharta Abhiyan, Aadhar Payment App, UPI. In India greater adoption of RTGS (Real time gross settlement), NEFT (National Electronic Fund Transfer) by all segment of users increased volumes almost threefold between 2013 and 2016. The cashless economy depends upon how much we are dealing with issues like online frauds, financial inclusion into formal banking sector, awareness campaigning and proper redressal system.

**Pattanaik (2017)** The main requirement of cashless economy is financial inclusion. The World Bank data shows that up to 2014, only 52.8 percent adult population of India had accounts in the financial institutions. Out of the total only 10.7, 34 and 1.2 percentages have used debit card, credit card and internet banking system for making a payment. The digital transaction in India is very meagre and need to be drastically improved. The self-help groups can be grate help to the people in the promotion of digital banking system in the rural areas. In order to promote more and more digital payment, government needs to cut the expenses of debit card, credit card and provide the some promotional tools.

**Ouma, Odongo, and Were (2017)** The authors found in their study that availability and usage of mobile phones to provide financial services promotes the likelihood of saving at the household level. Not only does access to mobile financial services boost the likelihood to save, but also has a significant impact on the amounts saved, perhaps due to the frequency and convenience with which such transactions

can be undertaken using a mobile phone. Financial inclusion landscapes of African countries are changing rapidly thanks to the growing mobile phone financial services. The change is positive given that hitherto unbanked or under-banked segments of the population are being reached by affordable, accessible and sustainable financial services through mobile phones which are ubiquitous in the continent. Mobile Phone Money Agents are the most accessible to both men and women living in urban and rural areas. They are just walking distances away to their users.

**Kumar et al. (2018)** the early movers from both private and public sector banking space who are effectively able to leverage these changes will be in a sweet spot and enjoy tremendous strategic advantages vis-à-vis their peers as well as NBFCs. Banks will need to focus on technical innovation that will raise completion and leads to better and cheaper services for customers. The public sector banks have lagged behind their peer in the private sector over last one decade.

## OBJECTIVES OF THE STUDY

- To know the customers views towards banking services.
- To know the customers' views towards bank employees.

## STATISTICAL TOOLS

In this study the Mean, Standard Deviation, T-test and ANOVA is used.

## HYPOTHESIS OF THE STUDY

H0: There is no significant difference in customers' attitude towards various financial inclusion schemes on the basis of various demographical factors.

H1: There is a significant difference in customers' attitude towards various financial inclusion schemes on the basis of various demographical factors.

## DATA ANALYSIS

In this section first of all the reliability scale is tested and then the ANOVA and T-test are used to analyze the data collected by using survey.

## RELIABILITY SCALE

The reliability of the scale was assessed by computing the cronbach's alpha for every construct used in the study, thus measuring the internal consistency. The sample total sample size for the current study is 115. The reliability test has been constructed on both the total sample. To call a scale as reliable, it has also been argued to have a scales' coefficient alpha above 0.7. It has also been argued that a value of coefficient alpha above 0.6 for new scale is acceptable (Nunnally, 1978). In the current study, the value of cronbach's alpha is 0.936. Thus the reliability test is showing a good consistency.

**Table 1: Reliability Statistics**

Cronbach's Alpha	No. of Items
.936	15

**Table 2: Descriptive Statistics**

Statements	Mean	SD
Bank employees easily update the Passbook	3.89	1.041
Bank employees help in Challan/form filling to customers specially uneducated	3.63	.985
Bank provides the services as per prescribed time period	3.46	1.070
Easily deposit/withdrawals of funds at branch	4.04	1.029
Bank awakes the customers about the financial literacy	3.63	1.054
Bank clearly defines the KYC norms	3.89	1.114
Bank employees motivate to invest in Pension Plans under APY	3.10	1.185
Bank employees motivate to Purchase insurance scheme under PMJJBY and PMSBY	3.31	1.111
Bank employees motivate to invest in the PPF/SSY	3.25	1.198
Bank employees motivate to invest in the Fixed Deposit	3.47	1.172
Bank employees motivate to invest in the Recurring Deposit	3.50	1.142
Bank provide the Demand Draft facility	3.80	1.078
Bank provides the NEFT facility	3.92	1.163
Bank provides the RTGS facility	4.20	1.133
Bank provides the loan in short span of time	3.58	1.043

Source: Field Survey, \*Significant at 5% level (Tabulated value .05)

The above Table 2 shows that as mean value for the concerns regarding awareness level of for financial inclusion schemes is more than 3, which shows the positive view point of respondents. So, we can say that most of the respondents are aware about the financial inclusion schemes offered by banks.

**Table 3: Independent T-test for Gender**

Statements	Levene's Test for Equality of Variances		t-test for Equality of Means	
	F	Sig.	t	Sig. (2-tailed)
Bank employees easily update the Passbook	4.032	.047	-1.865	.065
Bank employees help in Challan/form filling to customers specially uneducated	.079	.779	-.205	.838
Bank provides the services as per prescribed time period	.047	.829	-1.516	.132
Easily deposit/withdrawals of funds at branch	.137	.712	-2.331	.022*
Bank awakes the customers about the financial literacy	.309	.580	-1.260	.210
Bank clearly defines the KYC norms	.086	.769	-1.729	.087
Bank employees motivate to invest in Pension Plans under APY	1.978	.162	-.590	.556
Bank employees motivate to Purchase insurance scheme under PMJJBY and PMSBY	1.591	.210	-.300	.765
Bank employees motivate to invest in the PPF/SSY	.010	.922	.601	.549
Bank employees motivate to invest in the Fixed Deposit	1.106	.295	1.082	.282
Bank employees motivate to invest in the Recurring Deposit	.169	.681	-.696	.488
[Bank provide the Demand Draft facility	4.069	.046	-.686	.494
Bank provides the NEFT facility	.282	.596	-1.499	.137
Bank provides the RTGS facility	.026	.873	-.989	.325
Bank provides the loan in short span of time	.107	.744	-.528	.599

Source: Field Survey, \*Significant at 5% level (Tabulated value .05)

The above Table 3 shows that at 5 percent significance level out of 15 items for financial inclusion schemes only one item "Easily deposit/withdrawals of funds at branch" proves to be significant as t-value is less than 0.05. So, for this item null

hypothesis is rejected and alternative hypothesis has been accepted. For other items null hypothesis has been accepted, which has been tested on the basis of demographic factor gender.

**Table 4: Independent T-test for Marital Status**

Statements	Levene's Test for Equality of Variances		t-test for Equality of Means	
	F	Sig.	t	Sig. (2-tailed)
Bank employees easily update the Passbook	.437	.510	-.955	.341
Bank employees help in Challan/form filling to customers specially uneducated	.052	.819	-.274	.785
Bank provides the services as per prescribed time period	.146	.703	-.033	.974
Easily deposit/withdrawals of funds at branch	3.493	.064	.803	.427
Bank awakes the customers about the financial literacy	9.154	.003	1.888	.063
Bank clearly defines the KYC norms	3.984	.048	1.631	.107
Bank employees motivate to invest in Pension Plans under APY	.071	.791	1.806	.074
Bank employees motivate to Purchase insurance scheme under PMJJBY and PMSBY	.031	.860	1.098	.275
Bank employees motivate to invest in the PPF/SSY	.179	.673	1.586	.117
Bank employees motivate to invest in the Fixed Deposit	.613	.435	.205	.838
Bank employees motivate to invest in the Recurring Deposit	3.207	.076	2.027	.046*
Bank provide the Demand Draft facility	3.344	.070	1.532	.129
Bank provides the NEFT facility	.007	.933	.418	.676
Bank provides the RTGS facility	1.338	.250	.523	.602
Bank provides the loan in short span of time	.637	.427	.645	.520

Source: Field Survey, \*Significant at 5% level (Tabulated value .05)

The above table shows that at 5 percent significance level out of 15 items for financial inclusion schemes only one item "Bank employees motivate to invest in the Recurring Deposit" proves to be significant as t-value is less than 0.05.

So, for this item null hypothesis is rejected and alternative hypothesis has been accepted. For other items null hypothesis has been accepted, which has been tested on the basis of demographic factor marital status.

**Table 5: ANOVA based on AGE Group**

Statements	18-30	31-40	41-60	60 above	F	Sig.
Bank employees easily update the Passbook	3.62	3.98	3.93	4.00	.854	.467
Bank employees help in Challan/form filling to customers specially uneducated	3.48	3.60	3.93	3.79	.824	.484
Bank provides the services as per prescribed time period	3.34	3.39	3.73	3.71	.788	.503
Easily deposit/withdrawals of funds at branch	3.86	4.14	3.93	4.14	.563	.641
Bank awakes the customers about the financial literacy	3.24	3.75	3.67	3.93	2.010	.117
Bank clearly defines the KYC norms	3.55	4.04	3.73	4.14	1.576	.199
Bank employees motivate to invest in Pension Plans under APY	2.72	3.19	3.40	3.14	1.433	.237
Bank employees motivate to Purchase insurance scheme under PMJJBY and PMSBY	3.14	3.37	3.53	3.21	.514	.673
Bank employees motivate to invest in the PPF/SSY	2.86	3.40	3.47	3.21	1.513	.215
Bank employees motivate to invest in the Fixed Deposit	3.55	3.35	3.60	3.64	.400	.753
Bank employees motivate to invest in the Recurring Deposit	3.31	3.56	3.47	3.71	.483	.695
Bank provide the Demand Draft facility	3.48	3.84	3.87	4.21	1.600	.193
Bank provides the NEFT facility	3.69	3.93	3.93	4.36	1.041	.377
Bank provides the RTGS facility	4.03	4.26	4.13	4.36	.366	.778
Bank provides the loan in short span of time	3.38	3.61	3.67	3.79	.588	.624

Source: Field Survey, \*Significant at 5% level (Tabulated value .05)

The above Table 5 shows that at 5 percent significance level all 15 items regarding financial inclusion are not found to be significant. As value of significance level is more than 0.05. So, null hypothesis has been accepted, which has been tested on the basis of demographic factor age. So there is no

significance difference between the customers' view towards the banking services based on the age group. It means that banks provide the similar services to the all age group customers.

**Table 6: ANOVA based on Occupation**

Statements	Farmers	Business	Govt. Services	Private Service	Others	F	Sig.
Bank employees easily update the Passbook	3.96	3.80	4.17	3.89	3.81	.203	.936
Bank employees help in Challan/form filling to customers specially uneducated	3.88	3.60	3.50	3.61	3.50	.597	.666
Bank provides the services as per prescribed time period	3.65	3.07	3.00	3.58	3.44	1.125	.349
Easily deposit/withdrawals of funds at branch	4.19	3.80	3.50	4.17	4.00	.904	.464
Bank awakes the customers about the financial literacy	3.73	3.60	3.33	3.83	3.41	.872	.483
Bank clearly defines the KYC norms	4.00	3.60	3.50	4.11	3.75	.981	.421
Bank employees motivate to invest in Pension Plans under APY	3.31	2.73	3.00	3.36	2.81	1.504	.206
Bank employees motivate to Purchase insurance scheme under PMJJBY and PMSBY	3.42	3.00	3.33	3.50	3.16	.770	.547
Bank employees motivate to invest in the PPF/SSY	3.31	3.13	3.50	3.39	3.06	.424	.791
Bank employees motivate to invest in the Fixed Deposit	3.65	3.33	3.17	3.50	3.41	.333	.855
Bank employees motivate to invest in the Recurring Deposit	3.62	3.13	2.83	3.83	3.34	1.941	.109
Bank provide the Demand Draft facility	3.88	3.67	3.67	4.08	3.50	1.381	.245
Bank provides the NEFT facility	4.12	3.73	3.83	4.08	3.69	.779	.541
Bank provides the RTGS facility	4.23	4.13	4.00	4.33	4.09	.253	.908
Bank provides the loan in short span of time	3.65	3.40	3.50	3.78	3.41	.691	.600

Source: Field Survey, \*Significant at 5% level (Tabulated value .05)

The Table 6 shows that at 5 percent significance level all 15 items regarding financial inclusion are not found to be significant. As value of significance level is more than 0.05. So, null hypothesis has been accepted, which has been tested

on the basis of demographic factor occupation. So we can say that there is no difference in the banking services on the basis of the occupation of the customers.

**Table 7: ANOVA (Annual Income of the Respondents)**

Statements	Up to 27000	27000- 250000	250000-500000	Above 500000	F	Sig.
Bank employees easily update the Passbook	4.50	4.00	3.68	3.67	3.019	.033*
Bank employees help in Challan/form filling to customers specially uneducated	3.75	3.88	3.32	3.81	2.632	.054*
Bank provides the services as per prescribed time period	3.50	4.06	3.32	2.76	8.052	.000*
Easily deposit/withdrawals of funds at branch	4.00	4.35	3.91	3.86	1.535	.210
Bank awakes the customers about the financial literacy	3.25	3.65	3.73	3.71	.862	.463
Bank clearly defines the KYC norms	3.75	4.00	3.80	4.00	.362	.781
Bank employees motivate to invest in Pension Plans under APY	3.25	2.82	3.16	3.29	.909	.439
Bank employees motivate to Purchase insurance scheme under PMJJBY and PMSBY	3.00	3.41	3.34	3.33	.518	.671
Bank employees motivate to invest in the PPF/SSY	2.75	2.82	3.32	4.19	7.954	.000*
Bank employees motivate to invest in the Fixed Deposit	3.12	3.12	3.57	4.10	3.849	.012*
Bank employees motivate to invest in the Recurring Deposit	2.50	4.00	3.43	3.62	7.475	.000*
Bank provide the Demand Draft facility	3.00	4.06	3.84	3.90	3.967	.010*
Bank provides the NEFT facility	3.50	4.18	3.75	4.19	1.988	.120
Bank provides the RTGS facility	3.25	4.24	4.20	4.86	7.093	.000*
Bank provides the loan in short span of time	2.75	4.24	3.32	3.71	11.307	.000*

Source: Field Survey, \*Significant at 5% level (Tabulated value .05)

It has been clearly stated from the Table 7 that income level has significant impact on financial inclusion as out of 15 items 9 items has its significant value less than 0.05. It has been cleared from the descriptive mean analysis which suggested that respondents having their income in category of up to 27,000 has given more importance to the concerns that 'Bank employees easily update the Passbook' as corresponding value is 4.50 which is higher

than other categories of income. While respondents having their income in category of 27,000 to 2.5 lakhs gave more importance to the concern for the items 2, 3, 11, 12 and 15. Also respondents having their income in the category of above 5 Lakh gave more concern to the items 9, 10 and 14. The bank employees motivate the high income group people to invest more in fixed deposit schemes and other long terms schemes as higher income group people can invest more.

**Table 8: ANOVA (AREA OF RESIDENCE)**

Statements	Rural	Semi-Urban	Urban	F	Sig.
Bank employees easily update the Passbook	3.69	4.50	3.75	5.733	.004
Bank employees help in Challan/form filling to customers specially uneducated	3.85	3.67	3.46	1.736	.181
Bank provides the services as per prescribed time period	3.49	3.83	3.27	2.353	.100
Easily deposit/withdrawals of funds at branch	3.97	4.42	3.92	2.059	.132
Bank awakes the customers about the financial literacy	3.33	4.25	3.58	6.296	.003
Bank clearly defines the KYC norms	3.97	4.42	3.58	5.202	.007
Bank employees motivate to invest in Pension Plans under APY	3.13	3.58	2.85	3.334	.039
Bank employees motivate to Purchase insurance scheme under PMJJBY and PMSBY	3.13	3.58	3.33	1.260	.288
Bank employees motivate to invest in the PPF/SSY	3.44	3.50	3.00	2.167	.119

Statements	Rural	Semi-Urban	Urban	F	Sig.
Bank employees motivate to invest in the Fixed Deposit	3.74	3.25	3.37	1.713	.185
Bank employees motivate to invest in the Recurring Deposit	3.38	3.83	3.44	1.293	.279
Bank provide the Demand Draft facility	3.97	3.92	3.62	1.425	.245
Bank provides the NEFT facility	3.92	4.67	3.58	8.102	.001
Bank provides the RTGS facility	4.08	4.83	4.00	5.135	.007
Bank provides the loan in short span of time	3.33	4.25	3.46	7.058	.001

Source: Field Survey, \*Significant at 5% level (Tabulated value .05)

It has been clearly stated from the above, Table 8 that income level has significant impact on financial inclusion as out of 15 items 7 items has its significant value less than 0.05. It

has been cleared from the descriptive mean analysis which suggested that bank employees differentiate in providing the banking services location wise of the bank branch.

**Table 9: ANOVA (Education Level)**

Statements	UG	Graduate	PG	Professional	F	Sig.
Bank employees easily update the Passbook	4.43	4.09	3.78	2.92	6.217	.001
Bank employees help in Challan/form filling to customers specially un-educated	4.29	3.77	3.49	2.92	5.322	.002
Bank provides the services as per prescribed time period	4.14	3.55	3.38	2.67	4.696	.004
Easily deposit/withdrawals of funds at branch	5.00	4.36	3.71	3.00	15.314	.000
Bank awakes the customers about the financial literacy	4.43	3.82	3.40	2.92	6.518	.000
Bank clearly defines the KYC norms	5.00	4.05	3.62	3.00	10.396	.000
Bank employees motivate to invest in Pension Plans under APY	4.14	3.00	3.00	2.58	5.082	.002
Bank employees motivate to Purchase insurance scheme under PMJJBY and PMSBY	4.14	3.36	3.16	2.75	4.307	.006
Bank employees motivate to invest in the PPF/SSY	4.00	3.14	3.27	2.75	2.784	.044
Bank employees motivate to invest in the Fixed Deposit	3.86	3.27	3.60	3.25	1.258	.292
Bank employees motivate to invest in the Recurring Deposit	4.43	3.64	3.24	2.92	5.718	.001
Bank provide the Demand Draft facility	5.00	3.73	3.58	3.50	8.065	.000
Bank provides the NEFT facility	5.00	3.86	3.89	3.00	7.732	.000
Bank provides the RTGS facility	4.71	4.45	4.02	3.33	4.857	.003
Bank provides the loan in short span of time	4.43	3.77	3.27	3.08	6.736	.000

Source: Field Survey, \*Significant at 5% level (Tabulated value .05)

It has been clearly stated from the above Table 9 that income level has significant impact on financial inclusion as out of 15 items 14 items has its significant value less than 0.05. It has been cleared from the descriptive mean analysis which suggested that bank employees differentiate in providing the banking services according to the qualification of the customers or we can say that the banking services provided to customers vary accordingly the education level/knowledge of the customers.

## CONCLUSION

The study is conducted regarding the bank customers views towards the banking services and facilities. The most of the customers are aware about the banking services. The banking services are mainly provided without any discrimination on the demographical factors like gender, marital status, age group and occupation. But as per study

bank employees differentiate in the banking services on the basis of education level of the customers and bank location. This study concludes that mostly respondents are aware about the financial inclusion schemes offered by banks and agree that bank employees provide the services in effective way and there is no significant difference in customers' attitude towards various financial inclusion schemes on the basis of various demographical factors.

## REFERENCES

- Aterido, R., Beck, T., & Iacovone, L. (2013). Access to finance in Sub-Saharan Africa: Is there a gender gap? *World Development*, 47, 102–120.
- Caroline, C. (2006). Financial exclusion in Ireland: An exploratory study and policy review. *Combat Poverty Agency*, 1–5.

- Gupta, P., & Singh, B. (2013). Role of literacy level in financial inclusion in India: Empirical evidence. *Journal of Economics, Business and Management*, 1(3), 272–276.
- Iqbal, B. A., & Sami, S. (2017). Role of banks in financial inclusion in India. *Contaduría y Administración*, 62(2), 644–656.
- Jentzsch, N. (2012). Implications of mandatory registration of mobile phone users in Africa. *Telecommunications Policy*, 36(8), 608–620.
- Kumar, V. et al. (2018). Protagonist to economic transformation. *Yojana*, 62, 11–13.
- Mukherjee, A., & Chakraborty, S. (2012). Financial inclusion of the poor and marginalised in Jharkhand: Analysis of the existing model. *International Journal of Research and Development – A Management Review (IJRDMR)*, 1(1), 1–8.
- Nair, L. (2016, September). Empowerment of women: Government perspective. *Yojana*, 60, New Delhi.
- Ouma, S. A., Odongo, T. M., & Were, M. (2017). Mobile financial services and financial inclusion: Is it a boon for savings mobilization? *Review of Development Finance*, 7(1), 29–35.
- Pattanaik, B. K. (2017). Demonetization, cashless economy and development. *Yojana*, 61, 52–57.
- Sahoo, P., & Arora, A. (2017). From a cash economy to less-cash economy. *Yojana*, 61, 11–14.
- Swamy, V. (2014). Financial inclusion, gender dimension, and economic impact on poor households. *World development*, 56, 1–15.