AWARENESS AND SATISFACTION REGARDING BANKING VIRTUAL ASSISTANTS (CHATBOTS) - A STUDY OF GENERATION Z CUSTOMERS

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ABSTRACT

Chatbots are considered now a days a more useful technique to have a better customer relationship. In the present paper the awareness, usability, friendliness and satisfaction of customers regarding the conversation with online chatbots of Indian banking industry has been focused. In today's digital era banking institution are also providing, whether private or public, chatbots facility in the form of virtual assistants on their respective websites for example; PNB is having "PNB-PIHU", AXIS bank is having "AHA", SBI is having "SIA" and so on. As banking sector has moved towards digitalization and with the help of smart phone and other devices customers now a days become more tech savvy, with these two conditions the present study is focused towards identifying the awareness and satisfaction level of the customers from the banking chatbots. Generation Z is the target population in the present research. The study concludes that gender has no impact in the awareness and satisfaction of customer regarding banking chatbots services.

KEYWORDS: Artificial Intelligence, chatbots, banking services, virtual assistants.

1. INTRODUCTION AND BACKGROUND

A complicated economy may perform a far broader variety of operations throughout the labor, financial capital, and marketplaces for goods thanks to banks. They are crucial to the monetary framework, allowing the exchange of products and services in a market for money or other kinds of financial securities. They serve as a bridge among a saver who deposit money in an institution of banking and an applicant who applies for a loan through the bank. They function as an intermediary between financial institutions [1]. The industry of banking is categorized as tertiary. These are responsible for providing support services to primary and secondary industries, as well as trade-related operations. A network of financial institutions with state-issued authorization to offer banking services makes up the contemporary banking sector. The key operations offered include controlling the risks related to different kinds of money in addition to keeping, moving, granting loan against, and holding different sorts of assets [2].

The study of creating "intelligent machines," robots that could replicate the cognitive capacities of the human mind, such as learning and problem-solving, was originally envisaged in 1955 as a branch of Computer Science. AI is expected to exert an enormous impact on practically every sector of the economy, just like the internet did over the course of the last two decades. Across the globe, organizations and governments are spending billions of dollars to fund AI research and pilot initiatives aimed at tackling real-world challenges that existing technology cannot solve [2].

Because of the accessibility of technologies like artificial intelligence (AI), information has evolved into the most valuable resource for an organization. Banks are more aware than ever before of the creative and affordable alternatives AI provides, as they know that a company's asset dimensions, while crucial, would never again be sufficient to establish an income-producing company on its own [5]. Instead, the success of BFSI firms is today measured by their capacity to use technology to harness the power of their data to create novel, tailored services and goods. The drivers of AI disruption in banking include; Big data, Infrastructure Availability, Regulatory Requirements, Competition etc.

Although consumer adoption of virtual assistants is lagging, it is being quickly used in the financial services industry. The aim of the present paper is to identify the awareness and satisfaction of customers regarding these virtual assistants in the banking industry. As companies aim to acquire a competitive advantage and meet evolving client needs, digital transformation has impacted practically every industry. The banking industry has also realized the game changing effects that creative technological disruptors such as Artificial Intelligence (AI) can have on its online and mobile banking models, and has worked quickly to enhance their consumer interaction platforms. Chatbots have become an important part of digital self-service solutions in this area [1]. Banking chatbots may assist customers by directing customers through activities using an interface that speaks for things like transferring cash and checking account balances. Users are able to access FAQs and information about banking services from any section on a bank's website thanks to chatbots, and they can also get customised data through the use of client data to produce computerized suggestions and hints [6].

The remaining paper discusses the objectives hypothesis and research methodology of the study followed by the data analysis & interpretation and conclusion.

2. OBJECTIVE OF THE STUDY

The primary objective is to analyse the level of generation-z customer awareness and their satisfaction regarding banking chatbots service.

3. HYPOTHESIS OF THE STUDY

H0- There is no difference in the CA and CS regarding banking chatbots among the male and female customers.

Ha - There is a significant difference in the CA and CS regarding banking chatbots among the male and female customers.

4. RESEARCH METHODOLOGY

Methodology is the route to solve the research problem systematically [spgupta]. The present study is based on primary and secondary data research, and mainly is descriptive in nature. Primary data has been collected with the help of questionnaire and secondary data has been used from available literature in the form of journals, books, websites etc [5]. Generation Z are the targeted population of the study. Generation Z are those born after 1995, who is still to come into the workforce, but tend to be digital natives, fast decision makers, and highly connected [4].

5. DATA ANALYSIS AND INTERPRETATION

Table no 1- Group Statistics

CA	Gender	N	Mean	SD
	Male	67	46.94	1.92
	Female	64	49.29	1.48
CS	Male	67	12.98	1.15
	Female	64	12.20	1.47

It has been observed from the data set that majority of the respondents i.e. 51% were the male and rest of the respondents were female of the selected sample. As the sample included only generation-Z, so all the respondents were born after 1995 and belong to 19 to 29 years age group. Majority of the respondents i.e. 73% were student and pursuing their PG and any other professional course rest of the students were going private jobs and business. Customer's awareness (CA) and customer satisfaction (CS) has been measured with the help of questionnaires having 19 questions based on CA and CS both. Following table 1 represents the group statistics of the sample set. As per the table it is visible that the mean vale for CA for male and female respondents is 46.94 and 49.29 respectively and for CS the mean values for male and female respondents are 12.98 and 12.20 respectively. So no major difference has been found in the mean values so to check this statistically independent sample t-test has been used and the results of the test are visible in table no-2. As per the table no 2, it is visible that f-value for both CA and CS is insignificant at *p-value* .603 and .505. So we fail to reject the null hypothesis and can conclude here that there is no difference in the awareness and satisfaction regarding banking chatbots among the male and female customers. Male and female customers are equally aware about the banking chatbots services and they are equally satisfied from those services.

Table no 2 - Independent sample t-test

		F	Sig.	t	Df
CA	Equal variances assumed	0.272	.603	-2.008	129
CS	Equal variances assumed	0.446	.505	1.35	129

6. CONCLUSION

In the present study we have investigated the knowledge, awareness and satisfaction of the customers of generation-Z regarding banking chatbots services. It has been found that customers are enough aware about the banking chatbots services. They are somehow satisfied with the information provided by the virtual assistants. However the customers are concerned about the privacy issues. They feel that their personal information can be traced by the other parties and can be used by the other service providers. Every chat asked for the personal details of the customers which can be traced and collected for any other purpose also. So banks should provide more secure mediums so that the details of customers can't be easily traced or collected. In the rapidly expanding field of artificial intelligence, consumers receive technical support in every part of their life. The World Wide Web offers a variety of information-gathering options and has fundamentally altered the way we interact [7].

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