

A Study on Public perceives on Recently launched enhancement and inventions with Artificial Robotic Intelligence through the merger of the public sector banks

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Abstract

The Development of any nation is depend on the trade and innovation. The lifeblood of trade, enterprise and manufacturing is finance. Currently, banking is a core of contemporary business. Any country's development depends primarily on the banking system. The banks are the primary source of funding for the economy. The recent development of the public sector banking sector has been effective for its customers and stakeholders. Developments which include merger of various PSBs, technological upgrades with Artificial Intelligence software and business alliances have brought about these changes by unresolved query and then by time Consumption procedures. This study provides documentation about the customers' knowledge and understanding about the concept of the recent banking merger. The data collected were derived from primary sources and from customers of PSBs. Certain demographic variables, merger aspects and e-banking services offered have been analysed and presented with chart in order to better understand the post impacts of the fusion and technological advancement made by the banks. After evaluating the information, the findings demonstrate that a maximum of the selected majority feel the bank's fusion has undergone a positive change and is willing to confront improvements in technology.

Keyword : Customer perception, Public sector, Merger, Technology development

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1. Introduction

In the trend of Effective Success Major Factors and Functions plays an important role to raise the graph of the development. Similarly, In any market, finance plays an important role and important component for success. The institute like Bank is the bridge to join those factor together. In the transformation of our economy, modern banks play a crucial role. In India, the banking sector includes 26 banks in the public sector, 20 private banks and 43 foreign banks, plus over 9,000 community banks. These banks help lending to agricultural and commercial sectors. It helps to develop the economy by bringing branches to the less-developed areas in rural areas. In addition to credit and deposit acceptance, they play even more important roles in the development of the entire economy. The perception of customers can be dynamic and competitive in nature, always changing. In reality, because of technological advances in recent days, all sectors, particularly banking, appear to have an enormous chance and challenge of continuously being in line with their competitors' strategies with their customers' expectations. There can be no individually effective organization in this rapidly growing world of transition, which provides the ability or the need to join with other players to participate in the successful path.

The banking sector is reverting back to expansion, corporated restructuring and improving processes with the rapidly evolving climate to remain competitive and sustainable. Mergers and acquisitions have now been the chosen development policy for the scale of the banks, which in effect play an significant role in joining the global financial industry. In addition to mergers and acquisition, used to increase market share, productivity and profitability overall, to expand, Network branches, solidify their capital base, cost-savings and efficiency of productivity. Merger and acquisitions are also is seen as a strategy for the establishment of large banks with a presence across India. This is why the Ministry of Finance is also reportedly looking at several options to combine the largest state-run banks in the country to create even stronger financial institutions. By this the the area of market can be covered more and they can cope the competitors to be strong in the market .The aanothe reason for merger is that the Strong Base can be build for the nation as well as Number of new facilities , Products and Scheme will be provided to the citizen of the country.

2. Literature Review

Ms.Anisa A. Khan, Dr. Ashok Kamble (2020) The work was built on merger and procurement between Indian banks in the government sector and analyses the benefits and drawbacks of recent fusions and how they can compete with strong private-sector banks in India in the near future. The effects of this convergence on the whole banking system should also be assessed. This tests these entities' performance on critical indicators before and previous to the merger of banks and the financial sector. The results demonstrate the success of the phenomena. The policy architects should encourage merger.

Farman Ali and Anshul Sharma (2019) Analysed that Before and after the merger they used SBI's financial performance and then t-test standard deviation and mean was tested with statistical tools. They also analyzed the financial ratio over the pre-fusion and post-fusion data collected. The study leads to a pile of bad loans following the merger which led to a decrease in profit and income of the shareholder. However, the company's value increased gradually. Although SBI has failed to increase its growth, the trend is expected to be positive and if more financial inclusion is driven its objective of synergizing with the banks' expertise can be better achieved.

Praveen S Kambar (2019) A secondary data-based research article was published. He considers the banking industry a critical part of any business development and fusions of certain industries are definitely obtaining further consumer opportunities. The researchers' aims include the finding of possibilities and challenges of fusion, the identification of non-profitable assets and the measure of good fusion. The data investigated included various fusions made by the government including Bank of Baroda, Vijaya Bank, Dena Bank and SBI. He concluded that fusions can only be achieved if structural issues and business governance issues are resolved, although mergers help better governance.

Arazmjoo and Rahmanseresht (2019) These incentives can be based on a company's own standing and on other personal and financial benefits linked to recommended improvements. A successful assessment of personal valence due to inevitable changes in a society will encourage an organization to increase emotional readiness.

Ab Hamid, Mohd Fahmee & Abdul-Rahman, Aisyah & Abdul-Majid, Mariani & Janor, Hawati. (2018) This work explores the impact on the possibility of expense and benefit efficiencies posterior to the merger banking industry. We use the Stochastic Frontier Model to calculate costs and advantages and possible and expected failures to estimate business risks. The results of the panel research are determined by the data of the Bursa Malaysia banks reported over the span 2000–2015. Results show that the post-merger banks remain exposed to the corporate risk of the global financial crisis. Improving cost-effectiveness reduces market costs. The findings can be used to boost the performance of the Bank's supervisors and managers' market risk initiatives.

Komal Gupta`s(2017) Findings show that, while some parameters have not changed dramatically, most financial indicators have improved significantly after incorporation, but may be increased over the next few years, since it is calculated for three years only. Synergies are created on the long term by mergers and procurements, which improve bank production and quality. Therefore, fusions and acquisitions can be concluded to have a positive effect on the financial performance of the banks.

Dr.Kapil Chaudhary (2016) The most popular studies on mergers, procured products, stock markets and competitiveness of companies have been published for developing countries , in particular the United Kingdom and the US. Very little work has been done in India on this issue. Several studies in India analyzed the financial status of corporations by way of mergers and acquisitions. The aim of the current study is to analyze the effect of pre-fusion and acquisition success in India on the equity of shareholders and on competitiveness of merger and procurement\ companies.

3. Research Methodology

❖ Research approach adopted in this study

For a variety of factors, the use of a quantitative approach has been deemed acceptable and the goal is to know the post-combination status of long-term competitive results with regard to selected Indian public banks.

- **First**, the nature of the research questions and objectives requires the testing of hypotheses; to do this, the variables must be capable of being measured quantitatively. Moreover, the quantitative approach is especially appropriate, given that these questions are causal in nature.
- **Second**, statistical analysis allows for accurate comparisons and generalisations. Previous quantitative studies have been shown to have high reliability and validity, and there is a strong .

- **Third**, the nature of the study questions used is causal such that the quantitative approach would be the most appropriate way to test them. The main method of data collection was therefore quantitative, though there was some use of the qualitative interview method during the development of the main research instrument.

3.1.RESEARCH AIM AND OBJECTIVES

- The aim of the research is to analyze the effect of Enhancement on the service performance of selected nationalized banks
- To analyze the effect on consumers of recent innovations in banking.
- To explore effects on fusion efficiency of post-Merger variables.
- To ascertain whether the customer is delighted with the post-merger banks relationship management services.
- To determine the impact of merger on the experience of consumers
- A number of research questions are arising from the research aim. This study intends to answer the following research questions:

3.1.1. Sample Size

- To survey around 260 potential respondent.
- The first step in the sample selection process in this study was the selection of banks that will be formed as a result of mergers.
- The second step is to select customers from the three banks to fill in the questionnaire.

3.1.2. Sample Unit

As per the nature of study of research the sample will be taken for the customer of the nationalized banks in the location of Anand District, Gujarat , India .

3.2.Data Source

- Primary Data

The data which is collected in the study is primary data which is directly collected from the customer those data are collected by questionnaire method.Questionnaire method is little time consuming process but it helps to give around accurate findings. Under this method the

questionnaire are formed and distributed to the sample and the data which gathered in form of answer is taken in the study.

A survey questionnaire has been developed with Google forms containing selection options, multiple choice matters, and close-ended questionnaires, to classify the effect of M&A on the client of the combined organizations. The questionnaires were circulated directly through texting and WhatsApp applications accessible on smartphones to the combined bank client. Thus, consumers can share their opinions and views openly.

- Secondary Data

On the other side Secondary data is collected by the help of research papers, journals, magazines, websites, and resources database. For secondary data, mainly from retail publications, documents, magazines, directories, books and the internet were collected information. The information provided is available. Secondary data was used to research the trends, risks, opportunities and retail situation in India and the West.

4.1. DEMOGRAPHIC DATA

Table 1.1. Gender

Gender	Respondent	Percentage
Male	156	60%
Female	104	40%
Total	260	100%

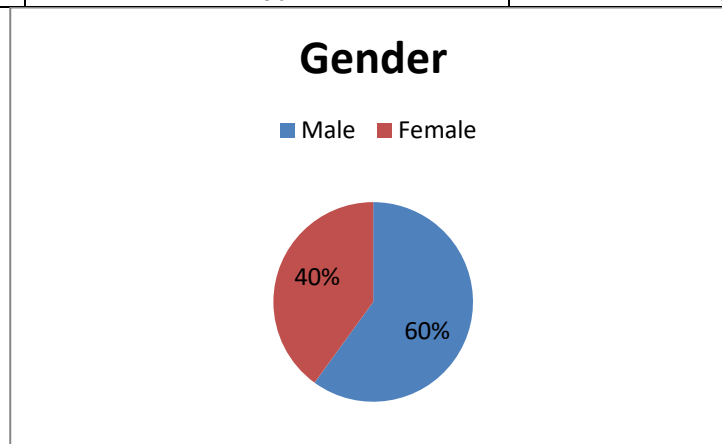


Diagram 1. Gender

Interpretation:-

In the table above display the gender distribution details being 54:46 which is 156 respondents that is 60% percentages of males and 104 respondents as of 40% percentages of females filled in the questionnaire.

Table 1.2. Age

Age	Respodent	Percentage
Less than 30 Years	204	78%
31-40 Years	43	17%
41-50 Years	9	3%
Above 50 Years	4	2%
Total	260	100%

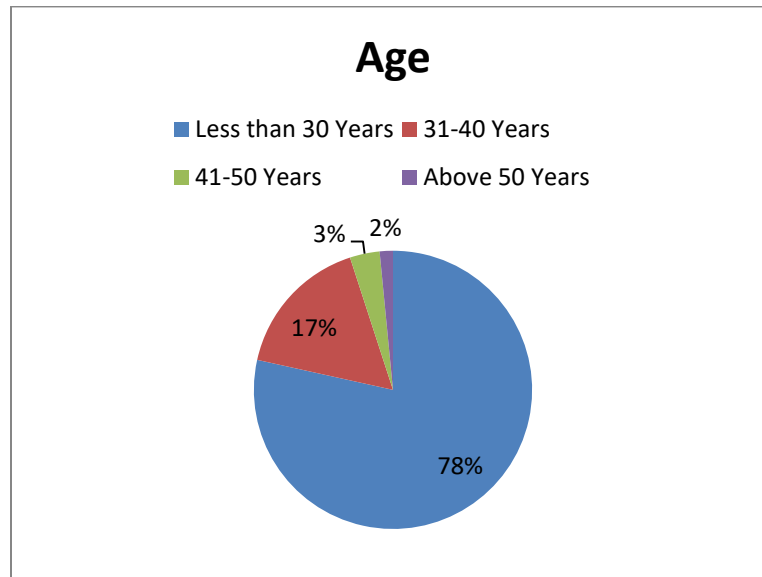


Diagram 2. Age

Interpretation :

In the table above display the Age distribution who fills the Questionnaire is 78 percentages which is 204 respondents from Less than 30 years, 17 percentages is 43 repondents from 31-40 years ,Only 3 percentages that is 9 respondents under age of 41-50 years, and in last only 2 percentages with 3 respondent is from 51-60 years that fill the study questionnarie.

Table 1.3. Marital status

Marital Status	Respondent	Percentage
Single	167	64%
Married	85	33%
Widow	5	2%
Divorce	3	1%
Total	260	100%

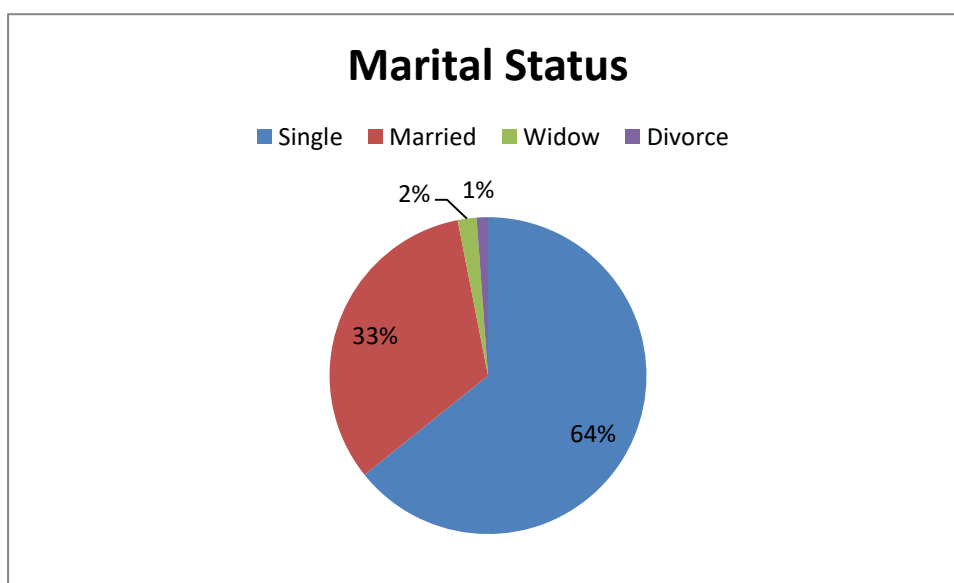


Diagram 3. Marital Status

Interpretation :

In the above chart shows the marital Status of those respondents who gave there respondents in this research.under this research 64 % of respondent is Single which is highest respondent among classifications on second stage 33% of respondent are Married while 2% of respondent are widow as well as 1 % of reposndent is divorce .

Table 1.4.Education

Education	Respondent	Percentage
SSC	4	2%
HSC	21	8%
Graduate	66	25%
Post Graduate	169	65%
Total	260	100%

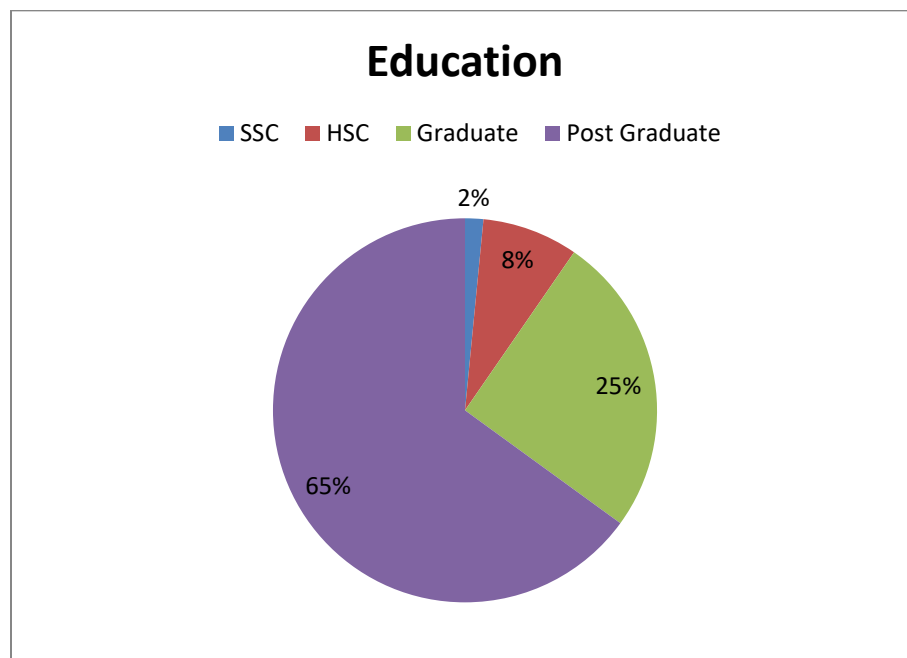


Diagram 4. Education

Interpretation ;

In the above Chart the information of education is shown that The highest respondent in the Research is Post graduate that is 65 % with 169 respondents on the other hand only 66 respondents of 25 % are Graduate and with 21 respondents of 8 % is under graduate with only 4 people of SSC

Table 1.5. Occupation

Occupation	Respondent	Percentage
Student	76	29%
Job	119	46%
Self Employed	41	16%
Other	24	9%
Total	260	100%

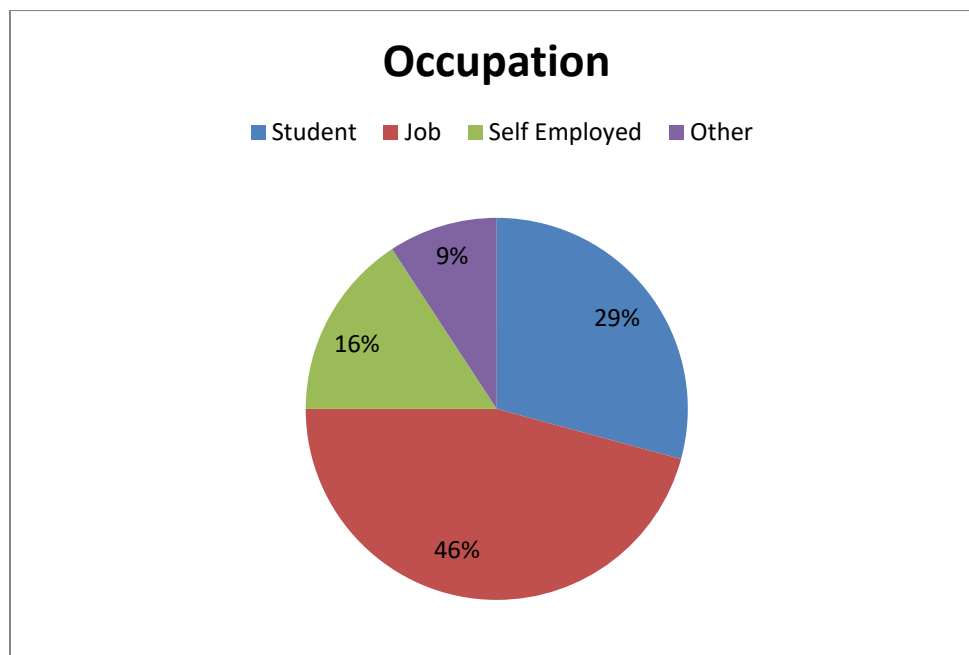


Diagram 5. Occupation

Interpratation

In Give chart of Occupation only 9 % of respondent are of different sector on else people who are self employed has the number of 41 with 16% along with 76 students has given

there response which of 29 % of total respondent as well as most of the reposndent are working as employee having the job that is 119 of 46 % which is half of th respondent

Table 1.6 Name of Bank : (A) Bank of Baroda (B) Vijya Bank (C) Dena Bank

Name Of Bank	Respondent	Percentage
Bank of Baroda	104	40%
Vijya bank	76	29%
Dena Bank	80	31%
Total	260	100%

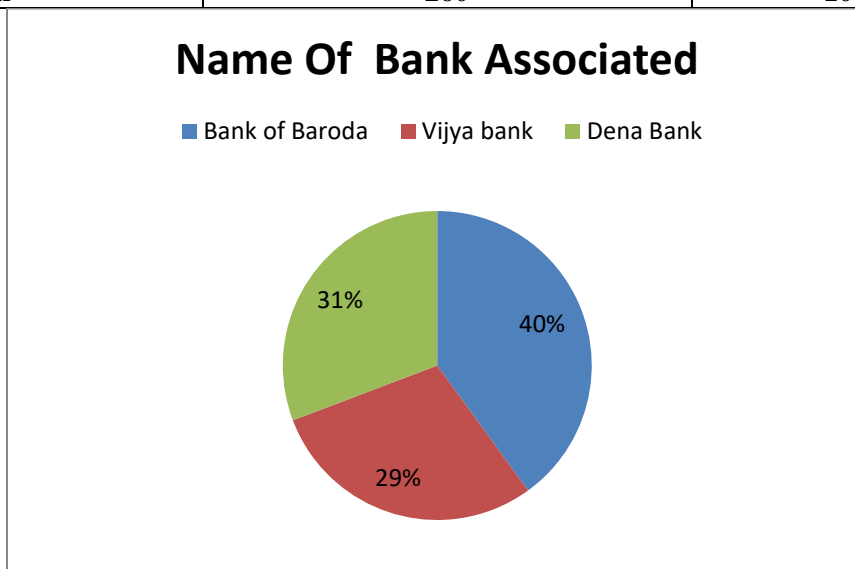


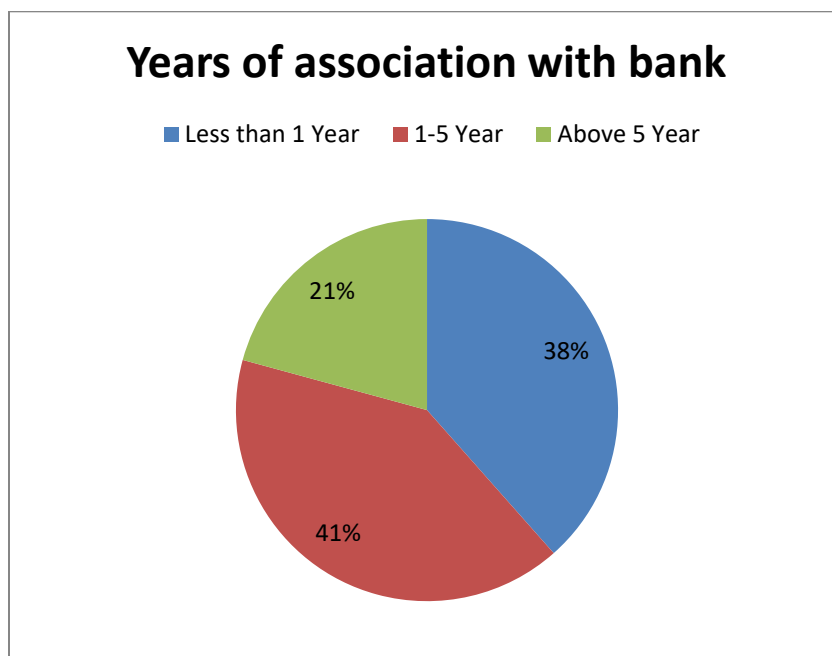
Diagram 6. Bank Associated

Interpretation

In the above chart the information is convey about the banks which is associated with respondent in simple way in bank that under which the transaction is taking place under those 40 % of response is coming from the account holder of Bank of Baroda that is 104 respondent . On the second level , the account holder of Dena Bank with 80 respondent with 31% and in the least 29 % of respondent of Vijiya bank with 76 account holder .

Table 1.7. Years of association with bank

Years of association with bank	Respondent	Percentage
Less than 1 Year	100	38%
1-5 Year	106	41%
Above 5 Year	54	21%
Total	260	100%

**Diagram 7. Years associated with Bank****Interpretation**

In the above chart the information is convey about theYears with banks which is associated with respondent in simple way in bank that under which the transaction is taking place from the time period under those 38 % of response is having less than one year realltion with their bank that is 100 respondent . On the second level , the account holder is having experis having experience od 1-5 years 106 respondent with 41% and in the least 21 % of respondent of above 5 years with 54 account holder .

Table 1.8. The basis of customers' Service association with bank

Customer`s service Association With Bank	Respondent	Percentage
As a Borrower	12	5%
As a Depositor	71	27%
Both /Other	177	68%
Total	260	100%

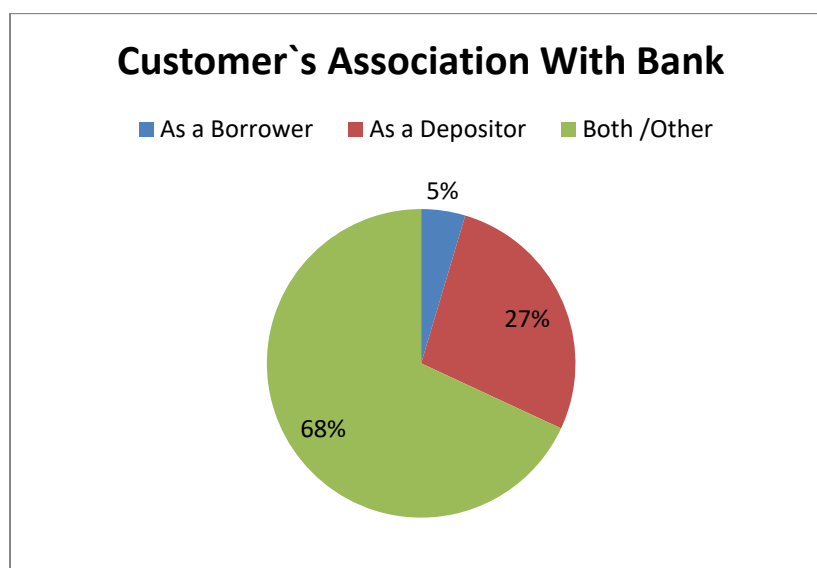


Diagram 8. Customers' Service association with bank

Interpretation

IN the above chart the information is convey about Service with banks under those 68 % of response is having both service as being depositor and withdrawer with their bank that is 177 respondent . On the second level , the account holder is having only depositer service is 71 respondent with 27% and in the least 5 % of respondent of only as a borrowers with 12 account holder

Table 1.10. Give Your Opinion Regarding Post merger performance of your Branch.

Title		Strongly Agree	Agree	Neutral	Dis-Agree	Strongly Disagree	Total
1. Customer's relationship management gets better after merger	Resp.	93	71	72	12	12	260
	%	36	27	28	5	5	100%
2. Customer's satisfaction in terms of Services	Resp.	107	85	57	3	8	260
	%	41	33	22	1	3	100%
3. Adoption of New Technology for the depositors helps maintain and Making banking relationship More bold after merger	Resp.	95	59	79	19	8	260
	%	29	25	37	8	2	100%
4. Adoption of New Technology for the borrowers helps maintain and Making banking relationship More bold after merger	Resp.	98	53	83	16	10	260
	%	37.7	20.4	31.9	6.2	3.8	100%
5. Effective service rendered by Automation Service .	Resp.	94	47	82	28	9	260
	%	36	18	32	11	3	100%
6. Area of the bank is enhancing after M&A in term of Clients Due to New Technology	Resp.	107	57	79	9	8	260
	%	35	24.5	34.5	4.5	1.5	100%
7. Automation increases the range of productive Services.	Resp.	116	37	86	12	9	260
	%	44.6	14.2	33.1	4.6	3.5	100%
8. More numbers of Branches and ATM and AI has helped in improving services and improving Relationship with customers .	Resp.	121	67	52	12	8	260
	%	46.5	25.8	20.0	4.6	3.1	100%
9. Bank is giving High Accurate service Response to solve the Query with New Technology	Resp.	94	38	71	42	15	260
	%	36.2	14.6	27.3	16.2	5.8	100%
10. Number of ATM counter and branch has been increased helps for Customer Flexibility	Resp.	121	71	44	10	14	260
	%	46.5	27.3	16.9	3.8	5.4	100%
11. Adoption of new technology is Good Step by Bank	Resp.	120	59	64	8	9	260
	%	46	23	25	3	3	100%

14. Descriptive Statistics for Opinion of respondents regarding post merger performance of Bank

Name of Bank	Bank of Baroda			Vijaya Bank			Dena Bank			Total		
	Mean	N	Std. Deviation	Mean	N	Std. Deviation	Mean	N	Std. Deviation	Mean	N	Std. Deviation
Customer's relationship management gets better after merger	2.16	104	1.116	2.26	76	1.112	2.03	80	1.079	2.15	260	1.103
Customer's satisfaction in terms of Services	1.96	104	.975	2.03	76	1.019	1.78	80	.927	1.92	260	.975
Adoption of New Technology for the Depositors helps maintain and Making banking relationship More bold after merger	2.21	104	1.155	2.20	76	1.033	2.11	80	1.102	2.18	260	1.101
Adoption of New Technology for the Borrowers helps maintain and Making banking relationship More bold after merger	2.12	104	1.160	2.22	76	.974	2.23	80	1.211	2.18	260	1.123
Effective service rendered by Automation Service	2.23	104	1.176	2.37	76	1.106	2.24	80	1.204	2.27	260	1.162
Area of the bank is enhancing after M&A in term of Clients Due to New Technology	2.07	104	1.108	2.25	76	1.060	1.85	80	.982	2.05	260	1.064
Automation increases the range of productive Services.	2.13	104	1.188	2.16	76	1.096	1.95	80	1.078	2.08	260	1.128
More numbers of Branches and ATM and AI has helped in improving services and improving Relationship with customers .	1.95	104	1.101	1.91	76	1.061	1.89	80	1.019	1.92	260	1.061
Bank is giving High Accurate service Response to solve the Query with New Technology	2.38	104	1.272	2.49	76	1.281	2.36	80	1.305	2.41	260	1.281
Number of ATM counter and branch has been increased helps for Customer Flexibility	1.99	104	1.153	2.03	76	1.166	1.80	80	1.060	1.94	260	1.129
Adoption of new technology is Good Step by Bank	1.97	104	1.065	2.08	76	1.140	1.80	80	.999	1.95	260	1.070

Conclusion

The above study indicates that consumers are aware of the convergence and are well conscious of the recent changes in the banking sector. As the banks came together to be more competitive and profitable in exchange, this merger has undoubtedly improved the customers' confidence in the banks, thereby helping improve the economic status of the nation. If there is even more change, consumers should make sure the web portal is used more efficiently.

Consumers are aware of the convergence and are well conscious of the recent changes in the banking sector. The belief that there are synergies that allow the two banks to operate together more effectively is one of the most significant factors for mergers and acquisitions. Public sector banks have little involvement in the operations of Merger. Private-sector banks, on the other hand, have several merger since 1991. The latest trends and fusions had a positive impact on consumers' minds and the new improvements made to the sense that a bank is accepted, the study found. The proportion of respondents under the age of 20 also increases substantially to a bank account.

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