

ANALYSIS OF BUSINESS CORRESPONDENT SERVICE ADOPTION AND ITS IMPACT ON SATISFACTION AND RE-USAGE BEHAVIOUR OF CUSTOMERS TOWARDS BANKING SERVICES IN UNDER-SERVED AREAS OF PONDICHERRY

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ABSTRACT

In recent years, the banking sector has experienced a significant shift in its approach to providing services, especially in underserved areas. The introduction of Business Correspondent (BC) services has been instrumental in connecting traditional banking with unbanked or underbanked populations. Understanding the factors influencing the adoption of Business Correspondent services and their impact on customer satisfaction is vital for both banks and policymakers.

This study adopts an exploratory and descriptive approach, employing a mixed research methodology that integrates both qualitative and quantitative methods. The research focuses on banking customers in the under-banked areas of Pondicherry, India, specifically those utilizing the services of BCs. The sample, selected through convenience sampling, comprises 150 customers, and primary data is collected using a structured questionnaire. The researcher employs a combination of descriptive and inferential statistical techniques for data analysis.

Based on the findings, the study reveals that "Accessibility & Convenience" stands out as the primary factor among the four influencing the adoption of Business Correspondent Services, playing a pivotal role in predicting customer satisfaction and re-usage behaviour. Notably, customers express lower satisfaction levels with "Agent Relationship & Service Quality" compared to other factors. It is noteworthy that male customers exhibit a higher perception of adoption factors, greater satisfaction, and a more positive inclination toward reusing Business Correspondent services compared to their female counterparts. Additionally, the study establishes a robust connection between adoption factors and customer satisfaction, emphasizing a significant link between customer satisfaction and positive re-usage behaviour within the underserved areas of Pondicherry. This research significantly contributes to our understanding of Business Correspondent Service adoption in under-served areas of Pondicherry and provides actionable insights for financial institutions to refine strategies, enhance service quality, and tailor approaches for diverse customer segments, ultimately advancing financial inclusion initiatives in underprivileged regions.

KEY WORDS: Business Correspondents, Adoption Factors, Satisfaction, Re-usage behaviour, Accessibility & Convenience, Agent Relationship & Service Quality, Affordability of Services.

INTRODUCTION

In recent years, the banking sector has witnessed a paradigm shift in its approach to extending services, particularly in under-served areas. The advent of Business Correspondent (BC) services has played a pivotal role in bridging the gap between traditional banking and unbanked or underbanked populations. This transformation is particularly noteworthy in regions such as Pondicherry, where certain areas still face limited access to comprehensive banking services.

Pondicherry, with its unique blend of urban and rural demographics, presents a compelling case study for examining the adoption of Business Correspondent services. Business Correspondents act as intermediaries, bringing banking services to the doorsteps of individuals residing in remote or economically disadvantaged regions. This study seeks to delve into the dynamics of Business Correspondent service adoption, exploring its implications on customer satisfaction and re-usage behavior within the banking landscape of under-served areas in Pondicherry.

Understanding the factors influencing the adoption of Business Correspondent services and their subsequent impact on customer satisfaction is crucial for banks and policymakers alike. It not only sheds light on the efficacy of financial inclusion initiatives but also provides insights into designing strategies that cater to the unique needs and preferences of customers in underserved regions.

LITERATURE REVIEW

Handoo (2010) in his study suggested that a branchless banking model, involving the appointment of banking agents as business correspondents, is a cost-effective approach to expanding outreach. However, Renuka and Jessica (2014) found dissatisfaction among agents in the Business Correspondent model in India due to non-recognition from banks and delayed payments or commissions. Sunil Souza and Devaraja (2016) in their study explored the effective role of Business Correspondents in delivering financial services for financial inclusion. They considered nine indicators, including Savings, Credit, Awareness, Suitability, Accessibility, Adequacy, Affordability, Involvement, and Quality, influencing the effectiveness of financial inclusion efforts.

Siwach and Gehlot (2017) undertook a study in Haryana state indicated that, while Business Correspondents facilitated the opening of Basic Savings and Bank Deposits accounts with basic banking facilities, there is a need to enhance the usage of zero balance accounts. Varun Abrol (2018) carried out a literature review study on the Business Correspondent model in Jammu province highlighted issues such as a lack of support from parent banks, technological challenges, and agent commissions. Demand-side challenges included financial illiteracy, lack of trust, technology issues, and insufficient services.

Daya Dhar Raj Srivastava et al. (2020) analyzed the customer experience and satisfaction with business correspondent services in Lucknow. They identified attributes contributing to a positive customer experience, including time and cost savings, trust in BCs for transaction safety, and comfort in dealing with local BCs. The study also highlighted the role of BCs in creating a safe and formal banking environment, generating awareness among the financially weaker section, and fostering savings habits. Aseel Rasheed (2023) in their study examined the impact of business correspondents in rural areas, emphasizing the promising results of the Phygital banking model in promoting financial inclusion through the opening of new accounts and increased transactions.

The existing literature reviews reveal that there is a gap in research concerning the analysis of factors influencing Business Correspondent Service Adoption and their impact on customer satisfaction and re-usage behavior towards banking services in under-served areas of Pondicherry. Previous studies have explored various aspects of the Business Correspondent model, including its effectiveness, challenges faced by agents, and customer experiences in different regions. However, there is a notable absence of specific research focused on Pondicherry and its under-served areas in understanding the dynamics of Business Correspondent Service Adoption, customer satisfaction, and re-usage behaviour. Conducting such a study could contribute valuable insights to the existing body of knowledge in the field and provide practical implications for enhancing financial inclusion in this specific geographical context.

STATEMENT OF RESEARCH PROBLEM

Despite the positive strides made in enhancing financial inclusivity through Business Correspondent services, there exists a notable gap in the understanding of the factors that influence the adoption of these services and how they, in turn, shape customer satisfaction and re-usage behaviour of such services. The overarching problem addressed in this research is to analyse the multifaceted relationship between Business Correspondent service adoption and its impact on customer satisfaction and re-usage behaviour within the context of under-served areas in Pondicherry. In the under-served areas of Pondicherry, where traditional banking services often face limitations, the introduction of Business Correspondent (BC) services signifies a potential solution. However, the complex interplay between the adoption of BC services and its subsequent effects on customer satisfaction and re-usage behaviour remains inadequately explored.

The problem at the heart of this research lies in deciphering the intricacies of this relationship. Key questions include understanding the factors influencing BC service adoption, discerning the impact of this adoption on customer satisfaction levels, and unravelling the patterns of re-usage behaviour among customers in these underserved regions. By delving into these aspects, this research aims to address critical gaps in knowledge, offering insights that are essential for optimizing the effectiveness of financial inclusion strategies and enhancing the overall banking experience for residents in underprivileged areas of Pondicherry.

CONCEPTUAL FRAMEWORK

BUSINESS CORRESPONDENTS

Business Correspondents (BCs) serve as intermediaries connecting formal financial institutions, such as banks, with customers in regions where traditional banking infrastructure is limited. According to the Reserve Bank of India (RBI, 2009), BCs are defined as "retail agents engaged by banks for providing banking services at locations other than a bank branch/ATM." They function as an extension of the bank branch, delivering financial and banking services to individuals in unbanked and underbanked areas. In their role as representatives of banks or financial institutions, BCs facilitate a range of financial transactions and offer fundamental banking services to individuals who lack convenient access to physical bank branches. This includes assisting customers in opening bank accounts. BCs receive commissions from banks for various services, including new account openings, transactions processed through them, and the handling of loan applications. Equipped with mobile devices, BCs play a crucial role in assisting villagers with banking transactions, such as depositing and withdrawing money from savings accounts, and facilitating loan processes. Transactions are typically completed through the villager providing either a thumb impression or an electronic signature, after which they receive the requested funds.

As per information available on the Indian Banks' Association website, there are presently 285 corporate Business Correspondents (BCs) in India. These include entities like Fino Payments Bank, Save Solutions, and Airtel Payments Bank. It is noteworthy that the State Bank of India (SBI) holds the leading position with the highest number of BC partners, totaling 71,968 spread across the country.

BUSINESS CORRESPONDENT SERVICE ADOPTION

"Business Correspondent Service Adoption" refers to the process by which individuals, particularly those in under-banked or underserved areas, choose to use and engage with financial services facilitated by Business Correspondents (BCs). Business Correspondents act as intermediaries, representing banks and financial institutions to provide basic banking and financial services to customers who may have limited access to traditional brick-and-mortar bank branches. The adoption of Business Correspondent services involves individuals or businesses in these underserved areas opting to use the services offered by BCs. These services typically include basic banking transactions such as account opening, deposits, withdrawals, and facilitating small loans. The goal of Business Correspondent Service Adoption is to extend financial inclusion by bringing banking services closer to communities that may face geographical, economic, or social barriers to accessing traditional banking facilities.

FACTORS THAT INFLUENCING ADOPTION OF BUSINESS CORRESPONDENT (BC) SERVICES

The adoption of Business Correspondent (BC) services by customers in under-banked areas is influenced by a range of factors that are often unique to the specific regions. Understanding these factors is crucial for tailoring strategies that promote widespread adoption and enhance

financial inclusion. Here are key factors (selected for this study) influencing BC service adoption by customers in under-banked areas:

ACCESSIBILITY AND CONVENIENCE

In under-banked areas of Pondicherry, where traditional banking infrastructure may be limited, the accessibility and convenience of Business Correspondent (BC) services play a pivotal role. The availability of BC agents in close proximity to the customers allows them to access banking services without the need to travel long distances to conventional bank branches. This enhanced accessibility is particularly crucial for individuals residing in remote or underserved areas who may face challenges in reaching traditional banking facilities.

TRUST AND PERCEIVED SECURITY

Establishing trust and ensuring perceived security are paramount factors influencing BC service adoption in under-banked areas. Many individuals in these areas may be unaccustomed to formal banking practices, and building trust in the security of financial transactions is crucial. BC service providers must implement robust security measures, communicate them effectively to customers, and ensure that transactions are conducted in a transparent and secure manner. Trust-building initiatives contribute significantly to overcoming scepticism and encouraging adoption.

AFFORDABILITY OF SERVICES

Affordability is a key consideration for individuals in under-banked areas, many of whom may have limited financial resources. BC services need to offer cost-effective solutions, including low transaction fees and minimal charges. Ensuring that financial products and services are tailored to the economic realities of the local population enhances affordability. This factor is particularly relevant in under-banked areas of Pondicherry, where economic conditions may vary across different communities.

AGENT RELATIONSHIP AND SERVICE QUALITY

The relationship between BC agents and customers is a critical factor influencing the adoption of services. Positive interactions, courteous behaviour, and effective communication from BC agents contribute to building trust and customer satisfaction. Additionally, the quality of services provided by agents, including the speed and accuracy of transactions, influences the overall customer experience. A positive agent-customer relationship is instrumental in overcoming initial apprehensions and encouraging sustained usage of BC services.

In the context of Pondicherry's under-banked areas, these factors collectively contribute to the successful integration of Business Correspondent services. By addressing accessibility challenges, ensuring trust and security, maintaining affordability, and fostering positive agent-customer relationships, BC service providers can effectively bridge the financial inclusion gap and offer valuable banking services to underserved communities in Pondicherry.

SATISFACTION ON BUSINESS CORRESPONDENT SERVICES

Customer satisfaction with Business Correspondent (BC) services refers to the level of contentment and positive experience that individuals or businesses in underserved areas derive from using the financial services provided by Business Correspondents. This satisfaction is a key indicator of the effectiveness and acceptance of BC services in promoting financial inclusion. Several factors contribute to customer satisfaction in the context of Business Correspondent services such as Convenience, Accessibility, Affordability, Flexibility, etc.

Measuring and understanding customer satisfaction with BC services is essential for service providers, policymakers, and financial institutions. It helps identify areas for improvement, strengthens the adoption of BC services, and contributes to the overall success of financial inclusion efforts in underserved areas.

RE-USAGE BEHAVIOUR TOWARDS THE SERVICES OF BUSINESS CORRESPONDENTS

Re-usage behaviour towards the services of Business Correspondents (BCs) refers to the patterns and frequency with which individuals or businesses in underserved areas continue to use and engage with the financial services provided by BCs over time. It goes beyond the initial adoption of services and focuses on the sustained utilization of BC services. Monitoring and understanding re-usage behaviour is crucial for BC service providers, as it provides insights into the effectiveness of their offerings and helps identify areas for improvement. It also contributes to the long-term success of financial inclusion initiatives in underserved areas.

RESEARCH METHODOLOGY

This study adopts an approach that is both exploratory and descriptive in nature. It utilizes a mixed research methodology, incorporating both qualitative and quantitative methods. The study focuses on the banking customers as population and samples, who are using the services of Business Correspondents in the under-banked areas of Pondicherry, India. The sample for the study was selected through convenience sampling, and primary data was gathered using a structured questionnaire administered to 150 customers using the services of BCs.

The researcher employed a combination of descriptive and inferential statistical techniques to analyze the collected data. Statistical tools like Mean Analysis, Independent Sample 't' test, Correlation Analysis and Multiple Regression Analysis are utilized to analyse the customers' perception on the factors that influencing Business Correspondent Service Adoption and their impact on Customer Satisfaction and Re-usage behaviour towards the services of Business Correspondents in under-served areas of Pondicherry.

DATA ANALYSIS AND RESULTS

ADOPTION FACTORS FOR BUSINESS CORRESPONDENT SERVICES – MEAN ANALYSIS

In order to identify Customers' perception on the factors that influencing Business Correspondent Services Adoption with respect to banking services, 12 questions relating to the four factors i.e., Accessibility & Convenience, Trust & Perceived Security, Affordability of Services and Agent Relationship & Service Quality (3 Questions/variables for each) are inquired from the customers through the structured questionnaire and the results are as follows:

Table 1
ADOPTION FACTORS FOR BUSINESS CORRESPONDENT SERVICES
– MEAN ANALYSIS
Descriptive Statistics

S. No.	ADOPTION FACTORS FOR BUSINESS CORRESPONDENT SERVICES	N	Mean	SD
1.	Accessibility & Convenience	150	12.84	2.968
2.	Trust & Perceived Security	150	11.75	3.558
3.	Affordability of Services	150	10.98	4.002
4.	Agent Relationship & Service Quality	150	10.15	4.325
	CUSTOMERS' PERCEPTION ON THE ADOPTION FACTORS FOR BC SERVICES	150	45.72	5.663

Source: Primary Data

From the above table 1, it is found that customers have more perception on 'Accessibility & Convenience' (M = 12.84) factor and have lesser perception on 'Agent Relationship & Service Quality' factor (M = 10.15) when compared with others with respect to the factors that influencing the adoption of Business Correspondent Services.

From the above table, it is also inferred that the customers' perception on the various factors that influencing the adoption of Business Correspondent Services are above the average level since all mean values of the variables are above 10 out of 15 (two-third or 67%). The overall mean value of the customers' perception on the various factors that influencing the adoption of Business Correspondent Services is 45.72 (76.20%) which is above 76%.

H₀: There is no significant difference between the Male and Female customers with respect to the Perception on the Adoption of Business Correspondent Services.

An independent-samples t-test was conducted to compare the difference between the Male and Female customers with respect to the Perception on the Adoption of Business Correspondent Services.

Table 2
GENDER – PERCEPTION ON THE ADOPTION OF BUSINESS CORRESPONDENT SERVICES

VARIABLE	GENDER						t - valu e	p – value
	MALE			FEMALE				
	N	Mean	SD	N	Mea n	SD		
PERCEPTION ON THE ADOPTION OF BUSINESS CORRESPONDENT SERVICES	89	46.35	5.668	61	43.57	7.115	4.581	0.000**

Source: Primary Data
(1% Level of Significance)**

As the P Value (0.000) is lesser than Sig. Value at 1%, the Null Hypothesis is rejected. Based on the Mean score of Customers' Perception on the Adoption of Business Correspondent Services, it inferred that the mean score of the Male customers (M = 46.35) is more than Female customers (M = 43.57) with respect to banking services. Thus, a significant difference exists between the Male and Female customers with respect to the Perception on the Adoption of Business Correspondent Services relating to banking services.

H₀: There is no significant difference between the Male and Female customers with respect to Satisfaction and Re-usage Behaviour towards the Services of Business Correspondents.

An independent-samples t-test was conducted to compare the difference between the Male and Female customers with respect to Satisfaction and Re-usage Behaviour towards the Services of Business Correspondents.

Table 3
GENDER – SATISFACTION AND RE-USAGE BEHAVIOUR TOWARDS THE SERVICES OF BUSINESS CORRESPONDENTS

VARIABLE	GENDER						p – value
	MALE			FEMALE			
	N	Mean	SD	N	Mea	SD	

					n		t - valu e	
Satisfaction on Services of Business Correspondents	89	20.12	3.321	61	17.86	4.598	5.479	0.000**
Re-usage Behaviour towards the Services of Business Correspondents	89	18.89	4.632	61	16.74	5.115	3.962	0.008**

Source: Primary Data
(1% Level of Significance)**

As the P Values (0.000) are lesser than Sig. Value at 1%, the Null Hypothesis is rejected. Based on the Mean scores of Customer Satisfaction and Re-usage Behaviour towards the Services of Business Correspondents, it inferred that the mean score of the Male customers (M = 20.12 and M = 18.89) is more than Female customers (M = 17.86 and 16.74) with respect to Customer Satisfaction and Re-usage Behaviour respectively. Thus, a significant difference exists between the Male and Female customers with respect to Satisfaction and Re-usage Behaviour towards the Services of Business Correspondents.

RELATIONSHIP BETWEEN ADOPTION FACTORS AND CUSTOMER SATISFACTION ON THE SERVICES OF BUSINESS CORRESPONDENTS

H₀: There is no significant relationship between the Adoption factors of the Services of Business Correspondents and Customer Satisfaction on the Services of Business Correspondents.

A Pearson product-moment correlation was run to determine the relationship between the Adoption factors of the Services of Business Correspondents and Customer Satisfaction on the Services of Business Correspondents.

Table 4
RELATIONSHIP BETWEEN ADOPTION FACTORS AND CUSTOMER SATISFACTION ON THE SERVICES OF BUSINESS CORRESPONDENTS

VARIABLE	N	'r' VALU E	P - VALU E	RELAT IONSH IP	REMARKS	
					SIGNIFICAN T	RESULT
Accessibility & Convenience – Customer Satisfaction	150	0.759**	0.000	Positive	Significant	REJECTED

Trust & Perceived Security – Customer Satisfaction	150	0.701**	0.000	Positive	Significant	REJECTED
Affordability of Services – Customer Satisfaction	150	0.692**	0.000	Positive	Significant	REJECTED
Agent Relationship & Service Quality – Customer Satisfaction	150	0.614**	0.000	Positive	Significant	REJECTED
ADOPTION FACTORS – CUSTOMER SATISFACTION	150	0.733**	0.000	Positive	Significant	REJECTED

(Source: Primary Data) **. Correlation is significant at the 0.01 level (2-tailed).

As the P value (0.000) is lesser than Sig. Value (0.01) in all the above relationships, the Null Hypotheses are rejected. There are moderate to high positive and significant correlations between the Adoption Factors and Customer Satisfaction on Business Correspondent Services. Out of four Adoption Factors relating to the Services of Business Correspondents, ‘Accessibility & Convenience’ ($r = 0.759$) has more relationship with Customer Satisfaction and ‘Agent Relationship & Service Quality’ ($r = 0.614$) has lesser relationship with Customer Satisfaction on the services of Business Correspondents than others.

Overall, Adoption Factors of Business Correspondent Services have positive, high and significant relationship ($r = 0.733$) with Customer Satisfaction on the services of Business Correspondents.

RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND RE-USAGE BEHAVIOUR TOWARDS THE SERVICES OF BUSINESS CORRESPONDENTS

H₀: There is no significant relationship between the Customer Satisfaction and Re-usage behaviour with respect to the Services of Business Correspondents.

A Pearson product-moment correlation was run to determine the relationship between the Customer Satisfaction and Re-usage behaviour with respect to the Services of Business Correspondents.

Table 5
RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND RE-USAGE BEHAVIOUR TOWARDS THE SERVICES OF BUSINESS CORRESPONDENTS

VARIABLE	N	'r' VALU E	P - VALU E	RELAT IONSH IP	REMARKS	
					SIGNIFICAN T	RESULT
Customer Satisfaction – Re-usage Behaviour towards the Services of BC	150	0.835**	0.000	Positive	Significant	REJECTED

(Source: Primary Data) **. Correlation is significant at the 0.01 level (2-tailed).

As the P value (0.000) is lesser than Sig. Value (0.01) in the above relationship, the Null Hypothesis is rejected. There is a high positive and significant correlation ($r = 0.835$) between Customer Satisfaction and Re-usage behaviour with respect to the Services of Business Correspondents. Hence, there is a significant relationship between the Customer Satisfaction and Re-usage behaviour with respect to the Services of Business Correspondents.

ADOPTION FACTORS OF BUSINESS CORRESPONDENT SERVICES IN PREDICTING RE-USAGE BEHAVIOUR OF CUSTOMERS

Multiple Regression was conducted to determine the best linear combination of the Adoption Factors of Business Correspondent Services (Independent Variables) to predict Re-usage Behaviour towards the Services of Business Correspondents (Dependent Variable) with respect to banking services.

Table 6
ADOPTION FACTORS OF BUSINESS CORRESPONDENT SERVICES – RE-USAGE BEHAVIOUR OF CUSTOMERS
MULTIPLE REGRESSION ANALYSIS

Model		Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.598	.552		3.489	.012
	Accessibility & Convenience	.584	.065	.359	4.698	.000**
	Trust & Perceived Security	.305	.068	.301	4.264	.000**
	Affordability of Services	.231	.073	.243	3.336	.008**

Agent Relationship & Service Quality	.140	.081	.146	2.658	.022*
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Dependent Variable: RE-USAGE BEHAVIOUR OF CUSTOMERS

The combination of all the four independent variables i.e., Business Correspondent Service Adoption Factors, significantly predicts the dependent variable i.e., Re-usage behaviour of customers towards the services of Business Correspondents, $F(4, 145) = 562.398$, *p values are* lesser than .001 and 0.005 (Sig. Value 2-tailed) and Adjusted R Square is 0.752 or 75% which is large effect according to Cohen.

Out of four independent variables relating to the Business Correspondent Service Adoption Factors, "Accessibility & Convenience" (0.359) is the strongest influencing factor in predicting the dependent variable i.e., Re-usage behaviour of customers towards the services of Business Correspondents. From the unstandardized coefficient, it is found that the one unit increase in "Accessibility & Convenience" aspect would increase the Re-usage behaviour of customers towards the services of Business Correspondents by 0.584 units. Trust & Perceived Security (0.301), Affordability of Services (0.243) and Agent Relationship & Service Quality (0.146) also influence the Re-usage behaviour of customers towards the services of Business Correspondents significantly but lesser than "Accessibility & Convenience" aspect.

FINDINGS AND SUGGESTIONS

In response to the findings highlighting the paramount role of "Accessibility & Convenience" in influencing the adoption of Business Correspondent Services and predicting customer satisfaction and re-usage behaviour towards business correspondent services, the banking sector should prioritize strategies that enhance these factors. Investing in technology and infrastructure to improve accessibility, such as expanding service points and implementing user-friendly digital interfaces, can significantly boost customer satisfaction. Additionally, streamlining processes to increase convenience, perhaps by offering extended service hours or optimizing transaction procedures, could further solidify the positive impact of these services on customers in Pondicherry's underserved areas.

Addressing the observed lower satisfaction levels with "Agent Relationship & Service Quality" requires a strategic overhaul in training programs for agents and a concerted effort to elevate the quality of services provided. Regular training sessions focusing on interpersonal skills, issue resolution, and maintaining a high standard of service quality can positively influence customer perceptions. Implementing customer feedback mechanisms can also aid in identifying specific pain points and areas for improvement in agent-customer interactions. Moreover, businesses should consider establishing clear service quality standards and monitoring mechanisms to ensure consistent delivery, fostering higher levels of satisfaction and promoting positive re-usage behavior among customers. Recognizing the gender-based differences in

perception and satisfaction, customized marketing and outreach efforts targeting female customers can create a more inclusive environment and further contribute to the overall success of Business Correspondent Services in underserved areas.

CONCLUSION

As financial inclusion remains a pivotal goal in the banking sector, these findings provide actionable insights that can guide effective strategies to bridge gaps, promote satisfaction, and facilitate the regular and positive engagement of customers in under-served areas of Pondicherry. This study implies a need for strategic investments in technology and infrastructure to enhance the overall accessibility of financial services, thereby addressing the unique challenges faced by customers in under-served regions.

The established strong connection between adoption factors and customer satisfaction, as well as the subsequent link to positive re-usage behavior, emphasizes the intricate interplay between these elements. This underscores the importance of a holistic approach by businesses and policymakers, not only in fostering initial adoption but also in maintaining high standards to ensure sustained customer satisfaction and encourage continued use of Business Correspondent Services. This research significantly contributes to our understanding of Business Correspondent Service adoption in under-served areas of Pondicherry and provides actionable insights for financial institutions to refine strategies, enhance service quality, and tailor approaches for diverse customer segments, ultimately advancing financial inclusion initiatives in underprivileged regions.

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