

A Study on the attitude of customers' towards e- banking services offered by selected banks in Vellore District

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Abstract

The growth of banking sectors emerging in recent years, many of public, private and foreign banks take role of banking services and also the competition gives huge pressure to them promote new ideas to design product and services , in order survive in the changing environment banks have to provided good quality of services through new technology in world class. The e - banking services took major places to fulfill customer needs through innovative technology such as internet banking and mobile banking, the main objectives of this study is to study about the attitude of customer's towards e-banking rendered by selected banks in Vellore district. The present study based on descriptive nature and respondents (bank customer) are selected based on convenience sampling. Primary sources though structured questionnaire have been used to collect necessary data. Finally this study conclude that the e-banking services brings more benefits to customer, banks and other beneficiaries and its helps to execute all financial transaction with accuracy at any place.

Keywords; *Banking sector, customers, Internet, Technology and Financial transactions.*

Introduction

Indian banking industry reached many achievements in the past three decades, the implementation of latest technology helps in several ways to conduct banking business in a smooth manner. Due to improvement in technology the customer expectation also changing day by day, in order to fulfill the customer expectation banks have to adopt and offer new services to them. In recent time the participation of management information system such as using information technology and its application helps banker and customer to regulate their financial transaction, the e-banking facility comes to part of information technology that enables banks rendered quality of services to its customer beyond the branch office.

The banks implemented the technology based services to provide word class quality of services through debit card, credit card Automatic Teller Machine (ATM) and now recently the internet banking and mobile banking become familiar. To empower the customer transaction, technology based delivery system is required so, the internet banking and mobile banking provides the centralized data about the transaction and other services rendered by banks. The customer easily access information with security at anytime and anywhere.

Statement of the problem

The good understanding of customer expectation is very importance in banking industry, the several factors deciding the accept and rejection of services offered by banks. There are so many technical issues arising in technology based services, banks must take care about customer needs and problems regarding technical and non-technical. Therefore, the service providing banks have to analyse about what additional benefits the technology will bring?, and how innovation is difficult handle?, in order to answer these question the present study is undertaken to analyse the attitude of customers' towards e - banking services offered by selected banks in Vellore District.

Review of Literature

Mookerji (1998), found that e- banking business rapidly growing in India, but still need some improvement in many areas of services because the evolutionary stages not yet completed in India, so in future there is chance to develop internet banking services.

Wherem (2000), the worldwide customer and corporate relationship in the banking field, the telecommunication helps in many ways in banking business such as client management, feedback analysis and automatic massaging.

Ayodeji (2003) described that the uses of computer technology in banking business is increasing speed and volume and its improved banking transaction tremendously , many new techniques followed in order to minimise cost, and great convenience for use.

Srivastava (2007) studied about the factors that affect consumers to accept internet banking and e-loyalty. He stated that education, gender and income to be the factors that affect the usage of e-banking. According to him people who have good academic background are male user use more internet banking as compared to non-academic people and females.

Bamrara et al. (2012) attempted to study satisfaction of customers (cyber crime victims) regarding e-services of public/private sector banks in Uttarakhand. They found that the public and private sector banks are providing different types of services towards internet banking.

Objective of Study

To find the attitude of the customers' towards the use of Internet banking.

Methodology

The present study based on descriptive nature. The main objective of this study is to study about the attitude of customer's towards e-banking rendered by selected banks in Vellore district. The respondents (bank customer) are selected based on convenience sampling. Primary sources though structured questionnaire have been used to collect necessary data. There are around 20 banks with 299 branches (Including extension counters) in Vellore District.

Analysis and interpretation

Table 1 Age of respondents and Opinion about uses of Internet Banking

AGE	Opinion about uses of Internet Banking					Total
	Strongly Disagree	disagree	Nutural	Agree	Strongly Agree	
21 – 30	0	8	20	16	4	48
	0.0%	16.7%	41.7%	33.3%	8.3%	100.0%
31 – 40	4	8	60	36	20	128
	3.1%	6.3%	46.9%	28.1%	15.6%	100.0%
41 – 50	12	28	68	60	28	196
	6.1%	14.3%	34.7%	30.6%	14.3%	100.0%
51 – 60	4	4	40	48	16	112
	3.6%	3.6%	35.7%	42.9%	14.3%	100.0%
ABOVE 60	0	4	4	8	0	16
	0.0%	25.0%	25.0%	50.0%	0.0%	100.0%
Total	20	52	192	168	68	500
	4.0%	10.4%	38.4%	33.6%	13.6%	100.0%

Source: Primary Data

From the above table it is observed that overall Opinion about uses of Internet Banking respondents was **strongly agree** highest (15.6%) among “31 – 40 years” the lowest % are in the age of above 60 years”. The percentage of **agree** group level of factors influence was highest (42.9%) among “51 – 60” aged, 28% of the respondent belonging the age of “31 – 40”. The percentage of **neutral** level of factors influence was highest 46.9% among “31 -40” aged level and 25% among the respondent belonging the age “above 60”. The percentage of disagree level of factors influence was highest 25% among “above 60” aged level and 3.6% among the respondent belonging the age of “51 -60”. The percentage of strongly disagree level of factors influence was highest 6.1%among “41 – 50”aged and 0% of the respondent belonging age group “21 -30” and “above 60”.

Table 2 Gender of respondents and Opinion about uses of Internet Banking

GENDER	Opinion about uses of Internet Banking					Total
	Strongly Disagree	disagree	Neutral	Agree	Strongly Agree	
MALE	8	28	84	84	24	228
	3.5%	12.3%	36.8%	36.8%	10.5%	100.0%
FEMALE	12	24	108	84	44	272
	4.4%	8.8%	39.7%	30.9%	16.2%	100.0%
Total	20	52	192	168	68	500
	4.0%	10.4%	38.4%	33.6%	13.6%	100.0%

Source: Primary Data

From the above table, it is observed that Opinion about uses of Internet Banking based on gender (16.2%) among “female” are strongly agree and 10.5% male are strongly agreed The percentage of agree (36.8%) among “male” and the same (30.9%) are “Female”. The percentage of neutral (36.8%) among the “male” and the neutral (39.7%) are “female”. The percentage if disagree (12.3%) among the “male” and 8.8% among the “Female”. The percentage of strongly disagree (3.5%) among the “male” and the same 4.4% are “female”.

Table 3 Respondent’s Qualification and Opinion about uses of Internet Banking

QUALIFICATION	Opinion about uses of Internet Banking					Total
	Strongly Disagree	disagree	Neutral	Agree	Strongly Agree	
HSC	0	8	20	28	12	68
	0.0%	11.8%	29.4%	41.2%	17.6%	100.0%
GRADUATE	20	32	156	108	52	368
	5.4%	8.7%	42.4%	29.3%	14.1%	100.0%
DIPLOMA	0	12	16	32	4	64
	0.0%	18.8%	25.0%	50.0%	6.3%	100.0%
Total	20	52	192	168	68	500
	4.0%	10.4%	38.4%	33.6%	13.6%	100.0%

From the above table 3 it is observed Respondent’s Qualification and Opinion about uses of Internet Banking was Strongly Agree - highest (17.6%) among the educational qualification of “HSC” and the same was the lowest (6.3%) in educational qualification of “Diploma”. The percentage of agree was highest (50%) among the education qualification “Diploma” and the same was the lowest (29.3%) are the educational qualification of “Graduate”. The highest (42.4%) Neutral are educational qualification of “Graduate” and the same was the lowest (25%) are educational qualification of ”Diploma”. The percentage of disagree level was highest (18.8%) are educational qualification of “Diploma” and the same lowest (8.7%) are “HSC”. The percentage of Strongly disagree level was highest (5.4%) and the same lowest 0% are ”HSC” and “Diploma”.

Table 4 Employment Status and Opinion about uses of Internet Banking

EMPLOYMENT STATUS	Opinion about uses of Internet Banking					Total
	Strongly Disagree	disagree	Neutral	Agree	Strongly Agree	
STUDENT	0	0	4	8	4	16
	0.0%	0.0%	25.0%	50.0%	25.0%	100.0%
SERVICE	20	20	140	88	44	312
	6.4%	6.4%	44.9%	28.2%	14.1%	100.0%
AGRICULTURE	0	16	12	12	4	44
	0.0%	36.4%	27.3%	27.3%	9.1%	100.0%
SELF EMPLOYED	0	16	36	60	16	128
	0.0%	12.5%	28.1%	46.9%	12.5%	100.0%

Total	20	52	192	168	68	500
	4.0%	10.4%	38.4%	33.6%	13.6%	100.0%

From the above table 4 shows Employment Status and Opinion about uses of Internet Banking in the strongly agree the highest (25%) are “Student” and (9.1%) are “Agriculture”. (50%) agreed in the group “Student” and lowest (27.3%) in the “Agriculture”. The neutral (44.9 are “Service” and lowest (25%) disagree level of respondent was highest (36.4%) “Agriculture” employment and the same lowest (0%) of “Student”. The level of dis agree highest (6.4%) in the employment status of “Service” and 0% in the “Student” status, “Agriculture” and “Self-employment”.

Table 5 Monthly Income and Opinion about uses of Internet Banking

MONTHLY INCOME	Opinion about uses of Internet Banking					Total
	Strongly Disagree	disagree	Neutral	Agree	Strongly Agree	
UPTO 15,000	0	4	20	12	4	40
	0.0%	10.0%	50.0%	30.0%	10.0%	100.0%
15,001 - 30,000	16	24	112	72	36	260
	6.2%	9.2%	43.1%	27.7%	13.8%	100.0%
30,001 - 45,000	4	20	48	60	20	152
	2.6%	13.2%	31.6%	39.5%	13.2%	100.0%
45,001 - 60,000	0	4	12	24	8	48
	0.0%	8.3%	25.0%	50.0%	16.7%	100.0%
Total	20	52	192	168	68	500
	4.0%	10.4%	38.4%	33.6%	13.6%	100.0%

From the above table 5 it is observed Monthly Income and Opinion about uses of Internet Banking (16.7%) among the MONTHLY INCOME of “45,001 - 60,000” and the lowest (10%) of “UPTO 15,000” in the level of Strongly Agree. In the agree level a highest (50%) among the MONTHLY INCOME “45,001 - 60,000” and the lowest (27.7%) in the income level of “15,001 - 30,000”. The percentage of neutral level was highest (50%) among MONTHLY INCOME of “UPTO 15,000”, the lowest (25%) from “45,001 - 60,000”. The percentage of disagree level of was highest (13.2%) are in the MONTHLY INCOME of “30,001 - 45,000” , the (9.2%) are in the MONTHLY INCOME of ” 15,001 - 30,000”. The percentage of Strongly disagree level was highest (6.2%) with MONTHLY INCOME of “15,001 - 30,000”, the lowest (0%) of MONTHLY INCOME of ” UPTO 15,000”, and “45,001 - 60,000”.

Table 6 Type Of Bank and Opinion about uses of Internet Banking

TYPE OF BANK	Opinion about uses of Internet Banking					Total
	Strongly Disagree	disagree	Natural	Agree	Strongly Agree	
PUBLIC	12	32	156	73	31	304
SECTOR BANK	3.9%	10.5%	51.3%	24.0%	10.2%	100.0%

PRIVATE SECTOR BANK	4	0	12	12	8	36
	11.1%	0.0%	33.3%	33.3%	22.2%	100.0%
BOTH	4	20	24	83	29	160
	2.5%	12.5%	15.0%	51.9%	18.1%	100.0%
Total	20	52	192	168	68	500
	4.0%	10.4%	38.4%	33.6%	13.6%	100.0%

From the above table 6 shows that Type Of Bank and Opinion about uses of Internet Banking was highest (22.2%) in the “PRIVATE SECTOR BANK” lowest (10.2%) of “PUBLIC SECTOR BANK” are strongly agree. The percentage of agree level was highest (51.9%) “BOTH” and the lowest (24%) of “PUBLIC SECTOR BANK”. The percentage of neutral level was highest (51.3%) of “PUBLIC SECTOR BANK” and the lowest (15%) are using ” both”. The percentage of disagree level was highest (12.5%) “Both” bank users and 0% are in ” PRIVATE SECTOR BANK”. The percentage of strongly disagree level was highest (11.1%) in “PRIVATE SECTOR BANK” user and the lowest (2.5%) are “Both” bank users.

Discussion and conclusion

Internet banking has emerging growth in banking sector and it has consider the important or centre point of banking services in the aspects of various services maintained by banks. The internet banking has ability to provider all types of information to users both customer and employees and its empowered comfort to customer to monitor and follow their transaction by staying at homes. Internet banking provided more benefits for both banker and customers or the beneficiaries. However, in India the development of Internet service is at low rate, besides most of the customers do not own computers at home. In spite of many security and restrictions hacking a customers’ account is growing very fast. Customers are advised to be very careful in using Internet Banking at public Internet centers’ they have to follow these steps to stay secure with their account.

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