

A STUDY OF E-BANKING SERVICES PROVIDED BY NATIONALIZED AND PRIVATE SECTOR BANKS IN TRICHY DISTRICT

Dr.S.P. DHANDAYUTHAPANI

MANIVANNAN.S

ASSISTANT PROFESSOR

STUDENT

DEPARTMENT OF MANAGEMENT STUDIES

DEPARTMENT OF MANAGEMENT STUDIES

ANNA UNIVERITY (BIT CAMPUS)

ANNA UNIVERSITY (BIT CAMPUS)

TRICHY

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ABSTRACT

Net banking is dynamic the banking system, having the major effects on banking relationships. Banking is currently now not confined to the branches were one has to approach the branch in person, to withdraw money or deposit a cheque or request a press release of accounts. In true net banking, any inquiry or dealings is processed on-line with none relevance the branch (anywhere banking) at any time. Providing net banking is more and more turning into a "need to have" than a "nice to have" service. cyber web banking, thus, currently is lot of a normal rather than associate degree exception in several developed countries because of the actual fact that it's the most cost effective means of providing banking services.

KEYWORDS: E-Banking, Impact, Fund- transfer

INTRODUCTION

The landscape of India's money sector is ever-changing as anyplace, anytime-banking, victimization completely different channels and technology, can bring a multi-fold increase the reach of technology to rural and remote areas. E-banking is the want of the hour. E-banking in India has to confront a ton of challenges. The government is introducing regulative measures from time to time to guarantee dependability and security, however introduction of technology isn't enough.

Republic of Finland was the 1st country in the world to have taken a lead in E-banking. In India, it was associate ICICI bank, that initiated to introduce E-banking as early as 1997 below the whole name time. Revolution in the info technology has created the Indian economy steady inroads into the-banking establishments and has brought regarding a big amendment in several aspects in the type of cybernation of transactions and new delivery channels such as net banking, Mobile banking, Telephone-banking, machine-controlled

Teller Machine (ATM), good Cards, Debit cards, Credit Cards, E-Cheque, Electronic Transfer Fund (ETF), Electronic Clearing services (ECS), Electronic information Interchange (EDI), etc.

Apart from a many leading personal players, SBI and financial institution of India area unit the major public players in the-banking sector. Despite the reality that in the Indian Banking business public sector banks have immense network, infrastructure and client base, still its performance is low for e-banking services as compared to its counterpart in the personal sector.

The Indian Banking industry is one of the fastest growing in the world and India is projected to become the largest Banking Industry globally.

Major players in the-banking sector are as follows:

Nationalized Banks: State Bank of India, Central Bank of India, Punjab national Bank, Bank of India, Bank of Baroda, Union bank etc.

Private banks: HDFC, ICICI, Axis, Kotak Mahindra, Yes Bank and so on. Also the foreign banks such as federal bank, City bank.

LITERATURE REVIEW

Rangnath (2012) in his book Changing scenario of business and Ecommerce 'E-banking service- 'An emerging business tool on India' has compared the traditional banking with banking with the use of advance technology and analyzed various aspects related to e-banking.

Shroff (2007) in his book Modern Banking and Technology has taken the role and impact of technology in the banking sector. It also includes in depth study of various e-banking services provided by the banks like ATM, RTGS & CBS. The book also covers Information technology Act 2000-Issues, IBA report, India vision 2020 and financial sector reforms.

Prof. (Dr) Ashok Kumar Chandra (2015) has done a comparative analysis between public sector banks and personal sector banks in the Korea region in terms of E-banking services. E-Banking is the way forward for banking, going on-line for banking has become a trend among the purchasers and conjointly it helps in rising the relationship between bankers and customers. As the quality of e-banking is increasing and banks square measure adopting the latest technology, they square measure prone towards cybercrimes and bigger is the potential for reputational risks conjointly, therefore, there is a would like to have sound security controls and robust cyber laws in India.

R. K. Uppal (2011) has made an attempt to study the problems and prospects in Punjab related to e-banking; this study is related to the perceptions of employees towards e-banking. E-channels are preferred among the majority of the employees and the survival of the public sector banks are depended on the adoption of e-banking. On one side E-banking is a challenge for public sector banks, on the other side, it provides a bundle of opportunities which helps them to gain more momentum and make them competitive in the changing environment. Therefore, public sector banks should adopt the technology as a necessity not as an option as IT has no other choice.

Monika Kashyap (2012) in her study attempted to present the status of internet banking in India and its implications for the Indian banking industry. The introduction of internet banking has helped the financial institutions to cope with new economic and financial policies of the banks. Internet banking is on the rise and it becomes a powerful tool for improving customer satisfaction and increasing cross-selling opportunities. At the same time internet banking has its pitfalls too. There are a number of challenges which banks must keep in mind.

JayshreeChavan (2013) study reveals that e-banking provides several advantages to customers and banks; it additionally aggravates ancient banking risks. Compared to developed countries, developing countries face several impediments that have an effect on the prosperous implementation of ebanking initiatives. The bank ought to additionally offer some alternative advantages like dilated product offerings and extended geographic reach. With all these advantages banks will acquire success on the money market. however e-banking is a tough business and banks face a ton of challenges.

Elavarasi (2014) Studied the Customer Awareness and Preference towards E-Banking Services. It is found from this study that the younger generation were using electronic banking services are more as compared to older generation because of new innovation in information technology. E-banking technology is highly useful to customers as well as banks and other organizations like government organizations, to increase productivity, efficiency, service quality of banks, and expansion of banks globally.

M.Panneerselvam (2015) has analyzed the role of e-banking in the banking sector. Indian banks are marching towards modern banking and changing their traditional look. It is a great change in the banking industry because of information technology development. They are trying to utilize the information technology in banking business and provide technology based banking products and services to their customers.

RESEARCH METHODOLOGY

E-banking service users of nationalized and private banks in Trichy district constitute the universe. Since the study is 'An analytical study of E-banking services provided by nationalized and private sector banks in Trichy district the researcher has randomly selected three nationalized banks and three private banks among the banks.

Types of Data:

Both Primary & Secondary data are used in this research. The primary data is collected in order to fulfill the information requirements of certain objectives. Thus, primary data is collected to describe the present current scenario of e-banking services provided by selected banks, to identify the problems faced by e-banking service users and bankers. The secondary data is collected to fulfill the information requirements of few objectives.

Sources of Data:

Primary data – primary data is collected with the questionnaire from 430 E-Banking service users.

Secondary Data – Reference books, Research journals & Research Articles , Internet Newspapers, Annual Reports of Banks.

Sampling Design:

Selection of Banks:

The details of total nationalized and private sector banks in Trichy district are given below:

Table 1.1 Nationalized and private sector banks in Trichy district

Sr. No	Nationalized Banks	Private Banks	Total No of Banks
1	21	07	28

For the purpose of research 3 nationalized and 3 private sector banks of Trichy district are selected as follows

Table 1.2 List of Selected nationalized and private sector banks.

Sr. .No	Nationalized Banks	Private Banks
1	State Bank of India	ICICI Bank

2	Punjab National Bank	HDFC Bank
3	Bank of Baroda	Axis Bank

Selection of Taluk:

There are 11 taluk in Trichy district, which includes Lalgudi, Manachanallur, Manapparai, Marungapuri, Musiri, Srirangam, Thiruverumber, Thottiyam, Thuraiyur, Tiruchirappalli west, Tiruchirappalli East.

Tools for Data Analysis:

Statistical tools are used for data analysis. The computer software 'SPSS' is used for data analysis. The tools used for data analysis of various parameters are given below.

Frequencies analyses based on some variables associated with the demographic profile. In the frequency analysis, demographic characteristics are analyzed that includes Age, Gender, Education, and Occupation.

	Age Group	Frequency	Percent
Valid	Less than 25 Yrs.	66	15.3
	25 to 50 Yrs.	230	53.5
	Above 50 Yrs.	134	31.2
	Total	430	100.0
	Gender	Frequency	Percent
Valid	Male	317	73.7
	Female	113	26.3
	Total	430	100.0
	Education	Frequency	Percent
Valid	Graduate & Less	116	27.0
	P.G.	209	48.6

	Professional	105	24.4
	Total	430	100.0
	Occupation	Frequency	Percent
Valid	Service	228	53.0
	Business	87	20.2
	Agriculture	21	4.9
	Others	94	21.9
	Total	430	100.0

INFERENCES: It is clearly given from the frequency analyses table that major role of 25-50 years of age group people are been 53.5%.The male plays major role of 73.7%.Post graduate candidates are been servicing more number of 48.6% for the E-banking services. The occupation of the people has service providing job to occur 53% to be using E-banking services.

The frequency of the types of Bank to be analysed through the nationalized and private banks to compared with in the district.

	Types of banks	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nationalized Bank	330	76.7	76.7	76.7
	Private Bank	100	23.3	23.3	100.0
	Total	430	100.0	100.0	

INTERPRETATION:

Larger part for example 77% of respondents are having a record in nationalized bank and 23.3% respondents are having their record in private part bank.

Analysis of frequency based on Bank name through Trichy district.

	Bank Name	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SBI	110	25.6	25.6	25.6
	BOB	115	26.7	26.7	52.3
	PNB	105	24.4	24.4	76.7
	ICICI	39	9.1	9.1	85.8
	HDFC	38	8.8	8.8	94.7
	Axis	23	5.3	5.3	100.0
	Total	430	100.0	100.0	

INTERPRETATION:

Accounts of respondents in nationalized banks are practically same like in Bank of Baroda 27%, State Bank of India 26% and Punjab National Bank 24% individually. Whereas in private banks 9% in ICICI, 9% HDFC and just 5% of Axis bank clients. It is seen that all the administration workers have a pay account in nationalized bank Most of the administrations

gave by nationalized and private division is same still the inclination of the respondent is for Nationalized bank is more when contrasted with the private bank.

FINDINGS

1.It is seen that lion's share, for example 54% respondents have a place with the age gathering of 25 to 50 years, 31% respondents from the age gathering of above 50years and just 15% from under 25 years individually. It is found in the gathered data that utilization of e-banking administrations is more in the age bunch 25 to 50 years when contrasted with other age gatherings.

2.It is seen that the quantity of male respondents in contrast with female respondent is more. The extent of female respondents utilizing e banking administrations is just 26.3%.

3.100% respondent clients are instructed as Postgraduate clients are greater part 49%, trailed by 27% alumni and less and 24% expert individually. It is seen that contrasted with other

instructive class, respondents who are Postgraduate use the e-banking administrations to the greatest.

4. Above data shows that 53% respondents have a place with salaried class, 20% Businessmen, 5% are agriculturist and 22% percent have a place with other word related gathering. 73% respondents who use e-banking administrations have a place with administration and business class.

5. Bigger part for instance 77% of respondents are having a record in nationalized bank and 23.3% respondents are having their record in private part bank.

6. Records of respondents in nationalized banks are essentially same like in Bank of Baroda 27%, State Bank of India 26% and Punjab National Bank 24% separately. While in private banks 9% in ICICI, 9% HDFC and only 5% of Axis bank customers. It is seen that all the organization laborers have a compensation account in nationalized bank. Most of the organizations gave by nationalized and private division is same still the tendency of the respondent is for Nationalized bank is more when diverged from the private bank.

CONCLUSION

E-Banking has become a fundamental weapon for endurance and it prompts definitely change the-banking areas in around the world. After the choice of the Government of India for demonetization on eighth November 2016, expanded utilization of e-banking administrations are additionally inescapable to do the-banking exchange. Electronic banking has changed the standpoint of banking industry worldwide as it has furnished tremendous chances to keeps money with different e-banking administrations. From the examination it tends to be presumed that presentation of Private segment banks as far as administration quality, straightforwardness and level of fulfilment is superior to the nationalized banks.

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