

# USERS' ATTITUDE TOWARDS INTERNET BANKING SERVICES WITH SPECIAL REFERENCE TO SBI AND ICICI

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## Abstract

This study is conducted on users' attitude towards internet banking services. The data is to be collected from both primary and secondary sources. The present study is based on primary data. Required primary data are collected through interview schedule. The required data for the present study has taken only 50 customers from each SBI and ICICI Bank. The main objective of this study is to study the users' awareness on internet banking services; to analyse the factors reasonable for utilizing internet banking services; to identify the satisfaction level of users' towards internet banking services; and to find out the problems faced by internet banking services users. The study concludes that it provides less time available to conduct routine banking business; most of them are comfortable with using internet banking services. Based on the findings, some valuable suggestions are given. If banks consider the suggestions of this study, a good result may be achieved.

**Key words:** Banking services, e-banking, online banking, internet banking, etc.

## 1. Introduction

Now days, the commercial banks are providing various innovative services to their customers in order to attract them and retain in market share. Among the various innovative services offered by commercial banks to their customers, Internet Banking facility is very attractive and innovative service offered by commercial banks. Internet Banking reduces the customers waiting time and convenience in operation. It is more convenient, fast & easy way and to save lot of time. Normal banking is slow and time consuming, as customer needs to wait in queue for request of statement or transaction. But in internet banking transfer of funds from any branch of a bank to any branch of any bank is made in the shortest time. If the users are not fully aware about internet banking services they may not able to use it, for this purpose the users' of internet banking services ought to have required basic knowledge about computer and internet, otherwise they will have to face several problems. In this context, the present study is undertaken to study the users' awareness on Internet Banking Services, analyze the factors reasonable for utilizing internet banking services, satisfaction level of users' and problems faced by them. Hence, the study is entitled as "A Comparative Study on Users' Attitude towards Internet Banking Services with Special Reference to SBI and ICICI in Thanjavur Town".

## 2. Objectives of the Study

1. To study the users' awareness on Internet banking services.
2. To analyze the factors reasonable for utilizing internet banking services.
3. To identify the satisfaction level of users' towards internet banking services.
4. To find out the problems faced by internet banking services users.

## 3. Hypotheses

The following hypotheses are formulated by considering the objectives of the study.

**H<sub>01</sub>:** There is no significant association between socio-economic characteristics of the sample respondents (age, gender, marital status, educational qualification, occupation, place of residence, nature of family, annual family income) and the awareness level towards internet banking services offered by SBI and ICICI bank.

**H<sub>02</sub>:** There is no significant association between socio-economic characteristics of the sample respondents (age, gender, marital status, educational qualification, occupation, place of residence, nature of family, annual family income) and the satisfaction level towards internet banking services offered by SBI and ICICI bank.

The statistical of these hypotheses have been tested with the help of chi-square and contingency coefficient at 5% level of significance.

## 4. Scope of the Study

The present study is confined to users' attitude towards internet banking with reference to with users' awareness in internet banking services. This study also extends to analyse the factors reasonable for utilizing internet banking services, satisfaction SBI and ICICI Bank, KOZHICODE. It is an empirical study which is primarily concerned with level of users awareness and satisfaction towards internet banking services and problems faced by internet banking service users.

## 5. Methodology

This study is an empirical research based on convenient sampling technique. It is confined to Thanjavur Town. The present study is based on the information collected from sample respondents through interview schedule. The present study is based on primary data. Required primary data are collected through interview schedule. The required data for the present study has taken only 50 sample respondents (customers) from each SBI and ICICI bank.

## 6. Analysis of Data

Data collected through interview schedule were presented in a master- table and sub-table was prepared. The data in tables have been analyzed by using the statistical tools such as percentage analysis, Likert's scaling technique, chi-square analysis and Garrett's Ranking Techniques.

## 7. Findings of the Study

1. In this ranking analysis, it is found out that the cost is considered as the major factor to reason for utilizing the internet banking services of SBI and least factor is other in formations. In this ranking analysis, it is found out that the cost is considered as the major factor to reason for utilizing the internet banking services of ICICI and least factor is other in formations.
2. Among these three age groups, the level of satisfaction of 78 percent of the sample respondent belonging to 26 to 50 years group is high. By applying chi-square test, it is found that there is no significant relationship between the age group of SBI respondents and their satisfaction level. Among these three age group the level of satisfaction of 67% of the sample respondents belonging to 26 to 50 years group is high. By applying chi-square test, it is found that there is no significant relationship between the age group of ICICI respondents and their satisfaction level.
3. Among these two gender groups, the level of satisfaction of 73% of the sample respondents belonging to male group is high. By applying the chi-square test, it is found that there is no significant relationship between the gender groups of SBI and their satisfaction level. Among these two gender groups the level of satisfaction of 63% of the sample respondents belonging to male group is high. By applying the chi-square test, it is found that there is no significant relationship between the gender group of ICICI and their satisfaction level.
4. Among these three education groups the level of satisfaction is 76% of the sample respondents belonging to college group is high. By applying chi-square test, it is found that there is no significant relationship between educational qualification of SBI respondents and their satisfaction level. Among these three education groups, the level of satisfaction is 66% of the sample respondents belonging to college group is high. By applying chi-square test, it is found that there is no significant relationship between educational qualification of ICICI and their satisfaction level.
5. Among these four occupation groups, the level of satisfaction is 80% of the sample respondents belonging to employee group is high. By applying chi-square test, it is found that there is no significant relationship between occupation of SBI respondents and their satisfaction level. Among these four occupation groups, the level of satisfaction is 68% of the sample respondents belonging to employee group are high. By applying chi-square test, it is found that there is no significant relationship between occupation of ICICI respondents and their satisfaction level.

6. Among these two places of residence, the level of satisfaction is 78% of the sample respondents belonging to rural group are high. By applying chi-square test, it is found that there is no significant relationship between place of residence of SBI respondents and their satisfaction level. Among these two places of residence, the level of satisfaction is 73% of the sample respondents belonging to urban group are high. By applying chi-square test, it is found that there is significant relationship between place of residence of ICICI respondents and their satisfaction level.
7. Among these two family groups, the level of satisfaction is 73% of the sample respondents belonging to joint group are high. By applying chi-square test, it is found that there is no significant relationship between nature of family of SBI respondents and their satisfaction level. Among these two family groups, the level of satisfaction is 67% of the sample respondents belonging to nuclear group are high. By applying chi-square test it is found that there is no significant relationship between nature of family of ICICI respondents and satisfaction level.
8. Among these three annual family income groups the level of satisfaction of 75% of sample respondents belonging to Rs.1,00,000 to Rs.4,00,000 group is high. By applying chi-square test, it is found that there is no significant relationship between annual family income of SBI respondents and their satisfaction level. Among these three annual family income group the level of satisfaction of 52% of sample respondents belonging to Rs.1,00,000 to Rs.4,00,000 group is high. By applying chi-square test, it is found that there is no significant relationship between annual family income of ICICI respondents and their satisfaction level.
9. In this ranking analysis, it is found out that the technical difficulties is considered as the major problem faced by users towards internet banking services of SBI and least factor is Bad customer services . In this ranking analysis, it is found out that the technical difficulties is considered as the major problem faced by users towards internet banking services of ICICI and least factor is Bad customer services.

## 8. Suggestions

1. It is found that there is a significant relationship between the age and awareness level of internet banking users of SBI. Hence, it is suggested that the concerned bank may try to cater the needs of different age group according to their expectations.
2. It is found that there is a significant association between the gender and awareness level of internet banking users of SBI. Hence, it is suggested that SBI may try to adopt some strategies to satisfy their male and female internet banking service users according to their desires and expectation.

3. It is found that there is a significant association between place and residence and satisfaction level of internet banking users of ICICI Bank. Hence, it is suggested that the concerned bank may try to identify various needs of rural and urban living customer and make them satisfied.
4. It is found that out of 50 sample respondents in ICICI, 28% of them are having low awareness which is 18% in case of SBI. Hence, it is suggested that the ICICI bank in particular and SBI may have to take necessary steps to improve the awareness level of their customers towards internet banking usage.
5. It is found that in SBI & ICICI majority of the sample respondents are getting their services regarding internet banking only through bank. Hence, it is suggested that both banks make may still various awareness programs to popularize their services through all possible media because some of their internet banking service users are less aware.
6. It is identified that less cost is the major factor influencing the customer to use internet banking services of both SBI and ICICI Banks. Hence, it is suggested to the respective bankers that they may try to provide their internet banking services with this less cost continuously which would help to satisfy their customer and retain them as well.
7. It is also identified that time saving is ranked as second and third important factor to use internet banking services of ICICI and SBI banks respectively. Hence, it is suggested that these banks may have to focus on keeping the same momentum of speedy transactions by taking some precautions to avoid unnecessary network or other problems which would lead to delay in transactions.
8. It is found that, requirement of basic knowledge of computer and internet is ranked as second major problem faced by users of internet banking services of SBI. Hence, it is suggested that SBI may try to create various demo programs to educate the users' regarding the operation of internet banking services.
9. It is found that security of password, user name and pin number is ranked as another major problem faced by users' while using the internet banking services of ICICI. Hence, it is suggested that users' and banker should maintain their computers high secured and should not reveal any personal information like password, user name and pin number to anyone else in any way.

## 9. Conclusion

Even in the present technological era, no banks can survive without the wholehearted support of the customers. So, all the banks are keen interested to provide good services to their customers. Now-a-days all banks are provide quick and efficient banking services to their customers by adopting the innovative technology and also the banking customers are more efficient and technologically

sophisticated than ever before. Internet banking provides ample avenues to customers and new business opportunities to banks. It provides less time available to conduct routine banking business; more of them are comfortable with using internet banking services. From the survey, based on the findings, some valuable suggestions are given. If Banks will consider the suggestions of this study, good results may be achieved.

## 10. References

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