

# A STUDY OF USING E-FINANCING SERVICES AMONG DIFFERENT GROUP OF PEOPLE WITH SPECIAL REFERENCE TO TIRUNELVELI CITY

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## Abstract

E-finance is defined as “the provision of financial services and markets using electronic communication and computation”. In this study, the researcher considered different group of people and their interest and knowledge that affects their business. The researcher drew 50 people from different groups in Tirunelveli city. The data were collected through a structured questionnaire and analyzed using statistical tools like percentage and mean score analyses.

**Key words:** Electronic financing services, e-commerce, etc.

## 1. Introduction

Electronic finance transaction is a financial deal that depends on the internet or a similar network to which households or non-financial enterprises have access to bank. Global integration and deregulation are dramatically changing the structure and nature of financial services. E-finance has great potential to improve the quality and scope of financial services and expand opportunities for covering trading risks and can widen access to financial services for a much greater set of retail and commercial clients by offering more cost effective services.

## 2. Review of literature

Prasad and Harker (1997) examined the contribution of information technology towards productivity and profitability in U.S. Retail Banking. Verma (2000) analyzed the impact of IT on public sector banks and new private sector banks in India and observed that IT is a threat to public sector banks. De Young, et al. (2007) tried to compare two different waves of adoption of internet banking to find out how the internet can change the performance of banks. Uppal (2011) explored the strength of internet banking in Indian banking industry.

## 3. Statement of the problem

In the recent context, many theories have been developed about usage of electronic financing services and every sector wants to improve their financial services. Usage of electronic financing depends on the awareness, knowledge, sources, availability, time, etc. Different group of people have different needs to use for electronic banking services. Hence, the gap arises between in the number of users of electronic financial services. Against this backdrop, the present study aims to find the users in different groups and the relationship thereon with respect e- financing services.

## 4. Objectives of the study

The study was undertaken with the following objectives:

1. To examine the various group of people using e-financing services.
2. To analyse the relationship between the different groups.
3. To draw suitable recommendations and conclusion from the study.

## 5. Research Methodology

**Area of the study:** This study was conducted in Tirunelveli city.

**Sampling technique:** Simple random technique was adopted.

**Sample size:** The sample size is fifty.

**Sources of data:** The study is based on both primary and secondary data.

**Tools used:** Percentage analysis and chi square test.

## 6. Results and discussion

### 6.1. Demographic Profile of the Respondents

**TABLE 1**  
**Demographic Profile of the Respondents**

Sl. No.	Particulars	No. of Respondents	Percentage
Gender	Male	30	60
	Female	20	40
Age (years)	Below 40	32	64
	Above 40	18	36
Education	UG	28	56
	PG	22	44
Monthly income (Rs.)	Below 25000	20	40
	Above 25000	30	60
Marital status	Married	23	46
	Unmarried	27	54

Out of 50 respondents, 60 per cent are male and 40 per cent are female. The main age group of the respondents is below 40 years. 36 per cent of the respondents are distributed in the age group above 40 years. A good majority (56 per cent) of the respondents have got degree qualification. 22 per cent of the respondents have PG qualification. Out of 50 respondents, 40% and 60% are in the monthly income groups below Rs.25000 and above Rs.25000 respectively. 46 per cent of respondents are married and 54 per cent of the respondents are unmarried.

## 6.2. Relationship between gender and age for using e- financing services

**TABLE 2**

**Relationship between Gender and Age for Using E- financing**

Gender	Below 40	Above 40	Total
Male	20	10	30
Female	12	8	20
Total	32	18	50

Observed Data (O)	Estimated Data (E)	(O-E)*(O-E)	(O-E)*(O-E)/E
20	19.2	0.64	0.033
12	12.8	0.64	0.050
10	10.8	0.64	0.059
8	7.2	0.64	0.088
Calculated value			<b>0.230</b>

The calculated value of chi square is (0.23) less than the table value (3.84) at 5 per cent level of significance. Hence, the null hypothesis is accepted. Therefore, there is no relationship between gender and age for using electronic financing services.

## 7. Findings and Suggestions

1. Male respondents are using e-financing services than female consumers.
2. Below 40 age group people are using more e-financing services.
3. Educational qualification didn't give more difference between the groups.
4. More income earners are more users of e-financing services.
5. There is no relationship between gender and age for using electronic financing services.

## 8. Conclusion

Electronic financing services didn't reach all people. But this study focused on users of electronic financing services only. Hence, electronic financing service providers must try to reach it to all people.

## 9. References

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