

JETIR.ORG

ISSN: 2349-5162 | ESTD Year : 2014 | Monthly Issue



# JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

An International Scholarly Open Access, Peer-reviewed, Refereed Journal

## “A Study of an investors perception towards E-banking in Gujarat”

Aashka Thakkar

Associate Professor

Faculty of management studies

Parul University

9904404741

[Aashka.thakkar@paruluniversity.ac.in](mailto:Aashka.thakkar@paruluniversity.ac.in)

Panchal Mansi C

MBA Student

Faculty of management studies

Parul University

9157733209

[panchalmansi9999@gmail.com](mailto:panchalmansi9999@gmail.com)

Shah Krina S

MBA Student

Faculty of management studies

Parul University

9429035846

[shahkrina848@gmail.com](mailto:shahkrina848@gmail.com)

**ABSTRACT:**

Electronic banking is a popular banking service around the world these days due to its convenience and numerous benefits for both banks and customers. Banks strive to provide convenience by utilising information to provide safe and appropriate services in transactions. The bank offers convenience in terms of feasibility, efficiency, and simplicity. The purpose of this study is to gain an understanding of customers perception of e-banking and to determine which aspects of customer perception influence customer satisfaction with e-banking. With e-banking customers no longer need to visit the bank and wait in a long line. The data was analysed using ANOVA(one way classification). The findings illustrated customer perceptions of e-banking in various areas such as convenience, speed, security, procedure, ease of use, service costs, dependability, and service quality are all important considerations.

**Keywords:** Electronic-banking, Customer satisfaction, Customer perception.

**INTRODUCTION:**

Banking can be defined as the business activity of accepting and safeguarding money owned by other individuals & entities and then lending out this money in order to earn a profit. Indian banks are working under intense competition from new generation banks & foreign banks. E- banking is an automated payment system that helps customers of a bank and other financial institutions to conduct financial transaction. Hence people prefer to use e-banking systems, rather than traditional banking system.

**LITERATURE REVIEW:**

**Singh and Srivastava (2020)** describe a channel that allows client to communicate with a bank in order to complete transactions in a cost effective and efficient manner, mostly through electronic instruments such as tablets or smartphones.

**Pattan(2018)** The study indicates that debit cards have great credibility and are the most popular form of e mechanism, based on customer perceptions.

**L.M. Ashoka and D. Rama Prabha (2018)** Risk perception, usefulness and ease of its use, perceived cost, privacy, and trustworthiness were all identified as important factors to consider when deciding why not to utilise e-banking. Security, according to the author, is a critical aspect in the success of mobile banking since it enhances trust in the adoption of e - banking, but other factors, such as perceived danger, have an adverse impact on mobile mobile banking. The author also determined that location had no influence on mobile adoption of internet banking and came to the conclusion that cost reduction and security levels boost the percentage of internet banking adoption.

**Dr.Uday Singh Rajput (2015)** Literacy, gender, and wealth all have a part in e-banking services, according to the study. People are likely to utilise online banking if skills can be enhanced, according to the data, which back up the conceptual framework.

**Fozia(2013)** Customers' perceptions of E-banking services provided by banks in India were investigated. The author determined the client's attitude about e-account management administrations. The review's conclusion plainly reveals that different age groups of customers and different profession groups of clients have various perspectives on e-managing and account management. The findings also suggest that statistical factors, particularly occupation and age, have an impact on web account

management behaviour. Finally, this article proposes that an understanding of the client's decision-making process in relation to e-saving money administration be developed.

**Vijaykumar Rajarathinam and Chandrakumar Mangalam (2013)** Electronic banking, which includes ATMs, internet banking, and mobile banking, arose as a result. Internet banking, a key technological advance with the potential to transform the structure and function of banking from "bricks and mortar" to "clicks and mortar," has seen enormous development. There has been little research into the causes behind its rise, while some evidence suggests that customer competency, technology experience, and self-efficacy are all factors in internet banking adoption.

**Goyal & Goyal (2012)** done extensive research on "Customer perception towards Internet banking with respect to private and foreign banks in India," and encountered that bank customers who used Internet Banking could have higher risk perceptions in terms of financial, psychological, and safety risks than those who did not. Customers who are afraid to use internet banking are scared that they will be exploited if they do. As a result, when sending and receiving money, people are especially suspicious of high-risk assumptions.

### **SIGNIFICANCE OF THE STUDY:**

E-banking services have become quite popular and are rapidly expanding all over the world. A study is required to obtain an overview of investor's perceptions of the existing state of e-banking as well as the barriers that exist between them. What is the investor's view of the services as a result of this? As a result of this research, banks can evaluate their e-banking services and design good plans and strategies to improve and develop e-banking to a new high level.

### **RESEARCH & DATA METHODOLOGY:**

#### **Research type:**

The goal of this survey is to find out how consumers feel about e-banking services. The methodology used in this study is descriptive in nature. Customers were surveyed on their level of awareness and perception of e-banking services provided by banks in this study.

#### **Research Design:**

For accurate findings and analysis, this study relies on primary data. With the use of a questionnaire, primary data is gathered. The questionnaire was given out to the entire group of 100 people. A total of 100 participants were included in the sample.

**Objectives of the research:**

- To know about E-Banking system.
- To investigate how investors feel about e-banking services.
- To describe the current state of e-banking in Gujarat.
- To learn about the obstacles that affect banking services.
- To determine how satisfied people are with e-banking.

**Data Analysis:**

Statistical analysis was used to analyse collected data from the survey questionnaire. Data were put into SPSS programme. The statistical tool used for data analysis used are ANOVA (one way classification).

**RESULTS AND FINDINGS:****Hypothesis:**

Null hypothesis (H<sub>0</sub>):-There is no significant difference between gender, employment, education and their perception towards the e-banking.

**ANOVA Table:**

The ANOVA (one-way classification) test was used to see if there were any significant differences in the opinions of respondents from gender, employment and education. This relationship is depicted in the table below:

		Sum of Squares	df	Mean Square	F	Sig.
1. Gender:	Between Groups	.718	4	.180	.710	.587
	Within Groups	24.032	95	.253		
	Total	24.750	99			
3. Employment status:	Between Groups	51.713	4	12.928	22.640	.357
	Within Groups	54.247	95	.571		
	Total	105.960	99			
4. Educational status:	Between Groups	1.861	4	.465	1.321	.268
	Within Groups	33.449	95	.352		
	Total	35.310	99			

For all of the statements in this table, the h<sub>0</sub>(null hypothesis) is accepted because the significant value is greater than 0.05. It represents that there is no significance relation between gender, employment, education and the perception towards e-banking.

- 99% of the people are aware of e-banking services.
- 74% of people prefers good services while choosing e-banking, while 16% of people prefers cost charges and 10% of people prefers people references.
- 93% of respondents said e-banking is easy to use.

- 76% of respondents responds that using e-banking is financially secure, while 74% of respondents trust the ability of e-banking to protect privacy.
- 63.2% of respondents strongly agrees that e-banking saves time in comparison to visiting bank personally, while 31.7% of respondents agree that e-banking saves time in comparison to visiting bank personally, and 5.1% of respondents responds neutral regarding e-banking saves time in comparison to visiting bank personally.
- 88% respondents find that e-banking helps in cost savings.
- 34% of respondents are using e-banking facilities since 1-3 years, 23% of respondents are using e-banking facilities more than 3 years, 23% of respondents are using e-banking facilities since 6 months to 1 year and 20% of them are using e-banking facilities since less than 6 months.

### CONCLUSION:

Almost 94 percent of respondents favour e-banking services, while only 6 percent do not use online banking services due to a lack of knowledge about e-banking and the internet. Respondents' educational level influences their use of e-banking services, and whereas e-banking services and facilities were once reliant on technology, they are now reliant on people's attitudes and perceptions of e-banking services.

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