



A STUDY ON CONSUMER PERCEPTION TOWARDS E- SERVICES OF ICICI BANK

Archna Chaturvedi ¹

Mentor-Dr. Prabhat k. Dwivedi²

(Associate Professor)

ABSTRACT

E-services are changing the way people do business in the banking industry. Traditional banking systems are being replaced by electronic-based business models, and practically all banks are reconsidering their business process architectures and customer relationship management strategies. It's also known as electronic banking or online banking, and it offers a variety of e-channels for accessing banking services, such as ATMs, credit cards, debit cards, internet banking, mobile banking, electronic fund transfers, and electronic clearing services. However, in the Indian e-banking landscape, ATMs are more widely used than other e-channels.

ICICI Bank is a private sector bank that focuses on its customers. All of ICICI Bank's facilities and services are centered on its customers. This bank is primarily concerned with improving the client experience.

Key Words: E-services, Traditional, credit cards, debit cards, internet banking, mobile banking, electronic fund transfers, and electronic clearing services

INTRODUCTION

The expansion of electronic commerce on a global scale is enabled by the rapidly evolving global information infrastructure, which includes information technology and computer networks such as the Internet and telecommunications systems. The Internet's practically universal connectivity has made it an indispensable business tool. These developments have resulted in the emergence of a new type of economy, dubbed the "digital economy" by many. This quickly expanding economy is bringing with it rapidly changing technology, an increase in knowledge intensity in all areas of industry, and the creation of virtual supply chains, new business models, and service delivery channels such as E-banking. The balance of power appears to be moving to customers as a direct result of the creation of the "digital economy." Customers are progressively demanding more value in the form of goods that are tailored to their particular requirements, at a lower cost, and as promptly as feasible. To address these expectations, firms must develop new ways of creating value, which often necessitates the development of new corporate architectures, IT infrastructures, and ways of thinking about business.

Indian banking scenario had underwent dramatic changes after the implementation of the new economic policy which triggered out the economy in rapid speed as a result of that drastic changes have been taken place in money transactions hence the role of banking had expended incredibly, banks are also have equipped immensely with the help of IT development in unleashing the services in better way to its consumers in such context number of studies have been carried out to find out the consumer satisfaction of the bank customer in order to enhance the service, most of the studies have revealed the IT development has better impact on the service delivery but the propose study would like to encompass all the spheres of the banking services in assessing the service delivery and the satisfaction level of the customer, hence it is became very imperative to explore the consumer satisfaction at multi -dimensional level.

In today's competitive environment, client satisfaction is a top priority for all businesses. They've moved their focus from making money to ensuring client happiness. A notable example of this is ICICI Bank. The ICICI Bank is an important player in the development of trade and commerce. It has also contributed to the country's economic progress.

E-BANKING PRODUCTS

Automated Teller Machine (ATM): These are cash distribution machines, which can be found at banks as well as other places including shopping malls, gas stations, and building societies. Their primary goal is to let consumers to withdraw cash at any time and to provide banking services in areas where opening a new bank branch is not possible. This technique is known as "Any Time Money" since it allows consumers to take money from the bank at any time.

Debit Card: A debit card is primarily used for two purposes: making cash purchases and making cash withdrawals. The debit cardholder must have a bank account, and the cardholder's credit limit is set by the amount in their bank account. When a cardholder makes a transaction, the merchant swipes the card on an electronic data capture system, which debits the cardholder's account. It differs from a credit card, which charges the bearer immediately after the purchase (20 to 50 days). In India, banks are currently issuing ATM/debit cards.

Mobile Banking: Mobile banking (also known as M banking or SMS banking) is a word for checking balances, making account transactions, and making payments via a mobile device such a phone. Mobile banking is now mostly done by SMS or mobile internet, but it can also be done through specific apps called clients that are downloaded to the mobile device. The provision and use of banking and financial services via mobile communications devices is referred to as mobile banking. The range of services available could include the ability to make bank and stock market transactions, manage accounts, and receive personalised data.

Tele Banking Service: This service was created to attract customers who do not have time to visit banks. A customer can obtain information such as account balance, due balance, and total balance, as well as the date of issuing of a cheque, bill payment, and slip payment, through this service. With the use of appropriate software, any computerised commercial bank branch can provide this service. Typically, a Voice Response System is used to provide this service (VRS). This system solely accepts TONE dialled input (i.e., from the caller's phone instruments for dialling relevant numbers) and appropriate voice response messages/information to the caller (i.e. Account holder to acquire the desired account details).

Smart Card: For the past 25 years, this method has been used. Ronals Monero, a French Journalist, designed it so that the French might use it in their daily work. It works similarly to an electronic purse in that monies are collected in the form of electronic wallets. Consumers are being handed smart cards for modest purchases. It is a very portable, quick, and simple method of spending our money. The value of a smart card transaction is usually lower. Coffee, newspapers, lunch, and bus fares are all examples of smart-card transactions. When we make a transaction using a

smart card, money is transferred from our card to the merchant at that time. There is no need to wait for an authorization or a receipt to be signed.

LITERATURE REVIEW

1. According to Carruthers and Shao (2009), the quality of general internet banking services is strongly linked to overall customer satisfaction in New Zealand banks. They go on to say that providing high-quality online services is necessary to maintain or improve the banks' customer satisfaction.
2. Manoranjan Mobapatra, et al., (2010) About Forty percent of the population in India is un banked. Since e-banking has evolved as a platform for future innovations that can have long ranging socio-economic benefits for India and hence also be able to capitalize on the Indian government's dream of, one bank Account Per Indian; established in the fact that e-banking is the need of the hour in India today. It is a win-win situation for all concerned, operators banks and specialist companies are gradually getting themselves organized to operate e-banking services banks are able to reach remote areas without incurring the heavy expenses that opening a branch entails also the ATM penetrating in rural areas is not that High with only forty ATM s per million people in India.
3. Bernadette D. Silva et al., (2010) conducted an Analysis for internet banking that the bank corporate to understand that there are certain Parameters in e-banking which are affected by the demographic status like Gender, Income level and Educational Qualification etc., for opening internet bank account. Bank operations through internet can attract longer customer and it will enhance the brand image of banks for usage of sophisticated technology.
4. KR. Kamath (2010) Banks may more towards universal banking driven by the forces of deregulation, liberalizations, and technological advancement. The pressures would emanate from super markets, utility service providers etc., Technology has played and is playing a critical and arguably the most important role in redefining the financial business. Banks are responding by offering alternative delivery channels like ATMs, Tele banking, internet banking, mobile banking etc., Most of the banks have already implemented core banking solution (CBS) across all offices to provide "anytime anywhere" banking in true sense.
5. Johnston (1995) investigates the relative connecting the determinants of service quality and outcome of the zone of patience. He discovered that nearby are some determinants that are more expected to be a source of disappointment while others to be a spring of satisfaction.
6. Oliver (1999) define customer loyalty as a totally held dedication to rebuy a number one product/service constantly in the opportunity, thereby cause repetitive same-brand or same brand-set purchase, despite situational influence and marketing hard work having the possible to cause switch performance

OBJECTIVES OF THE STUDY

1. To determine the level of customer satisfaction with ICICI Bank Ltd's services.
2. To look into the issues that clients have with e-banking services.
3. Make recommendations for improving the quality of the banking industry's e-banking services.

RESEARCH METHODOLOGY

Research design:

In this research it deals with descriptive research type. It includes surveys and fact-finding enquiries of different kinds.

Sampling method

In this research systematic sampling method is used to collect the primary data by using questionnaire.

Sample size:

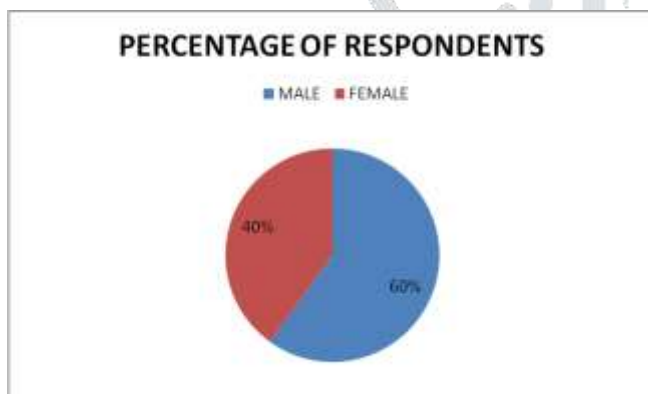
The total sample size of 200 will be taken for this study. Both male and female employees have been interviewed.

Primary Source of Data

Primary data is known as the data collected from the first time through field survey. The data were collected through structured questionnaire.

DATA ANALYSIS & INTERPRETATIONS**TABLE 1: SEX RATIO OF THE RESPONDANTS**

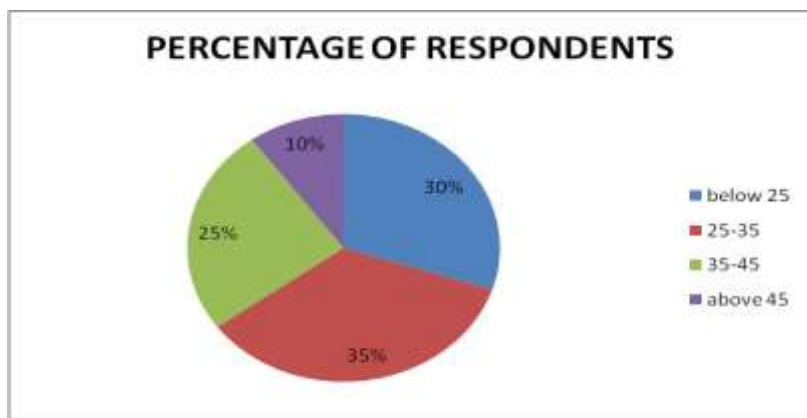
GENDER	PERCENTAGE OF RESPONDENTS
MALE	60%
FEMALE	40%

**INTERPRETATION:**

The table shows that out of 200 respondents, 40% are female and 60% are male.

TABLE 2: AGE OF THE RESPONDENTS

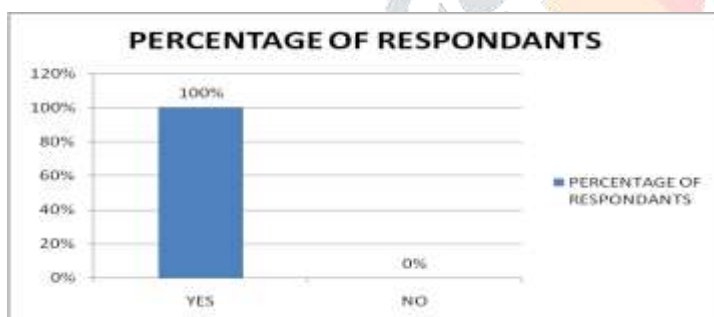
AGE	PERCENTAGE OF RESPONDENTS
below 25	30%
25-35	35%
35-45	25%
above 45	10%

**INTERPRETATION:**

The table shows that 30% of the respondents' age is below 25, 35% of them are between 25-35, 25% of them are 35-45 and 10% of the respondents are of 45 years and above.

TABLE 3: Do you have a bank account in ICICI Bank?

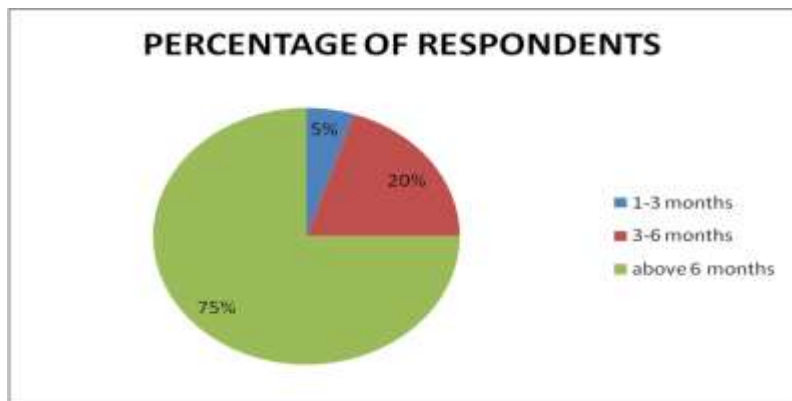
ANSWER	PERCENTAGE OF RESPONDANTS
YES	100%
NO	0%

**INTERPRETATION:**

The table shows that 100% of the respondents have a bank account in ICICI bank.

TABLE 4: From how many months do you have account with the Bank?

TIME	PERCENTAGE OF RESPONDENTS
1-3 months	5%
3-6 months	20%
Above 6 months	75%

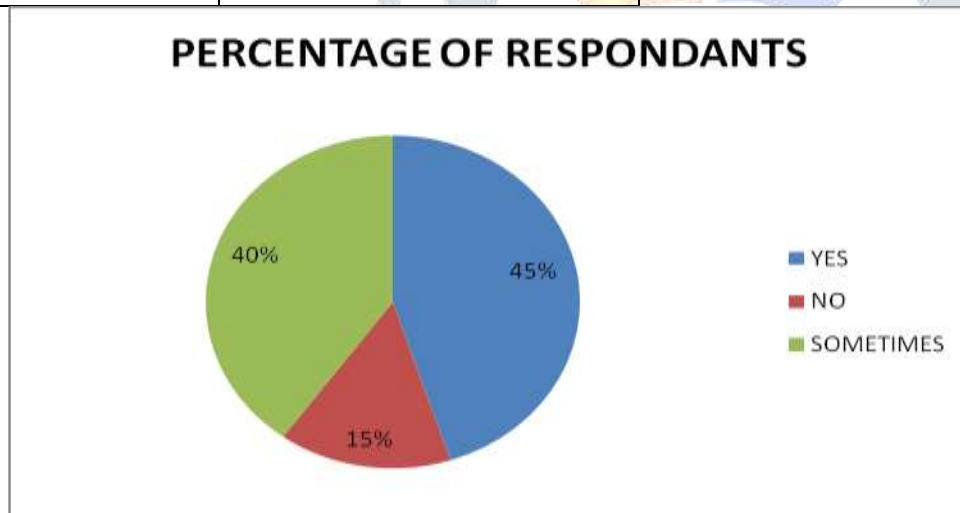


INTERPRETATION:

The table shows that 75% of the respondents has bank account for more than 6 months 20% of them has bank account from 3 to 6 months and 5% of them has bank account from 1 to 3 months .

TABLE 5: Do you prefer e-banking or not?

ANSWER	PERCENTAGE OF RESPONDANTS
YES	45%
NO	15%
SOMETIMES	40%

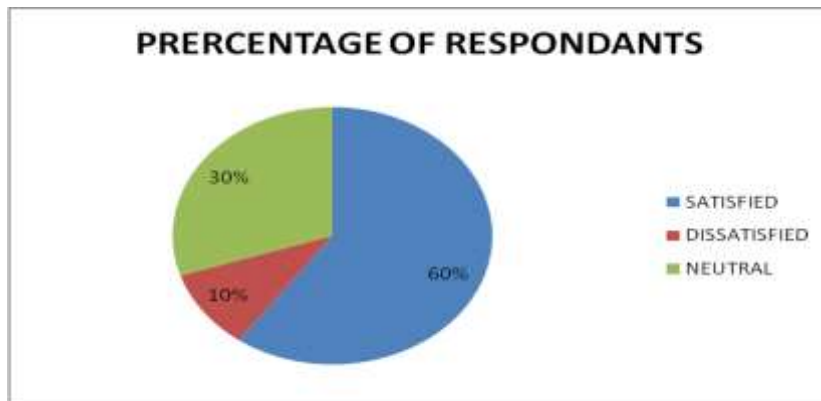


INTERPRETATION:

The table shows that 45% of the respondents answered as yes and 15% of them answered as no and 40% answered as sometimes.

TABLE 6: Are you satisfied with Credit Card payment policies?

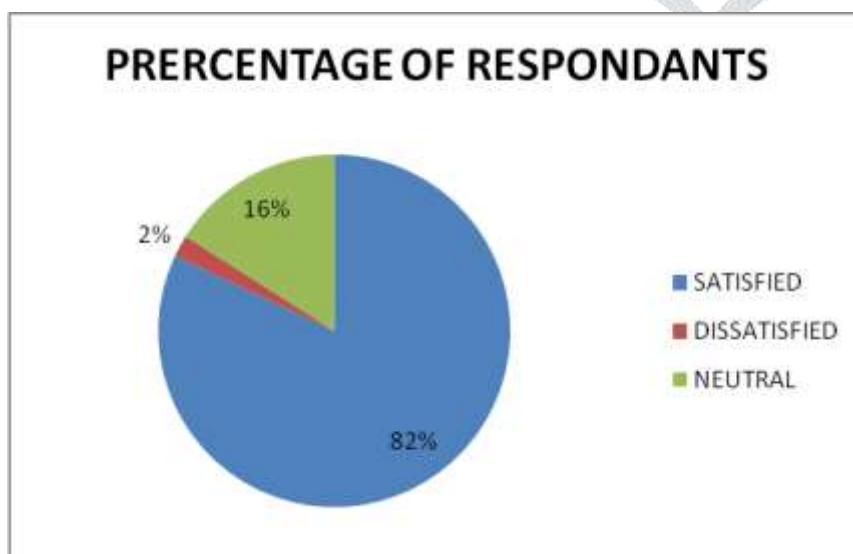
ANSWER	PRERCENTAGE OF RESPONDANTS
SATISFIED	60%
DISSATISFIED	10%
NEUTRAL	30%

**INTERPRETATION:**

The table shows that 60% of the respondents are satisfied, 30% of them are not satisfied and 10% are neutral about the policies.

TABLE 7: Are you satisfied with mobile banking facilities provided by the bank?

ANSWER	PRERCENTAGE OF RESPONDANTS
SATISFIED	82%
DISSATISFIED	2%
NEUTRAL	16%



INTERPRETATION:

The table shows that 82% of the respondents are satisfied, 2% of them are not satisfied and 16% are neutral about the mobile banking facilities provided by the bank.

CONCLUSION

Because of the quality of service, the majority of respondents favoured their branch. Following that, the convenience and popularity of the branch were prioritised. While 52 percent of consumers preferred proximity, 71 percent of survey responders agreed. In terms of the most common problem encountered by bank customers, 13 percent of respondents believe there is a delay in service in the branches, 12.8% are dissatisfied with the service rendered by the staffs, and 4% are dissatisfied with the delay in loan sanctions. While the proportion of problems is relatively small, hence it was illustrated that there has been very meager problems in the transactions.

The preceding analysis empirically confirmed the many elements of the ICICI bank's services, as well as consumer views of such services.

Limitations of the Study

The study had a two-month time limit, and it was conducted using data provided by bank customers. The administration and management actions described here are based on observations made during the period.

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