



A STUDY ON CUSTOMER'S ATTITUDE TOWARDS INTERNET BANKING SERVICES PROVIDED BY PUBLIC SECTOR BANKS IN TIRUNELVELI DISTRICT

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Abstract: A bank is a financial institution that accepts deposits and channels those deposit into lending activities. With the increase in competition, the banks are focussing more on users' delight through first-class services. The net banking offer allows and users perform a variety of banking features conveniently. To meet this challenge the actual e- banking services provided by a bank needs to support expected functionalities involved in this domain. The present paper critically studies the internet banking outline involving public sector banks in Tirunelveli district.

Keywords: Internet, e-banking services, public sector banks.

I. INTRODUCTION

Banks play a critical role in building the economy of the individual as well as of the nation. The well-established banking sector is critical to growth, job creation and wealth creation, poverty eradication, business activities and double digits. Today corporate banking donations are becoming more and more complex and complex. The advent of ATMs has modified the shape of the former places of in the banking sector. Consumers no longer need to go to offices to conduct routine financial transactions such as investments, withdrawals, check collections, balance checks etc. E-banking and online banking have opened up new avenues for "easy banking". Online banking has additionally led to a discount in banking fees by using up to one-tenth of the banking sector. Banks and financial institutions in India are in the process of enabling the web to enable their services to provide their customers with online banking. The Reserve Bank of India has developed an online banking strategy that should be followed by banks that are about to enter the online banking business.

II. PROBLEM STATEMENT

How to online banking with multi-service customers such as 24-hour banks, money transfers, balance check, account statements, online purchases etc. Bank customers, in order to be fully satisfied with online banking services, must have a high level of knowledge and awareness of the various services offered. That bank and bankers ought to be capable to discover the type of carrier required by way of patron and function it satisfactorily. The researcher tried to research customers about online banking offering at public sector banks in the Tirunelveli district.

2.1 SCOPE OF THE STUDY

This study demonstrates the quantity of patron recognition of online banking as well as their satisfaction and attitude toward online banking with innovative and efficient technology. This helps to see details about the growth of the banking industry with technological advances. It also encourages the use of online being's several services available on online banking. In the end this will assist clients and the banking industry in accepting the benefits of online banking.

2.2 OBJECTIVES OF THE STUDY

- To pick out operational troubles confronted through customers while making use of internet banking services and
- To examine the level of awareness of the customers about internet banking services in public sector banks in India.

2.3 LIMITATIONS OF THE STUDY

- Time and value were the prominent boundaries of the study.
- The accuracy of the research result depends on the accuracy of the answers given by the respondents.

III. METHODOLOGY

3.1 Primary data

Primary data is data gathered for the first time and is inherently original. Primary records used to be collected from the study.

3.2 Secondary data

The second information is information collected by someone. This information is accrued from articles, magazines and websites and so on.

3.3 Sampling Method

The purposive sampling technique has been used.

IV. REVIEW OF LITERATURE

Gararu Prabu (2018) in a study entitled 'Customer satisfaction surveys about e-banking services provided by Maharashtra bank directors studied bank customers' understanding and their level of satisfaction with e-banking institutions through a modified questionnaire. The results of the study indicate that about 70% of them use e-banking services. Lack of attention and safety reasons are the biggest barriers to not using e-banking services.

Adam Ahamed Musa Hamid, Nabil Mohamed Abdo Alabsy and Mohamed Abbas Muktar (2018) learned that Impact of Electronic Banking services on customer satisfaction in the Sudan Banking spot. The study found that there was a significant difference in the electronic services provided by Sudanese banks to customer satisfaction. The paper printed that online banking services have an advantageous influence on customer satisfaction. The study recommended that bank managers should focus on disseminating electronic banking information to customers.

V. ANALYSIS AND INTERPRETATION

Table 5.1: Demographic profile of customers of internet banking services

| Particulars | No. of respondents | Percentage |
|-----------------------------------|--------------------|------------|
| Gender | | |
| Male | 62 | 77.5 |
| Female | 18 | 22.50 |
| Total | 80 | 100 |
| Age group | | |
| Up to 30 years | 5 | 6.25 |
| 31 -40 years | 32 | 40 |
| 41 -50 years | 22 | 27.5 |
| 51 and Above | 21 | 26.25 |
| Total | 80 | 100 |
| Educational Qualifications | | |
| Up to School level | 8 | 10 |
| Under Graduate | 33 | 41.25 |
| Post Graduate | 17 | 21.25 |
| Professional | 8 | 10 |

| | | |
|-------------------------|-----------|------------|
| Others | 14 | 17.50 |
| Total | 80 | 100 |
| Occupation | | |
| Government employee | 12 | 15 |
| Private employee | 35 | 43.75 |
| Businessman | 11 | 13.75 |
| Professional | 10 | 12.50 |
| Retired People | 7 | 8.75 |
| Others | 5 | 6.25 |
| Total | 80 | 100 |
| Income rate | | |
| Up to Rs. 20,000 | 8 | 10 |
| Rs. 20,001 - Rs.40,000 | 26 | 32.50 |
| Rs. 40,001 - Rs. 60,000 | 22 | 27.50 |
| Rs. 60,001 - Rs. 80,000 | 17 | 21.25 |
| Above Rs.80,000 | 7 | 8.75 |
| Total | 80 | 100 |

Source: Primary Data

Table 5.1 suggests the demographic variance of the respondents 77.50 percent of the respondents are male and only 22.50 percent female respondents, 40 per cent of respondents are 31-40 years of old, 27.5 percent of the respondents are 41-50 years of old, 26.25 percent of respondents aged 51 and above years, and 8 percent of respondents reached Rs. 20,000 and over Rs. 80,000. 41.25 percent of respondents are under graduate, 21.25 percent of respondents have post graduate, 10 percent are professional respondents, 17.5 percent of respondents are others and 10 percent have reached school level. Of the 80 respondents, 43.75 percent of respondents are private employee, 15 percent of the respondents are government employee, 12.50 percent of the respondents are professional and 13.75 percent of respondents are businessman, 7.5 percent of respondents are retired people and 6.25 percent of respondents. Of 80 respondents, 32.50 percent of respondents received a monthly income of between Rs. 20001- 40000 and 27.50 percent of respondents are earning monthly income of Rs. 40001 - 60000, 20 percent of respondents earn Rs. 60001-80000, and 10 percent of respondents are earn up to Rs.20000 and only 8.75 percent of the respondents received a monthly income of greater than Rs. 80000.

5.2 PROBLEMS WITH INTERNET BANKING SERVICES

To address the troubles confronted by means of online bank users, 15 issues are considered, based on research. By identifying the most important problem facing public sector banks while utilizing online banking services in the Tirunelveli region. These are, 'Online banking is now not secure, and it is no longer easy', 'Internet banking does now not work well', 'Lack of records about online banking', 'Limited area for personal advice on banking use', 'Jobs failed then again rate deducted', 'Amount deducted higher than as soon as per transaction', 'Money is no longer credited to my account but deducted from sender account', 'Bad internet connection', 'ATM machine running out of money', 'Too many steps processing transactions', 'Ignore name username / password', 'Unable to retrieve Single Password (OTP) due to trade of cellular number', 'Forget password, extend in retrieving new password' and 'Complaint and response management are sad.

Table 5.2: Problems with Internet Banking Services

| S.No | Particulars | Strongly Agree (5) | Agree (4) | Neutral (3) | Disagree (2) | Strongly disagree (1) | Mean | S.D | Rank |
|------|---|--------------------|-----------|-------------|--------------|-----------------------|------|------|------|
| 1 | Online banking is not a safe, secure and convenient place | 44 | 30 | 6 | 0 | 0 | 4.48 | 0.61 | I |
| 2 | Internet banking does now not properly working | 0 | 12 | 19 | 20 | 29 | 2.18 | 1.07 | XV |

| | | | | | | | | | |
|----|---|----|----|----|----|----|------|------|------|
| 3 | Lack of understanding about online banking | 27 | 21 | 22 | 6 | 4 | 3.76 | 1.14 | X |
| 4 | Lack of direct banking | 18 | 25 | 27 | 7 | 3 | 3.60 | 1.04 | XII |
| 5 | Limited scope for personal advice on bank transactions | 17 | 18 | 20 | 15 | 10 | 3.21 | 1.32 | XIV |
| 6 | Transaction failed but the other hand the fee is deducted | 21 | 16 | 26 | 12 | 5 | 3.45 | 1.20 | XIII |
| 7 | Amount deducted extra than as quickly as per transaction | 27 | 21 | 30 | 3 | 0 | 3.91 | 0.90 | IX |
| 8 | Money is now not credited to my account but deducted from sender's bank account | 21 | 24 | 22 | 13 | 0 | 3.66 | 1.04 | XI |
| 9 | Bad internet connection | 23 | 33 | 24 | 0 | 0 | 3.99 | 0.76 | VII |
| 10 | ATM machine out of cash | 29 | 24 | 27 | 0 | 0 | 4.03 | 0.81 | VI |
| 11 | Too many steps in processing transaction | 31 | 26 | 23 | 0 | 0 | 4.10 | 0.82 | IV |
| 12 | Ignoring username/password | 24 | 27 | 29 | 0 | 0 | 3.94 | 0.80 | VIII |
| 13 | Cannot OTP due to change of cellular Number. | 35 | 23 | 22 | 0 | 0 | 4.16 | 0.83 | III |
| 14 | If you forgot password, delay getting a new password | 37 | 24 | 19 | 0 | 0 | 4.23 | 0.79 | II |
| 15 | Complaint management and poor response | 25 | 33 | 22 | 0 | 0 | 4.04 | 0.76 | V |

Source: Primary data

Table 5.2 specifies the ranking of problem factors, first rank is given to the statement 'Internet banking is now not in a safe, secure and convenient' with a mean score of 4.48, second rank allotted to 'For forgotten password, delay in getting new password', third rank for 'Unable to get OTP due to alter of Mobile number, fourth rank to 'Too many steps in processing transaction and last rank given to the statement 'Internet banking does not work properly with a mean score of 2.18.

Table 5.3: Level of Knowledge to Internet Banking Services

| Variable | Level | Respondents | Percentage |
|----------------------------------|--------------|-------------|---------------|
| Awareness about Internet Banking | Low | 18 | 22.50 |
| | Moderate | 31 | 39.20 |
| | High | 14 | 17.50 |
| | Very high | 17 | 21.25 |
| | Total | 80 | 100.00 |

Source: Primary data

Table 5.3 shows that to determine the level of online banking awareness, study was conducted and found that of the respondents, 22.50 percent of respondents had low level of information about online banking services, 39.20 percent of respondents had a moderate level of information, and 17.50 percent had high level of information about the online banking and the remaining 21.25 percent have very high level of information about the online banking services in this study. It turned out that the majority of respondents (39.20%) had a moderate level of awareness about the online banking services. It is therefore suggested that public sector banks in research should make their clients aware of online banking services compared to the current standard.

5.3 FINDINGS

- ❖ 70 % of respondents are male and 37.5 per cent of respondents are 31-40 years old
- ❖ 41.25 percent of respondents are under graduates and 43.75 percent of respondents are private employees
- ❖ 32.50 percent of respondents earn monthly income of between Rs. 20001- 40000
- ❖ Most respondents felt that online banking was unsafe secure and convenient

5.4 SUGGESTIONS

- Banker should direct users to their protected passwords and user name while simultaneously using online banking services
- Banks should conduct more awareness programs to encourage greater awareness of the various reasons for the development of online banking system.

VI. CONCLUSION:

Obviously it is in the interest of banks to provide a basis for their customer to have confidence in using online banking. In this study, it is clear that most respondents use an online banking system to help themselves. Currently, due to fast competition, consumer happiness is seen as the most important factor in the banking industry. Banks are therefore on the verge of becoming proficient information technology in order to transform the service system into a customer and increase their satisfaction. All online banking products and services are well-received to be accepted by consumers.

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