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## A STUDY ON STAKEHOLDERS PREFERENCE ABOUT E-SERVICES OFFERED BY BANK

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### ABSTRACT

Today's world is one with increasing online access to services. One part of this which is growing rapidly is electronic banking. Combined with online retailers there is a lot of money changing hands, directed only by communication over the internet. This is very convenient and the ready access to the internet in all first-world countries. Consumers today are much selective in choosing banking services in terms of their demands and preferences. To be competitive, banks must develop services to satisfy customers as well as delight them at the same time. E-banking in developing countries grows rapidly in the past decade. Their research indicates that for consumers' attitudes and adoption towards e-banking, there were significant differences between the two groups, e-banking users and non-e-banking users, with respect to demographic profiles, attitudinal properties and preferences for service delivery channels.

**Keywords:** E-banking, Electronic payment, Customers, Online banking, Banking

### INTRODUCTION

E-Banking is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. The online banking system will typically connect to or be part of the core banking system operated by a bank and is in contrast to branch banking which was the traditional way customers accessed banking services. Internet banking software provides personal and corporate banking services offering features such as viewing account balances, obtaining statements, checking recent transactions, transferring money between accounts, and making payments. To access a financial institution's online banking facility, a customer with internet access

will need to register with the institution for the service, and set up a password and other credentials for customer verification. The credentials for online banking are normally not the same as for telephone or mobile banking. Financial institutions now routinely allocate customers numbers, whether or not customers have indicated an intention to access their online banking facility. One of the important objectives of e-banking is to attract customers. E-banking is helping the customers by providing online services. it is attracting the customers and making the banking system easier. E Banking ensures that there is liquidity to the banks, because consumers do online transactions, which means there are no withdrawal of physical money. E-banking helps to boost the economy, because online transaction helps to maintain the cash in the economy, which would be use during recession of the economy.

The Internet has revolutionized the way we live, shop, entertain and interact and also the way we save and invest. Internet banking arrived in India in the late 1990s. ICICI was the first bank to champion its usage and introduced internet banking to its customers in 1996. With lower internet costs and increased awareness about electronic media, online banking established itself only in 1999.

## RESEARCH OBJECTIVE

- To find out the opinion of y and z generations' towards the usage of e banking services.
- To find the level of satisfaction and obstacles faced by the respondents while using e banking services.

## LITERATURE REVIEW

**Dr.G. Dileep (2017)** have done a review titled, 'A study of factors affecting adoption of e-banking in India' has analyzed the factors affecting adoption of e-banking. Their main focus is on the e-banking users. In this study they found out the four major factors affecting the e-banking, survey was conducted and data collected using non-profitability convenient sampling method. To get the responses, they have used questionnaire as a research tool. They have collected around 134 samples from a selected section of respondents like bank employees, university employees. The concluded that e-banking is effective way of payment but there are some obstacles like server problem and other risk agents.

**Samar Swaid and Rolf T. Wigand (June 2007)** written an article titled 'e commerce service quality'. Its objective is that key dimension e commerce service quality and its relationship to satisfaction and loyalty and motivated by the growing interest on e-commerce. Hypothetic modal is proposed by taking the online shoppers. The article concluded that the e commerce service quality is improving by days, and the technological development has increased the availability of wider sources and service quality also been rendered in an effective way.

**Nitin Ramachandra Wadhvind (2020)** written an article titled 'Impact of Covid-19 on digital payment system in different segment of India'. The objective of this article is to identify different digital payment modes in India and to identify the impact of covid-19 on the digital payment in India with respect to different segment. The article concluded that the online modes of payment have hiked during this pandemic time.

**Muchingami (2019)** in his study titled 'An Analysis of Customer Perception on Mobile Banking in Botswana'

elucidated better understanding on how customers perceive mobile banking services. He adopted the descriptive research design and data has been gathered through questionnaire for his study. Non-probability sampling approach in form of simple random sampling technique has been employed. The study concluded by insisting the that consumers need more education on how to use the various e-payment channels and banking operating procedures have to be frequently reviewed based on the feedback collected from consumers taste and preferences.

## STATEMENT OF PROBLEM

The approach to adopting online banking however is often to merely stay abreast of industry and technology. The user often has minimal place in such an approach as evidenced by non-human centric experiences that flourish. However, this mode of banking in recent times has gained a lot of attention from the customers who are unable to access their respective bank branch.

## RESEARCH METHODOLOGY

The research methodology gives an idea about the type of research design, the sampling techniques, the process of data collection and the instrument used for the data analysis. In order to achieve the objectives of the study and to analyze the data collected, an appropriate methodology has been developed. A research methodology is a master plan for the conduct of formal investigation. The present study is explanatory as well as descriptive. The various aspect of methodology is discussed below.

208 questionnaires were distributed through Google form among the people using e-banking services in Coimbatore district for collecting data relating the awareness, satisfaction and the problems of the users of the e banking facilities.

## STATISTICAL TOOL USED FOR THE STUDY

- Percentage analysis
- Chi - square analysis

## ANALYSIS AND INTERPRETATION

The analysis and interpretation of data collected on the study of Digital payment using e-banking services in Coimbatore district - The stakeholders perspective. The primary information has been collected from 200 respondents and are classified and tabulated and further the following statistical measures are also employed in fulfilling the objectives of the study.

**CHI-SQUARE ANALYSIS****RESPONDENT PROFILE**

		Purpose of visit to bank branch						Table Value	Chi-Square Value	Sig.
		To withdraw cash	To deposit cash	To get advice for investment opportunities	To check balance	Other	Total			
		No.	No.	No.	No.	No.	No.			
<b>Educational Qualification</b>										
Gen Y	School Level	4	5	0	0	0	9	26.217	26.365	S**
	UG Level	11	26	8	1	5	51			
	PG Level	3	6	1	2	7	19			
	Professional	1	17	1	0	6	25			
Gen Z	School Level	3	5	1	2	5	16	21.026	10.285	NS
	UG Level	23	34	3	5	17	82			
	PG Level	0	0	0	0	1	1			
	Professional	2	2	1	0	0	5			
<b>Number of Earning Members</b>										
Gen Y	One	8	18	3	1	4	34	26.296	16.652	NS
	Two	7	25	5	1	8	46			
	Three	2	10	2	0	4	18			
	Four	1	0	0	1	1	3			
	Five & above	1	1	0	0	1	3			
Gen Z	One	11	20	1	3	12	47	26.296	9.135	NS
	Two	12	15	3	3	9	42			
	Three	0	3	0	0	1	4			
	Four	4	2	1	1	1	9			
	Five & above	1	1	0	0	0	2			
<b>Occupation</b>										

Gen Y	Profession	4	17	4	0	4	29	26.296	7.930	NS
	Business	4	13	2	1	3	23			
	Research Scholar	1	2	0	0	0	3			
	Student	2	4	0	0	3	9			
	Other	8	18	4	2	8	40			
Gen Z	Profession	0	0	0	0	0	0	13.277	19.992	S**
	Business	0	0	0	0	0	0			
	Research Scholar	0	0	0	0	0	0			
	Student	28	41	4	7	23	103			
	Other	0	0	1	0	0	1			
<b>Gender</b>										
Gen Y	Male	7	27	6	2	5	47	9.488	4.686	NS
	Female	12	27	4	1	13	57			
Gen Z	Male	7	3	2	1	5	18	9.488	6.176	NS
	Female	21	38	3	6	18	86			
<b>Marital Status</b>										
Gen Y	Married	11	34	5	2	11	63	9.488	703	NS
	Unmarried	8	20	5	1	7	41			
Gen Z	Married	0	0	1	0	0	1	13.277	19.992	S**
	Unmarried	28	41	4	7	23	103			

## PERCENTAGE ANALYSIS

### PREFERRED DEVICE FOR E-BANKING

Devices	Gen Y		Gen Z	
	No of respondents	Percentage	No of respondents	Percentage
Mobile phone	59	56.7	58	55.8
ATM	31	29.8	33	31.7
Debit card	12	11.5	10	9.6
Credit card	2	1.9	3	2.9
Total	104	100.0	104	100.0

(Sources: Primary Data)

## INTERPRETATION

Gen Y:

The above table it has been clear that, 56.7 per cent of the respondents prefer Mobile phones for E banking, 29.8 per cent prefer ATM, 11.5 per cent prefer Debit card and 1.9 per cent prefer Credit card.

Gen Z:

The above table it has been clear that, 55.8 per cent of the respondents prefer Mobile phones for E banking, 31.7 per cent prefer ATM, 9.6 per cent prefer Debit card and 2.9 per cent prefer Credit card.

**56.7 per cent of the Gen Y respondents prefer mobile phones for online banking and 55.8 per cent of the Gen Z respondents prefer mobile phones for online banking.**

## FINDINGS

- 68.3 percent prefer online banking.
- 56.2 percent of people preferred for E-Banking.
- With respect to preferred mode of banking by the respondents of Gen Y and Gen Z, the factors namely educational qualification, number of earning members in the family, occupational status, gender and marital status of the respondents from generation Y and Z have no significant association with preferred mode of banking. Hence, the null hypothesis is tested true.

## SUGGESTIONS

- Service providers should take steps to minimize the security issues and the risk factor which in turn will increase the adoption and convenience of usage of e banking among the Gen Y respondents.
- The banks can provide assistance for e banking through mobile phone by setting up a help cell in the respective bank branches.
- E- Banking service providers should focus on improving their banking app to be user friendly which in turn will allow the Gen Y users to manage it more efficiently.
- E-banking service providers should make awareness among Gen Z users regarding credit card fraudulent activities.

## CONCLUSION

The study on “STAKEHOLDERS PREFERENCE ABOUT E-SERVICES OFFERED BY BANKS” clearly explains that stakeholders are more likely towards E service offered by banks. Instead of going to bank directly stakeholders prefers e service which makes their work simple. Most of the banks provides e service apps by having their own bank’s app like YONO APP, HDFC APP, etc. And we also have various other e service apps like Google pay, Phone pe and so on. Where they can have an online transaction, check the balance, have an history of transaction,

view account activity and those apps provides most of the services provided by banks Which really makes the work simpler and they also provide various other services which reduces them to visit the bank frequently. That to during such pandemic period the stakeholders are more afraid to visit the bank so the usage of such E service has increased to a greater amount. Reduces the time and energy, Ease of use, anywhere and anytime transfer and no need to carry cash, bill payments and other payment activity can also be done. The study concluded that E service offered by banks was mostly preferred by all stakeholders and their usage has been increasing day by day not only in the specified area but also throughout the country. Hence the banking industries should concentrate on market changes to withstand and compete with new techniques.

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