



# A Study on Awareness of E-Banking Product and Service with Special Reference to College Students in Virudhunagar

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## **ABSTRACT**

In modern days, usage of information and communication are accessible to Internet service. The Internet services are also change the Banking sector. The banking sector is the very important service to the world. Today, Banking Service provide the E-Banking service to all the customers i.e. Industry, Employees, Students and Workers etc., E-Banking services include ATM, Debit Card, Credit Card, Mobile Banking and Internet Banking / E-Payment. At the Present, College Student use in highly because they are easily to understand and adopt the technology and practice it. The present study focused on awareness of E-Banking Product and Service in the College Students.

## **Key Words:**

College Students, E-Banking, ATM card, Debit Card, Credit Card, Mobile Banking and Internet Banking / E-Payment

## **Introduction:**

Banking plays of the major roles in the financial system. In the competitive world, peoples cannot go regularly and visit the bank. So, banking sector provides the electronic service for the customer convenience. E-Banking products and services are the best of banking system. Some of the popular products and services of E-Banking are ATM, Debit/Credit card, Mobile banking and Intenet Banking.

College Students are very energetic and easily understand the new technology. Recently, E-Banking play the important role among the College Students because they can easily transfer the fees and all online bills payment. This research study focuses E-Banking product and service, College students awareness, usage, Benefits and problems.

### ***Statement of the Problems:***

Today, banking is one of the primary sector in the world. In the present competitive worlds, customer satisfaction is the most important in banking services. Customer is the primary compound of any bank. A customer always expect the best service of the banks. The banks are determining the E-Banking for customer satisfaction. E-banking is an essential part of a bank's strategies. E-Banking offers a lot of usage like "anytime" "anywhere" banking money transfer, convenience, security etc., At the same time, banks are failed to satisfy its customers because E-Banking is having its own technical issues. Banks are also facing some problems of customers not aware of the E-Banking Product and service. Hence, the main purpose of the study is to make aware of the college students regarding E-Banking product and service with college students in virudhunagar.

### ***Objectives of the Study:***

- To know the College Students Demographic information.
- To know the College Students awareness about E-Banking Product and Service.
- To analyse the benefits of E-Banking Product and Service.
- To analyse the problems of E-Banking Product and Service.
- To suggest improving the E-Banking product and service based on the findings.

### ***Scope of the Study:***

Banks are also playing their important role for the welfare of their customers. Banks provide lot of service in the customers. Especially E-banking is the best facilities by banks. Banks are reduced the paper work of customers. Today, most of the college student used in E-banking product and service. Hence, the researcher has collected the data with an efficient and good scope.

### ***Research Methodology***

#### ***1. Period of the Study:***

The Research Period on 8<sup>th</sup> September 2021 to 15<sup>th</sup> September 2021.

## 2. Methodology:

The studies is based on both Primary data and Secondary data. Secondary data was collecting from the Advanced Books, Journals, Dissertations and Websites. Primary data was collecting from 70 respondents.

## 3. Sampling size:

The present studies enclosed Sri Vidhya College of Arts and science, Virudhunagar college students only. The population apparent for this study was limited to students using E-Banking product and Service. So, the researcher using convenience Sampling method. The total sampling size 70 respondents only.

## 4. Statistical Tools:

The researcher has used Percentage Analysis, Ranking and Five points Scale techniques.

## 5. Limitation of the Study:

The researcher began research study in the last week, so the primary data collected only Sri vidhya college of Arts and Science, Virudhunagar.

This study only determine the aware, benefits and problems of E-Banking product and service.

## Profile of the respondents:

**TABLE -1**  
**Variables wise Classification of the Respondents**

Variables	Classification	Number of Respondents	Percentage total
Gender	Male	55	<b>79</b>
	Female	15	21
	Total	70	100
Age	18-20	30	<b>43</b>
	21-23	25	36
	Above 23	15	21
	Total	70	100
Education	Arts	60	<b>88</b>
	Science	10	12
	Total	70	<b>100</b>
Education	UG	55	<b>79</b>
	PG	15	21
	Total	70	100
Opening Bank Account	Yes	70	<b>100</b>
	No	-	
	Total	70	100
Types of Bank Account	Saving Account	55	78
	Current Account	5	7
	Fixed Account	10	15

	Others	-	
	Total	70	100
Aware of the E-Banking	Yes	50	71
	No	20	29
	Total	70	100
How to get the information in e-Banking product and service	TV/Radio	15	21
	News paper	10	14
	Social Media	35	51
	Family/Friends	10	14
	Total	70	100

Source: Primary Data

The respondent is classified on the basis of variable. The General profile of the respondent has given in the Table-1. Out of 70 respondent has taken for study, 79 Percentage are Male, 43 Percentage age group of 18-20, 88 percentage Arts students, 64 Percentage UG Students; 70 Percentage Students are Opening the Bank Account, 78 percentage students are using the Saving Accounts, 71 percentage Students are aware of the E-Banking and 51 percentage of College students get the information in E-banking Product and service on Social Media.

**TABLE -2**

**Ranking the E-Banking Product and Service**

S. No.	Particulars	1	2	3	4	5	Total Score	Mean Score	Rank
1	ATM Card	35 (175)	15 (60)	5 (15)	10 (20)	5 (5)	275	3.9	<b>I</b>
2	Credit Card/Debit Card	15 (75)	22 (88)	15 (45)	10 (20)	8 (8)	236	3.3	<b>IV</b>
3	Mobile Banking	20 (100)	18 (72)	20 (60)	10 (20)	2 (2)	254	3.6	<b>II</b>
4	Internet Banking	15 (75)	25 (100)	10 (30)	12 (24)	8 (8)	237	3.4	<b>III</b>
5	Telephone Banking	11 (55)	10 (40)	20 (60)	14 (28)	15 (15)	195	2.8	<b>V</b>

Source: Primary Data

The result quantified by the Ranking technique. The Majority of the College students are using ATM Card (3.9) getting the First Rank; then Mobile Banking is (3.6) getting the Second Rank, Thirdly,

College students are mostly using Internet Banking (3.4) getting the Third Rank, Credit card/Debit card (3.3) getting the Fourth Rank and the finally Telephone Banking (2.8) getting the fifth Rank.

**TABLE -3*****Opinion about Benefit of the E-Banking Product and Service***

(Strongly Agree – 5; Agree – 4; No Opinion – 3; Disagree – 2; and Strongly Disagree – 1.)

Opinion	Number of the Respondents					Total Score	Mean Score
	Strongly Agree (5 Mark)	Agree (4 Mark)	No Opinion (3 Mark)	Disagree (2 Mark)	Strongly Disagree (1 Mark)		
E-Banking is very convenience and easy way to use.	15 (75)	25 (100)	10 (30)	7 (14)	13 (13)	232	IV
E-banking its reduce our paper work.	20 (100)	15 (60)	15 (45)	13 (26)	7 (7)	238	III
E-Banking provides 24 hours money transaction.	30 (150)	10 (40)	10 (30)	15 (30)	5 (5)	255	I
E-Banking used to pay online Bills(Fees,Phone bill)	22 (110)	18 (72)	12 (36)	10 (20)	8 (8)	246	II
E-Banking is save the time.	25 (125)	10 (40)	8 (24)	10 (20)	17 (17)	226	V

**Source: Primary Data**

Majority of the college students E-Banking provides 24 hours money transaction (255 score) getting first rank. Second rank gets (246) E-banking use to pay all online bill payments. Thirdly, (238) E-Banking its reduce our paper work. Fourthly, (232) E-Banking is very convenience and easy way to use. Finally, (226) E-Banking is save the time.

**TABLE -4*****Problems of the E-Banking Product and Service***

(Strongly Agree – 5; Agree – 4; No Opinion – 3; Disagree – 2; and Strongly Disagree – 1.)

Opinion	Number of the Respondents					Total Score	Mean Score
	Strongly Agree (5 Mark)	Agree (4 Mark)	No Opinion (3 Mark)	Disagree (2 Mark)	Strongly Disagree (1 Mark)		

E-Banking is lack of privacy and security.	20 (100)	15 (60)	18 (54)	12 (24)	5 (5)	243	II
E-Banking is provide some technical issue.	28 (140)	13 (52)	12 (36)	14 (28)	3 (3)	<b>259</b>	<b>I</b>
E-Banking reduce the contact between Bank employees.	28 (140)	7 (28)	10 (30)	5 (10)	20 (20)	228	IV
E-Banking is costly to operating.	15 (75)	20 (80)	15 (45)	12 (24)	8 (8)	232	III
E-Banking usage is difficult to some certain words.	23 (115)	10 (40)	8 (24)	17 (34)	12 (12)	225	V

#### Source: Primary Data

- The Majority of the College Students Network Problems get the First(259) score. Secondly, (243) College students face the problems of privacy issues and security threads. Thirdly, (232) E-Banking is costly to operate in a device. Fourthly, (228) E-Banking reduce the contact between the account holders and Bank employees. Finally, (225) E-Banking usage is difficult to some certain words.

#### Suggestions of the Study:

- Today most college students are using a social media. Hence, the banks are to try provide advertisements, strikers etc., for increasing awareness about E-Banking
- Banks need to maintain the customer details with new technology of security and confidentiality.
- Banks can try to meet their customers monthly(or)weekly. for to improve a good relationship between Customers and Bank.

#### Conclusion:

Instead, you can access your account anytime or anywhere from any part of the world, when we have the time or the bank is closed or opened. College students are believed to E-Banking Product because it's Service is Convenient. It is worked at 24hrs money transaction. College students are easily understand the E-Banking system and to pay their fees and transfer their funds. It is believed that E-Banking is reduced stress. At the Same time, Bank should increase their new version, security and promote their new service. Bank should try to satisfy our customer.

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