



A Study Based on alertness of qualified Populace regarding net banking

Parwinder Kaur

MA (ECONOMICS) M.B.A,

Assistant Professor, Department of Economics

CT University Ludhiana (Punjab)

ABSTRACT

In the contemporary instance, we all are living in globalization epoch. Technological devices become quicker, slighter, and smarter. In fact, your cell phone holds more information than the room-sized computers that sent a man to the moon. Internet banking or online banking play crucial role in twenty first century lives. Internet Banking is an expedient way to do banking from the console of your home or office .the internet banking is conducted through a PC PDA and hand held communication gadget and mobile device. The Internet Banking is the latest technique with noteworthy growth in the banking industry because it offers better services to customers and the cost of providing services in banks has also been reduced. It offers the only possible service to their customer. It is only alternative to usury. More banks and post offices have come forward to use Internet banking. The purpose of this study is to find out the perception of qualified people regarding internet banking. It is paramount to accept the Sampling method. That is why the sample data will enable us to estimate the Net banking parameters. Here care has been taken to select the sample so that it should be truly representative of Net banking distinctiveness without any prejudice as a result that it may result in valid and reliable conclusions. Data was collected by conducting a field survey questionnaire completed by 100 users those were having bank accounts in that bank which offer internet banking facility. The patrons using net banking through different electronic devices. They are more satisfied than the customers of traditional banks but the lack of awareness is a key obstruction in the extend of net -banking services. The findings of the learning specify that mostly users are female. Most users are those people who are getting monthly salary. The other usage of internet banking for pays bills and transfer money. The outcome is tabulate with the help of table. The table shows the percentage of those people who have not used internet banking services due to various reasons. The paper concludes with to formulate internet banking services more efficient in the outlook. It is more opportune services provided by various banks in future.

Key word- Globalization, Expedient, Technology, Patron, Customer, internet banking.

Introduction

Information Technology has become an indispensable tool in today's organizations. The quick expansion of information technology has imbibed into the lives of millions of people and introduced major changes in the worldwide economic and business atmosphere. Banks today operate in a highly globalized, liberalized, privatized and a competitive environment. In order to endure in this environment banks have to use IT.



IT has introduced new business paradigm. It is increasingly playing a significant role in improving the services in the banking industry. Indian banking industry has witnessed a tremendous developments due to sweeping changes that are taking place in the information technology. Technological developments in the banking sector have speeded up communication and transactions for clients (Booz et al., 1997). Internet banking is one of the technologies which are fastest growing banking practice now a day.

It is defined as the provision of information or service by a bank to its customers over the internet. Banks in India provide online services with new breeds. With most of the major banks providing Internet Banking or online banking, it is possible to do most of your banking from the comfort of your home or office. Internet banking offers 24x7x365 service to their consumer. Customer can use internet banking facility any time to transfer their money, checking interest rates and updates of bank accounts.

It is uncomplicated process to login the account through internet banking. People can simply admittance their account within second. You can check your account information and pay bills through your mobile device. Through net banking we can apply for loan, shopping and credit card facilities. The market size of online shopping industry in India is estimated at Rs. 2000 crores and is anticipated to reach Rs. 7000 crore by 2015. One of the imperative reasons for this huge growth will be the increase in internet banking. Online banking also helps us to pay our utility bills like electricity, telephone, and satellite TV. This is turning out to be a great service for those who are short on time. Now we can also make insurance expenses over the net.

The major benefit of Internet banking is that people can expend the services sitting at home, to transact business. Due to which, the account holder does not have to individually visit the bank. With the help of Internet banking numerous transactions can be executed by the account holder. When tiny transactions like balance inquiry, record of recent transaction, etc. are to be processed, the Internet banking facility proves to be very handy.

The concept of Internet banking has thus become a revolution in the field of banking and finance. In India all the large banks has introduced Internet banking services, but adaption of this service is less because access to the Internet was limited, high-speed Internet connection were rare and e-business applications were clunky.

Customer has discovered that they are able to pay bills, transfer funds and check transactions 24 hours a day from the comfort of their homes. Many banks provided financial incentives to encourage clients to adopt self-service banking channels over "at the teller" full service banking. In addition to Internet Banking, this included the use of Automated Teller Machines (ATM) and Interactive Voice Recognition (IVR) telephone banking services. The present paper makes a contribution to access the perception and awareness regarding internet banking.



Reimbursement of internet banking

Expediency: This is the single mainly significant profit that outweighs any inadequacy of internet banking. Making transactions and payments right from the comfort of home or office at the click of a button without even having to step out is a facility none would like to forego. Keeping a track of accounts through the internet is much quicker and convenient as compared to going to the bank for the same. Even non transactional amenities like ordering check books online, updating accounts, enquiring about interest rates of various financial products etc become much simpler on the internet.

Superior charge: The banks stand to expand appreciably by the use of internet banking as it implies slighter physical effort from their end. The need to acquire larger spaces for offices and employ more staff to deal with the customers is significantly abridged making it financially advantageous to the banks.

Services: technology has made it tremendously convenient for the bank as well as the customer to access to a host of magnificent services by simply logging in. These services include financial planning capabilities, functional budgeting and forecasting tools, loan calculators, investment analysis tools and equity trading platforms which are existing.

Banking dealings: Banks offer online banking services to its clients. You can carry out core financial transactions such as getting your latest account balance, funds transfer, applying for a loan or payment of utility bills. You can also perform non-financial transactions such as requesting a cheque book, and updating your contact details. You may also apply for stop expense of a meticulous cheque.

Research objective

1. To know about the perception of qualified people regarding net banking.
2. to collect and analysis the data of internet banking through questionnaires method.

Research methodology

The study is based on primary data and secondary data. The is to identify the perception of qualified people regarding net banking. For the study the sample size was 100. The respondents considered for the study were those are having their account in bank which providing Internet banking facility. The respondent profile was as 60 male and 20 female. The study was conducted during the period of January to march 2019. The primary data was collected through structure questionnaires and secondary data was collected from books, research papers, journals, magazine and internet. Convenience sampling method was used to collect data from customers. The data analyzes uses percentage method. Data was presented in the form of tables.



ANALYSIS AND INTERPRETATION:

The survey is designed to understand the perception of qualified people regarding net banking .people experience and their expectation with internet banking.

Table -1: Occupation of the respondents

Option	No of respondent	percentages
Self employed	23	23
Salary	50	50
Other	27	27
Total	100	100

The occupations of different respondent affect their perception the above table 1 reveals that 23% who are doing their own business and 50 respondents belong employee category that are getting monthly salary. The rest of 27 % respondents are from different background like students and lab ours.

Table – 2: Gender of the respondents

Option	No of respondent	Percentages
Male	40	40
Female	60	60
Total	100	100

The above table 2 shows that the most respondent users are female who are doing job .the gap between male and female affect the perception of customers.

Table-3 age group of respondent

Option	No of Respondent	Percentage
21-30	20	20
31-40	44	44
Above 40	36	36
Total	100	100

The above table reveals that out of 100 customers 20% respondents belongs to below 30 years.44 respondent are between age 31-40.36 respondent belong to above 40year.

Table-4: Income of the respondent.

Option	No of respondent	Percentages
Seasonal income	20	20
Monthly income	60	60
Year income	20	20
Total	100	100



Table 5 represent the income of respondents.20 respondent get their income in various seasons.60 respondent who are getting their income monthly. The rest of the 20 respondents get yearly income.

Table -5 frequent usage of telephone banking services.

Option	No of respondent	Percentage
Convenience	20	20
Safe	25	25
Low charge	28	28
Easy use	27	27
Total	100	100

Table shows that the reason for open an internet bank. 20% of the respondents prefer for convenience. 25% of them look for safe and sound transaction. 28% of the respondents look for low service charge.27% of the respondents attracted towards internet banking for easy to maintain their transactions.

Table-6 Net-Banking services preference

Option	No of respondent	Percentages
Money transfer	25	25
Checking account	35	35
Pay bills	17	17
Order a check book	23	23
Total	100	100

Table 6 represents the reason for using net banking services. 32.5% of the respondents use net banking for the purpose of money transfer.. 35% of the respondents visit net banking to enquire about the bank balance. 17% of the above use net banking to pay bills. Remaining 23% of the respondents use net banking for other purposes to order cheque book.

Table -7 account in different banks

Option	No of respondent	Percentage
SBI	20	20
HDFC	50	50
AXIS BANK	30	30
Total	100	100

Table 7 represents the accounts of respondent in different banks. 20% of the respondents maintain Account with SBI. 50% respondent use HDFC bank account for use net banking. Remaining 30% have bank account with AXIS BANK.



Table -8 alertness regarding net banking services

Option	No of respondent	Percentages
Male	40	40
female	60	60
Total	100	100

Table 8 shows the alertness of respondent regarding net banking.40% male respondent who are alert regarding net banking.60% females who are aware regarding net banking.

Table 9: Relationship with Bank.

Option	Respondent	Percentages
Saving account	20	20
Salary account	45	45
Current account	25	25
Other account	15	15
total	100	100

Table 9 represents the relationship of the customer with the bank.20% of the respondents maintains saving Account. 45% of the above maintains salary account. 25% of them holds current account. Remaining 15% have other accounts like Demat Account, fixed deposits, etc.

Table -10 satisfaction level of customer with internet banking

Option	No of respondent	Percentages
Satisfaction	60	60
unsatisfaction	40	40
Total	100	100

Table 10 represents the satisfaction level of customer with internet banking.60%respondent belongs to satisfied category. And the rest of the 40 % respondent who are unsatisfied category.

FINDINGS OF THE STUDY

It is identified that only working employees are using more internet banking who are getting their monthly salary compared to the other people.

In gender mostly the users are females. The usage of internet banking in males is less.

It is identified that only middle age people i.e. age group between 31- 40 are using internet banking. Below 30 and above 40 age group people using less internet banking services.

The people who are drawing the monthly salary use more internet banking because they have more money as compare to other people.



Most of the respondents are using HDFC banking services for using net banking.

Most of the respondents use internet banking for checking bank account balance
17% respondent use net banking for pay bill.

Female users are more information regarding internet banking as compare to men.

60% respondents are more satisfied of net banking services. 40% respondent are dissatisfied with net banking services.

Conclusion

Internet banking can be considered an extraordinary development in the banking sector. The ability to carry out banking transactions through the Internet has empowered customers to execute their financial transactions within the comfort of their homes. Internet banking provides reimbursement both bankers and customers alike. For the bankers this system is lucrative, as it has considerably reduced the administrative costs and paperwork related to the transactions. Besides, banks can also cater to the needs of thousands of customers at the same time. Through the internet banking customers can do their payments within few seconds. It is very useful service for those customers which have regular salary. With the help of internet banking people can access their account, transfer money and order check at any time. It is not time consuming technique in the modern time. on the whole, results show that highly educated persons who are employees, businessmen and belong to higher income groups and female are major users of internet banking who are getting monthly salary The findings of the study reveal that customers are satisfied with their respective bank for internet banking facilities which save their time and cost and enable them to know their account balances and remit funds from one place to another anywhere and anytime. Most of the people in India don't use internet facility whether they have account in bank. They don't use net banking because they are not getting monthly salary. Some people are not comfortable for using internet banking due to lack of internet knowledge. Most of the qualified people don't know how to use net banking app. In many instances, a simple mistake, like clicking a wrong button, may create a huge problem. However, this uneasiness can be avoided by printing the transaction receipt and keeping it with oneself, until the bank statement is received. Through this paper we found that internet banking is more convents and successful services in future.

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