



Demographic Characteristics of Customer's Effect Services of Internet Banking With Reference To Selected Banks at Ankleshwar

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ABSTRACT

India's banking sector is growing at a fast pace. It has become one of the most preferred banking destinations in the world. Indian markets provide growth opportunities, which are unlikely to be matched by the mature banking markets around the world. India due to the availability of cheaper technology and falling communication costs. De-regulation, competition from non-financial players, new compliance requirements, and changing customer expectations has added complexity and challenges to banking systems and processes. Internet-banking can provide speedier, faster and reliable services to the customers for which they are relatively happy. Internet-banking services not only can create new competitive advantages, it can improve its relationships with customers. As it gives ONE STOP SHOP facility to the customers. The purpose of this research is to understand the impact and perception of variables towards internet-banking on customer satisfaction at Ankleshwar. The research deals in all the services provided by banks through technology known as internet banking. Customer insight towards internet banking and satisfaction towards it.

KEYWORDS : Internet Banking, Customer Perception, Technological Advancement.

1. INTRODUCTION

Banks are among the main participants of the financial system in India. Banking offers several facilities & Opportunities. This section provides comprehensive and updated information, guidance and assistance in all areas of banking in India. Bank of Hindustan, set up in 1870, was the earliest Indian Bank. Banking in India on modern lines started with the establishment of three presidency banks under Presidency Bank's act 1876 i.e. Bank of Calcutta, Bank of Bombay and Bank of Madras.

The Banking industry comprises of segments that provide financial assistance and advisory services to its customers by means of varied functions such as commercial banking, wholesale banking, personal banking internet banking, mobile banking, credit unions investment banking etc.. As all banks are also adding services to their customers. The Indian banking industry is passing through a phase of customers market. The customers have more choices in choosing their banks. A competition has been established within the banks operating in India.

With stiff competition and advancement of technology, the services provided by banks have become more easy and convenient. The past days are witness to an hour wait before withdrawing cash from accounts or a cheque from north of the country being cleared in one month in the south. [1]

The evolution of IT services outsourcing in the Indian banks has presently moved on to the level of Facilities Management (FM). Banks now looking at business process management (BPM) to increase returns on investment, improve customer relationship management (CRM) and employee productivity. [1]

1.1 Classification of the Industry

1. Public Sector Banks
2. Private Sector Banks
3. Foreign banks

1.2 Industry Segments

1. Commercial Banking
2. Wholesale banking
3. Investment Banking
4. Internet banking
5. Mobile banking
6. Rural banking
7. Micro Finance

2. GROWTH OF BANKING IN INDIA

Banking sector in India is fairly mature in terms of supply, product range and reach. As far as private sector and foreign banks are concerned, the reach in rural India still remains a challenge.

Indian economy is further expected to grow and be strong for quite some time-especially in its services sector. The demand for banking services, especially retail banking, mortgages and investment services are expected to grow stronger. Therefore, it is not hard to forecast few M&As, takeovers, and asset sales in the sector. Consolidation is going to be another order of the day. The significant change in the policy and attitude that is currently being seen is encouraging for the banking sector growth.

In March 2006, the Reserve Bank of India allowed Warburg Pincus, a private foreign investor, to increase its stake in Kotak Mahindra Bank to 10%. Notably, this is the first time that a foreign individual investor has been allowed to hold more than 5% in a private sector bank since 2000. Earlier, The RBI in 2005 announced that any stake exceeding 5% by foreign individual investors in the private sector banks would need to be vetted by them. "Currently, India has 88 scheduled commercial banks (SCBs) - 28 public sector banks (that is with the Government of India holding a stake), 29 private banks (these do not have government stake; they may be publicly listed and traded on stock exchanges) and 31 foreign banks. They have a combined network of over 53,000 branches and 17,000 ATMs. [4]

According to a report by ICRA Limited, a rating agency, the public sector banks hold over 75 percent of total assets of the banking industry, with the private and foreign banks holding 18.2% and 6.5% respectively." Despite the current global slowdown, despite the fear of US economic recession, despite the volatility of Indian stock markets, every informed observer is more or less optimistic about the 8% to 10% growth per annum for the Indian economy till the next few years. Therefore, it can safely be said that the banking industry in India will only surge ahead in coming years. We can also expect to see many other sea changes in terms of their operations, funding and structures. As they say, this is just the beginning. [4]

2.1 SCENARIO OF BANKING SECTOR IN INDIA AN OVERVIEW

The following table shows the scenario of public sector, private sector and foreign banks in India from the period 2006-07 to 2011-12 taken from RBI.

TABLE: 1 INDIAN BANKING INDUSTRIES

PARTICULAR	PUBLIC BANK		CAGR (%)	PRIVATE BANK		CAGR (%)	FOREIGN BANK		CAGR (%)
	2006-2007	2011-2012		2006-2007	2011-2012		2006-2007	2011-2012	
DEPOSITS (Rs. Cr.)	1994200	4372985	21.7	551987	1002759	16.1	150750	240689	12.4
INVESTMENTS (Rs. Cr.)	664856	1328534	18.9	214655	422020	18.4	71471	165499	23.4
ADVANCES (Rs. Cr.)	144046	3305632	23.1	414751	797534	17.8	126339	195539	11.5
INT. INCOME (Rs. Cr.)	164185	366318	22.2	49567	96827	18.2	17924	28520	12.3
INT. EXPENDED (Rs. Cr.)	101960	231153	22.7	32856	57115	14.8	7603	10622	8.7
NET INT. INCOME (Rs. Cr.)	62225	135165	21.4	16711	39712	24.2	10321	17898	14.8
BUSINESS PER EMPLOYEE (Rs. LAKH)	471.18	1013.63	21.1	695.23	823.26	4.3	974.77	1559.74	12.5
PROFIT PER EMPLOYEE (Rs. LAKH)	2.76	5.93	21.1	4.65	8.1	14.9	16.13	27.59	14.4

Source: www.rbi.org.in

2.2 The following gives the information about various banks in a given parameters, there are six major banks which includes State Bank of India, Housing Development Finance Corporation Limited, Exis Bank, Bank of Baroda, Punjab National Bank, Bank of India, and Industrial Credit and Investment Corporation of India.

TABLE 2: TOP SIX BANKS IN AN INDUSTRIES

PARTICULARS	SBI	HDFC BANK	EXIS BANK	BOI	PNB	BANK OF BARODA	ICICI BANK
No. of offices	11447	1400	786	2934	4323	2916	1408
No. of employees	205896	52687	20624	40155	54780	36838	34596
Business per employee (in ₹ lakh)	556.00	446.00	1060.00	833.00	654.92	914.00	1154.00
Profit per employee (in ₹ lakh)	4.74	4.18	10.02	7.49	5.64	6.05	11.00
Capital and Reserves & surplus	57948	14652	10215	13495	14654	12836	49883
Deposits	742073	142812	117374	189708	209760	192397	218348
Investments	275954	58818	46330	52607	63385	52446	103058
Advances	542503	98883	81557	142909	154703	143986	218311
Interest income	63788	16332	10835	16347	19326	15092	31093
Other income	12691	3291	2897	3052	2920c	2758	7604
Interest expended	42915	8911	7149	10848	12295	9968	22726
Operating expenses	15649	5533	2858	3094	4206	3576	7045
Cost of Funds (COF)	5.85	6.83	5.88	5.79	6.05	5.36	5.97
Return on advances adjusted to COF	3.83	8.12	4.69	4.00	4.62	3.58	4.09
Wages as % to total expenses	16.64	15.50	9.97	13.90	17.72	17.34	6.62
Return on Assets	1.04	1.28	1.44	1.49	1.39	1.09	0.98
CRAR	14.25	15.69		13.01		14.05	
Net NPA ratio	1.76	0.63		0.44		0.31	

Source: www.rbi.org.in

2.3 PRODUCTS AND SERVICES OFFERED BY BANKS

- Internet Banking
- Bill Payment
- Business Banking
- Lending
- Imaging
- Account Alerts
- Account Opening & Funding
- Marketing Campaign Manager
- Secure Messaging

2.4 BACKGROUND OF STUDY

Customer: A customer is a person or organization that a marketer believes will benefit from the goods and services offered by the marketer's organization. A person or organization that buys goods or services from a store or other business. A person or thing of a specified kind that one has to deal with: "a tough customer".

Perception: How we view and interpret the events and situations in the world about us. "It includes senses, feelings, ideas, thoughts, and theories." Concept is its "final point" and allows you to see differences. Perception is "your ability to understand the difference."

Bank: A banker or bank is a financial institution whose primary activity is to act as a payment agent for customers and to borrow and lend money. It is an institution for receiving, keeping, and lending money. Online banking: Online banking (or Internet banking) allows customers to conduct financial transactions on a secure website operated by their

retail or virtual bank, credit union.^[8]

2.5 NEED FOR INTERNET BANKING

One has to approach the branch in person, to withdraw cash or deposit a cheque or request a statement of accounts. In true Internet banking, any inquiry or transaction is processed online without any reference to the branch (anywhere banking) at any time. Providing Internet banking is increasingly becoming a "need to have" than a "nice to have" service.

The net banking, thus, now is more of a norm rather than an exception in many developed countries due to the fact that it is the cheapest way of providing banking services.^[8]

The MC KINSEY report discusses the losses to the economy due to poor logistics infrastructure, which will substantially increase under current trajectory of infrastructure development, and recommends a new, balanced modal approach for India's logistics infrastructure development. The report reveals that losses to the economy will increase from \$45 billion (over 4 percent of GDP) currently to about \$140 billion (5.3 percent of GDP) in 2020. The recommended balanced modal approach requires coordinated infrastructure development with increased focus on rail and better utilisation of current infrastructure and can reduce losses and India's freight transport energy consumption by approximately 20 percent. [10]

Banks have traditionally been in the forefront of harnessing technology to improve their products, services and efficiency. They have, over a long time, been using electronic and telecommunication networks for

delivering a wide range of value added products and services. The delivery channels include direct dial – up connections, private networks, public networks etc and the devices include telephone, Personal Computers including the Automated Teller Machines, etc. With the popularity of PCs, easy access to Internet and World Wide Web (WWW), Internet is increasingly used by banks as a channel for receiving instructions and delivering their products and services to their customers.^[8]

This form of banking is generally referred to as Internet Banking, although the range of products and services offered by different banks vary widely both in their content and sophistication. India's banking sector is growing at a fast pace.

India has become one of the most preferred banking destinations in the world. The reasons are numerous: the economy is growing at a rate of 8%, Bank credit is growing at 30% per annum and there is an ever-expanding middle class of between 250 and 300 million people (larger than the population of the US) in need of financial services. All this enables double-digit returns on most asset classes which is not so in a majority of other countries.

Foreign banks in India achieving a return on assets (ROA) of 3%, their keen interest in expanding their businesses is understandable – even more so when compared with the measly 1% average ROA for the Top 1000 banks in the world. From the perspective of banking products and services being offered through Internet, Internet banking is nothing more than traditional banking services delivered through an electronic communication backbone, viz, Internet. But, in the process it has thrown open issues which have ramifications beyond what a new delivery channel would normally envisage and, hence, has compelled regulators world over to take note of this emerging channel.

2.6 FEATURES

Online banking solutions have many features and capabilities in common, but traditionally also have some that are application specific. The common features fall broadly into several categories.

- Transactional (e.g., performing a financial transaction such as an account to account transfer, paying a bill, wire transfer... and applications... apply for a loan, new account, etc.)
- Electronic bill presentment and payment - EBPP
- Funds transfer between a customer's own checking and savings accounts, or to another customer's account
- Investment purchase or sale
- Loan applications and transactions, such as repayments
- Non-transactional (e.g., online statements, check links, co browsing, chat)
- Bank statements
- Financial Institution Administration
- Support of multiple users having varying levels of authority
- Transaction approval process

A feature commonly unique to Internet banking is Personal financial management support, such as importing data into personal accounting software. Some online banking platforms support account aggregation to allow the customers to monitor all of their accounts in one place whether they are with their main bank or with other institutions.

2.1 ROLE AND SIGNIFICANCE OF INTERNET BANKING

Internet banking has transformed the financial industry. Banking customers can perform most transactions by themselves on their own computer at hours that work for them. No longer do customers have to wait in lines at the bank or rush to get to their bank before it closes. They can withdraw cash, perform transfers and make payments with the click of a mouse.

Internet banking is convenient for those who are working from home, have limited time or want to keep track of their finances 24 hours a day. Internet banking allows account holders to transfer funds, pay bills, keep a more accurate balance ledger, and report fraudulent transactions and more. Anyone who has a laptop or desktop computer with Internet access may do their banking from anywhere in the world.

There is a potential for identity theft or fraud when consumers use Internet banking. Financial institutions have software programs in place to deter criminal activity. Account holders can protect themselves by using a firewall on their own computers. Financial institutions prefer

online banking because it reduces manpower, attracts consumers and makes financial reporting easier. Consumers can enjoy the benefits of banking at a time and place of their choosing. Internet banking is a fact of life for many individuals today with a busy lifestyle.

Some individuals will have a brick and mortar bank that offers Internet banking in addition to going to the brick and mortar location. Other banks exist only on the Internet that does not have a physical location.

Computers were originally destined for a minor role in banks, primarily intended to facilitate accounting transactions. Subsequently, once its superiority was firmly established, it grew in status as a tool for management information and a host of other inventions. Although the accounting aspect is still quite important and relevant.

IT has a far greater role to play to day to day banking operations, especially in decision making process. Further, facilities like ATM, Anywhere Banking, Internet as well as Mobile Banking have been increasing their presence. It has to be conceded that 'Information Technology' is not the end in itself, but is useful tool in the hands of the management to leverage business prospects in its favored enhancing efficiency. Banks now have come under great pressure to reduce operational costs to safeguard their bottom lines. With banking tuning more and more customer-centric with every passing day, technology as an enabler has helped banks to launch a whole array of customer-centric products such as ATMs, Debit Cards, 24 hour Anywhere Banking. Customer Relations Management is now a very potential concept. Internet Banking also has a role to play in ensuring a fair return to shareholders, by facilitating in ensuring greater profits to the banking sector. The recent emerging trends in self-service channels, namely ATMs, Call-centers, Internet and Mobile Banking would increase the use of E-banking as this offer the twin benefit i.e. convenience to the customers and reduction and cost of operation to the banks. The popularity of internet banking likely depends upon inculcating in customers about their security and personal privacy of their money and assets.

Problem statement of the study "An analysis of the differences in perceptions between bank customers using Internet Banking and those not using Internet Banking was done and it showed that perceptions in terms of financial, psychological and safety risks among customer not using the internet was more meaningful than those using internet banking."

3. OBJECTIVE OF THE STUDY

Following is the Primary Objective of the study:

- "To check Demographical Characteristics of customer affect the Delivery of E-banking Services".

Following are the Secondary objective of the study:

- To study Customer perception towards Internet banking at Anleshwar city
- To know about new internet based transactions of banks.

- To study the factors that Encourage customers to use E-banking.

- To study that internet banking reduces the physical number of visits of the customer to the banks.
- To verify whether internet banking is cost effective and advantageous over the traditional banks which does not give the facility of the internet banking to their customer

4. Following are the Hypothesis for the study

- H0 = There is no relationship between age and use of Internet banking can reduce the number of physical visit to bank.
H1 = There is relationship between age and use of Internet banking can reduce the number of physical visit to bank.
- H0 = There is no relationship between occupation and use of internet banking can reduce the number of physical visit to bank.
H1 = There is relationship between occupation and use of internet banking can reduce the number of physical visit to bank.
- H0 = There is no relationship between age and cost effectiveness of users of internet banking.
H1 = There is relationship between age and cost effectiveness of users of internet banking.
- H0 = there is relationship between education and use of Internet banking can reduce the number of physical visit to bank.
H1 = there is no relationship between education and use of internet banking can reduce the number of physical visit to bank.

5. RESEARCH METHODOLOGY

The following are the research method used by the researcher
 Research Design: Descriptive Research.
 Sources of Data: Primary Data- Various banks respondents using banking services at Ankleshwar city, Secondary Data- Published Data
 Population: E-Banking users of Ankleshwar city

Sampling: Sampling may be defined as selection of some part of an aggregate or totality on the basis of which a judgment or interface about the aggregate or totality is made.

- A. Sampling Design: A Sampling design is a definite plan for obtaining a sample given Population. There is different method of the sampling. Here non probability Convenience sampling technique has been used.
- B. Sample size: This refers to the number of the items to be selected from the universe to constitute a sample. There are 150 sample respondent are taken as a sample size who are using traditional & internet banking.
- C. Sampling Frame: For study sampling frame includes internet banking users like businessman, professionals, and salaried person etc.
- D. Data collection instruments: A data is collected with structured questionnaire will use with mix open ended and closed ended questions.

6. PROFILE OF RESPONDENCE

The following are the data taken from the customers through questionnaire, hence subsequently personal profile of the respondents

6.1 AGE

Age	Respondents	Percentage
20 to 30	52	34.7
31 to 44	47	31.3
45 to 54	36	24.0
55 above	15	10.0
Total	150	100.0

6.2 OCCUPATION:

Occupation	Respondents	Percentage
Businessman	24	16.0
Professional	59	39.3
Salaried person	65	43.3
If other	2	1.3
Total	150	100.0

6.3 ANNUAL INCOME:

Annual income	Respondents	Percentage
<2 lakhs	36	24.0
2-4 Lakhs	61	40.7
4 to 6 lakhs	32	21.3
Above 6 lakhs	21	14.0
Total	150	100.0

6.4 GENDER

Gender	Respondents	Percentage
Male	114	76.0
Female	36	24.0
Total	150	100.0

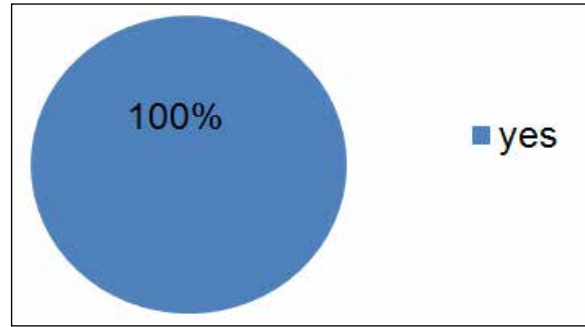
6.5 EDUCATION

Education	Respondents	Percentage
10th	21	14.0
12th	35	23.3
Graduate	45	30.0
Post Graduate	31	20.7
Professional	18	12.0
Total	150	100.0

7. ANALYSIS

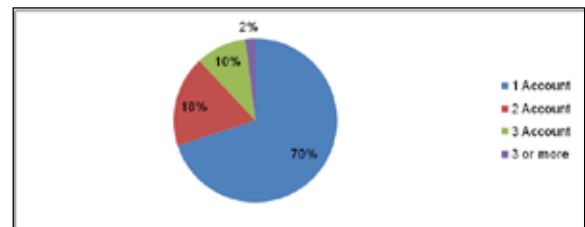
The following shows the details regarding internet banking questions in research

7.1 CUSTOMER USING BANKING SERVICES:



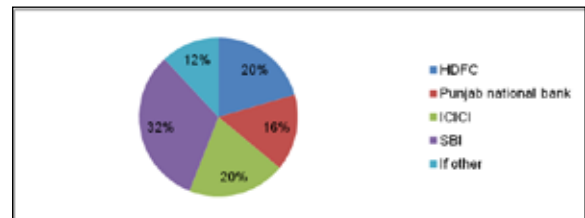
7.2 NUMBER OF ACCOUNTS IN BANKS

	Respondent	Percent
1 Account	105	70.0
2 Account	27	18.0
3 Account	15	10.0
3 or more	3	2.0
Total	150	100.0



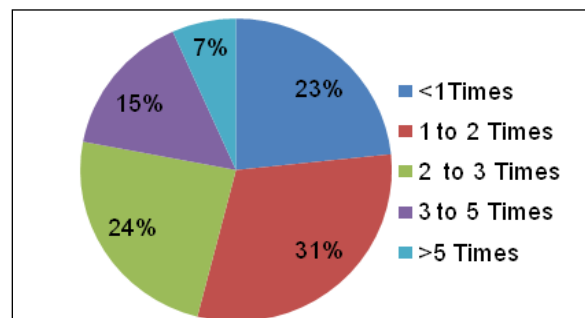
7.3 CUSTOMERS ACCOUNT IN DIFFERENT BANKS:

Bank Name	Respondent	Percent
HDFC	46	20.4%
Punjab national bank	35	15.6%
ICICI	45	20.0%
SBI	72	32.0%
If other	27	12.0%
Total	225	100.0%



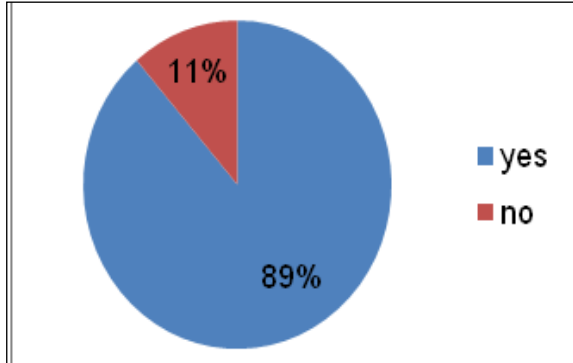
7.4 NO OF VISIT AT BANK BRANCH PER MONTH

Number of visit to banks	Respondent	Percent
1Times	35	23.3
1 to 2 Times	46	30.7
2 to 3 Times	36	24.0
3 to 5 Times	23	15.3
>5 Times	10	6.7
Total	150	100.0



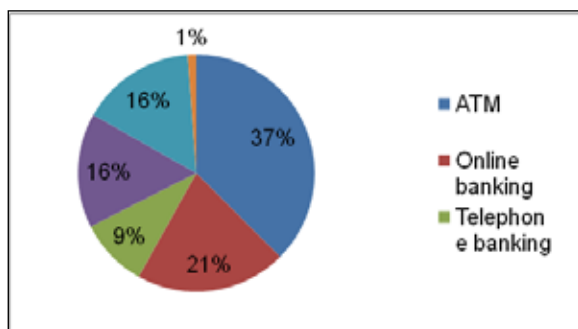
7.5 RESPONDENT HAVING OWN BANK INTERNET ACCOUNT

Particulars	Respondent	Percent
yes	133	88.7
no	17	11.3
Total	150	100.0



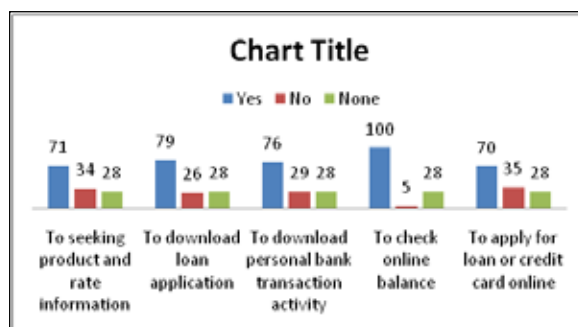
7.6 CUSTOMERS AWARE ABOUT E-BANKING FACILITIES PROVIDED BY THEIR BANKS

Banking Facilities	Respondent	Percent
ATM	127	37.5%
Online banking	70	20.6%
Telephone banking	32	9.4%
Mobile banking	53	15.6%
SMS banking	53	15.6%
If other	4	1.2%
Total	339	100.0%

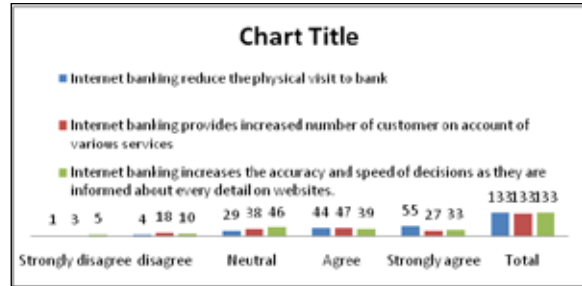


7.7 PURPOSE OF USING INTERNET BANKING SERVICES:

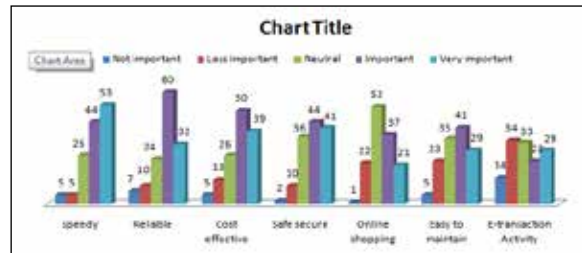
Reasons	Yes	No	None
To seeking product and rate information	71	34	28
To download loan application	79	26	28
To download personal bank transaction activity	76	29	28
To check online balance	100	5	28
To apply for loan or credit card online	70	35	28



7.8 RESPONDENT VIEWS REGARDING INTERNET BANKING



7.9 RATING REGARDING ADVANTAGES THROUGH INTERNET BANKING



8. HYPOTHESIS TESTING

The following are the analysis through hypothesis testing and the test used is chi square to study the relation between demographic profile of respondents and use of internet banking

8.1 Age & use of internet banking can reduce the number of physical visit to bank.

H0 = There is no relationship between age and use of Internet banking can reduce the number of physical visit to bank.

H1 = There is relationship between age and use of Internet banking can reduce the number of physical visit to bank.

TABLE 3 Internet banking reduce the physical visit to bank * Age Cross tabulation

		Age			Total
		31 to 44	45 to 54	55 above	
Internet banking reduce the physical visit to bank	strongly disagree	1	0	0	0 1
	Disagree	2	1	0	1 4
	Neutral	6	8	10	5 29
	Agree	16	14	10	4 44
	strongly Agree	22	20	12	1 55
Total		47	43	32	11 133

TABLE 4 Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.133(a)	12	.292
Likelihood Ratio	15.608	12	.210
Linear-by-Linear Association	3.928	1	.047
N of Valid Cases	133		

Interpretation:

To study relationship between age and physical visit of bank, here chi-square test is taken at significant level of 0.05. The result is (0.292 > 0.05) Hence, Accept null hypothesis and reject alternative hypothesis. Researcher found that there is no relationship between age and use of internet banking for reduces the physical visit to bank.

8.2 Occupation & use of internet banking can reduce the physical number of visit to the bank.

H0 = There is no relation between occupation and use of internet banking can reduce the number of physical visit to bank.

H1 = There is relationship between occupation and use of internet banking can reduce the number of physical visit to bank

TABLE 5 Internet banking reduce the physical visit to bank * Occupation Cross tabulation

Businessman		Occupation				Total
		Professional	Salaried person	If other	Total	
Internet banking reduce The physical visit to bank	strongly disagree	0	0	1	0	1
	Disagree	0	3	1	0	4
	Neutral	3	15	11	0	29
	Agree	5	14	24	1	44
	strongly Agree	12	18	24	1	55
Total		20	50	61	2	133

TABLE 6 Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.314(a)	12	.588
Likelihood Ratio	11.244	12	.508
Linear-by-Linear Association	.277	1	.599
N of Valid Cases	133		

Interpretation:

To study relationship between occupation and physical visit of bank, here chi-square test is taken at significant level at 0.05. Te result is (0.558 > 0.05) Hence, Accept null hypothesis and reject alternative hypothesis. Researcher found that there is no relationship between occupation and use of internet banking for reduces the physical visit to bank.

Age & cost effectiveness of users of internet banking

8.3 Age & cost effectiveness of users of internet banking

H0 = There is no relationship between age and cost effectiveness of users of internet banking.

H1 = There is association between age and cost effectiveness of users of internet banking.

TABLE 7 Cost effective * Age Cross tabulation

20 to 30		Age				Total
		31 to 44	45 to 54	55 above	20 to 30	
Cost effective	not important	3	0	2	0	5
	Un important	5	4	3	1	13
	natural	8	8	8	2	26
	important	16	17	14	3	50
	very important	15	14	5	5	39
Total		47	43	32	11	133

TABLE 8 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.265(a)	12	.764
Likelihood Ratio	10.318	12	.588
Linear-by-Linear Association	.002	1	.969
N of Valid Cases	133		

Interpretation:

To study relationship between cost effectiveness and physical visit of bank, here chi-square test is taken at significant level at 0.05. Te result is (0.764 > 0.05) Hence, Accept null hypothesis and reject alternative hypothesis. Researcher found that there is no relationship between cost effectiveness and use of internet banking for reduces the physical visit to bank.

8.4 Education & use of internet banking can reduce the physical number of visit to bank

H0= there is no relationship between education and use of Internet banking can reduce the number of physical visit to bank.

H1 = there is relationship between education and use of internet banking can reduce the number of physical visit to bank.

TABLE 9 Education * Internet banking reduce the physical visit to bank Cross tabulation

		Internet banking reduce the physical visit to bank					Total
		strongly disagree	Disagree	Neutral	Agree	strongly Agree	
Education	10th	0	0	4	7	6	17
	12th	0	0	9	10	11	30
	Graduate	1	2	6	9	20	38
	Post Graduate	0	0	4	13	14	31
	profes-sional	0	2	6	5	4	17
	Total	1	4	29	44	55	133

TABLE 10 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.996(a)	16	.269
Likelihood Ratio	19.504	16	.243
Linear-by-Linear Association	.411	1	.521
N of Valid Cases	133		

Interpretation:

To study relationship between education and physical visit of bank, here chi-square test is taken at significant level at 0.05. Te result is (0.269 > 0.05) Hence, Accept null hypothesis and reject alternative hypothesis. Researcher found that there is no relationship between education and use of internet banking for reduces the physical visit to bank.

9. FINDINGS

The following shows the major findings of the study

- 1) Though general opinion about internet banking services is pretty good among the people, most of the respondents are uncertain as to whether internet banking is safe option to negotiate all their financial needs.
- 2) Though most of the respondents are aware of internet banking services, more awareness needs to be created about fact that internet banks provide the safe and reliable services in accost effective manner.
- 3) Though most respondents are believe in reduce physical number of visit to bank from their busy work life they also believe in paper less speedy work by using internet banking.
- 4) From the statistical analysis researcher find that there is no relationship between demographic factor like age ,occupation, income ,education affect the internet banking and no of physical visit to bank it is proved by chi square test in hypothesis that demographic factors are not affect on no of physical visit of users of bank services.
- 5) Majority of respondent are believe that internet banking is advantageous like it reliable, speedy, cost effective, safe, so this type of advantages attract them to use internet banking that's why 95% of respondent are willing to avail the internet banking services in future internet banking fulfill their needs at one stop shop.

10. CONCLUSION

The study thus points out that the internet banking even though at the ascent stage contributes to increase the profitability of internet banks. The prospects for internet banking is also bright as internet banks are found to be preferable distribution channel among the customer who wish to get financial needs satisfied at one place along with enjoying the advantage of reduce cost, more convenience and easy accessibility. With more initiative and focus in the specified to avail internet banking services. With area the internet banks can even have the potentiality of making more customers to avail internet banking services. With emergence of new technology, it can also take the advantage of more customer base and can become more competitive.

Thus with its increase in the existing performance, in the upcoming years, internet banks will definitely play a predominant role in the banking industry and thereby can contribute more to the upliftment of the bank.

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