



## An Analysis of Usage of Online Banking Services Among Students in Thanjavur District

### KEYWORDS

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### INTRODUCTION

The second fastest growing economy in the world is Indian economy. In India mostly the population resides in rural areas. A key step of India rural development towards economic development for a country like ours.

Very important input of economic development is credit. Rural people proper access to finance is a key requisite to employment, economic growth and poverty reduction these are primary tools of economic development.

Network of institutional credit huge in India. Financial institutions such as banks offered the credit. In the world the Indian financial system is considered to be one of the finest systems. In the early period, the system of banking although done in the private sector, many countries established public banks which facilitated the commerce and also served the Government. The ancient bank was supposed to be the Bank of Venice which was established in 1157 was not actually a bank in the modern sense but was an office for the transfer of the public debt.

The first started online banking services were the distance banking services over electronic media from the early 1980 in UK. Online banking is you can pay your bills. Online and access a record of your checking account transactions online. E-Banking is your personal banking service on the Internet, protected with bank identifiers. It is available anywhere, anytime. E-Banking allows you to pay invoices to Finnish and foreign recipients easily and securely. You can also check your account balances and transactions. You can order a new card, withdraw a loan granted to you and make mutual fund subscriptions.

The delivery channels of banks 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.

#### INTERNET can be categorized in to three types:

(i) The Basic Level Service is the banks' websites which disseminate information on different products and services offered to customers and members of public in general. It may receive and reply to customers' queries through e-mail,

(ii) In the next level are Simple Transactional Websites which allow customers to submit their instructions, applications for different services, queries on their account balances, etc, but do not permit any fund-based transactions on their accounts,

(iii) The third level of Internet banking services are offered by Fully Transactional Websites which allow the customers to operate on their accounts for transfer of funds, payment of different bills, subscribing to other products of the bank and

to transact purchase and sale of securities, etc

Today, many banks are internet only banks. Unlike their predecessors, these internet only banks do not maintain brick and mortar bank branches. Instead, they typically differentiate themselves by offering better interest rates and more extensive online banking features

### REVIEW OF LITERATURE

Jennifer (2007) finds that more than 70 percent of households using online some of the people using online banking for bill payment.

Biswarup (2012) said that Indian banks had introduced customer friendly online facility with security to protect the customers.

### RESEARCH DESIGN

Descriptive research method used in this study. This study is contained usage of online banking services among students in Thanjavur District. This study was conducted among 50 respondents.

Random sampling technique was respondents to select the sample. Structured Questionnaire was used in the questionnaire. The data obtained were analyzed using statistical technique Percentage Analysis.

### HYPOTHESIS

H0: There is no significant relationship between the Gender and their access of Online banking facility.

H1: There is a significant relationship between the Gender and their access of Online banking facility.

### DATA ANALYSIS AND INTERPRETATION Gender Wise Distribution of Respondents

S. No	Gender	Used
1	Male	16
2	Female	34
	Total	50

**Table 1: Relationship between Gender and their Access of Online Banking Facility**

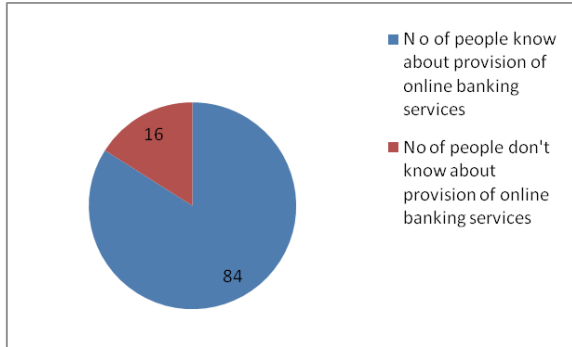
Chi Square Value		
Calculated Vale	Table Value	Degree of Freedom
28.22	3.841	1

The above table shows that calculated value is 28.22 which are higher than the Table value (3.841) at 5 percent level of significance. There is a significant gender relationship between the Gender and their access of Online banking facility. Therefore null hypothesis is rejected.

**Table 2: Awareness of Online Banking Services**

Particulars	Respondents
No. of people know about provision of online banking services	42(84%)
No. of people don't know about provision of online banking services	8(16%)
Total	50

**Figure 1: Awareness of Online Banking Services**



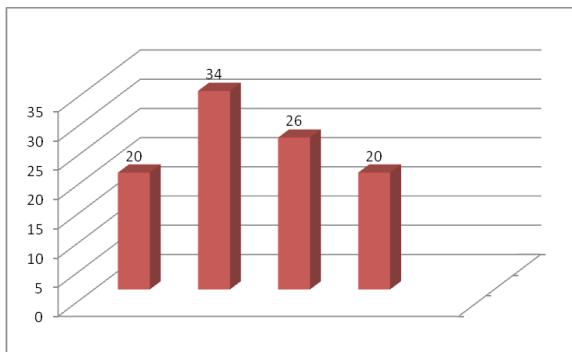
**Interpretation**

The above table reveals that 84% of people know about provision of online banking services, and remaining 16% of people they don't about provision of online banking services.

**Table 3: Source of Information about Online Banking Services**

Particulars	Respondents
No. of people know about online banking service through banks	10(20%)
No. of people know about online banking service through advertisements	17(34%)
No. of people know about online banking service through friends	13(26%)
No. of people know about online banking service through relatives	10(20%)
Total	50

**Figure 2: Source of Information about Online Banking Services**



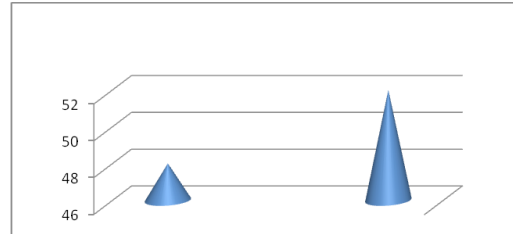
**Interpretation**

The above table reveals that 20% of people know about provision of online banking services through banks. In 34% of people know about provision of online banking services through advertisement. In 26% of people know about provision of online banking services through friends. In 20% of people know about provision of online banking service through relatives.

**Table 4: Respondents using Online Banking Services**

Particulars	Respondents
No. of people used the online banking services	24 (48%)
No. of people never used online banking services	26 (52%)
Total	50

**Figure 3: Respondents using Online Banking Services**



**Inference**

The above table reveals that 48% of people have used the online banking services and remaining 26% of people they never used the online banking services.

**Table 5: Benefited through Online Banking Services**

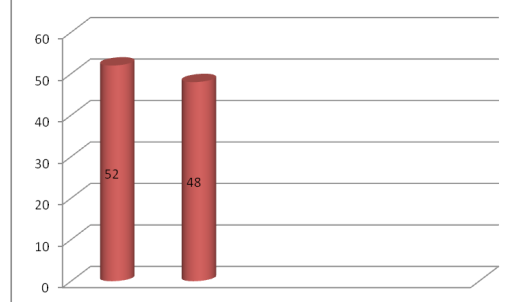
Particulars	Respondents
No. of people benefited through online banking services	26(52%)
No. of people not benefited through online banking services	24(48%)
Total	50

**If yes**

**Table 6: Type of Benefit through Online Banking Services**

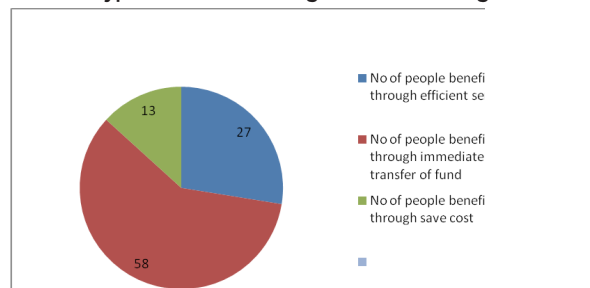
No. of people benefited through efficient services	8(27%)
No. of people benefited through immediate transfer of fund	17(58%)
No. of people benefited through save cost	4(13%)

**Figure 4: Benefited through Online Banking Services**



**If yes,**

**Table 5: Type of Benefit through Online Banking Services**



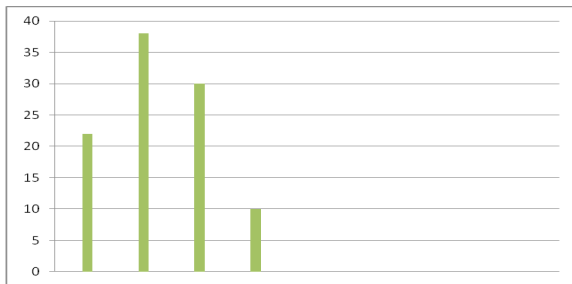
**Interpretation**

The above table reveals that 52% of people have been benefited through online banking services. If yes 27% of people have been benefited through efficient services, 58% of people have been benefited through immediate transfer of fund, 13% of people been benefited through save cost.

**Table 6: Online Banking Service is Convenient for Students**

Attributes	Respondents
Strongly agree	11(22%)
Agree	19(38%)
Neutral	15(30%)
Disagree	5(10%)
Strongly disagree	0
Total	50

**Figure 6: Online Banking Service is Convenient for Students**



**Interpretation**

The above table reveals that 22% of the people strongly agrees that online banking service is convenient for students, 38% of the people agrees that online banking service is convenient for students. If 30% of the people feels neutral that online banking service is convenient for students, If 10% of the people disagrees that online banking service is convenient for students.

**CONCLUSION**

In this study, the students are use online banking facilities in Thanjavur district. It is found that both male and female students are used online banking facilities. Most of the respondents know about the online banking facilities through advertisement and friends. Respondents are very convenient with online banking facilities because it is low cost and saves time.