A Study on Customer Awareness and Satisfaction Towards E-Banking Services

S. Sweety Regina Mary

Asst. Professor in Department of Commerce, Bishop Ambrose College College Nagar, Sungam By Pass Road, Ramanathapuram, Coimbatore

ABSTRACT *The E-Banking is an application that has been developed for a well-established regional bank operating primarily in India. In the world of this competitive environment and technological development, the bank has been totally computerized in the last 5 years, and to increase its customer base has started planning, for a concept called as e-banking; with this concept the bank wants to move very nearer to the customers and increase its basic operational strategies. Through E-Banking the bank wants to introduce the core concept of IT based Enabled Services (ITES). The E-Banking services are executed only upon the customer, and these e-banking services would fully integrate with the core banking solution that is already in usage. The major idea is to provide a series of services to the customer through the ATM, internet banking, mobile banking and make the customer feel flexible in calling out simple tasks faster instead of making visit to the bank every time. Electronic banking has emerged from such an innovative development. The objective of the present paper is to study and analyze the customer awareness and satisfaction level of the e-banking services. This study helps to find out that the customers have moderate level of awareness and neutral level of satisfaction in e-banking services.*

Introduction:

India is still in the early stages of E-banking growth and development. Competition and changes in technology and lifestyle in the last five years have changed the face of banking. The changes that have taken place impose on banks tough standards of competition and compliance. Information Technology has become a necessary tool in today's organizations. Banks today operate in a highly globalized, liberalized, privatized and a competitive environment. In order to survive 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. Electronic banking has emerged from such an innovative development. Modern technology is seen as a panacea for most of the ills that the banking sector faces today.

Objective of the study:

To know the awareness of e-banking services offered by their banks.

To find out the level of satisfaction of customers towards e-banking services.

Literature Review:

Uppal R.K. and Rosy Chawla(2009), in their study they investigates the perceptions of the bank customers regarding necessity of e-banking services, quality of e-banking services, bank frauds, future of e-banking, preference of bank customers regarding banks, comparative study of banking services in various bank group, preferences regarding use of e-channels and problems faced by e-bank customers. The major finding of this study is that customers of all bank groups are interested in e-banking services, but at the same time are facing problems like, inadequate knowledge, poor network, lack of infrastructure, unsuitable location, misuse of ATM cards and difficulty to open an account.

A.J.Joshua, Moli P Koshy(2011), in this study majority of the respondents have computer and internet access and they are also mostly proficient in using them. The users of internet banking, tele banking and mobile banking are in general found to be spending more hours using computers and internet than non-users of these services. The hours of computer usage, the frequency of internet usage and hours of internet browsing were found to be significantly higher among users as compared to non-users of technology enabled banking self-service. It concludes that banks can target those customers whose usage of computers, internet and other technology products are relatively on the higher side.

Vijayakumar Rajarathinam and charndra Kumar Mangalam(2013), has indicate that users were influenced by factors such as quick direct access, ease of use, anytime anywhere banking, status symbol, safety and security. The influence of the factors varied from the type of users. Consumers have different levels of competency in internet banking usage. The higher the consumers felt about their competency in handling internet banking, higher was their frequency in usage of internet banking. Moderate and novice of internet banking users had relatively lesser levels of usage satisfaction.

Methodology

The study was based on primary data. The required information was collected by administering an interview schedule to the selected respondents. The data collected relate to the period April 2015. The location of the study was confined to Coimbatore city on the grounds of easy accessibility to data and time constraints. The sample size of the study was 50. Data collected were tabulated and analyzed using percentage method, chi-square test and ANOVA test.

Hypothesis Testing

Hypothesis testing is a process by which an analyst tests a statistical hypothesis. The methodology employed by the analyst depends on the nature of the data used and the

objectives of the analysis. The objective of hypothesis testing is to either accept or reject the null hypothesis. Suitable null hypothesis was framed and applied wherever necessary.

Findings of the study:
DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.NO.	DEMOGRAPHICS	FREQUENCY	PERCENTAGE
1	GENDER		
	Male	30	60
	Female	20	40
	Total	50	100
2	AGE		
	Below 25	10	20
	>26 to 35	21	42
	>36 to 50	12	24
	>51 to 60	7	14
	Total	50	100
3	OCCUPATION		
	Service	11	22
	Business	14	28
	Student	9	18
	Professional	16	32
	Total	50	100
4	ANNUAL INCOME		
	Dependent	8	16
	Below 3 lakhs	12	24
	>3 to 15 lakhs	23	46
	Above 15 lakhs	7	14
	Total	50	100
5	QUALIFICATIONS		
	Upto HSC	5	10
	Graduate	17	34
	Post Graduate	18	36
	Diploma	10	20
	Total	50	100

Source: Primary Data

Inference
The above table depicts that among the 50 respondents, 60% were males and 40% were females. Further age-wise, 20% were in the age group of below 25 years, 42% in the age group of 26 to 35, 24% in the age group of 36 to 50 and remaining 14% in the age group of 51 to 60. Regarding occupation, 22% of the respondents were in service, 28% in business, 18% were the students and 32% were the professionals. Income wise profiling of the respondents indicated that 16% were dependents, 24% of the respondents come under the annual income group of below 3 lakhs, 46% are in the group of 3 lakhs to 15 lakhs and remaining 14% are in the last group of above Rs.15 lakhs. The qualification profile of the customers emerged as 10% respondents having qualification under HSC, 34% Graduate, 36% Post Graduate and remaining 20% were Diploma.

DIFFERENT E-BANKING SERVICES OFFERED BY BANKS
E-banking Services and their level of awareness

Banking Services	Level of Awareness		
	High	Moderate	Low
ATM	29	16	5
Internet Banking	17	25	8
Mobile Banking	10	14	26
Total	56	63	39

Source: Primary Data

H_0 There is no significant difference between different e-banking services and the level of awareness.

One-way ANOVA test :

Calculated Values	Critical Value @ 5% Significance Level	Result H_0
0.050	4.46	Accepted

Inference
Null hypothesis is Accepted, as the Calculated Value is less than the Critical Value at 5% level of significance. This implies that there is a no significant difference between different e-banking services and their awareness level.

DEMOGRAPHIC VARIABLES AND CUSTOMER SATISFACTION
The level of customer satisfaction of different e-banking services and the demographic variable, i.e. gender is taken for analyze and presented in following tables.

Sex and Customer Satisfaction Level of ATMs
The Customer satisfaction level of ATM services and sex of the respondents is shown in table:

SEX AND CUSTOMER SATISFACTION LEVEL OF ATM SERVICES

SEX	Customer Satisfaction Level towards ATM services			
	Dissatisfied	Neutral	Satisfied	Total
Male	7 (23.33)	12 (40)	11 (36.67)	30 (60)
Female	5 (25)	9 (45)	6 (30)	20 (40)
Total	12 (24)	21 (42)	17 (34)	50 (100)

Source: Primary data, figure in the bracket percentage to the total.

Inference
Table depicts the sex and customer satisfaction on ATM services. Out of 30 male respondents majority of them 40% have the experience of neutral satisfaction, 11% of them are satisfied and 7% of them are dissatisfied. It is inferred from the above table that both male and female customers have neutral satisfaction level.

H_0 There is no significant relationship between gender and customer satisfaction on ATM service.

X² Test:

S.No.	Test	Value	Result H_o
1	Level of Significance	5%	
2	Critical Value	5.991	Accepted
3	Calculated Value	0.24	

Inference

The table value was calculated from X^2 table for ((c-1)(r-1) d.f. (3-1)(2-1)) d.f. 2 the 5% level of significant the table value 5.991. Since the calculated value is less than the table value, hence Null hypothesis was accepted. There is no significant relationship between gender and customer satisfaction on ATM service.

Sex and Customer Satisfaction Level of Internet Banking

The Customer satisfaction level of Internet Banking services and sex of the respondents is shown in table:

SEX AND CUSTOMER SATISFACTION LEVEL OF INTERNET BANKING SERVICES

SEX	Customer Satisfaction Level towards internet banking services			
	Dissatisfied	Neutral	Satisfied	Total
Male	4 (20.33)	9 (37.5)	11 (45.83)	24 (57.14)
Female	6 (33.33)	8 (44.44)	4 (22.22)	18 (42.86)
Total	10 (23.82)	17 (40.47)	15 (35.71)	42 (100)

Source: Primary data, figure in the bracket percentage to the total.

Inference

Table indicates that out of 42 respondents, 10 of them are dissatisfied with internet banking, out of which 20.83 per cent were male and 33.33 per cent are female respondents. Among the respondents, majority male respondents are satisfied with internet banking services. It is inferred from the above table that both male and female customers have neutral satisfaction level.

H_0 There is no significant relationship between gender and customer satisfaction on Internet Banking service.

X² Test:

S.No.	Test	Value	Result H_o
1	Level of Significance	5%	
2	Critical Value	5.991	Accepted
3	Calculated Value	2.49	

Inference

The table value was calculated from X^2 table for ((c-1)(r-1) d.f. (3-1)(2-1)) d.f. 2 the 5% level of significant the table value 5.991. Since the calculated value is less than the table value, hence Null hypothesis was accepted. There is no significant relationship between gender and customer sat-

isfaction on Internet Banking service.

Sex and Customer Satisfaction Level of Mobile Banking

The Customer satisfaction level of Mobile Banking services and sex of the respondents is shown in table:

SEX AND CUSTOMER SATISFACTION LEVEL OF MOBILE BANKING SERVICES

SEX	Customer satisfaction level towards mobile banking services			
	Dissatisfied	Neutral	Satisfied	Total
Male	8 (42.10)	6 (31.58)	5 (26.32)	19 (54.29)
Female	7 (43.75)	5 (31.25)	4 (2.5)	16 (45.71)
Total	15 (42.86)	11 (31.43)	9 (25.71)	35 (100)

Source: Primary data, figure in the bracket percentage to the total.

Inference

Table shows that there were 35 mobile banking users. Among them 15, 11 and 9 respondents were revealed dissatisfied, neutral and satisfied with mobile banking services. It is inferred from the table that majority of the male and female customers are dissatisfied with mobile banking services.

H_0 There is no significant relationship between gender and customer satisfaction on Mobile Banking service.

X² Test:

S.No.	Test	Value	Result H_o
1	Level of Significance	5%	
2	Critical Value	5.991	Accepted
3	Calculated Value	0.010	

Inference

The table value was calculated from X^2 table for ((c-1)(r-1) d.f. (3-1)(2-1)) d.f. 2 the 5% level of significant the table value 5.991. Since the calculated value is less than the table value, hence Null hypothesis was accepted. There is no significant relationship between gender and customer satisfaction on Mobile Banking service.

CONCLUSION

The study finds that the majority of the respondents were male and the major respondents age comes under 26 to 40 age group. The most of the respondents occupation was Professional, and the annual income was above 3 lakhs to 15 lakhs. Most of them were Post Graduates. Other findings are, the customers are not fully aware of the different e-banking survive and the satisfaction level is only neutral. So to create awareness and satisfaction level banks has to be do a lot. They have to create confidence in the minds of customers about the benefits and security of the e-banking services. There is a need for total satisfaction with regard to all the qualities of nature of e-banking services and different modes of services. A special emphasis must be given for the security which would promote customers in using e-banking services to the largest extent. Training program can be conducted for customers so

they can be motivated and can motivate others for using E-banking services. This would lead to overall economic development and of course can reduce paper work and save environment.

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