



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES WITH SPECIAL REFERENCE TO AXIS BANK IN RAMANATHAPURAM TOWN

KEY WORDS: E-Banking, Point of Sale, ATM Service, Internet Banking, Electronic Funds Transfer.

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ABSTRACT

In traditional banking, the products and services handed by bank branches are not acceptable to meet the customer needs and solicitation. Customers are the king in any business. Every business should know the customer perception and satisfy their requirements. Customers are precipitously more demanding with precious services customized to their exact requirements, at least bring and instantly done. It is possible by the use of Information technology in banking sector. In Moment's script E-Banking service plays a vital part in attracting new customers and retaining old customers. Without e-banking service no banks can survive in this competitive banking business. E-Banking means the provision of information about a bank and its services through a home runner on the World Wide Web (WWW). E-Banking services give customer access to accounts, the capability to transfer their plutocrat between different accounts, and making payments or applying for loans through E- Channels. Electronic Banking is else called as Internet Banking or Virtual Banking or Online Banking or Web Banking. E – Banking is the medium and rearmost delivery channel to be offered by the retail banks. It handed number of benefits to customer in term of easy to use and at least cost of deals; it may be either through internet, telephone or other electronic delivery channels. Nationalization was a structural change in the performance of marketable banks which redounded in to the emergence of public sector banks. Privatization leads to the emergence of private sector banks and globalization which eased the entry of foreign banks in India. This super study helps to know the satisfaction position of customers towards e – banking services handed by Axis Bank in Ramanathapuram Town. Then E – Banking services includes ATM service, POS using benefit card and credit services, mobile banking and EFT etc.

INTRODUCTION

In customary banking, the products and services handed by banks are shy to meet the customer needs and desires. Customers are increasingly more demanding with precious services customized to their exact conditions, at minimal cost and directly done. It's realizable only through the use of Information technology in banking sector. In Moment's script E-Banking service plays an important part in attracting new customers and retaining old customers. Without e-banking service no banks can survive in this competitive banking business. E-Banking means trade of banking business through electronic channels. Through e-banking, a customer can pierce his account easily and conduct his business deals using his computer or mobile phone. Electronic Banking is differently called as Internet Banking or Virtual Banking or Online Banking or Web Banking. E – Banking is the medium and utmost modern delivery channel to be offered by the retail banks. It handed number of benefits to customer in term of easy to use and at minimum cost of deals; it may be either through internet, telephone or other electronic delivery channels. Nationalization was an important structural change in the performance of marketable banks which reacted in to the birth of public sector banks. Privatization led to the birth of private sector banks and globalization facilitates open door to foreign banks in India, since 1997, ICICI Bank was the first bank which offered internet banking services to its customers. Moment nearly all major banks give e-banking services to their customers.

Banking websites are of two types viz.

1. Instructional Websites are websites which offer general information about the bank and its products and services to its customers.
2. Transactional Websites are websites which allow customers to conduct fiscal deals on the bank's website. Further, these deals can range from a simple savings regard balance inquiry to a large business-to- business finances transfer.

Significance of E-banking to Banks

1. It helps to minimise paper works and handing them also

very easy. This technique makes eco-friendly.

2. It helps to cut-off fixed cost because of lower need of branches.
3. Since e-banking services are customer-friendly, banks enjoy advanced dedication from its customers. It helps to attract new customers and retain old customers.

Significance of E-banking to Customers

1. E – Banking helps a customer to pierce his account and distribute from anywhere at any time at his convenience.
2. E – Banking helps the customer not to visit the branch for every trade; it saves both time and capitalist.
3. In traditional banking systems, geographical hedge could hinder certain banking deals. With the help of improved E – Banking services, geographical walls are reduced.

Significance of E-banking to Businesses

1. Business possessors and authorised staff members can check the accounts snappily using an online banking interface. This allows them to check the account exertion and also make sure the smooth functioning of the account.
2. Electronic banking helps to enhance productivity. It permits the robotization and new mechanism of regular yearly payments and a host of other features to enhance the productivity of the business.

Trendy E – Banking services in India

- ATMs
- EFT System
- Mobile Banking
- Internet Banking
- POS
- Smart cards

Literature Review

- Gupta, A., & Dev, S. (2012). Opined that customer satisfaction is a dependent variable. In this study customer satisfaction is largely depend on service quality, air, involvement, availability and fiscal factors of the bank.

The impact of position of bank and fiscal factors on customer satisfaction isn't over to the bench mark.

- Pareek,V. (2014) editorialized with a comment that out of some factors many unproductive abecedarian factors like product attributes, hand characteristics, customer convenience, bank tangibles, cost of deals and customer communication contributes in customer satisfaction in Indian banks. Also, convenience place was plant to be an insignificant in deciding customer satisfaction in Indian banks.
- Kaur,N., & Kiran,R. (2015) innovated in their exploration that customers of foreign banks got further satisfaction with the quality services handed to them.
- Kundu,S., & Datta,S.K. (2015) innovated that there is a significant relationship among-service quality, trust and customer satisfaction. Internet banking service quality has vast impact on trust. They also plant that in case of internet banking sequestration and fulfilment are the main factors of service quality which have influence on trust. In addition, banks should be more terrified about the sequestration of individual sale of the customers.

Research Gap

Review of former studies on people has helped to identify the exploration gap. Studies pertaining to the customers in Ramanathapuram District are plant shy. The former studies covered substantially the choice and application of public sector banks by the customers. The station of the customer services towards Axis bank remains not completely explored by exploration. Thus, a detailed and comprehensive study is demanded on the station of customers essay to estimate the factors impacting the station, position of station and identification of the factors affecting selection of Axis bank products. Hence, this study in some aspects is a follow-up work and also claims enhancement over the other studies.

Statement of the Problem

Internet is significantly changing how fiscal services are designed and delivered to consumers. With the arrival of E-Banking, the whole circumstances of banking have changed. The new trends like Internet-banking has taken over the traditional channels of delivery of services and the customers have saved time, energy and work paper. By taking into account the significance of information technology and computer networking, their crucial part in the banking sector and guest's preference of online banking service, being offered by the bank, this study makes an attempt to bring out the satisfaction of the customers towards E-Banking services rendered by Axis bank in Ramanathapuram District.

Objects of the study

- To study the awareness of the customers regarding a variety of E-Banking Services provided by Axis Bank.
- To identify the problems faced by the customers while using E-Banking services of Axis Bank.
- To measure the customers satisfaction level towards online banking services of Axis Bank.
- To recommend some effective measures to strengthen the online banking services.

Research Methodology

The data needed for the present super study has been collected from both primary and secondary sources. The primary data was collected from customers of Axis Bank in Ramanathapuram District. A well- planned questionnaire was constructed for collecting primary data from the customers of Axis Bank. A sample of 60 includes male and female. In this study, Systematic Random Sampling system was used. The secondary data was collected from associated exploration publications in books, journals, magazines, reports and periodicals.

Information on particular bank website and related websites are also used for data collection to develop theoretical

background of customer satisfaction towards E-banking services and its challenges. For analysing purpose percentage and Garrett ranking is used.

Analysis and Interpretation of Data

Table – I Demographic Variables

Demographic Variables	Categories	No. of Respondents (In %)
Gender	Male	42 (70%)
	Female	18 (30%)
Age	Below 30 years	10 (17%)
	30 - 40 years	32 (53%)
	40 - 50 years	12 (20%)
	above 50 years	6 (10%)
Qualification	HSLC	6 (10%)
	Degree	40 (67%)
	PG	10 (17%)
	Diploma	4 (6%)
Occupation	Employee	22 (37%)
	Business	28 (47%)
	Profession	5 (8%)
	Agriculture	3 (5%)
	House hold	2 (3%)
Annual Income	Up to Rs .1,00,000	8 (13%)
	Rs .1,00,000 - 2,00,000	12 (20%)
	Rs .2,00,000 - 3,00,000	25 (42%)
	Above Rs .3,00,000	15 (25%)

Source: Primary Data

Table I consists of demographic profile of sample respondents. Out of 60 respondents, it can be inferred that 42 (70%) of them are male and 18 (30%) are female. It is found that 32 (53%) of them belongs to the age group between 30–40, followed by 12 (20%) of them between 40–50, 10 (17%) of them under below 30 and 6 (10%) of them belong to 60 and above group. The table also depicts that 67% of the respondents are UG degree holders, followed by 17%, 10% and 6% of them are PG degree holders, HSC holders and Diploma holders respectively. Profession is concerned, it is inferred that that 28 (47%) of them are business man, 22 (37%) of them are salaried people, 5 (8%) of them are professionals, 3 (5%) of them are agronomists and 2 (3%) of them are home maker.

Table – II Customers' Awareness towards E – Banking Services

E – Banking services	Yes	No
ATM Services	50 (83%)	10 (17%)
EFT	32 (53%)	28 (47%)
POS	48 (80%)	12 (20%)
Mobile Banking	44 (73%)	16 (27%)
Internet Banking	35 (58%)	25 (42%)

Source: Primary Data

The table shows the Customers' awareness level of e-Banking services. It shows that 50 (83%) of them aware about the ATM services, 48 (80%) of them understand about POS, 44 (73%) of them know about Mobile Banking, 35 (58%) of them aware about Internet Banking and 32 (53%) of them know about EFT,

Table – III Frequently using E – Bank in Services (Garrett Ranking)

E Banking Services	Response	Rank
ATM	59.25	1
EFT	47.96	4
POS	55.03	2
Mobile Banking	54.51	3
Internet Banking	36.03	5

Source: Primary Data

Table III shows that the constantly using E – Banking services by customers. The most vital function of e-banking services used even by laymen is ATM, that was given 1 rank by

customers. It is followed by POS (2), Mobile Banking (3), EFT (4) and finally Internet Banking (5). This was done by using Garrett Ranking system.

Table-IV Problems of Customers on E – Banking services

Problems faced	No. of Respondents	Percentage
Yes	29	48%
No	31	52%
Total	60	100

Source:Primary Data

The above table shows that the whether the customers faced any problems while using E – Banking services. 31 (52%) of the respondents said that, they don't face any problem in using e-Banking services whereas 29 (48%) of them faced problems while using e-banking services.

Table-V Types of Problems faced on E – Banking services

Problems	No. of Respondents	Percentage
ATM		
Cash locked in ATM	1	3%
ATM without sufficient cash	3	10%
Password theft	4	14%
Debit Card Locked in ATM	2	7%
INTERNET BANKING		
Web authentication	2	7%
Website Management	4	14%
Less Security	3	10%
MOBILE BANKING		
Forget Password	2	7%
Internet related issues	8	28%
Total	29	100

Source:Primary Data

Table V represents types of problems faced by the customers while using e – banking services. Out of 60 respondents, 34% of customers said ATM related issues, 31% said Internet Banking related issues and 35% said that mobile banking related issues. Out of 34%, only 14% of them felt that password theft or password loss is their main issue, 10% of them felt inadequate cash in ATM is their problem, around 7% of them said that their card locked in the ATM but only 3% of them said that their cash locked in the ATM. 14% of them felt that Website Operation is not good for them. It creates lot of confusion in their mind. 10% of them felt insecure for their deposits. 7% of them felt Web authentication is not sufficient for them. 28% of them felt that slow down of internet causes dislocation in doing banking sale in the mobile. 7% of them forget their mobile password while doing banking sale in the mobile.

Table VI Overall Satisfaction level of E – Banking services

Satisfaction Level	No. of Respondents	Percentage
Highly Satisfied	8	13
Satisfied	28	47
Neutral	6	10
Dissatisfied	14	23
Highly Dissatisfied	4	7
Total	60	100

Source:Primary Data

Table VI shows that the overall satisfaction level of customers towards E – Banking services rendered by Axis bank in Ramanathapuram Town. Out of 60 respondents, 28 (47%) of the sample respondents are satisfied, 14 (23%) of them are dissatisfied whereas 8 (13%) of them are highly satisfied with the e – banking services provided by axis bank.

Major Findings

- It can be inferred that majority of the respondents (70) are male.
- 53% of respondents belongs to the age group of 30 – 40.
- 67% of respondents are UG degree holders.
- It can be inferred that 47% are business man whereas 3%

are home maker.

- 83%, 80%, 73% and 58% of respondents aware of ATM services, Point of Sale services, Mobile Banking services, and Internet Banking Services respectively.
- It is found that most important service among all e-banking services is ATM service. It is followed by POS, Mobile Banking, EFT and at last Internet Banking.
- It is found that 52% of the sample respondents do not face any problem in using E – Banking services, whereas minimum of 3% respondents are facing problem like cash locked in the ATM. .
- It is inferred that 47% of the sample respondents are satisfied whereas 7% of the respondents are highly dissatisfied largely displeased with e – banking services provided by axis bank.

Suggestions

On the basis of the above findings, the suggestions of the researchers are:

- Web design should be enhanced. So that clear and accurate information about the banking products will be reached to the customers on time.
- Customer care and grievance redressal should be improved in order to satisfy them in service. Customer queries should be answered on time without delay in order to retain loyal and potential customers.
- Security measure should be strengthened. So that, the customers do not worry about hackers.

CONCLUSION

Providing e-banking is increasingly becoming a 'need to have' than a 'nice to have' service. As Mahatma Gandhi, father of nation said customer is not dependent on us whereas we are dependent on him. Customers are the most essential asset of any business. The result of a business depends upon how far customers' prospects are satisfied. Banks are the most important social association rendering a variety of fiscal services to its customers. Various committees were set up to give recommendations in order to ameliorate the service to customers of banks. Without any delay, customers can avail all types of services of banks 24*7 even from the remote place just by a single click at a minimum cost and also empowers them with extraordinary freedom in choosing merchandisers for their fiscal service requirements. The arrival of Internet and mobile banking is restructuring business relationship with the customers. The reach of Internet and mobile banking has fleetly increased due to the Telecommunication Structure development in India. Overall, E-banking is at one roof under which multitudinous customers may perform vivid deals electronically in the same time indeed without visiting branch. This study can help to know customers' perception, opinion and comments towards e-banking services of Axis Bank in Ramanathapuram town and it can also help them confidently to achieve customers' satisfaction.

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