

“A Study on E-Banking Services at Perambalur District”

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I. INTRODUCTION

Banking Institution from an indispensable part in a modern developing society. They perform various functions to meet the various section of the society. Banking occupies an important place in a nation’s economy. It plays a pivotal role in the economic development of a country they are dealing with the field of banking which is highly dynamic complex and sophisticated and must cater to the ever growing requirement of millions of people belonging to different state of society they have diversified their activities on an accelerated place to cater the sophisticated need of corporate clients and other segments of trade and industry.

Meaning of E-Banking

E-Banking is nothing but Electronic banking where in most of the operations of the bank are carried out through the electronic media even the traditional functions like accepting deposits and granting of loans are done through the Electronic media.

Definition

E-banking is defined as “delivery of a banks service to a customer at his office or home by using electronics technology.

STATEMENT OF THE PROBLEM

In the internet era, E-banking is growing concept many banks have offered E-banking service. In this situation, it is essential to make a study about effective functions of E-banking services, thus the researches take this topic under study.

OBJECTIVES OF THE STUDY

- To analyze the performance and the satisfaction level of the customers in E-banking services.
- To study the relationship between the banker and customer through E-banking.
- To find out different services offered to the customers through E-banking.

SCOPE OF THE STUDY:-

Ever since the era of globalization and liberalization of the economy started, there has been a phenomenal change in the technological development country, the advent of foreign banks into the country and the licensing of private sector banks have created a shift competition within the business. Technology is more important for a healthy growth of business and to compete the competition from rivals more on marketing and selling banks have to adopt alternative channels like phone banking E-banking, internet banking mobile banking, Automates teller machines (ATM etc) order to study the impact of modern technology in banking functions the researchers has taken this topic under study.

METHODOLOGY:-

This study has been used both primary and secondary data primary data has been collected from the customers through questionnaire. The secondary data has been collected from various books, journals, magazines and information sort from the net.

II. PROFILE OF THE STUDY

Perambalur is a municipality town in the state of tamilnadu (Republic of India). It is administrative headquarters of Perambalur district and Perambalur taluk (Sub-District).Perambalur is the central town of Tamilnadu. Perambalur district is bounded on the north by Cuddalore and Salem, South by Trichy, East by Ariyalur, West by Trichy and Salem.As of 2011,the town had a population of 49,648.

III. ANALYSIS AND INTERPRETATION

TABLE 4.1

OCCUPATION OF THE RESPONDENTS

S.NO	OCCUPATION LEVEL	NO.OF RESPONDENTS	PERCENTAGE(%)
1	Business/profession	25	50%
2	Government employees	18	36%
3	Private employees	5	10%
4	Others	2	4%
	Total	50	100%

Source: Primary Data

INTERPRETATION:

From the data analysis reveals that 50 percentage of the respondents were doing business / profession category and 36 percentage of them were Government employees and 10 percentage were employed in private sector.

Hence, the above table proves that the most of the most of the online customers are belonging to the category of next, next to this Government employees also interested to utilize e- banking services.

CHART 4.1

OCCUPATION OF THE RESPONDENTS

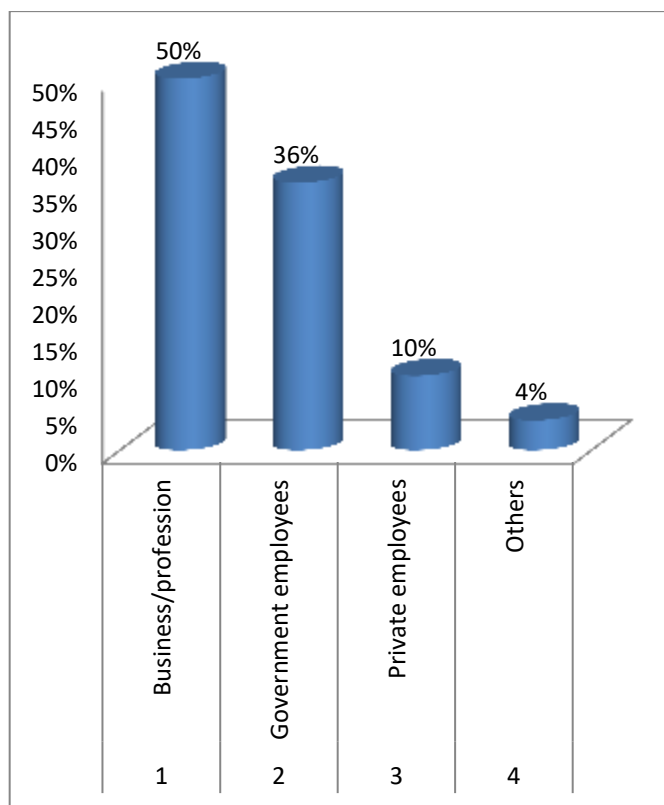


TABLE 4.2

MONTHLY INCOME OF THE E – BANKING CUSTOMERS

S.NO	MONTHLY INCOME	NO.OF RESPONDENTS	PERCENTAGE(%)
1	Below Rs.5000	3	6%
2	Rs.5000- Rs.10000	5	10%
3	Rs.10000- Rs.20000	13	26%
4	Rs.20000 – Rs.30000	18	36%
5	Rs.30000 and above	11	22%
	Total	50	100%

Source: Primary Data

INTERPRETATION:

From the above table, it is clear that 6 percentages of the respondents earned less than Rs.5000 per month, 10 percentages of the respondents earned Rs.5000-Rs.10000 per month percentages of the respondents earned Rs.10000-Rs.20000 and 36 percentages of respondents fall under the range of Rs.20000 – Rs.30000

So, majority (36 percentage) of the online customers earned monthly income between Rs. 20000 – Rs. 30000.

CHART 4.2

MONTHLY INCOME OF THE E – BANKING CUSTOMERS

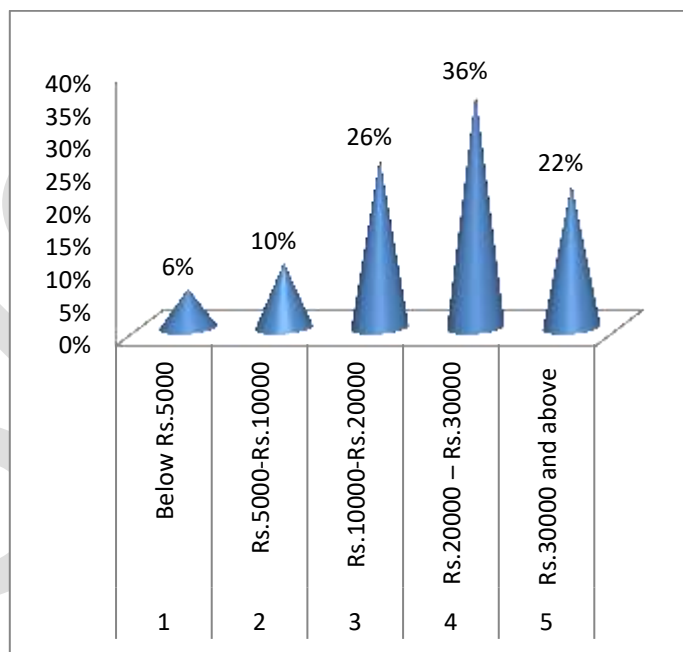


TABLE 4.3

MONTHLY SAVING OF THE E- BANKING CUSTOMERS

S.NO	MONTHLY INCOME	NO.OF RESPONDENTS	PERCENTAGE(%)
1	Below Rs.5000	26	52%
2	Rs.5000-Rs.10000	20	40%
3	Rs.10000- Rs.15000	4	8%
4	Rs.15000 – Rs.20000	0	0%
5	Above Rs.20000	0	0%
	Total	50	100%

Source: Primary Data

INTERPRETATION:

From the above table, shows that 52 percentage of customer’s monthly saving below Rs. 5000 and 40

percentage of customer's saving come under category of Rs. 5000-10000.

Most of the customer's come under below Rs.10000 per month.

CHART 4.3

MONTHLY SAVING OF THE E- BANKING CUSTOMERS

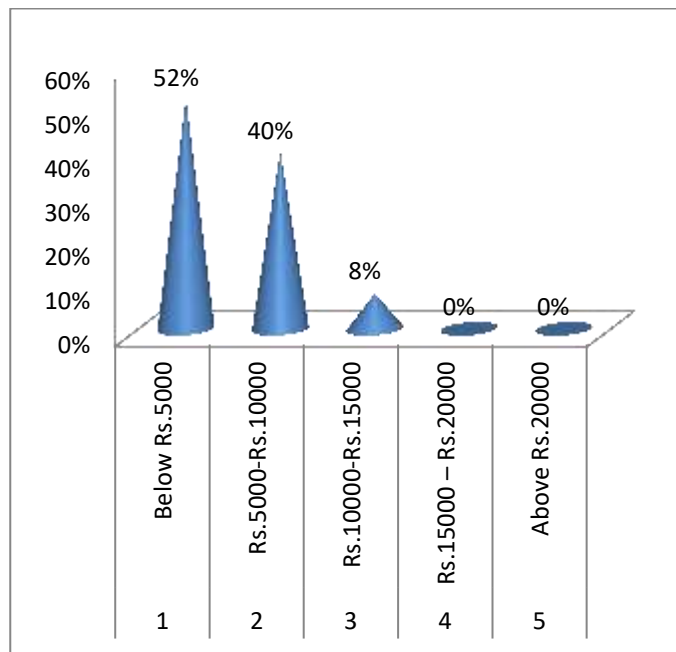


TABLE4.4

CLASSIFICATION OF CUSTOMERS ON THE BASIS OF HAVING SAVING ACCOUNT IN BANK

S.NO	BANKS	NO OF RESPONDENTS	PERCENTAGE(%)
1.	SBI	9	18%
2.	Canara bank	3	6%
3.	City union bank	2	4%
4.	Indian bank	11	22%
5.	ICICI	9	18%
6.	Indian overseas bank	10	20%
7.	HDFC	6	12%
8.	Others	0	0%
	Total	50	100%

Source: Primary Data

INTERPRETATION:

The above table shows classification of customers on the basis of having saving account in various banks. 18 percentage of respondents were having account in SBI,6

percentage of respondents were in Canara Bank Account, 22 percentage of respondents were having account in Indian Bank. Next to this and 18 percentage of respondents were in ICICI bank account and percentage of respondents were having account in Indian Overseas Bank.

CHART4.4

CLASSIFICATION OF CUSTOMERS ON THE BASIS OF HAVING SAVING ACCOUNT IN BANK

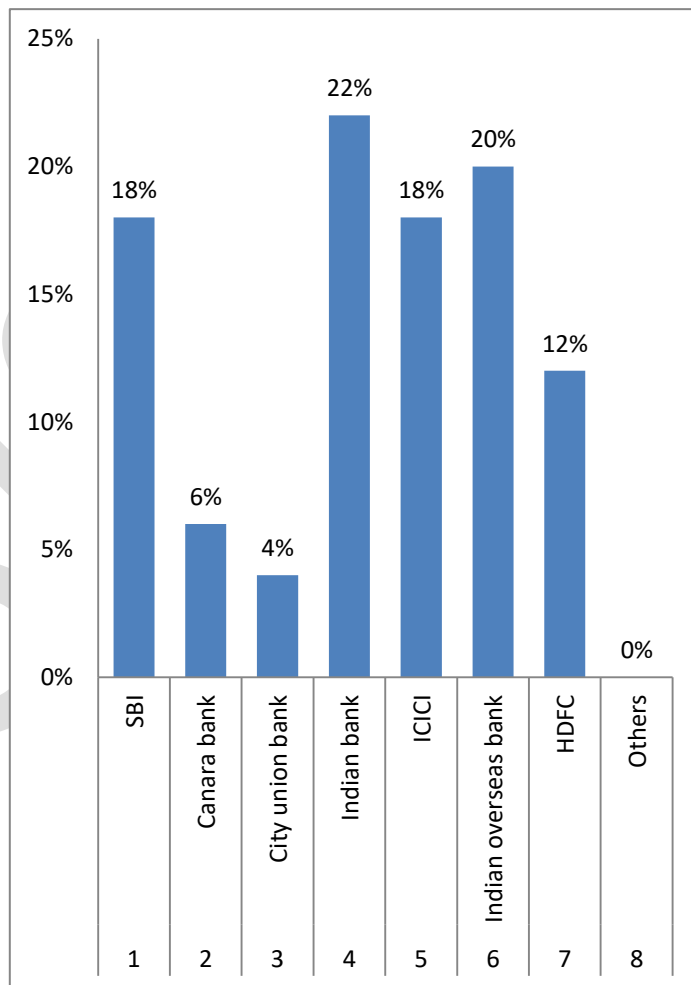


TABLE 4.5

CLASSIFICATION ON THE BASIS OF PREFERRING OUTLET FOR UTILIZING BANKING SERVICE

S.NO	BANKING SERVICES	NO.OF RESPONDENTS	PERCENTAGE(%)
1.	Branch	4	8%
2.	ATM	20	40%
3.	Internet	6	12%
4.	Mobile	5	10%
5.	Other services	4	8%
6.	Indian overseas bank	5	10%
7.	HDFC	6	12%

8.	Others	0	0%
	Total	50	100%

Source: Primary Data

INTERPRETATION:

The above table shows that 40 percentages of respondents were mostly utilizing ATM services. Now days, ATM is most popular outlet of e-banking services. Next to this 12percentages of them were availing banking services through internet and only 10 percentages of respondents were getting banking facility in their mobile phone and only few of them were using the other services under E-banking.

CHART 4.5

CLASSIFICATION ON THE BASIS OF PREFERRING OUTLET FOR UTILIZING BANKING SERVICE

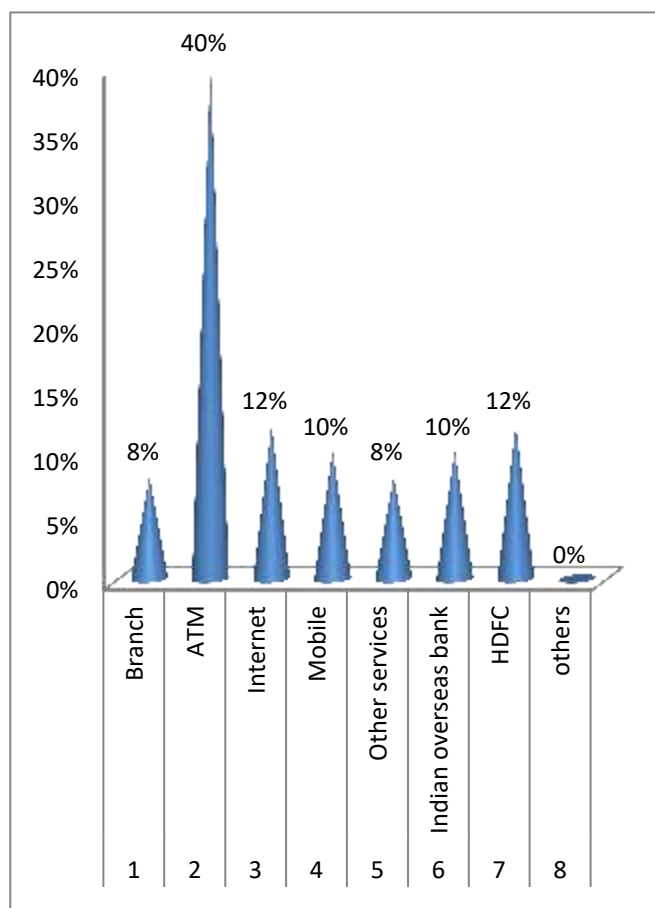


TABLE 4.6

AWARENESS ABOVE LATEST TECHNIQUES IN E-BANKING SERVICES

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE(%)
1	Online Transfer of cash	11	22%
2	Mobile Banking	10	20%
3	Bio Metric	19	38%

	ATM's		
4	Internet Banking	10	20%
	Total	50	100%

Source: Primary Data

INTERPRETATION:

The above table shows that awareness of customers about latest techniques in e-banking services, most of the respondents (i.e.) 22 percentage of respondents were availing online transfer of cash facility. Now a day's online transfer of cash is most popular in e-banking services. Next to this, 20 percentages of them used internet banking and 20 percentages of customers were knowing mobile banking and 38 percentage of them were well know aware of biometric ATM service.

CHART 4.6

AWARENESS ABOVE LATEST TECHNIQUES IN E-BANKING SERVICES

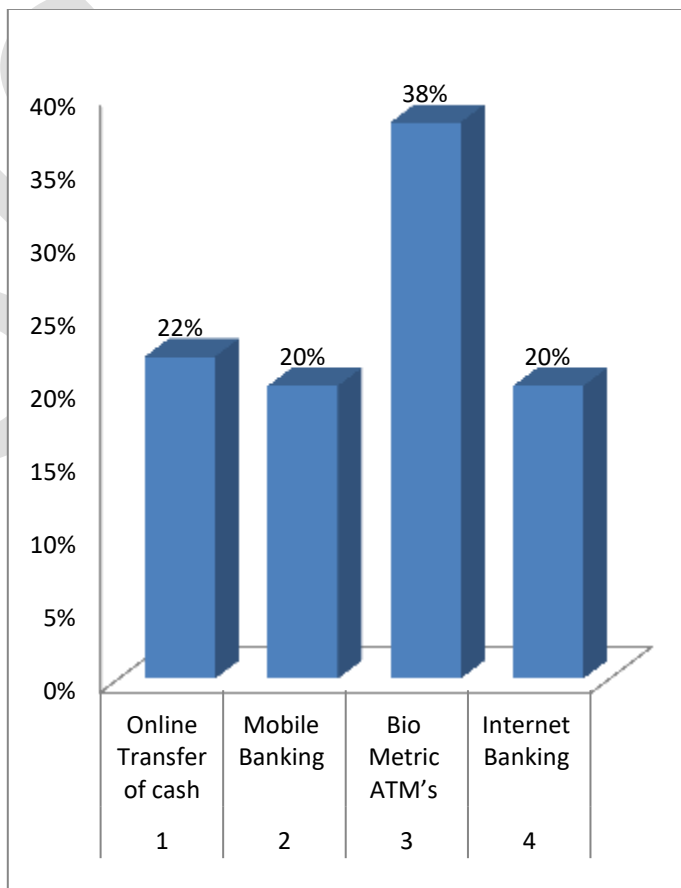


TABLE 4.7

CLASSIFICATION ON THE BASIS OF TECHNOLOGY USED BY BANKS PLAYS A CRUCIAL FOR SELECTING A PARTICULAR BANK.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE(%)
1	Strongly Agree	9	18%

2	Agree	14	28%
3	Undecided	22	44%
4	Disagree	3	6%
5	Strong	2	4%
	Total	50	100%

Source: Primary Data

INTERPRETATION:

From the above table reveals that 44 percentage of customers agreed the fact that technology used by banks are influenced them to select the bank for open an account and only 28 percentage of customers were disagreed.

Hence, it is clear that most of the customers influenced the technology used by banks for selecting a bank.

CHART 4.7

CLASSIFICATION ON THE BASIS OF TECHNOLOGY USED BY BANKS PLAYS A CRUCIAL FOR SELECTING A PARTICULAR BANK.

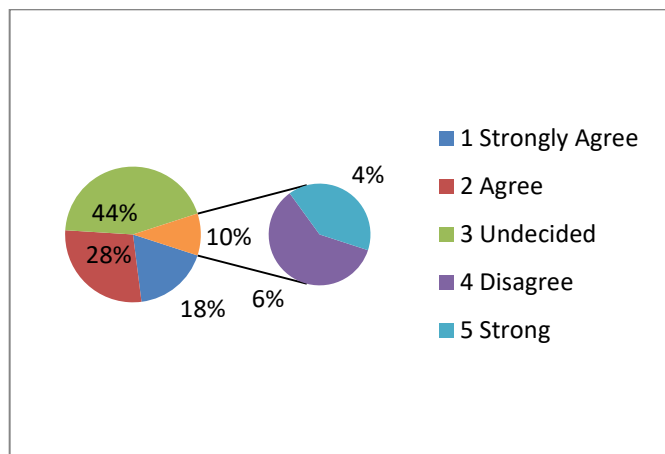


TABLE 4.8

REASONS FOR SELECTING ONLINE SERVICES

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE(%)
1	Time saving	28	56%
2	Reduce the transportation	9	18%
3	Safety and security	13	26%
	Total	50	100%

Source: Primary Data

INTERPRETATION:

From the above the analysis on reasons for selecting online services shows that 56 percentage of the respondents were selecting the service for their saving. 18 percentage of

Customers have taken e-banking services cost saving. And 26 percentage of respondents for their safety and security purposes they selected online services

So, most of the respondents were selected the online services for their time saving purpose.

CHART4.8

REASONS FOR SELECTING ONLINE SERVICES

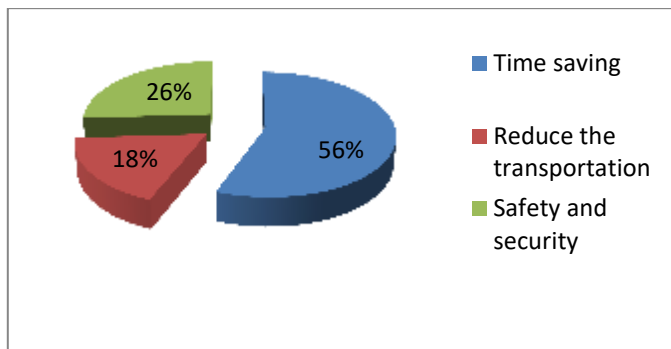


TABLE 4.9

OPINION ABOUT THE SECURITY OF FINANCIAL INFORMATION A AVAILABLE OVER INTERNET

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE(%)
1	Very Secure	12	24%
2	Some what secure	30	60%
3	Some what insecure	2	4%
4	Very unsecure	4	8%
5	Not secure	2	4%
	Total	50	100%

Source: Primary Data

INTERPRETATION:

Out of 50 respondents, 60 percentage of then felt that the financial information available over internet were secured, 4 percentage of them declared that they are not secure with the internet service availed to the customers.

CHART 4.9

OPINION ABOUT THE SECURITY OF FINANCIAL INFORMATION A AVAILABLE OVER INTERNET

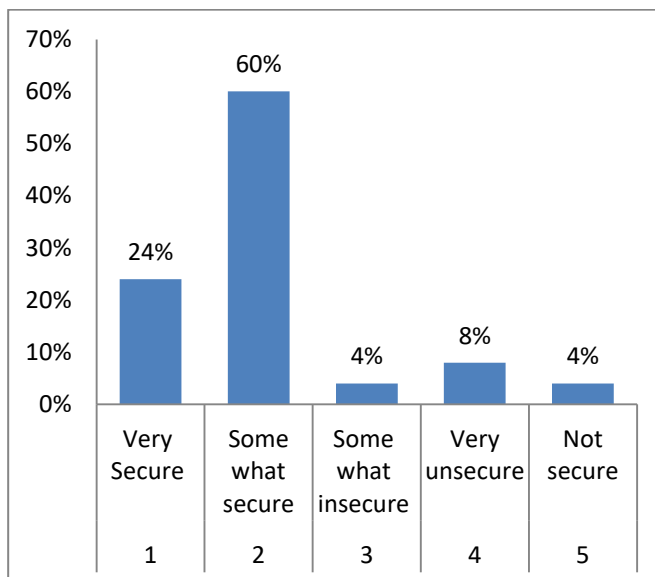


TABLE 4.10

OPINION OF RESPONDENTS ABOUT ELECTRONIC CHANNEL TRANSACTIONS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE(%)
1	Very Comfortable	30	60%
2	Somewhat Comfortable	11	22%
3	Some what Uncomfortable	4	8%
4	Very Uncomfortable	5	10%
	Total	50	100%

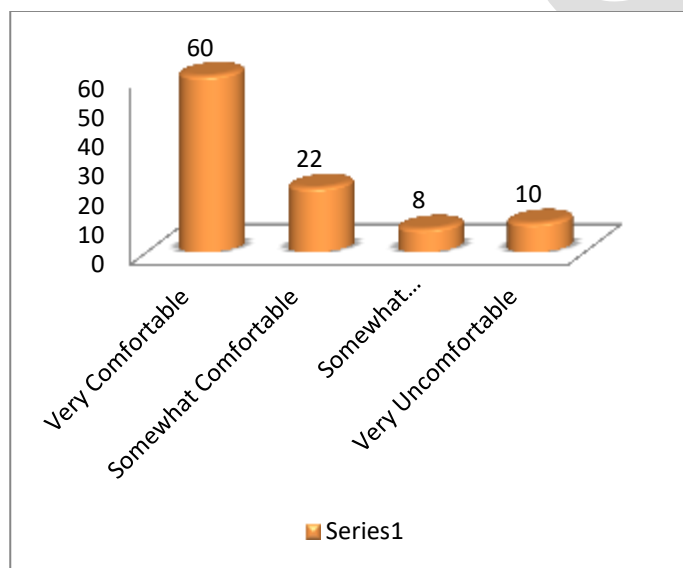
Source: Primary Data

INTERPRETATION:

Out of total respondents, 60 of them rated that the services of electronic banking channel are very comfortable and 22 percentage of them felt that the electronic channel services as some what comfortable, 8 percentage of them declared that they are some what uncomfortable with the services of electronic banking channels and only 10 of them have judged that service of E-banking channels very much uncomfortable.

CHART 4.10

OPINION OF RESPONDENTS ABOUT ELECTRONIC CHANNEL TRANSACTIONS



IV. FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- 50percentage of the respondents came under the category of Business/Profession level.
- Only 36 percentage of the respondents earned Rs.20,000-Rs.30,000 Per month52 percentage of

the customers saving come under below Rs.10000 Only per month.

- 40percentage of respondents were mostly utilizing ATM services. Now a Days, ATM is a most popular service in E-banking and 12 percentage of Them were availing banking services through internet.
- 44percentage of respondents agreed the fact that the technology used by banks are influenced them to select the bank to open an account.
- Majority, 40 percentage of customers impressed upon the technology Adopted by bank and 42 percentage of them were satisfied with the Quality of service rendered by banks.
- 60percentage of respondents felt the financial information available Over internet were secured.
- Most of the respondents (i.e.44percentage) accepted that introduction of Technology has improved the service level of banks.
- Out of total respondents, 60 percentage of them rated that they the services Of electronic Banking channels are very comfortable.

SUGGESTIONS

- The banks must be reduced the service charges. Especially the private Sector banks are levied huge amount of services charges that will Dissatisfied the customer to do transactions through e-banking.
- The technical problems like networking problems should be eliminated totally.
- ATM facilities should be checked frequently in order to avoid the Unexpected losses due to the problems in ATM machines.
- The wide spectrums of channels are to be provided to all branches when it is released.
- Whenever the new services introduced by the banks must be informed to the customers properly.

CONCLUSION

E-banking is spreading all over the world with speed, sometimes at the cost of throwing caution to the winds. This has not only transformed the banking and financial institutions in their modern form, but has also brought a paradigm shift in their attitude of banking operations. It has enabled banks to provide variety of services at reduced transactional costs and shrunk geographical boundaries. There is no conclusive study on the impact of E-banking on economies and scale in banking.

In India, the public sector bank lag behind the private sector and foreign banks with respect to adopting E-banking and launching new and innovative products and services.

Many premium services have either not been launched or have negligible presence. However, leveraged by growing competition and increasing consumer demand, e-banking has become a matter of compulsion rather than a choice of today's environment.

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