
CUSTOMERS AWARENESS TOWARDS INTERNET BANKING : A STUDY OF SIRSA DISTRICT

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ABSTRACT

Banking is the blood of the economy whose vitality indicates the strength and success of any nation. Banking system allows a massive portion of the medium of exchange of every country and is the primary device through which monetary policy is conducted, direct their mobilization and lending activities. The objective of this study is to analyze the customers' awareness and examine the customers' behavior towards internet banking. Every bank should take all efforts to reach its schemes to the customers. The bank must popularize the scheme in such a way and thereby make the customer aware of the schemes. Bank has to pay special attention to satisfy the needs of customers. The customer's satisfaction in the action mainly depends upon their services to customers to the fullest extent at the right time. The bank has to continuously assess and reassess how its banking services are to the customers and also find out the new and emerging customer's expectations from time to time.

Keywords: internet banking, Awareness, Banks.

INTRODUCTION

Internet banking refers to those banking services which are furnished by the banks through the internet. Internet banking help in lowering the transaction cost and helps to create new type of banking opportunities that remove the barriers of time and distance. Internet banking provides many facilities secrecy, transaction update, account transfer. With the help of internet banking customer easily access their account without physically visiting in a bank. It create opportunity for bank to increase the strength of their customer is no more on paper. In this competition environment not the oldest but only the best can survive. Education level of the respondents highly affects the use of internet banking services. In this competitive time the success of banking depends upon the use of Modern technology. Now a day's customer can use internet banking on mobile prove by using Wi-Fi or 3G, 4Gconnection. All the services which are provided by the banks on internet are demonstrated in menu. The success of every bank depends upon its functioning. The functioning is measured in term of its schemes. The bank should take all efforts to reach its schemes to the customers. The bank must popularize the scheme in such a way and thereby make the customer aware of the schemes. It must also pay attention to mobilize deposits which is a contribution factors in determining the profitability. Bank has to pay special attention to satisfy the needs of customers. The customer's satisfaction in the action mainly depends upon their services to customers to the fullest extent at the right time.

REVIEW OF LITERATURE

Review of Literature contains the different studies conducted by various authors and the information is collected by different websites.

(Stone & Joseph, 2003) Inspected some of the various aspects technology played in US banking sector and how technology in genera impacted the delivery of banking services. They conducted on a six factors model as follows: accurate ATM and e-banking, customer services, splendid telephone and internet banking, safe and whippy services, easy and suitable banking and personalized services.

(Dadhich, 2012) Study was based on comparison of service gives by SBI (Public sector bank) and HDFC (Private sector bank). The tools that had been used in this is T test and F test. SBI bankers were aware about banking facilities provided through OBS but they are less aware about advanced facilities of OBS. Conversely bankers of HDFC bank were well aware with various types of the OBS. On the basis of this study more than 90% male customers of both the bank are well aware with the available facilities of OBS. Except few facilities such as request for DD, payment of various government taxes, recharge, and mobile refill.

(Bhosale & Nalawade, 2012) Identified that E banking is the main provision of banking services through electronic channels and customer can easily use it without any geographical limitations. The new technology creates huge competition in the market but the changing market conditions demands to better understand the consumers need. This paper considered the advantages and disadvantages of E-banking.

(Narayana & Paramashivaiah, 2013) Studied take into the consideration the overall satisfaction level of customer using internet banking services.. The study explore relationship between customer satisfaction and service quality of the bank the main aim of study was to investigate the factors that influence the level of satisfaction of online customer in Bangalore city. The used tool of this study was regression analysis.

(Elavarasi & Surulivel, 2014) Purpose of this study was to create customer awareness and to find out what they most preferred e-banking services of the bank. This study had been done in Kumbak name city compressing a sample size of 200. The objective of this study is to observe the cause why the customers were not using internet banking and to measure satisfaction in e-banking service provided by SBI. The data were analyzed with method frequencies and correlation, chi-square test. The result of this analysis showed that mean age of e-banking users is 0.795 and 0.205 respectively and the respondents were mostly men are compared to women. It was found that the people above 60 age group category were using e-banking services were less than others.

RESEARCH METHODOLOGY

This study is descriptive in nature. The topic is related to the customers' awareness towards internet banking services. This research work is based on primary data as well as secondary data. Primary data were collected by using a well structured questionnaire from 160 respondents residing in Sirsa district by using the convenient random sampling method. Secondary data were collected from books, journals, magazines and from websites. The customers of public and private banks were selected for the purpose of this research work. Data so collected have been analyzed with the help of SPSS. Dependent and independent variables are analyzed by using ANOVA, frequency distribution, mean, standard deviation has been used to access and interpret data.

OBJECTIVE OF THE STUDY

- To analyze the awareness level among customers towards internet banking.
- To examine the customer behavior with respect of internet banking.

HYPOTHESIS

There is no significant effect of demographic variables on Customers awareness towards internet banking. Likert scale is used in this study.

TOOLS USED FOR ANALYSIS

- Frequency distribution and Simple percentage method
- Mean and standard deviation
- ANOVA

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ANAYLSIS AND INTERPRETATION

Frequency Distribution and Percentage of Internet Banking

Table 1: Age Group of the Respondents

Age Group	Frequency	Percent
0-25	57	35.6
26-35	19	11.9
36-45	58	36.2
46-55	18	11.2
Above 55	8	5.0
Total	160	100.0

Table 2: Gender of the Respondents

Respondents	Frequency	Percent
Male	85	53.1
Female	75	46.9
Total	160	100.0

Source: Data processed by SPSS version 16

Table 3 : Qualification of Respondents

Respondents	Frequency	Percent
Illiterate	3	1.9
High School	20	12.5
Intermediate	15	9.4
Degree	38	23.8
Masters Degree	81	50.6
Any Other	3	1.9
Total	160	100.0

Source: Data processed by SPSS version 16

Table 4 : Occupation of Respondents

Respondents	Frequency	Percent
Govt. Employee	12	7.5
Private Employee	51	31.9
Business	59	36.9
Student	27	16.9
Any Other	11	6.9
Total	160	100.0

Source: Data processed by SPSS version 16

Table 5 : Annual Incomes of Respondent

Respondents	Frequency	Percent
Less than 100000	43	26.9
100001-300000	31	19.4
300001-500000	62	38.8
500001-700000	17	10.6
Above 700000	7	4.4
Total	160	100.0

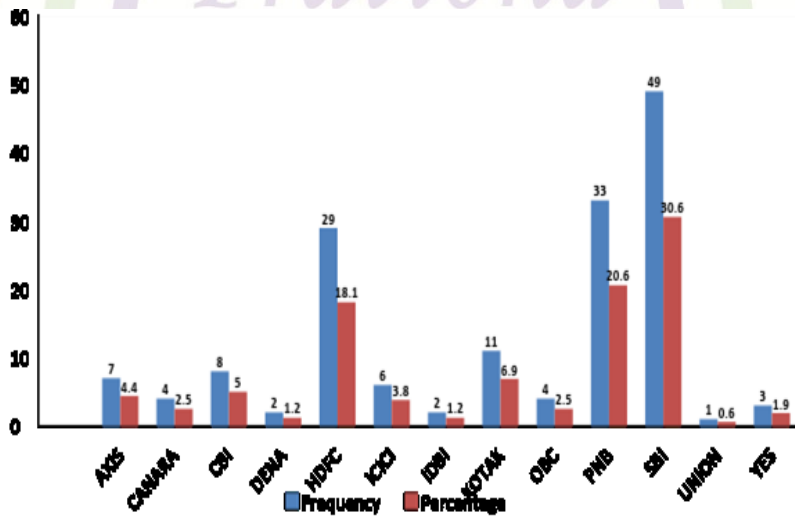
Source: Data processed by SPSS version 16

The above tables shows that mostly responses were received of age group from 36-45. Most of the respondents are male and have masters' degree. 36.9% respondents are businessman and annual income of most of the respondents is between 300001-500000.

Table 6: In which bank you have an account?

Particulars	Frequency	Percent
AXIS	7	4.4
CANARA	4	2.5
CBI	8	5.0
DENA	2	1.2
HDFC	29	18.1
ICICI	6	3.8
IDBI	2	1.2
KOTAK	11	6.9
OBC	4	2.5
PNB	33	20.6
SBI	49	30.6
UNION	1	.6
YES	3	1.9
Total	160	100.0

Source: Data processed by SPSS version 16



The above table and graph show the internet banking account frequency of the respondent. According to the above figure most of the respondents have their bank account in SBI. Out of 160 respondents, 49 (30.6%) respondents have their bank account in SBI, 33 (20.6%) respondents have an account in PNB, 29 (18.1%) respondents have an account in HDFC, 11 (6.9%) respondents have their account in KOTAK, 8 (5.0%) respondents have an account in CBI, and 1 (.6%) respondents have their bank account in UNION bank.

Table 7 : Statement Regarding The Use of Internet Banking Services

Statement	N	Mean	Std. Deviation
Transfer of funds	160	2.19	1.163
To check account balance	160	2.18	1.098
Know about bank product advertisement	160	2.85	1.199
To stop cheque payment	160	3.32	1.338
Change password	160	2.98	1.110
Check bank statement	160	2.32	1.060
Enquiry about installment	160	2.98	1.241
Order cheque book	160	2.92	1.303

Source: - Data processed by SPSS version 16

Table 7 shows that in the internet banking the highest mean value and standard deviation shows to stop the cheque payment that is 3.32 and 1.338 respectively. It shows that customers using internet banking in order to stop the mishappening in the case of cheque payments. On the other side the lowest mean value and standard deviation is to check the account balance is 2.18 and 1.098 respectively.

Table 8 : Showing the relationship of Internet Banking Services with different demographic variable

SN	Particulars	Age		Gender		Qualification		Occupation		Annual Income	
		F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.
1	Transfer of funds	1.148	.336	2.497	.086	3.928	.002	1.439	.224	1.732	.146
2	To check account balance	3.190	.015	.671	.512	3.354	.007	.621	.648	1.341	.257
3	Know about bank product advertisement	2.594	.039	.037	.964	1.343	.249	.410	.801	1.048	.384
4	To stop cheque payment	4.111	.003	2.637	.075	2.016	.079	1.682	.157	2.288	.062
5	Change password	2.755	.030	3.881	.023	2.495	.033	1.374	.245	1.188	.318
6	Check bank statement	2.093	.084	1.159	.317	2.398	.040	1.362	.250	2.922	.023
7	Enquiry about installment	1.438	.224	1.125	.327	2.120	.066	.371	.829	3.004	.020
8	Order cheque book	.118	.976	.117	.890	.204	.960	1.550	.191	.289	.885

In the above table different demographic variables were assessed over the internet banking services mostly used by the respondents. This table clearly states that null hypothesis is rejected mostly in the case of to check account balance, change password, check bank statement because their significance level is less than 0.05 it means that there is a significant relation between the given demographic variables and given statements.

CONCLUSION

This study has observed many variables that affect the customer's awareness towards internet banking. In the light of the research and analysis done it can be concluded that most of the respondents who prefer internet banking are male. Mostly respondents who belong to the business category opt internet banking services as they have no need to go bank for every transactions and it also helps to save their time. Internet banking is marked by the variables such as to check account balance, change password, check bank statement are being considered as the most important variables that are strongly affect the awareness level towards internet banking customers.

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The logo for 'Pratibha Spandan' is centered on the page. It features the words 'Pratibha' and 'Spandan' in a large, elegant, cursive script. The text is overlaid on a circular graphic composed of several concentric, overlapping rings in shades of orange, green, and blue, creating a sense of depth and movement.