

Acceptance Of Online Banking Among Customers (An Empirical Investigation In India)

Ms.M.Baladevi, Dr.G.Nedumaran

Abstract: This investigation paper hopes to confide in the effect of online banking services on customer fulfillment among the customers. Structure was organized by the investigates. Information and data are assembled and inspected from the net clients inside the banks customers. The examination found that there square measure quantifiable critical differences of online banking given by the banks on customer fulfillment. The investigation attempted to explain the different techniques for online banking services which can provoke the customer fulfillment. This paper incontestable that the financial services over the net totally influences customer fulfillment. This examination recommended that the bank the administrators should consider spreading the information of the web banking services to the customers. This investigation underscored the significance of the web banking administrations and endorsed that the bank the board should develop the imaginative mindfulness among blessing and intended customers, and create reasonable establishment for online banking services inside the financial area.

Keywords: Customer satisfaction, Acceptance, Purpose.

1. INTRODUCTION

Online banking is outlined because the automatic delivery of latest and ancient banking merchandise and services in a very line to customers through electronic, interactive communication channels. Online banking includes the that enable institution customers. People businesses, to access accounts, interact business, or get data on monetary merchandise and services through a public or personal network as well as the net. Sweetly Gupta, Anshu Yadav et al. (2107) online banking been fashionable among laptop literates for several years, its quality is growing exponentially as web usage grows and other people discover the many advantages that area unit provided by online banking. Sadaf Firdous, Rahela Farooqi et al. (2107). To assist policy manufacturers have a far better understanding of the net banking dimensions and their contributions towards customer satisfaction. Haadi Babatunde Asiyambi et al. (2108) Customers were glad with e-banking because of its cashless nature, money accessibility, saves time from bank visitation and seamless transactions

OBJECTIVES

- To know the purpose of using online banking services. To measure the level of satisfaction of customers on online banking services.

I. Purpose of Online Banking Services

- ❖ Possibility to download an app for even higher expertise.
- ❖ Viewing account balance.
- ❖ Viewing account transactions.
- ❖ Personal monetary management support.
- ❖ Transaction approval method.
- ❖ Management of multiple users having variable levels of authority.
- ❖ Funds transfers between the customers joined accounts.
- ❖ Paying third parties, as well as bill payments.
- ❖ Investment purchase or sale.
- ❖ Loan applications and transactions like as repayments of enrollments.
- ❖ Credit card applications.

REVIEW OF LITERATURE

Sangeeta Arora, Supreet Sandhu (2018), in this paper aims to determine factors influencing customers' usage of electronic banking (e-banking) services. A survey was conducted to collect information from bank customers regarding their perceptions about e-banking services and their demographics. Multiple regression analysis is used to test the hypothesized relationships. E-banking usage is found to be high for female, more educated, younger, and middle income customers. Among the 11 perceptual variables studied, only six variables, namely: information, performance, self-interest, service quality, satisfaction, and experience are found to be significantly and positively associated with banking usage. This study identifies factors which may be focussed on by bankers during the formulation of their operations and marketing strategies to provide the best e-banking experience to their customers, enabling bankers to augment bank profitability through the strategic use of technologies. Sindhu Singh, R.K. Srivastava (2018), in this paper aims to identify factors influencing the adoption of mobile banking in India and develop and empirically validate a model explaining the behavioural intention to use mobile banking in the

- *Ph.D Research Scholar, Department of Commerce, Alagappa University, Karaikudi. Associate Professor, Department of Commerce, Alagappa University, Karaikudi.*

Indian banking sector. In this study, a model is developed and proposed to explain customers' intention to use mobile banking. The model comprises six constructs, namely, perceived ease of use, computer self-efficacy, social influence, perceived financial cost, security, and trust. The model also describes the relationship between perceived ease of use and computer self-efficacy, as well as that between security and trust. The proposed model was tested by using a survey method, with a sample of 855 bank customers from public, private, foreign, and cooperative banks in India.

RESEARCH METHODOLOGY

- Primary Data: Data collected from the target respondents through structured questionnaire.
- Secondary Data: Data collected from different source as Journals, Magazines, Publications, Report and Internet.
- Sample size: 90
- Sampling Method: Convenience sampling.

DATA ANALYSIS AND INTERPRETATION

TABLE: 4.1
CLASSIFICATION OF THE GENDER

Gender	No. of Respondents	Percentage
Male	35	61.11
Female	55	38.89
Total	90	100

Source: Primary data

Interpretation The above table indicates that 61.11% of the respondents fall under the category of Male, 38.89% under the category of Female. Thus a majority of the respondents fall in the Male.

TABLE: 4.2
CLASSIFICATION OF THE MARITAL STATUS

Marital Status	No. of Respondents	Percentage
Married	58	64.44
Unmarried	32	35.56
Total	90	100

Source: Primary data

Interpretation The above table indicates that 64.44% of the respondents fall under the category of Married, 35.56% under the category of Unmarried. Thus a majority of the respondents fall in the Married.

TABLE: 4.3
CLASSIFICATION OF THE EDUCATIONAL QUALIFICATION

Educational Qualification	No. of Respondents	Percentage
Illiterate	12	13.33
School level	20	22.22
College level	24	26.67
Professional	18	20.00
Diploma	16	17.78
Total	90	100

Source: Primary data

Interpretation The above table indicates that 26.67% of the respondents fall under the category of College level, 13.33 % under the category of Illiterate. Thus a majority of the respondents fall in the College level.

TABLE: 4.4
CLASSIFICATION OF THE MONTHLY INCOME

Monthly Income	No. of Respondents	Percentage
Up to Rs.50,000	33	36.67
Rs.50,001 to Rs.1,00,000	47	52.22
Above Rs.1,00,000	10	11.11
Total	90	100

Source: Primary data

Interpretation

The above table indicates that 52.22% of the respondents fall under the category of Rs.50,001 to Rs.1,00,000, 11.11

% under the category of Above Rs.1,00,000. Thus a majority of the respondents fall in the Rs.50,001 to Rs.1,00,000.

TABLE: 4.5
CUSTOMER PREFERENCE OF ONLINE BANKING SERVICES

Customer Preference	Satisfied	Percentage	Not Satisfied	Percentage
Mobile Banking	84	93.33	6	6.67
E-Cheques	69	76.67	21	23.33
Phone Banking	61	67.78	29	32.22
Credit/Debit cards	78	86.67	12	13.33
ATM	80	88.89	10	11.11

Electronic fund transfer	73	81.11	17	18.89
Tele banking	54	60	36	40
Internet Banking	71	78.89	19	21.11
SMS Banking	59	65.56	31	34.44

Source: Primary The above table indicates that if the majority of the satisfied level of Customer Preference is 93.33% under the category of Mobile banking and the not satisfied level is 6%. 60.00% under the category of Tele banking. Thus the majority of the respondents fall in the category of Mobile banking.

TABLE: 4.6
MOTIVATING FACTORS TO PREFER ONLINE BANKING SERVICES

Particular	Group	ANOVA				
		Sum of Squares	Df	Mean Square	F	Sig.
Time saving	Between Groups	1.570	4	.393	.470	.758
	Within Groups	121.23	145	.835		
	Total	122.693	149			
Accuracy	Between Groups	3.750	4	.938	1.485	.210
	Within Groups	91.583	145	.632		
	Total	95.333	149			
Security	Between Groups	2.868	4	.717	.568	.686
	Within Groups	183.025	145	1.262		
	Total	185.893	149			
Easy and convenient access	Between Groups	18.147	4	4.537	5.703	.000
	Within Groups	115.353	145	.796		
	Total	133.500	149			
Cost saving	Between Groups	3.843	4	.961	.979	.421
	Within Groups	142.351	145	.982		
	Total	146.193	149			
Transparency	Between Groups	8.403	4	2.101	1.997	.098
	Within Groups	152.537	145	1.052		
	Total	160.940	149			
Social status	Between Groups	0.958	4	.240	.310	.871
	Within Groups	112.115	145	.773		
	Total	113.073	149			

Interpretation Table one-way ANOVA was applied to test the significance difference between Age and Motivation factors towards online shopping. The calculated value of Time saving 0.470, significant value was 0.758, hence null

hypothesis is accepted. The calculated value Accuracy 1.485, significant value was 0.210, hence null hypothesis is accepted. The calculated value of Security 0.568, hence null hypothesis is accepted. The calculated value of Easy and convenient access 5.703, significant value was 0.000,

hence null hypothesis is rejected. The calculated value of Cost saving 0.979, significant value was 0.421, hence null hypothesis is rejected. The calculated value of Transparency 1.997, significant value was 0.098, hence null hypothesis is accepted. The calculated value of Social status 0.310, significant value was 0.871, hence null hypothesis is rejected.

CONCLUSION

Online banking services still below full development and usage, the results of this study will contribute to a better understanding of what and how may leverage advancement in information technologies to develop services that meet the expectations of the customers.

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