



Attitude of Customers towards Net Banking Services of Public Sector Banks in Virudhunagar District.

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ABSTRACT

The purpose of this paper is to study the use of internet bank services provided by some public sector banks in Virudhunagar District. The result of the study clearly shows the usage of E-services differs according to different demographic factors like age, occupation, education and gender. And also usage of E-services differs according to public sector banks in Virudhunagar District. Finally this paper suggests that an understanding and using of E-services of public sectors banks will help to the bankers understand the customers need in better way.

Keywords: Internet banking services, public sector banks

Introduction

India has a well developed banking system. Indian entrepreneurs and visionaries founded most of the banks in India in the pre-independence era to provide financial assistance to traders, agriculturists and budding Indian industrialists. Indian banks have played a significant role in the development of Indian economy by inculcating the habit of saving in Indians and by lending finance to Indian industry. The constant evolution of new information and communication technologies has made a great impact on the banking services. The information technology (IT) revolution has brought stunning changes in the business environment. Information technology has moved from being just a business enabler to being a business driver. Perhaps no other sector has been influenced by advances in technology as much as banking and finance.

Internet and W.W.W in the developing countries have greatly changed the business environments of today's world. In the developing countries, consumers are now focusing into other substitute channels like electronic commerce for shopping which are offering them more and more choices of products and services in order to help in cost savings and its ease. Rapid growth of online shopping stuff and changing fashion of consumers behavior are attracting more and more companies to join the bandwagon. Information and communication technology is helping to reduce the transaction cost of the business firms by providing cards and business services. Electronic banking would help financial institutions to lower cost which is very crucial for the term survival of the banks (Burnham, 1996).

Objectives of the study

The specific objectives of the study are;

To Analyze the profile of the selected customers in public sector banks.

To identify the factors influencing the customers satisfaction towards internet banking.

Methodology

The study is an empirical study based on survey method. Both primary and secondary data have been used in this study. Primary data have been collected from the 300 customers from the selected public sector banks in Virudhunagar District. Secondary data have been obtained from the records and annual reports of the selected banks.

Sampling design

There are 128 branches of the public sector banks are functioning in Virudhunagar District. For the purpose of the primary data collection, three banks were selected namely state bank of India (SBI), Indian Overseas Bank (IOB) and Canara bank (CB) in Virudhunagar District. For the purpose of primary data collection, 300 customers from public sector banks were selected on the basis of stratified proportionate random sample method.

Analysis and Interpretation

The following table shows the demographic.

Profile of the respondents net banking services of public sector banks .

Demographic Profile

SLNO	Gender	Respondents of public sector banks	Percentage(%)
1	Male	219	73
2	Female	81	27
TOTAL		300	100

SLNO	Age	Public sector banks	Percentage(%)
1	Below 25	31	10.33
2	26-35	66	22
3	36-45	169	56.33
4	Above 45 years	34	11.34
TOTAL		300	100

SLNO	Education	Public sector banks	Percentage(%)
1	Upto graduates	87	29
2	Post graduates	178	59.33
3	Professionals	35	11.67
4	Above 45 years	34	11.34
TOTAL		300	100

SLNO	Occupation	Public sector banks	Percentage (%)
1	Government Employee	33	11
2	Businesmeen	55	18.33
3	Private Company Employee	79	26.34
4	Professional and technical workers	88	29.33
5	Others	45	15
TOTAL		300	100

SLNO	Monthly Income (in Rs.)	Public sector banks	Percentage (%)
1	Less than Rs.15000	40	13.33
2	Rs.15000-Rs.30000	110	36.67
3	Rs.30000-Rs.45000	87	29
4	More than Rs.450000	63	21
TOTAL		300	100

SLNO	Marital status	Public sector banks	Percentage (%)
1	Married	259	86.33
2	Unmarried	32	10.67
3	Widow /Widower	9	3
TOTAL		300	100

SLNO	Usage in years	Public sector banks	Percentage(%)
1	Less than one year	150	50
2	2-3 years	117	39
3	More than 3 years	33	11
TOTAL		300	100

Source : Primary data

Its is observed from the above table that 73 percent of respondents were male 56.33 percent of the respondents belonged to the age group of 36 to 45 years 59.33 percent of the respondents have pos graduates 29.33 percent of the respondents were doing professionals and technical workers. 36.67 percent

of the respondents had a monthly income between ₹30000 to ₹45000.86.33 percent of the respondents were married and 50 percent of the respondents are usage of internet.

Chi-square Analysis

Particulars	Calculate value	Table value at 5% level	Degree of freedom	Result
Gender	7.7417	5.991	2	Significant
Age	5.4478	12.592	6	Not Significant
Education	9.9240	9.488	4	Significant
Occupation	4.6060	15.507	8	Not Significant
Monthly income	9.7497	12.592	6	Not Significant
Marital status	4.3792	9.488	4	Not Significant
Usage of internet	6.3740	9.4882	4	Not Significant

Source : primary Data

1. It is clearly evident from the above table that public sector banks, the calculated value is greater than the table value. Hence, the null hypothesis is rejected. Therefore, it could be inferred that the gender influences the satisfaction of the customers towards internet banking services of public sector banks.
2. It is inferred from Table that in the case of public sector banks, the calculated value of chi-square is less than the table value. Hence, the null hypothesis is accepted. Therefore, it could be inferred that the age does not influence the satisfaction of the customers towards internet banking services.
3. It is clearly depicted from Table that in the case of public sector banks, the calculated value of Chi-square is greater than the table value. Hence, the null hypothesis is rejected. Therefore, it could be inferred that the educational qualification influences the satisfaction of the customers towards internet banking services.
4. The above Table shows that in the case of public sector banks, the calculated Chi-square value is less than the table value at 5 per cent level. Hence, the null hypothesis is accepted. Therefore, it could be inferred that there exists no relationship between occupation and level of satisfaction of the customers towards the internet banking services.
5. The above Table portrays that in the case of public sector banks, the calculated values of Chi-squares are less than the table values. It implies that the null hypothesis is accepted. Hence, it could be inferred that there exists no relationship between monthly income and level of satisfaction towards internet banking services provided by the public banks in Virudhunagar Districts.
6. It has been found from Table that in public sector banks, the calculated Chi-square values are less than the table values at 5 per cent level. Hence the null hypothesis is accepted. Hence, there is no relationship between marital status and level of satisfaction of sample customers towards the internet banking services of public sector banks in Virudhunagar District.
7. Table reveals that in the case of public sector banks, the calculated Chi-square value is less than the table value at 5 per cent level. Hence, the null hypothesis is accepted. Therefore, it could be inferred that there exists no relationship between usage of internet banking and level of satisfaction of the customers.

Suggestion

1. They may also ensure good connectivity and power base that will enable them to serve customers faster and more conveniently without any interruption.
2. Organising regular customer meetings in the bank branch must be ensured which leads to customer loyalty.
3. It is advisable to keep a complaint-cum-suggestion box to enable customers to offer suggestions and complaints.
4. Most of the customers have expressed their dissatisfaction on the additional charge for their e-banking services. This should be reduced to satisfy the customers.
5. Since the banking industry is facing frequent changes and modifications, the working staff should be given the required job enrichment training on a regular basis because often it happens that when a prospective customer approaches the branch, the employee seems to have less knowledge about e-banking services.
6. A majority of the customers have opined that the web site does not work at the time of emergency. This may be because of less speed. Proper care should be taken to increase the speed of the web site.

The marketing mantra "customer is king" is no more on paper and not just a reality. Increased level of awareness among the customers leads to increased preferences. Today's customers are not satisfied with care and courtesy alone, they expect concern and commitment. Therefore, a customer-centric approach is the need of the hour. In this competitive environment not the oldest, not the strongest and not the first can survive but only the best can survive. This should be kept in mind by the banks while serving the customers.

Conclusion

Thus this study has analyzed the usage of internet banking service by the customers from public sector banks in gender, age, education, monthly income, marital status, usage of internet and occupation are the important demographic factors which have used to measure the customers using e-Banking services. E-banking will be successful for banks only when they have commitment to e-banking along with a deeper understanding of customer needs. This can come only when the bank has a very big base of customer, best people and a service attitude. Banks should concentrate above lines in order to have effective internet banking practices.

The study concluded that different age groups of customer have different use of the e-banking services so bank should concentrate on all the age groups of customer for betterment of e-banking banks. It has also different occupation of the customers attract them towards E-Banking. There is a good number of customer in every group like student, service class, business class and professional, it shows that they all are keenly interested in using the e-banking services...

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