



**PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, PERCEIVED ENJOYMENT AND PERCEIVED RISK
 IN THE TECHNOLOGY BANKING SERVICES AMONG THE CUSTOMERS IN KARUR DISTRICT,
 TAMILNADU**

K.Gunasekaran* Dr. N.Kumarasamy**

**Assistant professor, Dept. of Business Administration, Annamalai University .*

***Associate Professor ,Dept. of Business Administration, Annamalai University.*

Introduction

The popularity of internet banks stems from the fact that its services are considered as more attractive than the traditional banks. Today, the internet is the fastest growing banking channel, both in the fields of corporate and retail banking in developed countries (Alam et al., 2007). Internet banking is predicted to transform and revolutionize the traditional industry (Mols, 1999; Daniel, 1999). Banking activities are easily digitalized and automated as argued by various researchers (Elliot and Loebbecke, 2000; Daniel, 1998; Cervantes, 1997; MSDW, 2000). The widespread of internet banking is due to its benefits such as greater convenience and comfort (Nor et al., 2010). Moreover, online banking is one of the fastest growing services that banks can offer in order to gain and retain new customers (Moody, 2002).

Internet banking is very attractive to banks and to consumers who display a higher acceptance of new technology and increasingly understand more complex banking products (Polatoglu and Ekin 2001). This impressive growth of internet banking is not limited to the developed countries. Even, developing countries have also experienced such impressive growth in internet banking (Eurostat, 2008). It should be pointed out that this growth has occurred despite growing concerns for the confidentiality and security of financial transactions on the internet. In addition to the rapid acceptance of internet banking, banks are also investing massively in related information technology because they have realized that it is a major vehicle for cost-cutting and client retention (Zuccaro and Savard, 2010).

Research Problem

The banking and finance world is unable to stand still with the internet revolution and banking institutions have to face the fact that there will be little return from investments in technology if customers fail to accept or fully utilize its capabilities (Yousafzai and Yani-de-Soriano, 2012). Consequently, recent research suggests that the financial services industry must place greater emphasis on proactively advertising the benefits of new technology, in an effort to encourage customers to adopt internet banking in preference to visiting a branch (Durkin et al., 2008). Despite the steady growth of internet banking in the past few years, customers still visit a branch each month, which suggests that bank managers need to encourage customers to use the internet for routine operations in order to release branch and call-centre employees for higher-value interactions (Forrester Research, 2009). However, customers are perceived the technology banking usage, ease of use, enjoyment and its risk are should be frequently studied. This type of research helps to identify the various problems in adoption of technology banking among the customers.

Objective of the study

This study is aimed to analyse the customer perception towards the internet banking usage, ease of use, enjoyment and risk among the customers in Karur district, Tamilnadu.

Research Methodology

In this research, the bank customers opinion is collected relating the technology banking services. Hence, this research falls under the descriptive research method. Perceived usefulness, perceived ease of use, perceived enjoyment, perceived risk are the variable considered for this study. Based on the study variable, the research questionnaire has been developed by the researcher. All the questions are rated by the customers in the five point likerts scale. A sample of 426 customers has been approached for this survey. Sample respondent are selected based on the purposive sampling technique. The collected data are entered in to the SPSS software package. Descriptive statistic is applied to answer the research objective.

Result and Discussion

Table 1 Perceived Usefulness of Internet Bank

Perceived Usefulness	Mean	Std. Dev
Using Internet banking improves functioning of my banking activities	4.60	0.65
Internet banking allows me to manage my banking activities more efficiently	4.37	0.64
Internet banking enables me to complete my banking activities conveniently	4.26	0.61
Internet banking enables me to complete my banking activities more quickly	4.33	0.65

Overall, I find Internet banking very useful for carrying out my banking activities	4.21	0.58
In general, I find using Internet banking advantageous than branch banking	4.19	0.69

Source: primary data computed

Table 1 explains the perceived usefulness of the customers towards the internet banking. The calculated mean score is ranged between 4.19 to 4.60. The standard deviation value is lies between 0.583 to 0.693. From this mean score, customers are highly perceived that the use of internet banking improves functioning of their banking activities (4.60), followed by internet banking allows the customer to manage their banking activities more efficiently (4.37), internet banking enables the customer to complete their banking activities more quickly (4.33), internet banking enables the customer to complete their banking activities conveniently (4.26), customers are felt that the Internet banking very useful for carrying out their banking activities (4.21) and they also stated that the internet banking has advantageous than branch banking (4.19). It is inferred that the customers are having more usefulness of internet banking. Internet banking improves the functioning of customers banking activities.

Table 2 Perceived Ease of Use in the Internet Banking

Ease of Use	Mean	Std. Dev
It is easy to use Internet banking	4.17	0.65
Learning to use Internet banking is easy	4.16	0.60
The instructions provided on my Internet bating website are clear and understandable	4.53	0.69
I find it easy to remember how to use Internet banking	4.18	0.72
Overall, I find the use of the Internet Banking services easy	4.08	0.69

Source: primary data computed

Table 2 depicts the customers perceived ease of use for internet banking. The calculated mean score is scaled between 4.08 and 4.53. The standard deviation value is lies between 0.603 to 0.729. From this mean score, it is noted that the customers are having more level of ease of use for the instructions provided in the internet bating website, which are clear and understandable (4.53), customers have easy to remember, how to use internet banking (4.18), it is easy to use the internet banking (4.17), learning to use internet banking is easy (4.16), and customers find the use of the internet banking services easy (4.08). it is inferred that the customers are easily using the internet bank.

Table 3 Perceived Enjoyment of Internet Bank

Enjoyment	Mean	Std. Dev
Using Internet banking service is fun	3.64	0.73
I find using Internet banking service to be enjoyable	3.32	0.79
The actual process of using Internet banking service is pleasant	3.86	0.58

Source: primary data computed

Table 3 explains the perceived enjoyment of the customers towards the internet banking. The calculated mean score is ordered from 3.32 to 3.86. The standard deviation value is lies between 0.588 to 0.796. From this mean score, it is noted that the customers are highly rated towards the actual process of using internet banking service is pleasant (3.86) followed by, using internet banking service is fun (3.64) and the find using Internet banking service to be enjoyable (3.32). It is inferred that the customers are having enjoyment with use of internet banking. They are felt that the process of using internet banking service provided pleasant atmosphere to the customers.

Table 4 Perceived risk of the internet banking

Perceived risk	Mean	Std. Dev
I think that my money will get stolen whenever I transact through Internet banking	4.51	0.71
I believe that others can get access to my personal details	4.27	0.57
I believe that others will misuse my data	4.25	0.60
I think using Internet banking for banking operations consumes a lot of time	4.22	0.54
Internet banking service may process payments incorrectly	4.21	0.60
I feel frustrated using Internet banking services	4.23	0.59

Source: primary data computed



Table 4 explains the perceived risk of the customers towards internet banking. The calculated mean score is ranged between 4.21 to 4.51. The standard deviation value lies between 0.542 to 0.713. From this mean score, it is noted that the customers are highly rated that their money will get stolen whenever they transact through internet banking (4.51) followed by, they believe that others can get access to their personal details (4.27), they believe that others will misuse their data (4.25), they feel frustrated using internet banking services (4.23), they think using internet banking for banking operations consumes a lot of time (4.22) and Internet banking service may process payments incorrectly (4.21). It is inferred that the using the internet banking lot of risk. Customers are felt that there is possibility for their money will be stolen in the internet banking technology.

Finding of the study

The customers are having more usefulness of internet banking. Internet banking improves the functioning of customers banking activities. The customers are easily using the internet bank. The customers are having enjoyment with use of internet banking. They are felt that the process of using internet banking service provided pleasant atmosphere to the customers. Internet banking has lot of risk. Customers are felt that there is possibility for their money will be stolen in the internet banking technology.

Conclusion

The aim of the study is to analyse the customers perception towards the internet banking services. Usage of internet banking is found to be very easy among the customers. Customers are really enjoying the internet banking services. However, customers are perceived the higher level of risk in the application of internet banking. Customers should be educated towards the internet banking services. Bankers try to promote the customers mind towards the risk factors. Cashless transaction helps to develop the Indian economy. Hence, everyone should access and use the technology based transaction.

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