



AN ANALYTICAL STUDY ON ONLINE BANKING AMONG THE UNIVERSITY STUDENTS IN RAIPUR CITY

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Abstract

Purpose

In this research paper researcher investigate about the users of online banking services of banks. The purpose of the study was to find customers satisfaction towards online banking. **Design/methodology/approach:** Quantitative research methodology is been adopted for this research and various survey and interview methods were used for conducting the research. **Findings:** One of the most enticing factors about online banking, particularly during anywhere at any time services are available, and it alleviates the usage. So the researcher wants to know the preference of customers whether to wait in long lines for transactions or they avail and search for a particular facility in online banking. All types of services are available in online. **Research limitations/implications:** This study is benefits for the users of online banking. And also helps to improve in strategies framed by banks for awareness among customers regarding online banking. The study area is limited up to Raipur City Universities Students **Originality/value:** In contrast to other previous research papers, this study aims to focus on identifying the satisfaction of university students through banking services.

Keywords: Customers, Online, Banking, Services, Students.

Introduction

Presently NPCI has introduced online banking services through and Indian customers are trying to opt the usage of cash & paper less transactions and forcing themselves to go green. Banking sector is also improving their service quality for attracting customers for their products. For fast growing transactions customers prefer and are shifting towards online banking. Today online banking is became like a prestige symbol for the user.

In this digital era usage of cards made user transaction easy and comfortable. It is like plastic notes instead of hard cash. Customer can easily carry a large amount with them while travelling from one place to other place. Usage of cards has increased the level of transactions among the users. It is a prominent feature of banks under modern banking.

The user of card money are very happy with this banking facility as they can do multiple transactions 24*7, it saves time , easy to hold etc. A mini chip cards possesses cashless transaction facility.

Statement of the problem

The introduction of online banking services has increased the usage of banking. It creates problem for customers to get correct and proper details for access of banking facility. Unless the modern techniques of banking will bring the customer satisfaction it will create problem rather than their involvement.

Today also the senior citizens hesitate for the use of net banking, ATM cards using and other user friendly services. Due to inconvenience sometimes banks faces among competition among private sector and public sector banks Many times they may lose their potential customers.

Objective of the study

- ❖ To know about the main demographic factors which influence consumer for online banking.
- ❖ To examine the impact of online banking on customer satisfaction.

Significance of the study

- The outcome of this research study will be beneficial for the Raipur City banks as knowing the factors for which they are not using online banking.
- This research will also helpful for the future researcher for explaining new explanation related to it for further research.

Scope of the study

This study is based on consumer preference towards online shopping. The topic online shopping is in the study area. This study is done to understand about consumer preferences towards online shopping and enlighten about online shopping in Raipur City.

Limitations of the study

- The study area covers only Raipur City.
- Study is limited to literate people users of online banking.
- The time constrains and sample population of 175 respondents does not give proper picture for this research.

Review of literature

Study no.	Year	Author	topic	Study objective	Methodology
01	2022	Savitha V, Raghaendra Prasad N	A Study on Unified Paymnet Interface (UPI) among University Students in Madikeri City	To study about the awareness of UPI Payment System.	Exploratory Research
02	2019	Arvind Chaudhari and Deepak Chaudhari	To study the consumer satisfaction on UPI Era with special reference to	The study the perception customers towards UPI services and traditional	Descriptive Study

			Hyderabad and Suburbs.	services and impact on its customers.	
03	2016	Bhatt Amola & Bhatt Shahir	Factors Affecting Customer's Adoption of Mobile Banking Services	To analyze the factors affecting in the usage of mobile banking.	Descriptive Study
04	2015	MashhourS.Ahmad, SalehZakarya	Community Perception of the Security and Acceptance of Mobile Banking Services in Bahrain: An Empirical Study	To know about the security issues for the usage of this modern banking facility.	Descriptive Study
05	2015	Jindal Shubhara	Study of E-Banking Scenario in India	To study the about the difficulties faced by banks for implementing it.	Descriptive Study
06	2013	Gupta Kumar Vinod Dr., Bagoria Renu, Bajoria Neha	Mobile Banking Services as Adoption and Challenges: A Case of M-Banking in India (Positive and Negative impacts,	To know about the awareness programs developed by banks customer involvement.	Descriptive and Analytical

			Mobile Growth in India, Adoption Models and Mobile Technology)		
07	2008	Gupta P.K., Islamia Millia Jamia, (2008)	Internet Banking In India- Consumer Concerns and Banks Strategies	Banks are now full on focusing on internet banking to generate revenues and to face economical problems.	Descriptive Study

Research methodology

The primary data is collected Google forms and interviews from various University Students of Raipur City. The primary data were collected from the respondents with the combination of interview method and questionnaire method. The period of study is taken six months for this research work.

Sample size

Sample size for this research study is 175 respondents. All the respondents belong to Raipur City. The respondents were under the age group, gender, education as its demographic profile.

Data Analysis and Interpretation

Frequency Distribution of gender wise respondents

Gender	Frequency	Percentage
Male	98	56
Female	77	44
Grand Total	175	100

Table-1 From the above survey table, it is been seen that 56% of were male customers as respondents and 44% were female customers as respondents. They were the users of online banking.

Age group frequency distribution respondents

Age	Frequency	Percentage
18-21	80	45
21-25	42	24
25 & Above	53	31
Grand Total	175	100

Table-2 It reveals the age wise comparison between sampled populations. As per shown in table and graph it was found that out of 175 sample respondents 80 i.e., 45% were between 18-21 years age group customers, 42 i.e. 24% comes under the age group of 21-25 years, 53 i.e. 31% respondents comes under the age group 25-and above years.

Users' frequency distribution respondents

Particulars	Frequency	Percentage
Beginner	52	30
Average Knowledge	57	33
Advanced knowledge	34	19
Expertise	32	18
Grand Total	175	100

Table-3 From the research survey done with the help of questionnaire it is been observed that the surveyed sample for study was only 30% customers was beginner respondents while out of 33% were average users, 19% respondents were had advanced knowledge and only 18% were expertise users of online banking services of customers.

Online services frequency distribution of respondents

Particular	Frequency	Percentage
Internet Banking	82	47
Mobile Banking	12	08
Smart Phone	14	09
Card Payment	15	09
Other	47	27
Grand Total	175	100

Table-4 As the table shows that out of 175 respondents 47% were internet banking, 08% as respondents, mobile banking, 9% as respondents, were smart phone i.e., 9% as respondents, were Card payment users, 27% as respondents, were belongs to others.

Descriptions of customers Satisfaction on online banking

Responses presented in Cross Tabulation

		Gender	Male	Female	Total
Customer Responses	Extremely Satisfied	Count	53	27	80
		Expected Count	40	40	80
		% within Responses	66.25%	33.75%	100
		% within Gender	26.5%	13.5%	20%
		% of Total	13.25%	6.75%	20%
	Satisfied	Count	91	267	358
		Expected Count	179	179	358
		% within Responses	25.42%	74.58%	100
		% within Gender	45.5%	133.5%	89.5%
		% of Total	22.75%	66.75%	89.5%
	Neutral	Count	16	10	26
		Expected Count	13	13	26
		% within Responses	61.54%	38.46%	100
		% within Gender	8	5	6.5%
		% of Total	4	2.5	6.5%
	Dissatisfied	Count	9	3	12
		Expected Count	6	6	12
		% within Responses	75%	25%	100
		% within Gender	4.5%	1.5%	3%
		% of Total	2.25%	0.75%	3%
	Extremely Dissatisfied	Count	4	20	24
		Expected Count	12	12	24
		% within Responses	16.67%	83.33%	100
		% within Gender	25	10%	6%
		% of Total	1%	5%	6%
Total		Count	97	78	175
		Expected Count	87.5	87.5	175
		% within Responses	34.6%	65.4%	100
		% within Gender	86.5%	163.5%	125%

As the above table shows the count, expected count, percentage within customer responses within gender-wise customers and the total percentage in relation to extremely satisfied, satisfied, neutral, dissatisfied, extremely dissatisfied among male and female customers.

Total there were 175 customers out of which 80 customers were extremely satisfied and among them 53 were male and the remaining 27 were female. Responded male customers were 66.25% and female were 33.75%. In case of gender wise percentage 26.5% were male and 13.5% were female and in total percent 13.25% male and 66.75% female customers were extremely satisfied with online banking services of banks.

Findings

- 56% of the respondents were male users of online banking, followed by 44% female users.
- 45% of the users belongs to 18-21 years, followed by 24% belongs to 21-25 years age group and 31 % belongs to 25- above years .
- 30% of the respondents are the beginners of online banking, followed by 33% of average knowledge users followed by 19% advanced users , followed by 18% expertise knowledge.
- 47% of the respondents were belongs to the user of internet banking, followed by 8% respondents of mobile banking, 9% were the users of card payments, followed by 27% for others.

Suggestions

- The main aim of introducing online banking is to make paperless transactions, for this purpose banks should try to create more awareness among the customers.
- Proper knowledge about the apps of bank should be provided for the usage of technological banking.
- Some special cash back offers should be provided to the respondents.
- Universities must take initiative for the payment of fees like admission, examination and others.
- The technical issues related to transactions should be redressed within short span of time.

Conclusion

Online banking is the advance payment system for easy transactions. With the help of internet it is available round a clock service. It's a system friendly and user friendly service. Some of the users are satisfied with this online banking facility of banks they have recommended to their family and friends too. It increases the number of users which lead to achieve the Government target under Digital India Project.

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