



A STUDY ON AWARENESS OF E-BANKING SERVICES IN THUVAKUDI, TIRUCHIRAPALLI.

Ms.D.Birundha

*Lecturer of commerce, PG and Research department of Commerce, Seethalakshmi Ramaswami College,
Tiruchirapalli.*

Abstract

E-banking plays a vital role in the present banking sector. E-banking, also known as online banking or virtual banking or internet banking is an Electronic payment system that enables customers of a bank or other financial institution. Electronic banking is safe and secured, compared to physical banking. It ensures qualitative banking operations compared to traditional banking. E-Banking includes the system that enables the financial institution customers, individual or business, to access accounts, transact business, or obtain information on financial products and services through a public or private network, including the internet. Customers access E-Banking services using an intelligent electronic device, such as personal computer (PC), automated teller machine (ATM) or mobile phone, etc.

Keywords: *E-banking, Internet, Customers, Awareness.*

Introduction

A Bank is a Financial Institution which is among the main contribution to the financial system in India. Banking offers various facilities to the customer for banking operations. Over a long period of time banks have been utilizing electronic and telecommunication modes for distributing a wide range of value integrated product or services. Internet banking is highly useful to the customer one who have computer with internet connection, they need not visit bank branch for their business transactions. Simply they can transact anywhere, anytime if they have internet connection. The fact is that the customers are even not using all of E-Banking products and services offered by the bank. So there arise the necessity for the study of customer's awareness and perception towards E-Banking services.

Review of Literature

Seranmadevi, R (2012) Various E-Banking can be attractive to potential customers in terms of improved accessibility, affordability, and ease of use. It also focuses on the functionality of electronic credit cards, frequency of usage, mode of repayment, value addition facilities offered along the credit cards for different client groups.

Dr. Karunagupta, Mr. Ravindraarya, (2017) focused on emerging trends in the banking sector in India, he focused on the banking sector with reference to digitalization. The digitalization of banking system leads to a strong foundation in of economy and to ready to become cashless economy to transform the Indian banking industry.

Objectives of the study

- To identify the awareness of E-Banking services.
- To know the perception towards E-Banking services.
- To study various services of E-Banking.

Limitations

- The study is limited to Thuvakudi alone.
- Accuracy of data depends upon the information's provided by the respondent

Research Methodology

Research Design

The present study is designed as an Exploratory Research is the research conducted to know the nature of problem and does not intend to provide a conclusion but a better idea.

Source Of Data

Under this study both primary and secondary data are used. The primary data is collected by filling the questionnaire from the consumers of Thuvakudi.

Sampling

1. Sample size: 100 samples
2. Sample area: Thuvakudi.
3. Sampling method: Random sampling method

Tools Used

I. Data Collection Tools

1. **Primary data:** Questionnaire
2. **Secondary data:** Books, journals, printed reports, national and local surveys, websites.

II. Data Analysis Tools

For the purpose of analysis the information obtained through primary data the tools used are percentages, weighted average, chi-square test.

Hypothesis

H0: The educational qualification and level of awareness about E-Banking services are independent.

H1: The educational qualification and level of awareness about E-Banking services are dependent.

Analysis and Interpretation:

Awareness About E-Banking Services

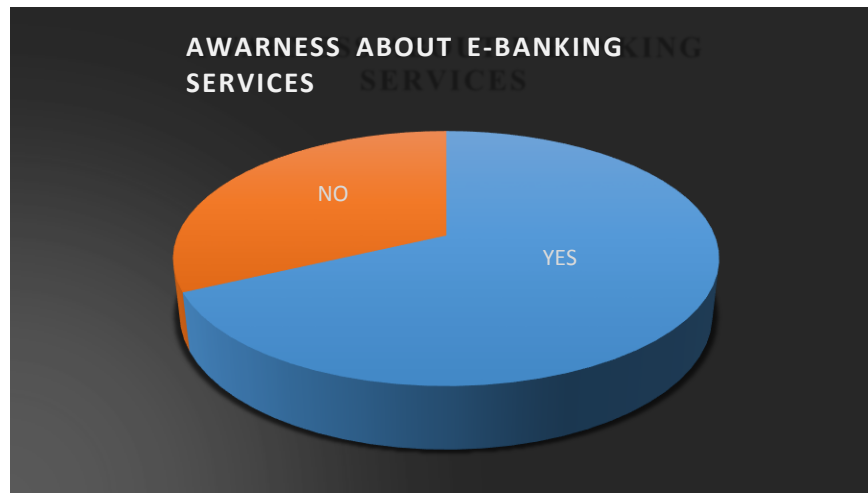
Table no: 1

Response	Number of respondents	Percentage
Yes	68	68
No	32	32
Total	100	100

Source: primary data

Most of the customers are aware about E-Banking services. At the same time 32 per cent of customers are not aware of E-Banking services.

Chart no: 1



Chi – Square Test

HO: The educational qualification and level of awareness about E-Banking services are independent.

Table no: 2

	Aware	Not aware	Total
SSLC	6	5	11
HSC	9	8	17
UG	24	10	34
PG	19	7	26
OTHERS	10	2	12
Total	68	32	100

Source: primary data

O	E	(O-E) ² /E
6	7.48	0.292
9	11.56	0.566
24	23.12	0.033
19	17.68	0.098
10	8.16	0.414
5	3.52	0.622
8	5.44	1.204
10	10.88	0.071
7	8.32	0.209
2	3.84	0.881

Calculated value, $\chi^2 = \sum (O-E)^2/E$
 = 4.39

Degree of freedom = (c-1) (r-1) = 4

Table value at 5 per cent level of significance for 4 degree of freedom is 9.488. The calculated value is less than the table value. Therefore the null hypothesis is accepted.

Findings

- The highly educated people are more aware about e-banking services and they are utilizing it to full extent in the financial transaction.
- ATM is the most preferred E-Banking service to the respondents.
- The limiting factors faced by consumers while operating E-Banking services are fear and lack of awareness about the operation of the services.

Suggestions

Awareness may be given to people with lower education level especially the rural customers. Even school students may be given education about banking services.

Conclusion

Digitalization has become conclusive for information Technology now it developed into a tool for banks and financial institutions. Most of the customers are aware about E-Banking services but they come to use it and some customers are unaware about all E-Banking services provided by the bank. In today's world of globalization, there is an increasing awareness level among public about the E-Banking products and services. This can be done through training and development also by making the banking process easier and familiar to the customers.

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