

A STUDY ON RETAIL TRADERS OPINION ON E-BANKING SERVICES OFFERED BY BANKS

Submitted in partial fulfilment of the requirement for the award of
MASTER OF BUSINESS ADMINISTRATION

By

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DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited With Grade “A++” by NAAC | 12B status by UGC | Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SARADHA PRIYA.P 42410053** who carried out the Project Training “**A STUDY ON RETAIL TRADERS OPINION ON E-BANKING SERVICES OFFERED BY BANKS**” under my supervision from January 2023 to March 2023.

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DECLARATION

I **SARADHA PRIYA.P (42410053)** hereby declare that the Project Report entitled **A STUDY ON RETAIL TRADERS OPINION ON E-BANKING SERVICES OFFERED BY BANKS** done by me under the guidance of **DR.M.SOUNDARYA** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., - Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.M.SOUNDARYA** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the Training.

SARADHA PRIYA.P

CHAPTER NO.	TITLE	PAGE NO.
	Abstract	(vi)
	List of tables	(vii)
	List of charts	(viii)
1	INTRODUCTION	1
	1.1 . Introduction	1
	1.2 . Retailer traders	2
	1.3 . Types of retailer traders	3
	1.4 . Statement of the problem	4
	1.5. Objectives for the study	4
	1.6 chapter scheme	4
2	REVIEW OF LITERATURE	5
3	RESEARCH METHODOLOGY	19
	3.1. Research methodology	19
	3.2. research design	19
	3.3. Sample size	19
4	DATA ANALYSIS AND INTERPRETATION	21
	4.2. Anova	50
	4.3. Correlation	51
5	FINDINGS, SUGGESTIONS AND CONCLUSION	52
	5.1. Findings of the study	52
	5.2. Suggestions & recommendations	56
	5.3. Conclusion	56
	References	57
	Appendix-1 - Questionnaire	58

ABSTRACT

This study explores retail traders' perspectives on e-banking services provided by banks. Through surveys and interviews, it aims to analyze satisfaction levels, identify key features influencing opinions, and assess the overall impact of e-banking on trading experiences. The findings aim to provide valuable insights for banks seeking to enhance their digital offerings in response to customer needs and preferences.

Efforts are being made to make electronic payments affordable and integrated. It is a new phenomenon contributing greatly toward growth of banking sector. E-Banking is the result of E-commerce and information technology. This study throws light on the retailers traders opinion on E-Banking services offered by banks.

LIST OF CHARTS

CHARTS NO.	PARTICULARS	PAGE NO.
4.1	Gender wise classification	21
4.2	Age wise classification	23
4.3	Occupation of the respondent	25
4.4	Monthly income classification	26
4.5	Marital status	27
4.6	Education qualification	28
4.7	Bank wise classification	30
4.8	Types of bank account	31
4.9	Duration of maintaining bank account	32
4.10	Availed loan facility from the bank	34
4.11	Necessary of e-banking services	35
4.12	Usage of debit and credit card	36
4.13	Status of availing e-banking services	37
4.14	Awareness of e-banking services	38
4.15	Reason for choosing e-banking services	39
4.16	Frequency of usage by respondents	40
4.17	Problem while using e-banking services	42
4.18	Opinion of respondent	44
4.19	Frequency of visiting banks even after e-banking service	46
4.20	Opinion Regarding the variable	47
4.21	Satisfaction of respondent	49

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4.11	Necessary of e-banking services	35
4.12	Usage of debit and credit card	36
4.13	Status of availing e-banking services	37
4.14	Awareness of e-banking services	38
4.15	Reason for choosing e-banking services	39
4.16	Frequency of usage by respondents	40
4.17	Problem while using e-banking services	42
4.18	Opinion of respondent	44
4.19	Frequency of visiting banks even after e-banking service	46
4.20	Opinion Regarding the variable	47
4.21	Satisfaction of respondent	49

CHAPTER- I

INTRODUCTION OF THE STUDY

1.1 INTRODUCTION

E-banking has become an integral part of the banking system in India. Before the 90's, the traditional model of banking i.e. branch-based banking was prevalent, but after that non-branch banking services were started. The credit of launching internet banking in India goes to firstly ICICI Bank. After that Citibank and HDFC Bank followed with internet banking services in 1999. The Government of India enacted the IT Act, 2000 with effect from October 17, 2000, which provided legal recognition to electronic transactions and other means of e-commerce. The Reserve Bank is monitoring and reviewing the legal and other requirements of e-banking on a continuous basis to ensure that e-banking would develop on sound lines and e-banking related challenges would not pose a threat to financial stability. According to a report of RBI march 2022, there are total number of 115605 onsite ATMs and 97970 offsite ATMs. To cope with the pressure of growing competition, Indian commercial banks have adopted several initiatives and e-banking is one of them. The competition has been especially tough for the public sector banks, as the newly established private sector and foreign banks are leaders in the adoption of e-banking. Indian banks offer to their customers the following e-banking products and services viz. Automated Teller Machines (ATMs), Internet Banking, Mobile Banking, Phone Banking, Tele banking, Electronic Clearing Services, Electronic Clearing Cards, Smart Cards, Door Step Banking, and Electronic Fund Transfer.

E-Banking, also known as online banking or virtual banking or internet banking is a system which enables banking transactions like transfer of funds, payment of loans and EMIs, deposit and withdrawal of cash virtually with the help of internet. It is one among the extended features which banking institutions provide, in addition to traditional banking. e- Banking is the most used feature by the citizens of India after the effect of demonetization. This feature is assumed to be one of the most flexible, adaptable and secure ways of transacting among the users/customers to bank. However, it depends on the trust that an individual has on the bank he/she is operating with. There are different types or sectors under e-banking services. The

major services offered are Internet banking, SMS banking, ATMs, mobile banking, e-cheques, and debit/credit cards.

1.2 RETAIL TRADERS:

George Soros is arguably the most well-known trader in the history of the business, known as “The Man Who Broke the Bank of England .”In 1992 Soros made roughly \$1billion in a bet that the British pound would depreciate in value. The OECD Glossary of statistical Terms report the retail trade is the resale of new and used goods to the general public. Business involved in the retail trade generally sell goods for personal and household use. The retail trade is a part of the larger wholesale and retail industry, according to the small Business Note website, unlike the wholesale portion of the industry, the retail trade is generally engaged in the sale of goods to the general and not to other business.

A retail trader is an individual trader who trades with money from personal wealth, rather than on behalf of an institution. A professional trader is someone who gets paid to trade other people’s money and usually for an institution. Institutional traders buy and sell securities for account manage for a group or institution. Pension funds, mutual fund families, insurance companies, and exchange- traded funds (ETFS) are common institutional traders. Institutional traders have the ability to securities that generally are not available to retail traders, such as forwards and swaps. The complex nature and types of transactions typically discourage or prohibit individual traders. By definition, the SEC considers retail traders unsophisticated investors, who are afforded certain protections and barred from making certain risky, complex investments.

All good go through a distribution channel to make the journey from the manufacturer to the final consumer. One important cog in this machinery is the retail trade, the final step of the distribution channel. Let us see the role retailers and retail trade play in our economy. Retail trade is the business activity associated with the sale of good to the final consumer, the ultimate customer. It is the link between wholesalers or manufacturers and the customers of the product. Typically retailers sell goods in small quantities to consumers for personal use, not for resale or business use. Retail is the final step of the distribution channel. The retailer will buy the goods from wholesaler, or sometimes directly from the producer, in bulk (large

quantities) at a discounted price. And then it sells the goods to the final consumers of the goods, in small units or quantities, at retail price enjoying the benefits in the process.

Retail trade can take a lot of forms. It is not necessary that the goods are sold from a store, retail trade can even happen over the phone, via post or mail service, door to door selling etc. So the place of sale can also differ greatly, for example, a store, a supermarket, the customer's house itself or even a vending machine. But one thing which remains common in all of the above cases is that the buyer of the goods is its final consumer. As far as this is true, it will be a retail trade.

1.3 Types of Retail Traders:

According to the US, Bureau of Labour Statistics, the retail trade has two types: Store and non- store retail outlets. Store-based retail outlets use a fixed location to sell goods and post sale services, Such as installation. Non –store retail business uses other forms of sales techniques including online catalogues, portable stalls and infomercials.

Significance:

The US, Bureau of Labor statistics reports the retails trade is usually the final step in the production and distribution of good. The retail trade usually sells small amount of a product to individuals.

A merchant is a businessman who trades in commodities that he didn't produce himself, in order to earn a profit merchant be two types;

- A wholesale merchant operates in the chain between producer and retail merchant. Some wholesale merchants only organize the movement of goods rather than move the good themselves.
- A retail merchant or retailer sells commodities to consumer (including businesses) A shop owner is a retail merchant.

Just about any local store, online retailer, or big superstore you can think of will fit into one of various categories of retail trade. Let's look at some of the biggest players. First we have itinerant and small- scale fixed shops. Itinerant retailers are the type of sellers you see at markets or in busy streets. They may not have a permanent location to sell their goods, instead relying on open and available spaces. Fixed shops, on the other hand, have a permanent location you can visit during set business hours. Examples of itinerant retailers include street traders and

food card or food truck owners. Examples of small-scale fixed shops include pharmacies and shoe stores.

Next we have department stores. A department store is larger retail location that carries many different types of goods under one roof, generally divided into different departments such as house wares or bedding. Examples include Big Bazaar, shoppers Stop, and Lifestyle.

Chain stores are another retail trade category. Chain stores share the same basic design, layout and products, as well as name, and are located across the nation or world. Chain stores are owned by the same company, so they are recognizable from one location to the next. A department store might be part of a chain. Some examples include central. Brand Factory, and planet sports.

1.4 STATEMENT OF THE PROBLEM:

Technology has become the order of the day. In one way or another customers are compelled to use e-banking services. Due to the advancement and implementation of e-banking services the customers are enjoying uninterrupted services without any delay in time. For the business people transaction is a boon for them. At this juncture it is very necessary to know the opinion of retail traders services provided by their banks in thuripakkam .

1.5 OBJECTIVES OF THE STUDY:

Following are the major objectives for the study

1. To evaluate the awareness of retail traders about the usage of E-banking services.
2. To measure the retail traders satisfaction in E-Banking service provided by Banks in thuripakkam Town
3. To identify the reason for preferring E-Banking services.
4. To give suggestion, if any

Percentage analysis was used for analysis of data.

1.6 CHAPTER SCHEME:

The study is divided into four chapter namely viz.,

Chapter I – Introduction

Chapter II – To give an overview about E- Banking services offered by banks in thuripakkam

Chapter III – Retail traders satisfaction towards e-banking services

CHAPTER -2

REVIEW OF LITERATURE

A.T. Mohammed, (2012)¹, in his research article entitled on 'E-Service quality strategy: Achieving customer satisfaction in online', has emphasised that online banking requires formulating a strategy of building of framework for web-based e-service quality model in internet banking services. Online banking for the customer satisfaction which can lead to build and measure an innovative e-services model that is applicable to evaluate the web-based internet banking services quality. The researcher said the services quality determines the customer satisfaction of online banking. Researcher also studied the gap model in service marketing, theory of gap model, magnitude and direction of each gap, application of the gap model, cronrons 1984 model, evaluated performance of normalized quality model, technology acceptance model and existing technology service quality model. The researcher measures e-service quality and evaluated service information gap service standard gap service performance and service communication gap

Akinyosoye, (2011), in his research article entitled on 'Customer Preference for E-Banking services: A Case study of Selected Banks in Sierra Leone', researcher has found that online banking has a lot of benefits which added to customers satisfaction in terms of better quality of service offering and at the same time enable the banks gain more the success of e-banking service and thus constitute major concern to financial institutions and customers. Researchers selected 360 respondents and used four point Likert scale method for purpose of measurement of customer's satisfaction. He finally concluded that many people are increasingly using this service. E-banking has become more important phenomenon in the banking industry with continuous progress in information technology. Finally, e-banking experiencing transformation from cost-based system to a paperless system, that is more convenient and reliable.

Al-Zubi (2011), in his research paper entitled on 'E-banking functionality and outcomes of customers satisfaction: An empirical Investigation', stated that the adoption of e-banking had a positive effects on customer satisfaction, loyalty and positive WOM (Word of Mouth). The study was aimed to reveal the adoption of e-banking factors in the Jordain commercial banks, to determine the factors which constitute e-banking functionality in the Jordian Commercial banks and to examine

the effect of customer satisfaction. The researcher gathered the 185 questionnaires, yielding a response of 179 respondents. Researcher formulated various hypotheses pertaining to accessibility, convenience, security, privacy, content, design, speed, fees and charge have positive influence on customer satisfaction. Apart from this security, privacy and content appeal have the greatest impact on customers satisfaction

Ankit (2011)⁴, in his research article entitled on 'Factors Influencing Online Banking Customer Satisfaction and Their Importance in Improving overall Retention Levels: An Indian Banking Perspective' focused on investigation of the 10 major factors that influence online customers satisfaction with the overall service quality of their banks. Today more and more Indian banks are trying to differentiate themselves in a fiercely competitive Industry. The objectives of the paper are to investigate the factors that influence the level of satisfaction of online customer (i.e. customer using online or internet banking services) of selected retain banks and assessment of relative significant of those factors on overall satisfaction of these online banking customers. Researcher selected 250 sample sizes and used the primary source like questionnaire and interview. His finding shows that a majority of the sample customers were in general, satisfied with the overall service levels of their banks. Finally he has concluded that core services, problem resolution, cost saved, convenience risk , privacy concerns were the major factors that strongly affect the overall satisfaction of online customers. Bello et.al (2010)⁵ in his research article entitled on 'Impact of E-banking on customer satisfaction in Nigeria' examined and assessed the impact of e-banking services on

customer satisfaction. He has studied three banks in Nigeria He draw a sample of 180 people (60 in each bank) that maintain current account with these banks. He analysed the data using descriptive statistics and Chi-square. He found that many banks customers in Nigeria are fully aware of the positive developments in information technology and telecommunication. Customers perception of and reaction to their developments are issues of concern to both Government and Banking Industry. He concludes that electronic banking has become one necessary survival weapon and is fundamentally changing the banking industry worldwide. Banks have to upgrade and constantly think of new innovative customized products and services to remain competitive. Government should provide adequate

regulatory framework that will ensure customer protection and security of transaction. That way bank customer's confidence in electronic banking would be secured

Cai.et.al (2001)⁶, in their research article entitled on 'The key Determinants of Internet Banking Service Quality: A content analysis' the researchers focus on the issue associated with internet banking service quality. The researcher analysed 17 dimensions of internet banking service quality. Which can be classified into three broad categories first is customer's service quality second is banking service product quality and third is online system quality. Customer's service quality includes responsiveness, competitiveness, creditability, access, communication, understanding, collaboration, continuous improvement. In banking service product fAHR- BAI'ASA'-. : . SHIViWi n 11 includes content, accuracy, easy to use, timeliness, authentic, security. In the third dimension online system quality involves product verity and driver features. The researcher said that high level of customer service quality can exert a positive influence on customer satisfaction. Online service quality based on series of focus group interview sessions, tangibility, reliability, responsiveness, competence, communication, creditability, security, access and understanding the customer. The researchers found out customer service quality identified in reliability, responsiveness, competence, access, communication, creditability, understanding, collaboration and continuous improvement. Most frequently sources of satisfaction are responsiveness, ease of use, access and competence. The researcher finally concluded the quality initiatives should be begin with depending on customers' needs and preferences and their related quality dimensions. The researchers also identified the customer service quality, online system quality and banking service product quality very are the important aspects to improving customer satisfaction of online banking

Cheng.et.al (2012)⁷, in their research entitled on 'An analysis of customer Switching Internet Banks in Hong Kong' examined that the main direct effects of customer satisfaction loyalty and switching costs on split internet bank behaviour. The model also examines the moderating role of socio- economic characteristics on the relationship between customer satisfaction, loyalty and switching costs- split of internet bank behaviour. The researcher also examined their relationship between different socio-economic characteristics. Researcher collected primary data by

using questionnaire on internet survey on screen of www.my3g.com and respondents could participate in this survey via the internet. In all 557 respondents given response. However, only but 271 respondents gave proper response. Researcher tested his hypothesis with t-test. Final result of this research provided substantial support for the proposed research model. Split internet banking behaviours is widespread and is heavily influenced by such factors as risk reduction, relative advantage of selected internet banks, prestige needs for credit and special circumstances.

Gad.et.al (2008) , in research article entitled on 'Customer Satisfaction with Online Banking: A case Study on HSBC Egypt' examined the five online service quality dimensions reliability, efficiency, responsiveness, fulfilment and privacy. In that 1 fulfilment and reliability, 2 website design including navigation information search order processing, appropriate personalization, 3 customer service 12 and security / privacy these dimensions studied by the researchers. The main objective of the study is to measure the customer satisfaction concerning HSBC online banking service quality among five dimensions and to measure the impact of demographic variables on customer satisfactions concerning HSBC customers or more satisfied with online banking services and privacy of their HSBC online banking experiences. Out of the five dimensions responsiveness, reliability and efficiency of the HSBC bank are prominent in ascending order. The researcher concluded that in respect of privacy, fulfilment and efficiency dimensions the customers are highly satisfied with the online banking services provided by the HSBC bank during the study period.

Hamadi (2010)⁹, in his research article entitled on 'The impact of quality of Online Banking on Customer Commitment' researcher demonstrate the existence of a causal relationship between perceived quality, satisfaction and commitment in the context of online banking. Researcher studied electronic quality, commitment, satisfaction. The researcher used convenience sampling method and selected 203 sample. Researcher also measuring the perceived quality of internet banking has been developed for this research. In this articles results are the consumers satisfied with internet banking in the future and to visit there banks websites first for necessary banking services. Researcher analysed data with standardized regression coefficient of SEM model of the perceived quality of internet banking.

Hazlina Abdul Kadir et al (2011)^{1W}, in their research article entitled on 'Impact of Services Quality on Customer Satisfaction: Study of online banking and ATM services in Malaysia' identified the effects of services offered by Malaysian bank through online media and ATM's on customer satisfaction. At first online banking services demanded some facilities such as computer and software to offer their services. This study include the 500 sample of student in different Malaysian Universities (All have Bank Account) and use the Two-Way ANOVA for the purpose of analyzing collected data. SERVQUAL model found unable to respond customer need.

Janaki (2010)¹¹, in her research article entitled on 'E-banking Challenges and Responses in Durai, The Changing Era of E-banking' she found that clear and 13 widely disseminated strategy that is driven from the top and takes into account the effects of e-banking, together with an effective process for measuring performance against it. She suggested undertaking market research, adopting systems with adequate capacity and scalability, undertaking proportional advertising campaigns and insuring that they have adequate staff coverage and a suitable business continuity plan

Kumbhar (2012) in his research article entitled on 'Factors affecting on customer Satisfaction in E-banking: a case study of Public and Private Sector Banks' examined and found that demographics of the customers are of the most important factors which is influencing internet banking services. There is significant difference in the customer's perception in internet banking services provided by the public and private sector banks. In this research paper main objective is to observe major users group of internet banking services, service quality and their satisfaction between customer's demographics and their satisfaction in internet banking. He is using Likert scale method of analyzing observations. His overall results show that lightly educated, a person who are employees, businessmen and belongs to higher income group and younger group are using this service. However, remaining customers are not using this services. The private sector banks are providing better service quality of internet banking than service provided by the public sector banks Kumbhar (2011) , in his research article entitled on 'Factors affecting the customer satisfaction in e-banking: some evidence from Indian Banks' focused on the impact of service quality dominations on customer satisfaction in brand perception on e-

banking. These study based on the hypothesis is that all services quality dimension under study are not significantly contributions, perceive value in e-banking .The result of the study indicates that perceived value, brand perception, cost effectiveness, easy to use, convenience problem handling, security Assurance and responsiveness are important factors in customer satisfaction regarding e-banking. Kumbhar (2011)¹⁴, in his research article entitled 'Service quality perception and Customer Satisfaction in Internet Banking Service: a Case Study of Public Sector and Private Sector Banks' found the e-banking is cost effective and compensation are predictors of brand perception in e-banking. Fulfilment, efficiency, security/assurance, responsiveness, convenience, cost effectiveness, problem

handling and compensation are predictors of perceived value in e-banking. The researcher studied the topic with the following objectives 1. To assess the impact 14 of service quality dimensions on customer satisfaction in e-banking 2. To assess the impact of perceived value of e-banking service on customer satisfaction. Lastly the result of the study indicates that all 13 variable were found significant and were good prediction of overall satisfaction regarding e-banking. However a result of principle component analysis indicates that preserved value, brand perception, cost effectiveness, easy to use, convenience problem handling, security/assurance and responsiveness are important factors in customer satisfaction in e-banking. He suggested the e-banking service designers should think over this dimension and make possible changes in the e-banking services according to the customer expectation and the need of the time

Lin (2005)¹⁵, in his research paper entitled on 'Customer Perceptions of E-service quality in Online Shopping' the main purpose of this paper was to examine the relationship among e-service quality orientation and over all service quality customer satisfaction and purchase intentions. The main finding are the dimensions of website design, reliability, responsiveness affect over all services quality and customer satisfaction. The researcher suggest that to enhance customer purchase intentions, online stores should develop marketing strategies to better address trustworthiness reliability and responsiveness of web based services. Finally the study makes contribution is two main areas, first the instruments dimension of e-services quality by modifying the service quality model to consider online shopping context. Second, this study identified e-service quality dimension that affects overall service quality and

customer satisfaction which in turn are significantly related to customer intention to purchase.

Mahmod Jasim Alsomydai et al (2012)¹⁶ in their research article entitled 'The Factors influencing customers satisfaction and continuity to Deal with e-banking services in Jordan' examined the factors affecting customer's satisfaction for the continuation in dealing with electronic services. The researcher constructs his study divided his study in five dimensions including e-banking services quality, personal factors, perceived usefulness, customer satisfaction and continuity to deal with e-banking services. Main objective was to explore the impact of the factors related to e-banking service quality on customer satisfaction and continuity in dealing with e-banking services and to determine impact of the personal factors on customer's satisfaction and dealing with e-banking services. The researchers studied various study models (a) E-Banking concept, (b) Service Quality, (c) Personal Factors, (d) Perceived usefulness, (e) Customers satisfaction model and (f) Continuity to use e-banking services. They collected primary data from 441 samples and analyze the data use of statistical tools, mean, median and standard deviation, spearman's correlation coefficient. The researchers found that personal factors including knowledge needs, trust habit and personal experience as well as perceived usefulness as major factors influencing Jordanian Consumers satisfaction and continuity to deal with Jordanian e-banking services.

Nupur.(2010)¹⁷, in his research on "E-banking and Customer Satisfaction in Bangladesh: An Analysis", estimated that e-banking can provide faster and reliable services to the customers. They are relatively happy. The study period was 2006-09. This paper elaborates the impact of variables of e-banking on customer pleasures in Bangladesh. The main objective of this paper has to find out whether e-banking can satisfy customers or not. The researcher selected 400 samples and used random sampling method. Finally researcher concluded a number of private banks are operating their online banking activities in Bangladesh

Pho.(2009) , in his research on 'Drivers of Customer Intention to use online Banking: An empirical Study in Vietnam' examined the GDP growth of banking, which is approximately 15% and these industries play vital role in the economy. In online

banking comes a new person in Vietnam and rare rates of adoption of online banking. This paper is based on theoretical framework. The researcher formulate

the four hypothesis out of them one important hypothesis service quality is positively related to brand (a) experience and (b) banking service providers trustworthiness was accepted. The researcher analyzed data by using correlation and t-test regarding the customer's satisfaction. The researchers finally concluded that online banking services and customer intension are receiving attention of new researchers. Online banking is attracting customer attention. The reliability, validity and transparency are highly satisfactory. Customer intentions are affected by information system quality, information quality and service quality.

Ramadhan (2011)¹⁹, in his research on 'Internet Banking, Consumer Adoption and Customer Satisfaction', focused on customer adoption and customer satisfaction especially in the African setting about technology implementation of internet banking. His main hypothesis is no significant relationship between internet banking service and customer satisfaction and no significant relationship between customer adoption and customer satisfaction. He is analyzed data using the multiple 16 regression analysis. A sample size selected was 351 selected on stratified proportionate sampling technique to ensure representation of the different strata of the population. The researcher used SPSS Version 16 for data analysis. Out of the 351 questionnaires distributed to the respondents to total of 77% was good and acceptable response rate and thus indicating that the data is representative enough. He concluded that research revealed positive response which was slightly above average.

Rangsan Nochai.et.al (2013)²⁰, in their research on 'The Impact of Internet Banking Service on Customer Satisfaction in Thailand: A Case study in Bangkok' they were intended to find out internet banking service dimensions that have the impact on customer satisfaction among top three banks in the Bangkok. They studied safety, reliability of the services and transactions efficiency. Customer support including before sell support and after sell support services security as the freedom from danger, risk or doubt. It involves physical safety, financial security and confidentiality, Ease of use as the factors influencing the adoption of interest banking and related

an easy to remember URL address. Researchers studied six major banks in Thailand.

Selvachandra.(2011) , in his research on 'A study on Customer Satisfaction towards E-banking services of ICICI Bank in Chennai City' found that the electronic based business models are replacing conventional banking system and most of the banks are rethinking business process designs and customer relationship management strategies. They are also studied online banking which provides various alternatives e-channel to using banking services that is ATM, credit card, debit card, internet banking, mobile banking, and electronic fund transfer. The main objective was to analyze the level of customer satisfaction towards service provided by ICICI bank ltd. The researcher used the ANOVA method for analysis of data. They have finally concluded various dimensions of the services rendered by the ICICI bank customer's perception on the services have been exhibited in analysis.

Thanh Nguyen. et.al (2004)²², in their research on 'Impact of Internet Banking on Customer Satisfaction and Loyalty: A conceptual Model' defined internet banking, internet banking technology, benefits of internet banking, products and services offered online and internet banking and customer behaviour.

Timothy (2012)²³, in his research article entitled 'Electronic Banking Services and Customer Satisfaction in the Nigerian Banking Industry' defined the banking industry has moved into an era of menu-driven ultra robust specialized 17 software programs called banking applications. Customer's satisfactions hold the potential for increasing and organizations customer base, increase the use of internet banking. It is worthy of mention that the major benefits banks derive from the application of Electronic banking services to banking business includes reduction in error, reduction in costs, reduction in time spent in carrying out business activities, reduce congestion in banking halls, improve delivery system among others . Efforts should be intensified for training as most banks would rather invest on the equipment without improving employees

Vyas (2007)²⁴, in his research article entitled 'Impact of E-banking on Traditional Banking Services' examined the functions of e-banking. The inquiry about information of account, Card accounts transfer, bank securities accounts transfer, the transaction of foreign exchange, the B2C disbursement on NET, client service, account management and reporting the loss the amount. He also studied the types

of e-banking and its advantages and limitations. He also found that e-banking transactions are much cheaper than phone transaction. E-banking is a borderless entity permitting anytime, any ware and anyhow banking with many advantages as compared to traditional banking services

Meuter et.al(2000) found that customers perceive the quality of services of internet banking based on the performance of online delivery systems -not on the processes in which the delivered service is developed and produced. Because customers perceive internet banking service quality based on relatively standardized outcomes determined by online systems.

Black et.all (2001) conducted the study to know what are the customer's perceptions about internet banking and what are the drivers that drive consumers. How consumers have accepted internet banking and how to improve the usage rate. The study revealed that education, gender, income plays an important role in usage of internet banking. The research states that if skills can be upgraded there will be greater will to use internet banking by consumers.

Janeetal (2004) stated that online banking requires perhaps the most consumer involvement, as it requires the consumer to maintain and regularly interact with additional technology (a computer and an internet connection).

Riquelme (2006) investigated that the majority of customers in the sample are satisfied with the service and online systems attributes. It appears that companies that offer a wide product portfolio and relevant website content accompanied by prompt and courteous response create satisfaction online

Srivastva (2006) found that perceived risk with online shopping past experience with online shopping, perceived benefits of online shopping , perceived ease of online shopping and perceived/uncertainty of online shopping are the factors that affect the customer perception regarding e-banking

Kesseven (2007) said that the mostly used e-banking services are inter account transfer, payment to other personal account, transfer to credit card account, recharge mobile phones among others. Comparing demographic variables of the internet banking users to the non internet banking users, the analysis reveals that there is no significant difference between the two group of users with respect to age group and the education level of the respondents.

Sayar et. All (2007) discussed that the developments in information technology and the subsequent evolution of internet banking have fundamentally changed the ways in which banks implement their business and consumers conduct their everyday banking activities the results confirm the influence of internet trust on risk perception and consumer attitudes towards internet banking. Propensity to trust is determinant not only for interpersonal realtionships but also for trust in technological systems. This is not a representative study.

Srinivasan (2007) investigated that in specified region of Karnataka, channel convenience, channel control and channel security plays an important role in the selection of channels some regions still see people who struck to branch banking and are not ready for a change in mindset. Across telebanking was not popular since it was not perceived as a safe and convenient channel

Uppal R.K (2007) the study concludes that the customers of e banks are satisfied with the different e-channels and their services in the spread of e-banking services.

Safeena (2010) determined the consumer attitude on internet banking adoption. Finding shows that perceived usefulness, perceived ease of use, consumer awareness and perceived risk are the important determinants of online banking adoption and have strong and positive effect on customers to accept the online banking systems

Dharma lingam, s anand Kannan.v. (2012) evaluated the service quality in retail banking in the tamil nadu, based on different levels of customers" perception regarding service quality. Data are collected from three private banks, i.e.ICICI axis and HDFC bank the result indicates that customers" perception is highest in the tangibles area and lowest in the product variety area.

Bahl, sarita, (2013) determined that security and privacy issues are the big issues in e-banking if security and privacy issues resolved, the future of electronic banking can be very prosperous.

R. Elavarasi, Dr.s.t. suruliveli (2014) examined that mean age of e-banking users were mostly men as compared to women the major finding is that there is an increasing change in technology world and it leads to improve e-banking services in various banks.

Sunil kumar (2015) has done a study on consumer awareness and usage of e-banking services the result of this research was found to be that, the consumers are not frequently using these services but they strong desire to use these services in future.

Centeno (2004) argues that speed, the convenience of remote access, 24/7 availability and price incentives are the main motivation factors for the consumers to use internet banking.

Durkin et al. (2008) notes that the simplicity of the products offered via internet banking facilitates the adoption of internet banking by consumers.

Calisir and Gumussoy (2008) compare the consumer perception of internet banking and other banking channels and report that internet banking, ATM and phone banking substitute each other.

r. Maenpaa et.al. (2008) examine the consumer perceptions of internet banking in Finland and their findings indicate that familiarity has a moderating role in the perception.

Guerrero et al. (2007) examine the usage of internet banking by Europeans and their results indicate that ownership of diverse financial products and services, attitude towards finances and trust in the internet as a banking channel influence clients" usage of internet banking.

Sohail and Shanmugham (2003) document accessibility of internet, awareness of e-banking and resistance to change are found to be influencing Malaysians use of internet banking.

Another factor that promotes clients usage of internet banking is seller support (Nilsson, 2007).

Polatoglu and Ekin (2001) reported that, since 1997 several leading Turkish banks have offered online banking services successfully. According to the Turkey banks association, 27 out of a total of 47 banks, in other words 58% of all banks in Turkey were offering internet banking services in 2006 (Banks Association of Turkey, 2006). Joseph and Stone (2003) investigated the customer perception of the impact of technology on service delivery in the banking sector. According to the findings of this research, high scores on the ability to deliver service via technology appear to be correlated with high satisfaction with services deemed most important to customers.

Hence, availability of internet banking services appears to be very important for banks for customer satisfaction and retention. However, availability of internet banking services itself is not a sufficient factor to increase customer satisfaction. User friendliness of the internet banking services appears to be an important factor for customers to use these services.

, Lang and Colgate (2003) found that customers who do not have IT gap, find it easier to use internet banking services therefore they have higher satisfaction levels than the ones who do not have IT skills.

CHAPTER – 3

3.1 METHODOLOGY

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2 RESEARCH DESIGN

The man of science should decide the approach of choosing a sample or what's popularly referred to as sample style. Samples may be either chance samples or non-probability samples. In this study, we used non-probability samples.

3.3 SOURCES OF DATA COLLECTION

The data required for the study is collected from both primary data and secondary data.

PRIMARY DATA

Questionnaire is main tool for collecting primary data.

SECONDARY DATA

The background of the present study was collected from various sources which include Books, journals, website and other related research work.

SAMPLE SIZE

A sample size of 100 respondents has been taken for the study by applying convenience sampling techniques.

SAMPLING METHOD

The approach of choosing a sample or what's popularly referred to as sample style. Samples may be either chance samples or nonprobability samples. In this study, we used non-probability samples.

PERIOD OF STUDY: September 2023 to November 2023

TOOLS USED FOR THE STUDY: The SPSS tool used here is ANOVO analysis and correlation analysis.

HYPOTHESIS OF STUDY:

H0 – There is no significant difference between awareness of retailer traders about e-banking service and choice of particular bank that provide such service.

H1 – there is significant difference between awareness of retailer traders about e-banking service and choice of particular bank that provide such service.

CHAPTER-4

RETAIL TRADERS OPINION ON E-BANKING SERVICES OFFERED BY BANKS IN THURIPAKKAM: AN ANALYSIS

In this chapter the learner has made an attempt to discuss the views expressed by the sample retail traders opinion on e-banking services offered by banks in thuripakkam town under heads as given below:

GENDER-WISE CLASSIFICATION OF THE RESPONDENTS

Table 4.1 and figure 4.1 exhibits gender-wise classification of respondents.

Table 4.1 GENDER-WISE CLASSIFICATION OF THE RESPONDENTS

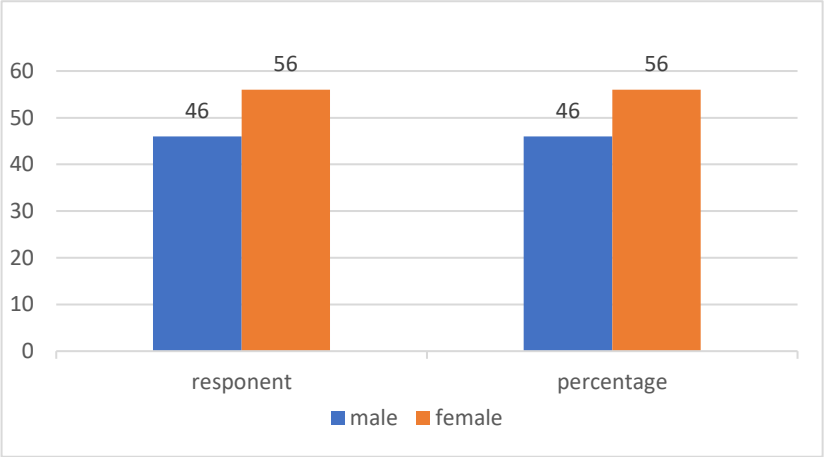
S.NO	gender	respondent	percentage
1	Male	46	46%
2	Female	56	56%
	Total	100	100%

Source: Primary date

Interpretation

From the above table it is inferred that out of 100 respondents contacted, 56% are Female respondents and 46% are Male respondents. Hence it is concluded that majority of contacted respondents are female. It is interesting to know that in thuripakkam we find many female retail

FIGURE 4.1: GENDER-WISE CLASSIFICATION OF THE RESPONDENTS



AGE-WISE CLASSIFICATION OF THE RESPONDENTS

Table 4.2 figure 4.2 exhibits age-wise classification of the respondents

Table 4.2 AGE-WISE CLASSIFICATION OF THE RESPONDENTS

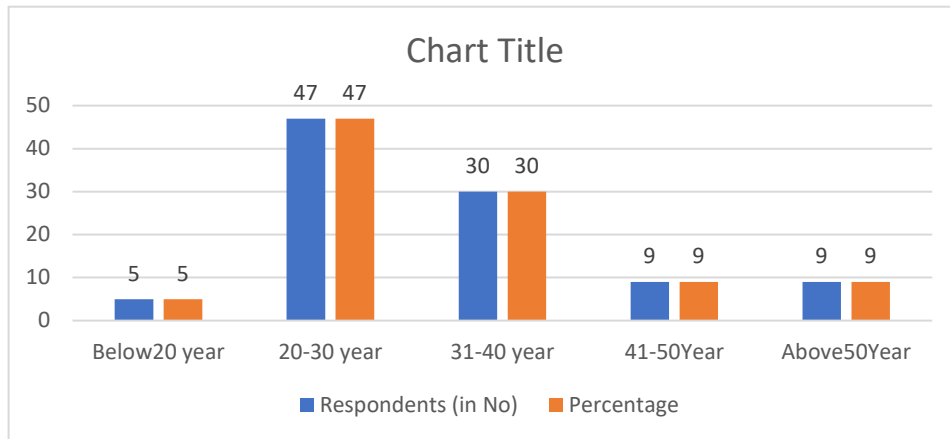
S.NO	Age	Respondents (in No)	Percentage
1	Below20 year	5	5
2	20-30 year	47	47
3	31-40 year	30	30
4	41-50Year	9	9
5	Above50Year	9	9
	Total	100	100

Source: Primary data

Interpretation

It is inferred from the table 4.2 that, out of 100 respondents contacted, 5% of the respondents are in the age group of below 20 year, 47% of the respondents are between the age group of 20-30 year, 30% of the respondents are between the age group of 31-40 year, 9% of the respondents are between the age group of 41-50 year, 9% of the respondents are in the age group of above 50 year. Hence, it is concluded that the majority (47%) of respondents are in the age group of 20-30 year. It inferred from the table that young generations are engaged in trading activities and use bank for their financial transaction.

FIGURE 4.2 AGE-WISE CLASSIFICATION OF THE RESPONDENTS



4.3 OCCUPATION OF THE RESPONDENTS

The sample respondents belonged to various occupations. The occupation wise classification of the respondents is given in table 4.3

TABLE 4.3 DISTRIBUTION OF SAMPLE RESPONDENTS BASED ON OCCUPATION

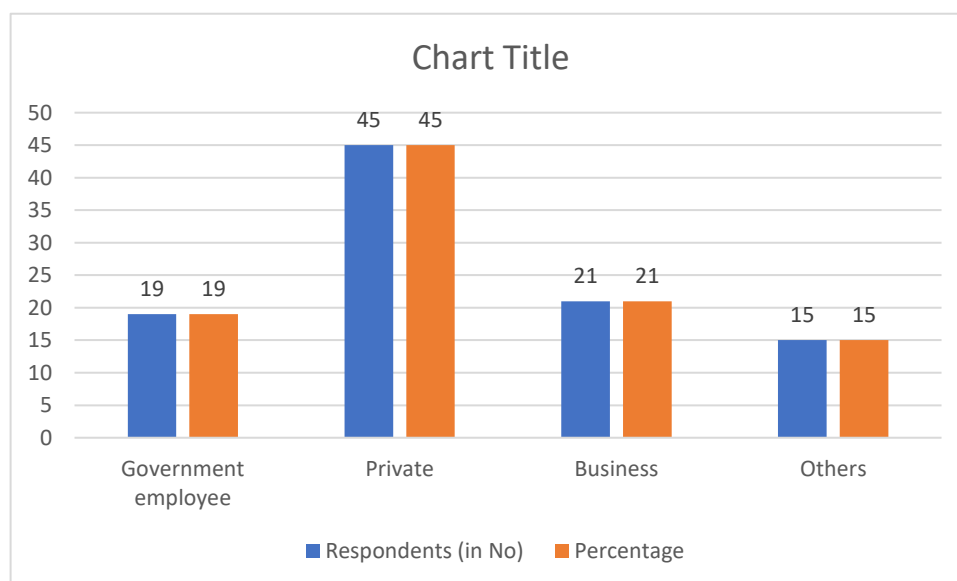
S.NO	Occupation	Respondents (in No)	Percentage
1	Government employee	19	19
2	Private	45	45
3	Business	21	21
4	Others	15	15
	Total	100	100

Source: Primary data

Interpretation

- The above table shows the classification of the respondents based on their
- The majority (45%) of the respondents fall under the Private class
- Only 19% of the respondents are government employee.
- Business class respondents constituted 21% and another 15% of respondents are from categories

FIGURE 4.3 DISTRIBUTION OF SAMPLE RESPONDENTS BASED ON OCCUPATION



CLASSIFICATION OF RESPONDENTS BASED ON MONTHLY INCOME

Table 4.4 and figure 4.4 exhibits monthly income of the respondents

Table 4.4 CLASSIFICATIONS OF RESPONDENTS BASED ON MONTHLY INCOME

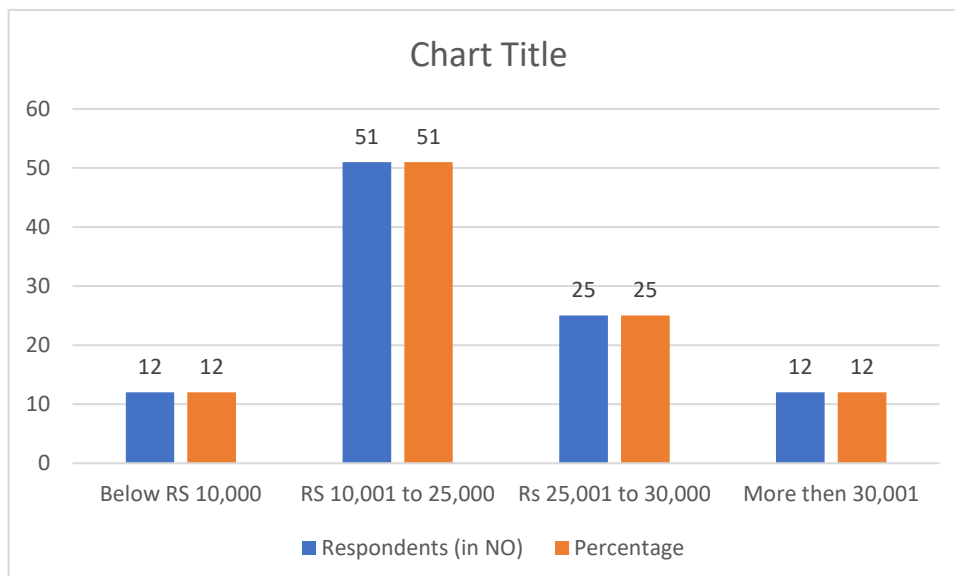
S.N O	Monthly income	Respondents (in NO)	Percentage
1	Below RS 10,000	12	12
2	RS 10,001 to 25,000	51	51
3	Rs 25,001 to 30,000	25	25
4	More then 30,001	12	12
	Total	100	100

Source: Primary data:

Interpretation

Table 4.4 and figure 4.4 shows that, out of 100 respondents contacted, 12% of the respondents monthly income is below Rs.10,000, 51% of the respondents monthly income is between Rs.10,001 and Rs.25,000, 25% of the respondents monthly income ranges between Rs.25,001 and 30,000, 12% of the respondents monthly income is more than Rs.30,001. Hence it is concluded that majority of respondents monthly income is Rs.10,001 to 25,000.

FIGURE 4.4: MONTHLY INCOME OF THE RESPONDENTS



MARITAL STATUS OF THE RESPONDENTS

Table 4.5 MARITAL STATUS OF THE RESPONDENTS

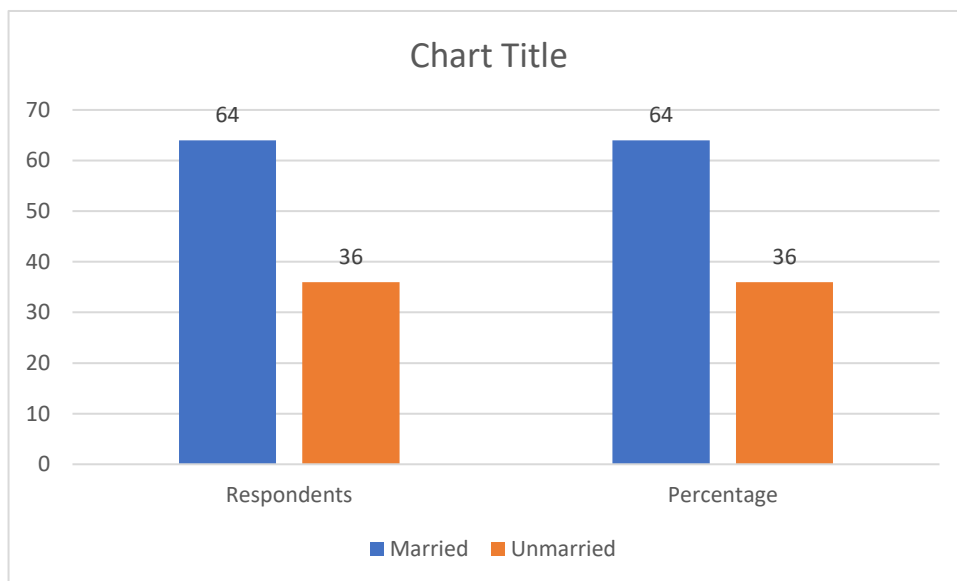
S.NO	Marital status	Respondents	Percentage
1	Married	64	64
2	Unmarried	36	36
	Total	100	100

Source: Primary data

Interpretation

Table 4.5 and figure 4.5 shows that out of 100 respondents contacted 64% are married respondents and 36% are unmarried. Hence, it is concluded that the majority of respondents contacted are married.

FIGURE 4.5: MARITAL STATUS OF THE RESPONDENTS



EDUCATIONAL QUALIFICATIONS OF THE RESPONDENTS

Table 4.6 and figure 4.6 exhibits educational qualifications of the respondents

Table 4.6 EDUCATIONAL QUALIFICATIONS OF THE RESPONDENTS

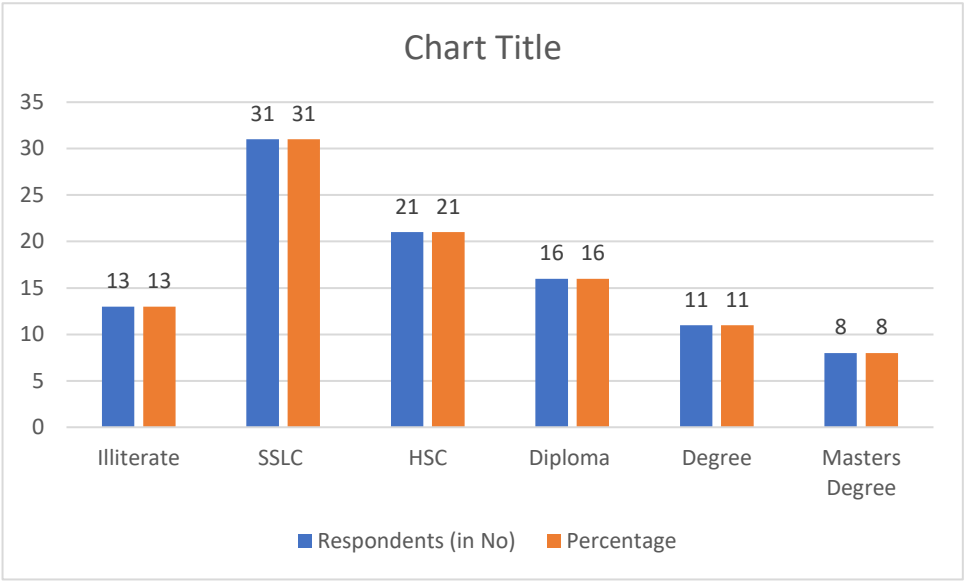
S.NO	Qualification	Respondents (in No)	Percentage
1	Illiterate	13	13
2	SSLC	31	31
3	HSC	21	21
4	Diploma	16	16
5	Degree	11	11
6	Masters Degree	8	8
7	Others	Nil	Nil
	Total	100	100

Source: Primary data

Interpretation

Table 4.6 and figure 4.6 shows that, out of 100 respondents contacted, 13% of the respondents are Illiterate, 31% of respondents have cleared SSLC, 21% of the respondents are qualified in HSC, 16% of the respondents are diploma holders, 11% of the respondents are degree holders, 8% of the respondents are master degree holders. Hence majority of the respondents have completed their higher secondary education. It is clear that respondents contacted consist of both educated and illiterate retail trader.

FIGURE 4.6 EDUCATIONAL QUALIFICATIONS OF THE RESPONDENTS



BANK – WISE CLASSIFICATION OF THE RESPONDENTS

Table 4.7 and figure 4.7 deals with the classification of the respondents based on the account maintained in the banks

Table 4.7 BANK – WISE CLASSIFICATION OF THE RESPONDENTS

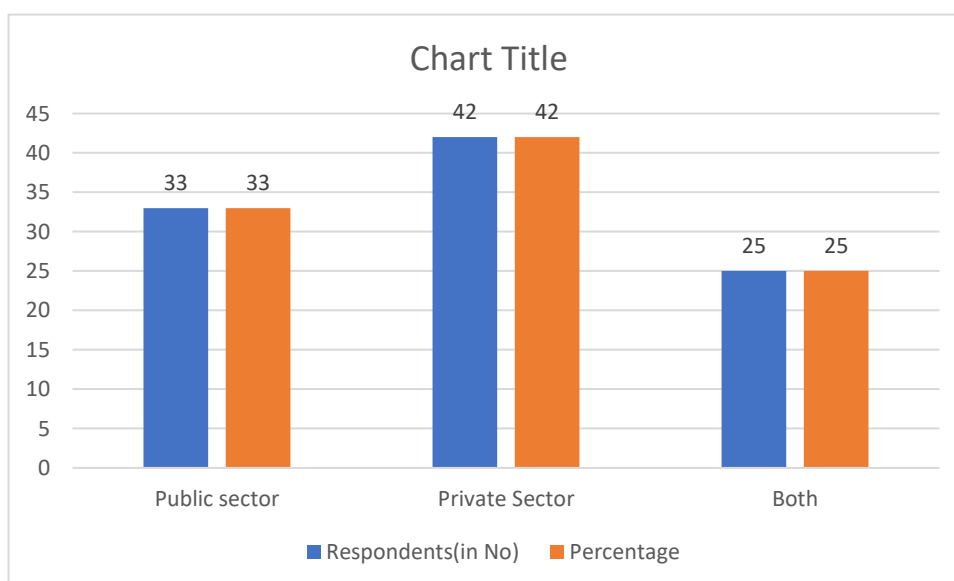
S.NO	Sector	Respondents(in No)	Percentage
1	Public sector	33	33
2	Private Sector	42	42
3	Both	25	25
	Total	100	100

Source: primary data

Interpretation

According to table 4.7, 33% of respondents are maintaining their account with public sector bank, 42% of respondents having account in private sector bank and another 25% of respondents are maintaining their account in both public and private sector banks. As results, the majority of respondents (42%) respondents are maintaining account in private sector especially in Indian overseas Bank.

Figure 4.7 BANK – WISE CLASSIFICATION OF THE RESPONDENTS



TYPES OF BANK ACCOUNT MAINTAINEDBY THE RESPONDENTS

Bank accounts are necessity for modern life. They are convenient and safe the bank account are classified into four types namely saving bank account, current account, loan account, recurring deposit, fixed deposit.

Table 4.8 TYPES OF BANK ACCOUNT MAINTAINED BY THE RESPONDENTS

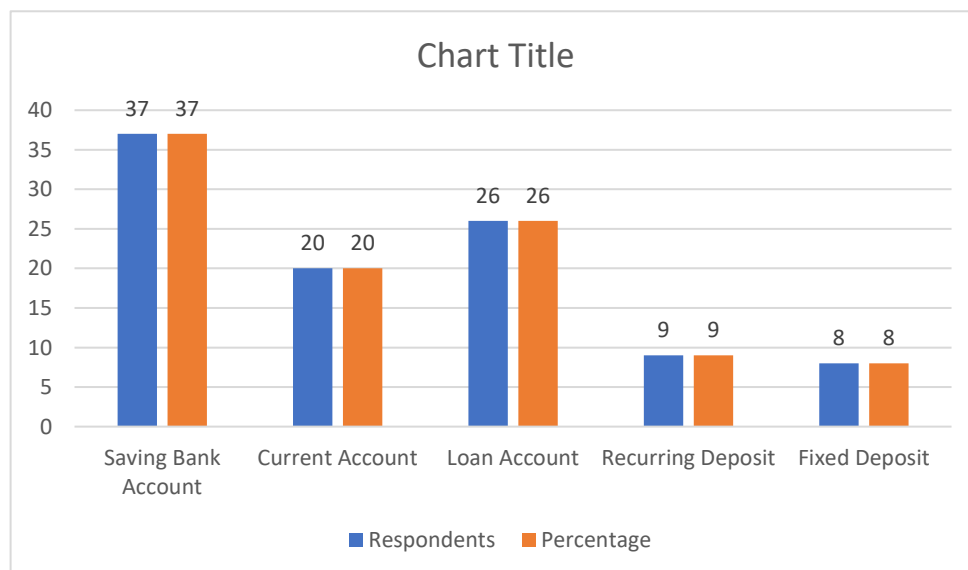
S.No	Type of account	Respondents	Percentage
1	Saving Bank Account	37	37
2	Current Account	20	20
3	Loan Account	26	26
4	Recurring Deposit	9	9
5	Fixed Deposit	8	8
	Total	100	100

Source: primary data

Interpretation

Nearly 37 of the respondents are having saving bank account, 20 respondents are having current account. 26 respondents are having loan account, 9 respondents are having recurring deposit. 8 of the respondents are having fixed deposit. Account so the majority 37 respondents are having savings bank account.

FIGURE 4.8 CLASSIFICATIONS OF THE RESPONDENTS BASED ON THEIR ACCOUNT MAINTAINED WITH THE BANK



CLASSIFICATION OF THE RESPONDENTS BASED ON THE DURATION OF MAINTAINING BANK ACCOUNT

Table 4.9 and figure 4.9 exhibits, classification of the respondents based on the duration of maintaining bank account

Table 4.9 CLASSIFICATIONS OF THE RESPONDENTS BASED ON THE DURATION OF MAINTAINING BANK ACCOUNT

S.NO	Maintaining the account	Respondents(in No)	Percentage
1	More than1 Year	9	9
2	1-5 Years	34	34
3	5-10 Years	39	39
4	10-15 Years	9	9
5	Above15 Years	9	9
	Total	100	100

Source: Primary data

Interpretation

Table 4.9 shows that, out of 100 respondents contacted, 9% of the respondents are maintaining the bank account for more than a year, 34 of the respondents are maintaining the account for a period ranging from 1to5 years, 39% of the respondents are maintaining the account for a period ranging from 5to10 years, 9% of the respondents are maintaining the account for a period ranging from 10to15 years and 9% of the respondents are maintaining the bank account for more than 15years. Hence it is concluded that the majority (39%) of respondents are maintaining the bank account for period ranging from 5-10 years.

FIGURE 4.9 CLASSIFICATIONS OF THE RESPONDENTS BASED ON THE DURATION OF MAINTAINING BANK ACCOUNT

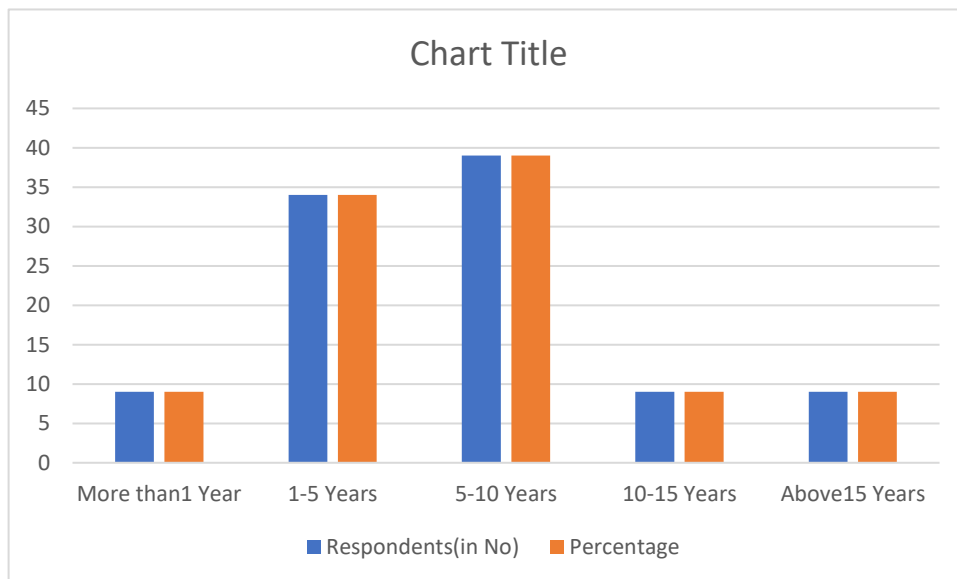
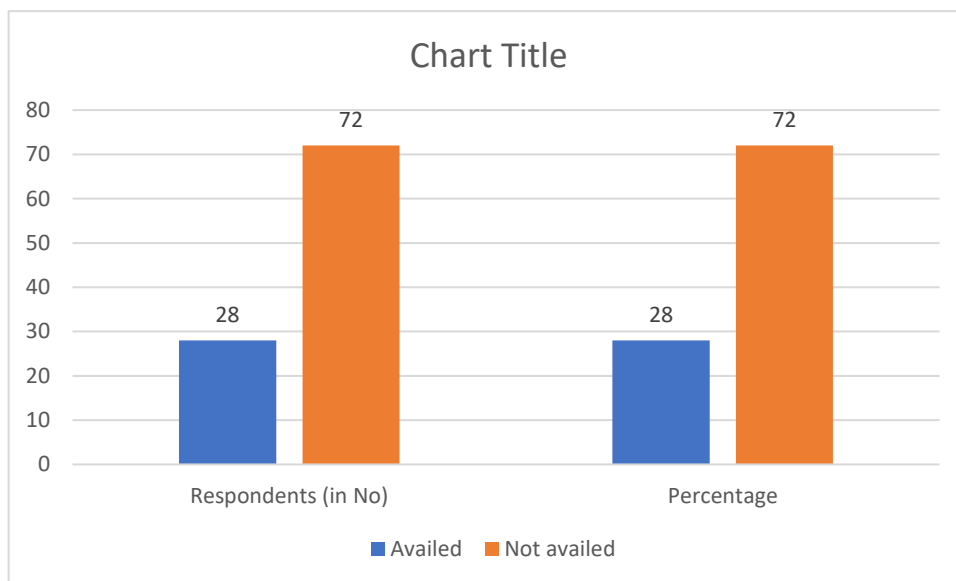


Figure 4.10: AVAILED ANY LOAN FACILITY FROM THE BANK

S.N O	Loan from the bank	Respondents (in No)	Percent age
1	Availed	28	28
2	Not availed	72	72
	Total	100	100

Table 4.10 shows that, out of 100 respondents contacted, 28% respondents received loan from their bank and 72% respondents did not availed any loan facilities from bank. Hence, it is concluded that the majority (72%) of respondents did not availed any loan facilities from their bank. The reason for not availity loan may be many but the banker have to share the information about the loan facilities specially designed for the business people



CLASSIFICATION OF RESPONDENTS BASED ON THE OPINION FOR THE STATEMENT “E- BANKING SERVICES ARE NECESSARY IN PRESENT SCENARIO”

Table 4.11 Classification of Respondents Opinion On the Statement “E- Banking Services are Necessary in Present Scenario”

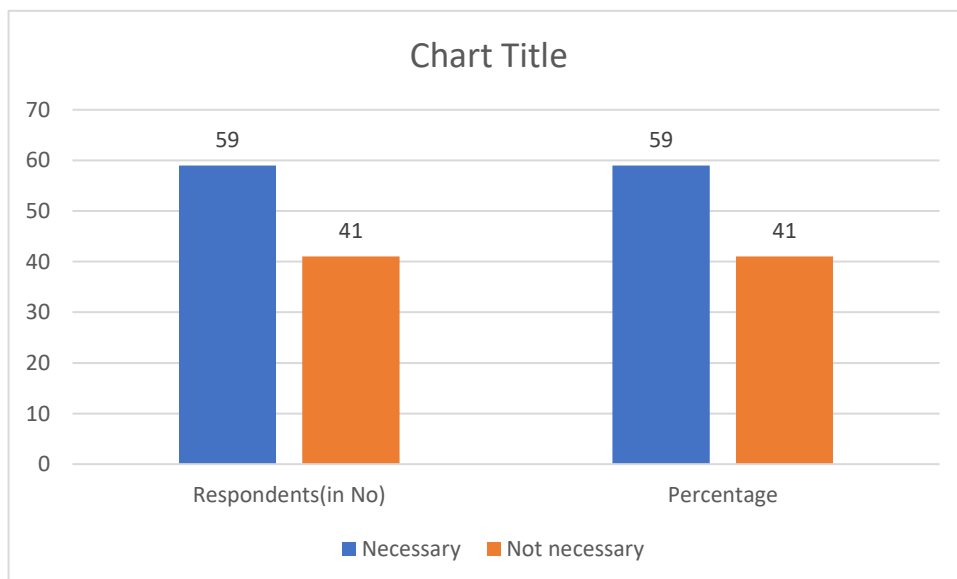
S. N O	E- Banking Services are Necessary in Present Scenario	Respondents (in No)	Percentage
1	Necessary	59	59
2	Not necessary	41	41
	Total	100	100

Source: Primary data

Interpretation

Table 4.11 and figure depict that out of 100 respondents.. 59% of respondents stated that e- banking service are not necessary for them It is concluded that majority of respondents believe that e- banking services are necessary for them in the present scenario. Still 41% of them are comfortable with the traditional banking.

Figure 4.11 Classification of Respondents Based On the Opinion for the Statement “E- Banking Services are Necessary in Present Scenario”



USAGE OF DEBIT/ CREDIT CARDS BY THE RESPONDENTS

Table 4.12 and figure 4.12 exhibits debit/credit card usage by the respondents.

Table 4.12 USAGES OF DEBIT/ DREDIT CARDS BY THE RESPONDENTS

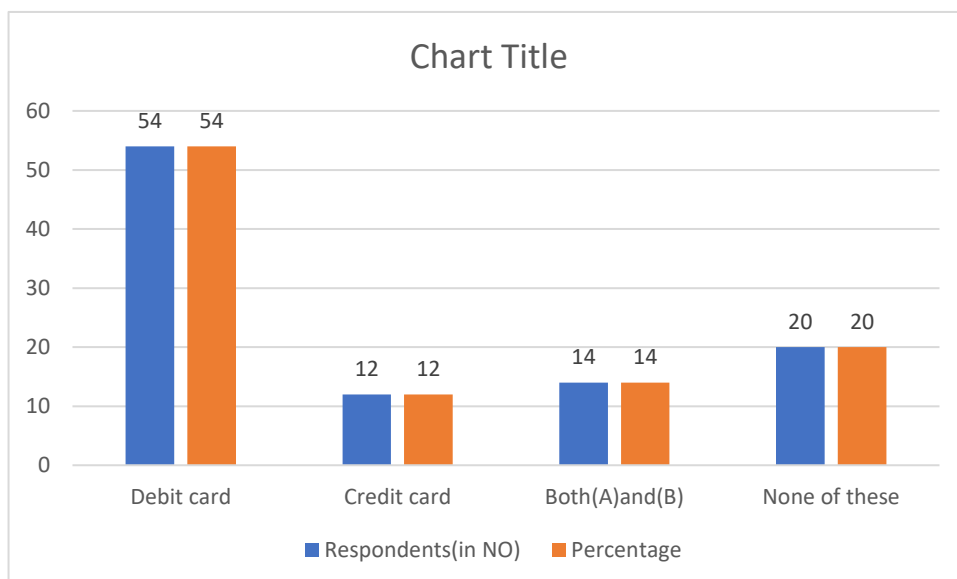
S.N O	Do you have	Respondents(in NO)	Percentage
1	Debit card	54	54
2	Credit card	12	12
3	Both(A)and(B)	14	14
4	None of these	20	20
	Total	100	100

Source: Primary data

Interpretation

From the above table 4.12, it is inferred that out 100 respondents, 54% of the respondents are using debit cards, 12 % of the respondents are using credit cards, 14% of the respondents are using Both Debit and Credit cards, and 20% of the respondents are not using any cards. It is interesting to note that debit card users are very less in number. It is concluded that majority of respondents are using the debit card becoming it is easy to use it in the merchandise.

Figure 4.12: USAGE OF DEBIT/ CREDIT CARDS BY THE RESPONDENTS



CLASSIFICATIONS OF RESPONDENTS BASED ON AVAILING E- BANKING SERVICES

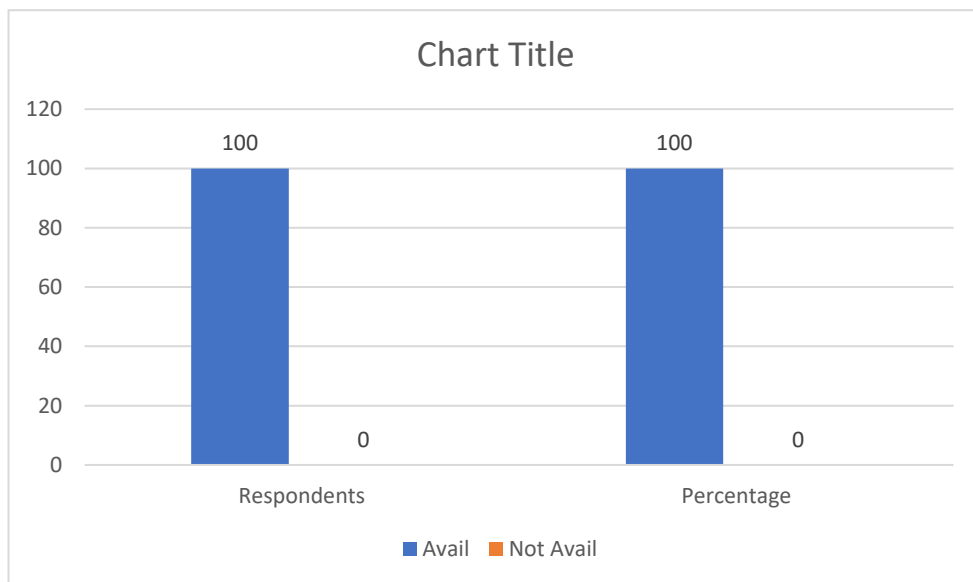
TABLE 4.13: DEALS WITH THE CLASSIFICATION OF THE RESPONDENTS BASED ON THEIR STATUS REGARDING AVAILING BANKING SERVICES

S.NO	Availing services	Respondents	Percentage
1	Avail	100	100
2	Not Avail	0	0
	Total	100	100

Source: Primary data

Interpretation

Table 4.13 and figure 4.13 depicts that out of 100 respondents contacted. All the of respondents are using e-banking service. It is conclude that majority of responders are accessing E-banking service. Though 100% of the respondents felt that e-bank's out necessary for them still they are using this services.



RESPONDENTS AWARENESS ABOUT THE E- BANKING SERVICES

Table 4.14 and figure 4.14 deals with the respondents' awareness about the e-banking services

Table 4.14 RESPONDENTS AWARENESS ABOUT THE EBANKING SERVICES

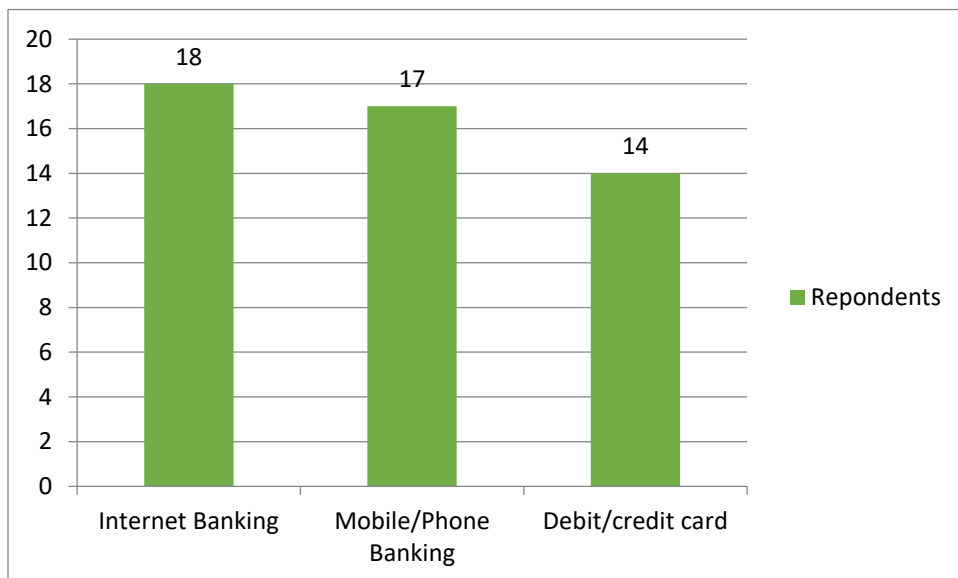
S.NO	Awareness about the services	Respondents (in No)
1	Internet Banking	50
2	Mobile/Phone Banking	25
3	Debit/credit card	25
	Total	100

Source: primary data

Interpretation

Table 4.14 and figure 4.14 depict that out of 100 respondents contacted, 50 the respondents are aware about internet banking services, 25 online banking services, 25 the of respondents use the debit/credit card services and mobile/ phone banking service It is clear that retail traders are well aware about E banking services.

Figure 4.14 RESPONDENTS AWARENESS ABOUT THE E- BANKING SERVICES



CLASSIFICATION OF RESPONDENTS BASED ON THE REASON FOR CHOOSING E-BANKING SERVICE

Table 4.15 CLASSIFICATIONS OF RESPONDENTS BASED ON THE REASON FOR CHOOSING E-BANKING SERVICES

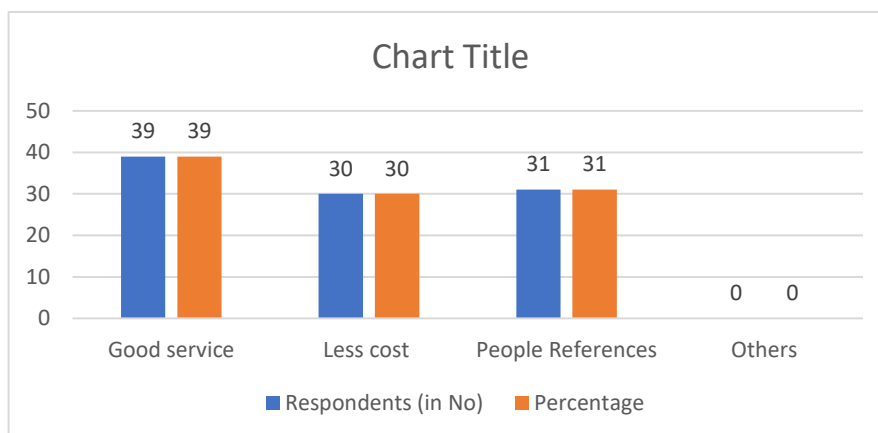
S.NO	Reason for Choosing E-banking services	Respondents (in No)	Percentage
1	Good service	39	39
2	Less cost	30	30
3	People References	31	31
4	Others	0	0
	Total	100	100

Source: primary data

Interpretation

Table 4.15 and figure 4.15 shows that out of 100 respondents contacted, 39% of respondents chose e-banking services because they get good services, 30% of respondents chosen e-banking services because it is cost effective, and 31% of respondents chose e banking services because of the influence of their friends or relatives. It is clear that majority of (39%) the respondents have chosen e-banking services because it provides good services to them.

Figure 4.15: CLASSIFICATIONS OF RESPONDENTS BASED ON REASON FOR CHOOSING E-BANKING SE



CLASSIFICATION OF THE RESPONDENTS BASED ON FREQUENT USAGE OF E- BANKING SERVICES

TABLE 4.16 CLASSIFICATIONS OF THE RESPONDENTS BASED ON FREQUENT USAGE OF E BANKING SERVICES

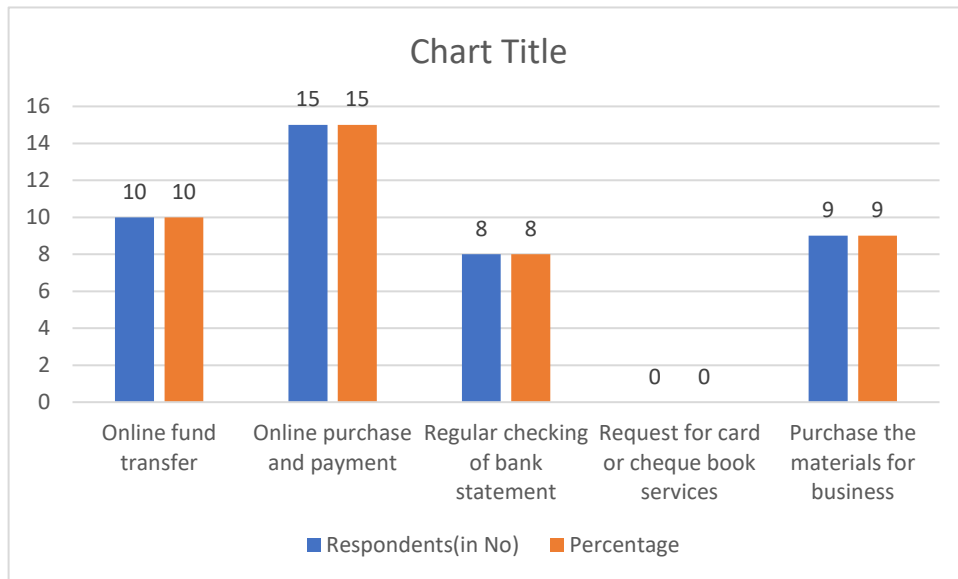
S.N O	Types of E-banking	Respondents(in No)	Perce ntage
1	Online fund transfer	10	10
2	Online purchase and payment	15	15
3	Regular checking of bank statement	8	8
4	Request for card or cheque book services	0	0
5	Purchase the materials for business	9	9
6	Bill payment	10	10
7	All of the above	48	48
	Total	100	100

Source: primary data

Interpretation

- Table 4.16 shows that, out of 100 respondents contacted 48% of the respondents are using all the mentioned e-banking services such as, online fund transfer, online purchase and payment, Regular checking of bank statement, Request for card or cheque book service, purchase the materials for business and bill payment
- Among all the e- banking services the next services used by the respondents for online purchase and payment 10% of the respondents are using the e-banking services for online fund transfer. About 10% of the respondents are using e-banking services for bill payment it is interesting to note that no respondents are using e-banking services for making request for card of cheque book services.

Figure 4.16 CLASSIFICATION OF THE RE TYPES OF E- BANKING DO YOU USEFREQUENTLYRESPONDENTS



**CLASSIFICATION OF RESPONDENTS BASED ON THE TYPES OF PROBLEM
WHILE USING E-BANKING SERVICE**

**TABLE 4.17 PROBLEMS FACED BY THE RESPONDENTS WHILE E-
BANKING SERVICES**

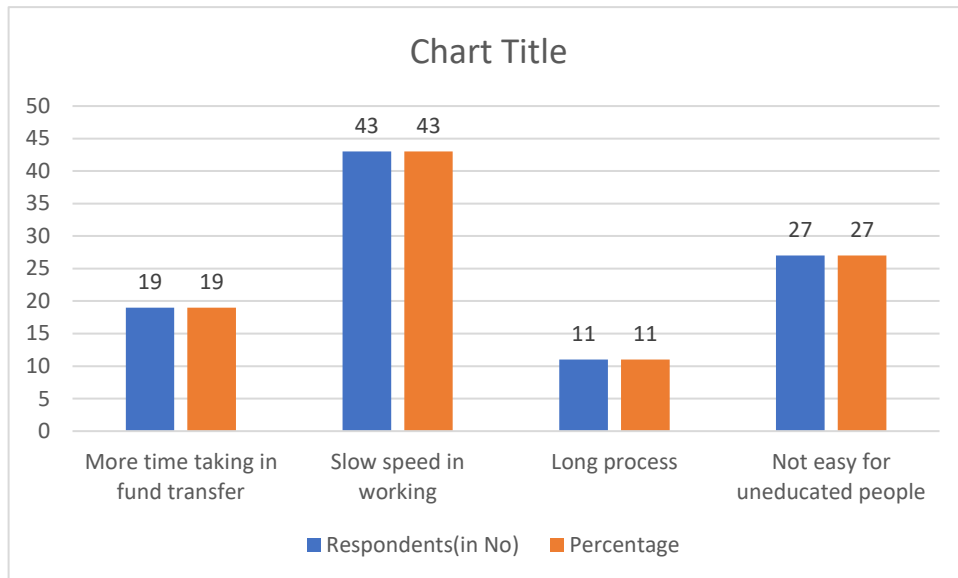
S.N O	Type of problem	Respondents(in No)	Percentage
1	More time taking in fund transfer	19	19
2	Slow speed in working	43	43
3	Long process	11	11
4	Not easy for uneducated people	27	27
5	Others	0	0
	Total	100	100

Source: primary data

Interpretation

Table 4.17 and figure 4.17 shows that, out of 100 respondents contacted. 27% of the respondents stated that e- banking services are not easy for uneducated people. 19% respondents stated that e- banking is not comfortable as it takes more time for working. 43% of the respondents stated that e- banking services takes long process to access. 11% of the respondents stated that e-banking services take more time for transferring the funds. The traders are very comfortable with the e-banking services.

Figure 4.17 CLASSIFICATIONS OF RESPONDENTS BASED ON TYPES OF PROBLEM WHILE USING E-BANKING SERVICE RESPONDENTS



RESPONDENTS OPINION REGARDING THE BENEFITS DERLIVED FROM E-BANK SERVICE

TABLE 4.18 RESPONDENTS OPINION REGARDING THE BENEFITS DERLIVED FROM E-BANKING SERVICES

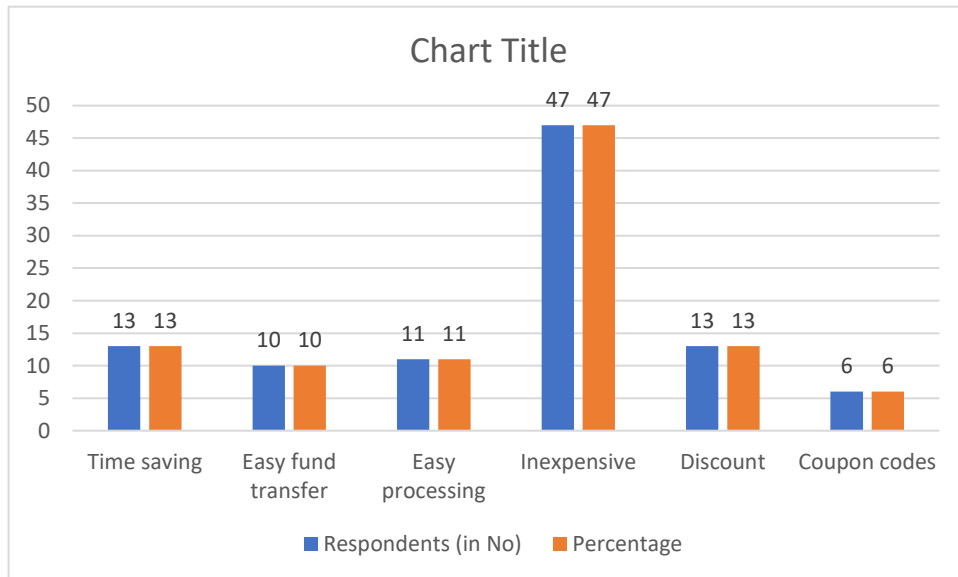
S.N O	Benefits	Respondents (in No)	Percentage
1	Time saving	13	13
2	Easy fund transfer	10	10
3	Easy processing	11	11
4	Inexpensive	47	47
5	Discount	13	13
6	Coupon codes	6	6
	Total	100	100

Source: Primary data

Interpretation

Table 4.18 and figure 4.18 shows that, out of 100 respondents contacted. 47% of the respondents are using e- banking services as it is inexpensive. 13% of respondents are using e- banking services to avail a discounts from merchairtise 13% of respondents are using e-banking services because it saves time. 10% of respondents are using e-banking services because it is easy to transfer the fund to others account. 11% feels that e-banking services are easy to process. 6% of respondents are using e-banking services to avail a coupon codes. Hence it is concluded that majority of the respondents are using e- banking services due to its affordability.

Figure 4.18 BENEFITS E-BANKING SERVICES: RESPONDENTS OPINION



VISITING THE BANK BRANCH EVEN AFTER USING E-BANKING FACILITIES

Table 4.19 AND FIGUER 4.19 DEPICTS THE RESPONDENTS STATUS REGARDING THE BANK VISIT EVEN OFTER USING E-BANKING SERVICES

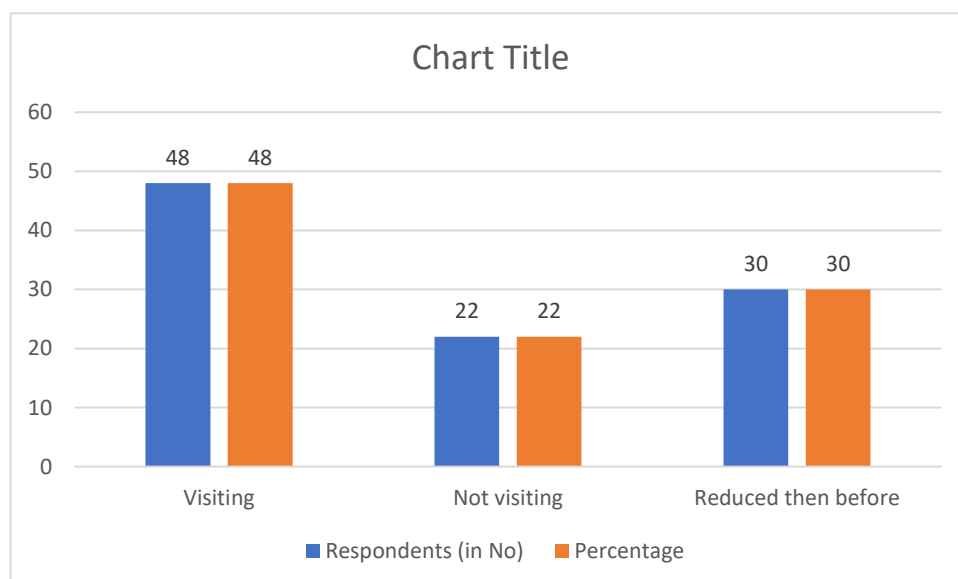
S.No	Do you still visit the branch	Respondents (in No)	Percentage
1	Visiting	48	48
2	Not visiting	22	22
3	Reduced then before	30	30
	Total	100	100

Source: Primary data

Interpretation

From the above table it is inferred that 48% of the respondents are visiting their branches even after using the e-banking services. Only 22% of the respondents are not visting their branches for any services as they depend on e-banking. About 30% of the respondents reduced their frequency of visit to the branch after using the e-banking services

Figure 4.19 DO YOU STILL VISIT YOUR BRANCH SINCE YOU STARTED USING E-BANKING FACILITIES



RESPONDENTS OPINION REGARDING THE VARIABLES E-BANKING

Table 4.20 AND FIGURE 4.20 DEALS WITH THE RESPONDENTS OPINION REGARDING E-BANKING

S.No	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	High transaction speed	45	47	8	0	0	100
2	Internet banking is time saving	12	48	28	2	10	100
3	Strategy adopted by the traders to increase their sales	10	48	16	20	6	100
4	E-Banking is safe	11	43	10	18	18	100

Source: Primary data

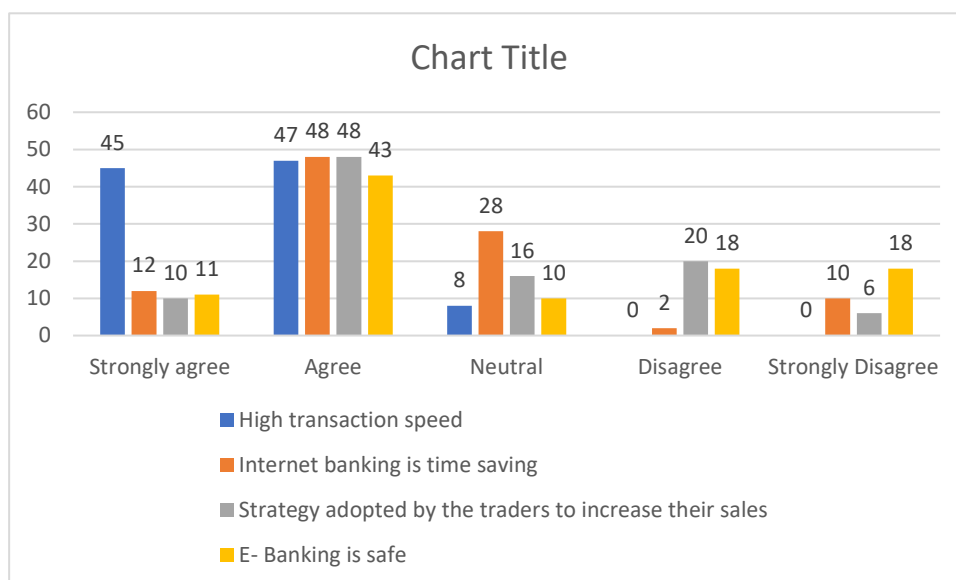
Interpretation

- From the above table, it is interpreted that out 100 respondents 47 of the respondents agreed that they have adopted the e- banking services because of the transaction speed and 45 of them strongly agrees that transaction speed makes them to go for e-banking services and remaining 8 respondents the stands neutrally by not agreeing as well as not disagreeing the statement.
- The use of internet banking is time saving was considered as the another reason for adopting the e-banking facilities, which was strongly agreed by 12

respondents, agreed by 48 respondents, disagreed by 2 respondents, strongly disagreed by 10 respondents and 28 of them have the neutral mindset regarding this reason.

- E-banking was adopted as a strategy by the retail trades to make their customer to buy the product when they don't have enough money to pay the product which the customers are willing to buy. Among the 100 trades contacted 10 of them strongly agreed to this reason, 48 of them, agreed and 20 disagreed the statements and 16 are neutral in their opinion.
- Regarding the statements E- banking is safe, 11 respondents strongly agree, 43 respondents agreed, 10 respondents are neutral in their opinion, 18 disagreed and 18 of them strongly disagree.

Figure 4.20 RESPONDENTS OPINION REGARDING E-BANKING



RESPONDENTS SATISFACTION OF E- BANKING SERVICES

Table4.21, DEALS WITH THE RESPONDENTS SATISFACTION LEVEL ON E-BANKING SERVICES

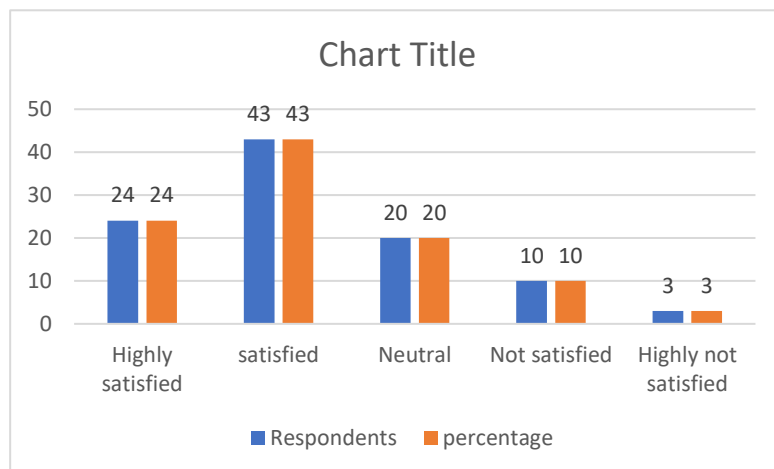
S.N o	Satisfaction	Respondents	percentage
1	Highly satisfied	24	24
2	Satisfied	43	43
3	Neutral	20	20
4	Not satisfied	10	10
5	Highly not satisfied	3	3
	Total	100	100

Source: primary data

Interpretation

From the above table it is evident that 24 % of the respondents are highly satisfied with the e- banking services, 43% of them are satisfied, 20% of the respondents are neutral in their opinion, 10% of the respondents are not satisfied with the e-banking services and 3% of them are highly dissatisfied with e-banking services. It is inferred that majority of the respondents are satisfied with the e-banking services

Figure 4.21 DEALS WITH THE RESPONDENTS SATISFACTION LEVEL ON E-BANKING SERVICES



4.22 Correlations

Correlations

		Which type of account do you Maintain in your bank	Awareness about the services
Which type of account do you maintain in your bank	Pearson	1	.900**
	Correlation		
	Sig. (2-tailed)		.000
	N	100	100
Awareness about the services	Pearson	.900**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

4.23 ANOVA

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Which types of ebanking do you use frequently	100	2.85	1.546	.155
Wha ttype of problem are you facing while using ebanking service	100	2.86	1.700	.170

One-Sample Test

	Test Value = 0				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower
Which types of e-banking do you use frequently	18.430	99	.000	2.850	2.54
What type of problem are you facing while using e-banking service	16.826	99	.000	2.860	2.52

One-Sample Test

	Test Value = 0
	95% Confidence Interval of the Difference
	Upper
Which types of e-banking do you use frequently	3.16
What type of problem are you facing while using e-banking service	3.20

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION OF THE STUDY

5.1 Demographic profile of the respondents:

- It is observed that 52% are Female respondents and 48% are Male respondents. Hence it is concluded that majority of contacted respondents are female. It is interesting to know that in thuripakkam we find many female retail traders.
- It is observed that 5% of the respondents are in the age group of below 20 year, 47% of the respondents are between the age group of 20-30 year, 30% of the respondents are between the age group of 31-40 year, 9% of the respondents are between the age group of 41-50 year, 9% of the respondents are in the age group of above 50 year. Hence, it is concluded that the majority (47%) of respondents are in the age group of 20-30 year. It inferred from the table that young generations are engaged in trading activities and use bank for their financial transaction.
- It is noted that 45 % of the respondents fall under the Private class. Only 19% of the respondents are government employee. Business class respondents constituted 21% and another 15% of respondents are from categories.
- It is observed that 12% of the respondents monthly income is below Rs.10,000, 51% of the respondents monthly income is between Rs.10,001 and Rs.25,000, 25% of the respondents monthly income ranges between Rs.25,001 and 30,000, 12% of the respondents monthly income is more than Rs.30,001. Hence it is concluded that majority of respondents monthly income is Rs.10,001 to 25,000.
- It shows that 64% are married respondents and 36% are unmarried. Hence, it is concluded that the majority of respondents contacted are married.
- It shows that, out of 100 respondents contacted, 13% of the respondents are Illiterate, 31% of respondents have cleared SSLC, 21% of the respondents are qualified in HSC, 16% of the respondents are diploma holders, 11% of the respondents are degree holders, 8% of the respondents are master degree holders. Hence majority of the respondents have completed their higher secondary education. It is clear that respondents contacted consist of both educated and illiterate retail trader.
- It is noted that 33% of respondents are maintaining their account with public sector bank, 42% of respondents having account in private sector bank and another 25% of respondents are maintaining their account in both public and private sector

banks. As results, the majority of respondents (42%) respondents are maintaining account in private sector especially in Indian overseas Bank.

- It shows that nearly 37 of the respondents are having saving bank account, 20 respondents are having current account. 26 respondents are having loan account, 9 respondents are having recurring deposit. 8 of the respondents are having fixed deposit. Account so the majority 37 respondents are having savings bank account.
- It is observed that 9% of the respondents are maintaining the bank account for more than a year, 34% of the respondents are maintaining the account for a period ranging from 1 to 5 years, 39% of the respondents are maintaining the account for a period ranging from 5 to 10 years, 9% of the respondents are maintaining the account for a period ranging from 10 to 15 years and 9% of the respondents are maintaining the bank account for more than 15 years. Hence it is concluded that the majority (39%) of respondents are maintaining the bank account for period ranging from 5-10 years.
- It shows that, out of 100 respondents contacted, 28% respondents received loan from their bank and 72% respondents did not availed any loan facilities from bank. Hence, it is concluded that the majority (72%) of respondents did not availed any loan facilities from their bank. The reason for not availity loan may be many but the banker have to share the information about the loan facilities specially designed for the business people
- The figure depict that out of 100 respondents.. 59% of respondents stated that e-banking service are not necessary for them It is concluded that majority of respondents believe that e- banking services are necessary for them in the present scenario. Still 41% of them are comfortable with the traditional banking.
- it is inferred that out 100 respondents, 54% of the respondents are using debit cards, 12 % of the respondents are using credit cards, 14% of the respondents are using Both Debit and Credit cards, and 20% of the respondents are not using any cards. It is interesting to note that debit card users are very less in number. It is concluded that majority of respondents are using the debit card becoming it is easy to use it in the merchandise.
- It is depicts that out of 100 respondents contacted. All the of respondents are using e-banking service. It is conclude that majority of responders are accessing E-banking service. Though 100% of the respondents felt that e-bank's out necessary for them still they are using this services.

- It is depicted that out of 100 respondents contacted, 50 the respondents are aware about internet banking services, 25 online banking services, 25 the of respondents use the debit/credit card services and mobile/ phone banking service. It is clear that retail traders are well aware about E banking services.
- It shows that out of 100 respondents contacted, 39% of respondents chose e-banking services because they get good services, 30% of respondents chosen e-banking services because it is cost effective, and 31% of respondents chose e banking services because of the influence of their friends or relatives. It is clear that majority of (39%) the respondents have chosen e-banking services because it provides good services to them.
- It shows that, out of 100 respondents contacted 48% of the respondents are using all the mentioned e-banking services such as, online fund transfer, online purchase and payment, Regular checking of bank statement, Request for card or cheque book service, purchase the materials for business and bill payment.
- Among all the e- banking services the next services used by the respondents for online purchase and payment 10% of the respondents are using the e- banking services for online fund transfer. About 10% of the respondents are using e-banking services for bill payment it is interesting to note that no respondents are using e-banking services for making request for card or cheque book services.
- It shows that, out of 100 respondents contacted. 27% of the respondents stated that e- banking services are not easy for uneducated people. 19% respondents stated that e- banking is not comfortable as it takes more time for working. 43% of the respondents stated that e- banking services takes long process to access. 11% of the respondents stated that e-banking services take more time for transferring the funds. The traders are very comfortable with the e-banking services.
- It shows that, out of 100 respondents contacted. 47% of the respondents are using e- banking services as it is inexpensive. 13% of respondents are using e-banking services to avail a discounts from merchandise 13% of respondents are using e-banking services because it saves time. 10% of respondents are using e-banking services because it is easy to transfer the fund to others account. 11% feels that e-banking services are easy to process. 6% of respondents are using

e-banking services to avail a coupon codes. Hence it is concluded that majority of the respondents are using e- banking services due to its affordability.

- it is inferred that 48% of the respondents are visiting their branches even after using the e-banking services. Only 22% of the respondents are not visiting their branches for any services as they depend on e-banking. About 30% of the respondents reduced their frequency of visit to the branch after using the e-banking services
- it is interpreted that out 100 respondents 47 of the respondents agreed that they have adopted the e- banking services because of the transaction speed and 45 of them strongly agrees that transaction speed makes them to go for e-banking services and remaining 8 respondents the stands neutrally by not agreeing as well as not disagreeing the statement.
- The use of internet banking is time saving was considered as the another reason for adopting the e-banking facilities, which was strongly agreed by 12 respondents, agreed by 48 respondents, disagreed by 2 respondents, strongly disagreed by 10 respondents and 28 of them have the neutral mindset regarding this reason.
- E-banking was adopted as a strategy by the retail trades to make their customer to buy the product when they don't have enough money to pay the product which the customers are willing to buy. Among the 100 trades contacted 10 of them strongly agreed to this reason, 48 of them, agreed and 20 disagreed the statements and 16 are neutral in their opinion.
- Regarding the statements E- banking is safe, 11 respondents strongly agree, 43 respondents agreed, 10 respondents are neutral in their opinion, 18 disagreed and 18 of them strongly disagree.
- it is evident that 24 % of the respondents are highly satisfied with the e- banking services, 43% of them are satisfied, 20% of the respondents are neutral in their opinion, 10% of the respondents are not satisfied with the e-banking services and 3% of them are highly dissatisfied with e-banking services. It is inferred that majority of the respondents are satisfied with the e-banking services

5.2 SUGGESTIONS :

- The knowledge about opening current account for their business activity is lacking among the respondents. So the bank has to educate the retail traders about the importance of opening a current account.
- About 34% of the respondents are still not agreeing the statement E- banking is safe. It is the duty of the bankers to share the information regarding the safety aspects of E-banking to the customer.
- Still 13% of the respondents are a used satisfied with the e- banking services. The bankers has to identify the reason from the customers and take measures to over come such situation.

5.3 CONCLUSION:

E- Banking is the order of the day. Irrespective of the level of the education all respondents are using e-banking service mainly for the speedy nature of the transaction. Maintain retail traders in the study are using e-banking services. Through have and there the retail traders are facity same problems relating to the e-banking services at last majority of the respondents in the study are satisfied with the e-banking services offered by their banks. The world as a where is addressing sender gap in all the arena . In the study are it is quiet interesting to note that many retail traders are woman and they ate using the e- banking services with full zeal.

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Questionnaire

1. Name of the customer _____

2. Gender

(a) Male

(b) Female

3. Age

(a) Below 20Years

(b) 20-30Years

(c) 31-40Years

(d) 41-50Years

(e) Above 50Years

4. Occupation

(a) Government Employee

(b) Private

(c) Business

(d) Others (Specify) _____

5. Monthly income

(a) Below Rs10,000

(b) Rs.10,001 to 25,000

(c) Rs.25,001 to 30,000

(d) More than 30,001

6. Marital status

(a) Married

(b) Unmarried

7. Qualification

(a) Illiterate

(b) SSLC

(c) HSC

(d) Diploma

- (e) Degree
- (f) Masters Degree
- (g) Others (please specify)_____

8. In which bank do you have you account?

- (a) Private Sector
- (b) Public sector
- (c) Both

9 .Which type of account do you maintain in bank your?

- (a) Saving Bank Account
- (b) Current Account
- (c) Loan Account
- (d) Recurring Deposit
- (e) Fixed Deposit

10. How long are you maintaining the account?

- (a) More than 1Year
- (b) 1-5Years
- (c) 5-10Years
- (d) 10-15Years
- (e) Above15Years

11. Hove you availed any loan facility from the bank?

- (a) Aailed
- (b) Not availed

12. Do you think that E-banking services are necessary in present scenario?

- (a) Yes
- (b) No

13. Do you have?

- (a) Debit card
- (b) Credit card
- (c) Both (A)and(B)
- (d) None of these

14. Are you availing E-banking services?

(a) Yes (b) No

15. Which of following E-banking service are you aware of?

(a) Internet Banking

(b) Mobile/Phone Banking

(c) Online Banking

(d) Debit /credit card

(e) Other

16. What do you prefer while choosing E-banking services?

(a) Good service

(b) Cost Charges

(c) People References

(d) Others (please Specify) _____

17. Which types of E banking do you use frequently?

(a) Online fund transfer

(b) Online purchase and payment

(c) Regular checking of bank statement

(d) Request any card or Cheque book services

(e) Purchase the materials for business

(f) Bill Payment

(g) All of the above

18. What type of problem are you facing while using E-banking services?

(a) More time taking in fund transfer

(b) Slow speed in working

(c) Long process

(d) Not easy for uneducated people

(e) Others

(f) coupon codes

19. Do you still visit your branch since you started using E-banking facilities?

(a) Yes (b) No (c) Reduced then before

20. Which of the following benefits which using E-banking service?

(a) Time saving

(b) Easy fund transfer

(c) Easy processing

(d) Inexpensive

(e) Discount

(f) coupon codes

21. Overall satisfaction towards E banking Services?

(a) Strongly Agree

(b) Agree

(c) Neutral

(d) Disagree

(e) Strongly Disagree

22. Statement of E-Banking services.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The use of Internet banking makes my transactions very fast					
The use of "Internet banking is time saving					
Can easily convert my customer to buy the product when they do not have enough cash in hand.					
Do you think E-banking is safe					

