

A STUDY OF FACTOR AFFECTING TRUST IN ONLINE BANKING.

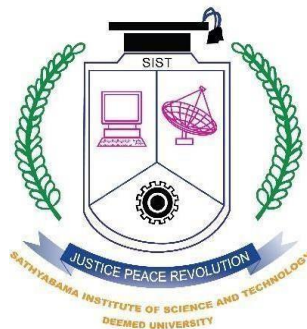
Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

BHUVANESHWAR.M

Register no: 42410082



**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

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
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CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **BHUVANESHWAR.M 42410082** who carried out the Project Training “**A STUDY OF FACTOR AFFECTING TRUST IN ONLINE BANKING**” who carried out the Project Training.

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DECLARATION

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DATE:

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BHUVANESHWAR.M

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ABSTRACT

The widespread adoption of online banking has transformed the traditional banking landscape, offering convenience and accessibility to users worldwide. Trust is a critical factor influencing user acceptance and engagement in online banking platforms. This study aims to provide a comprehensive overview of the key factors affecting trust in the context of online banking.

The study considers the influence of demographic variables, such as age, gender, and socio-economic status, on trust in online banking. Understanding how these factors interact with trust can help financial institutions tailor their online banking services to different user segments, fostering increased trust and user satisfaction.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

A bank is defined as "accepting deposits from the public that can be repaid on demand and withdrawn by check, draft, or otherwise for the purpose of lending or investing". Online banking started in the 80's. At a basic level, online banking involves a bank setting up an internet site to provide information about the bank's products and services. In today's digital age, the growth of e commerce and online banking has transformed the way consumers conduct financial transaction. With the convenience of making purchases and managing finance from the comfort of their homes, consumers are increasingly relying on online platforms. Understanding what contributes to or detracts from this trust essential for business and financial institution to enhance the security and reliability of their digital platform.

The effectiveness of security measures such as encryption, multi-factor authentication, and secure login processes significantly influences user trust. Any perceived vulnerabilities in these systems can erode confidence in the platform. Accessible and responsive customer support services contribute to user confidence. Knowing that assistance is readily available in case of issues, concerns, or suspicious activities can reassure users and build trust in the online banking platform.

HISTORY OF ONLINE BANKING:

The history of online banking can be traced back to the early days of computer technology and the development of the internet. Here's a brief overview of key milestones in the history of online banking:

The use of computers in banking began in the 1960s and 1970s with the advent of mainframe computers. Banks started using computers to automate various processes such as check clearing and record-keeping. While not strictly online banking, telephone banking was an early precursor. Customers could perform basic transactions by phone, such as checking account balances and transferring funds. As personal computers became more common in households, banks started to offer PC banking services. Customers could use specialized software to connect to their bank's computer system and perform various transactions. As internet usage became more widespread, many banks began to offer online banking services. Security measures, such as encryption and secure login procedures, were implemented to protect customer information. Online banking continues to evolve with advancements in technology. Artificial intelligence, biometrics, and blockchain are being explored to enhance security and improve the overall banking experience. Today, online banking is an integral part of the financial landscape, offering a wide range of services to customers worldwide. The convenience and accessibility of online banking have transformed the way people manage their finances

1.2 OBJECTIVES OF STUDY

- * To Study about the factor of affecting the trust and in online banking.
- * To analyze the importance, functions, advantages and limitations of online banking.
- * To analyze the present e banking scenario concerned with ATM, internet banking, mobile banking credit debit card, fund transfer and other online banking services.

1.3 SCOPE OF STUDY

It is now widely believed that online banking will ultimately change the face of banking industry, slicing margins and weakening customer loyalty. The Web has made it cheaper to deliver online banking services, and easier to do comparative shopping. It is also believed that the web will lead to a revolution in consumer banking. It is almost certainly the way most banking will be conducted in the not-too-distant future.

1.4 NEED OF STUDY

This study is needed to find out the working of online banking and its importance in the study. It's Advantages and Disadvantages how much people are used it and its impact in daily life.

1.5 DIFFERENT TYPES OF ONLINE BANKING

A. ATM BANKING.

Computerized machine the bank customer gains the access to their account with a magnetically encoded plastic card and a code number Some ATMs are simple cash dispensers, while others allow a variety of transactions such as check deposits, balance transfers, and bill payments. Online banking refers to banking transactions that can be performed with the use of a computer, and requires an internet connection to work.



B. DEBIT CARD.

Avail banking services such as cash withdrawal, balance enquire, value added services viz. Fund transfer, mobile recharge, tax payment etc., from ATMs round the clock. A debit card is a payment card that deducts money directly from your checking account. Also called “check cards” or "bank cards," debit cards can be used to buy goods or services or to get cash from an ATM.



C. CREDIT CARD.

Standard – size of plastic token with a magnetic stripe that hold a machine-readable code. A credit card is a physical payment card that allows you to get credit from a financial institution. You can use the pre-approved limit to make purchases and repay the borrowed amount with an interest each month within your billing cycle.



D. DIGITAL WALLET.

A digital wallet, also known as an e-wallet or mobile wallet, is an electronic device, online service, or software program that allows one party to make electronic transactions with another party bartering digital currency units for goods and services.

It contains digital versions of your credit and debit cards that are stored in wallet apps on your mobile device. Examples of these apps include Apple Pay, Samsung Pay and Google Pay. Etc....



E. MOBILE BANKING.

Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions remotely using a mobile device such as a smartphone or tablet. the act of making financial transactions on a mobile device (cell phone, tablet, etc.). This activity can be as simple as a bank sending fraud or usage activity to a client's cell phone or as complex as a client paying bills or sending money abroad.



F. UPI.

Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing & merchant payments into one hood.



CHAPTER 2

REVIEW OF LITERATURE

2.1 LITERATURE OF REVIEW

Rakesh H.M Ramya TJ (2014)

In their research paper titled “A study of factor influenced consumer adoption of internet banking in India “tried to examine the factors that influence internet banking adoption.

Amruth Raj Nippatlapalli (2013)

Proved and it's found out that internet banking is influenced by its perceived reality perceived ease of use and perceived usefulness.

Nidhi Singh, Neena Sinha (2016)

Had undertaken a study on customer satisfaction of commercial banks. This paper presents that customer satisfaction is a marketing term which measures the customer expectations based on the products and services supplied by the company. Customer satisfaction is defined as the degree at which a company's customers are happy with their purchase of products and services or the experiences that gained from the company.

Dong, (2008)

This study of concerned with digitalization which states the banking sector is more conscious towards the customers regarding the banking services and the customer perception from shifting to digital banking services from traditional method of transactions.

Lee, (2009); Liao, (1999)

For customers and financial institutions, to take advantage of this innovation, it is central to analyses the main reasons of why people adapting to Internet Banking. In comparison to other online purchases, the adoption of Internet Banking is typically more complex. It initiates a long-term relationship between both parties. This process is important for customers, because they start to get into a business relationship with an Internet Banking service. During the research about Internet Banking, the authors realized that most of the scientific articles in the field of Internet Banking are about the adoption of Internet opportunities offered by the internet as strategic tools and revolutionized the way they operate. There is a quote from the Financial Times from the year 1996 where they said: "Banking is essential to a modern economy, banks are not".

Tan & Teo, (2000)

The new type of service provided by the banks with the help of the internet technology is called "Internet Banking". Internet Banking (IB) can be characterized as a financial transaction over the Internet through a bank's website.

Sudhakar A. M., Suryanarayana, (2011)

"Emerging mobile banking scenario and its adoption in India: a study", With broadband communication technological developments and mobile phones penetration (481 million by June 2009) into common man's life have triggered major thrust in the Banking service sector of India.

Moutinho & Curry (1994)

Consequently, many financial institutions have clearly embarked on the development of technology-driven strategies, which they hope will be translated in terms of customer preference and, therefore, higher returns and higher market penetration.

Aladwani, 2001; Daniel, 1999; Mols, 1998; Sathye, 1999

Are the types of services through which bank customers can request information and carry out most retail banking services such as balance reporting, inter- account transfers, bill-payment, etc.,

Delvin (1995)

Customers literally have very limited time for activities like visiting a bank and want a higher degree of accessibility and convenience.

Dr C. Paramasivan (2009)

In his studies entitled “customer satisfaction through information technology in commercial banks” highlighted that, bank account holders are somewhat satisfied with the services provided by their banks and the banks should try to enhance their services in order to satisfy their customers in a cost-effective way with the help of information technology.

Mishra (2005)

In his paper stated the benefits and the security concerns of online banking.

Daniel, 1999

According to him increased customer loyalty, improved customer access, attracting new customers, offering of more services are the primary drivers of online banking. But in a survey conducted by the online banking association, member of institutions rated security. In the opinion of Daniel (1999), E-banking

is online banking (or Internet banking) which allows customers to conduct financial transactions on a secure website operated by their retail or virtual bank, credit union or building society

Sathye 1999

Also asserted that electronic banking can be defined as a variety of the following platforms: (a) Internet banking (or online banking), (b) telephone banking, (c) mobile phone banking, and (e) PC banking (or offline banking).

Durkin and Howcroft 2003

Evaluated that the banker-customer relationship was improved through mobile, phone and internet banking. The authors found that new technology has made the banks very competitive and profitable and internet has played a key role in it. Perception of bankers and customers regarding the use of internet was examined

Joseph and Stone 2003

In their paper, explored that customer friendly technology such as ATM, internet banking and telephone banking has been used by the banks to reduce the cost of providing services, and to increase the customer loyalty and market share. Technology plays a vital role in delivery of banking service. The study highlighted that access, location, security and ease of use of ATM machines appears to be the most important component for banking customers for the adoption of e-banking. However, banks should emphasize more on providing speedy and efficient service to the customers. Further, bank managers should conduct periodic marketing studies to understand the level of technological services by the customers so that adequate service could be delivered at the right time.

Rao & Prathima 2003

Banks offering the online banking still have a long way to go but there is a huge potential of online banking in in India.

Bello et.al 2010

In his research article entitled on 'Impact of E-banking on Customer Satisfaction in Nigeria' examined and assessed the impact of 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 analyzed 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.

Ankit 2011

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 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.

Hamadi 2010

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 these articles results are the consumers satisfied with internet banking in the future and to visit their banks websites first for necessary banking services. Researcher analyzed data with standardized regression coefficient of SEM model of the perceived quality of internet banking.

Hazlina Abdul Kadir.et.al 2011

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.

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 internetbanking.

S Kanimozhi, S Subathradevi

Mobile banking in India-issues & challenges, international journal of research and analytical reviews (2019), technology plays an important role in banking sector. Banking is one of the largest financial institutions constantly explores the opportunity of technology enabled services to provide better customer experience and convenience. Mobile phone is a common technology device that became part of every individual in the information era. Mobile Banking is an emerging alternate channel for providing banking services. India is the second largesttelecom market in the world, which is having high potential for expanding banking services using Mobile. However, mobile banking has not become the choice of millions of people. The main objective of this study is to identify the mindset and analyses the security issues in Mobile banking among the banking customers in India.

P Sarika, S Vasantha

Review on influence of trust on mobile wallet adoption and its effect on user's satisfaction, international journal of management technology and engineering (2018), in the current scenario, mobile wallets are playing an important role in today's life. The mobile phone users are adopting new technologies for their benefits. The mobile phone user feels comfortable and flexible to perform online payment transactions through a mobile device. Area of residence, Age, Marital status, educational qualification, occupation, Nature of family have an influence on their level of awareness.

R Jagannathan, P Ravichandran

Customer perception on mobile banking, Studies in Indian place names (2020), mobile banking means providing services through mobile devices. Mobile is a very common technology electronic device that became part of every individual in the communication era. Mobile banking is an emerging alternative channel for providing banking services. This is a natural evolution of internet banking and a better digital alternative. India is the second largest telecom market in the world, which is having high potential for expanding banking services using mob

Dr. T. Santhiya Ran, A. Saravanan 2018

Analyses the customers satisfaction towards internet banking of all Banks has been elicited and analyzed. This part consists of demographic profile of customers and bank transaction details and reasons for using internet banking has been taken into consideration. The question of how attitude towards element of existing banking service might influence to customer decision to used internet banking has not been investigated.

Ataur Rahman, Mahmudul Hasan and Md. Amin Mia 2017

Analyzed the Mobile Banking Service Quality and customer satisfaction. In this study customer satisfaction is taken as dependent variable and reliability, responsiveness, assurance is taken as independent variable. The study has been conducted with 166 customers in Bangladesh by using Simple random sampling. The study is carried out using descriptive statistics, Pearson correlation and multiple regressions. The study results showed that the independent variables are the main factor for customer satisfaction. The dependent variable is not considered as the key indicator for customer satisfaction.

Adewuyi, 2014

Have conducted a study on electronic banking product and service in Nigeria. Their results revealed that all banks provide at least one form of electronic services, such as Mobile Banking, even though many Mobile Banking schemes have been adopted and embraced by customers, e-payment is the most commonly used Mobile Banking solution.

CHAPTER – 3

RESEARCH METHDOLOGY

3.1 METHDOLOGY

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 SOURCE 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. Questionnaire has been designed in a systematic manner covering adequate and relevant questions which covers all aspects of the study.

➤ **SECONDARY DATA:**

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

3.3 SAMPLING TECHNIQUE:

Sampling technique is the technique used to select the sample size. Convenient sampling technique is used for this research. Investors were taken according to the convenience of the research study. The respondents are from various locations spread across the country.

3.4 SAMPLE SIZE:

The sample size of this study consists of 100 respondents. The respondents are from various locations spread across the region.

3.5 HYPOTHESIS:

- **H0:** The proportion of individuals availing of all banking facilities is equal.
- **H1:** The proportion of individuals availing of all banking facilities is different.
- **H0:** There is no significant association between the possibility of choosing a payment method and a specific variable or condition.
- **H1:** There is a significant association between the possibility of choosing a payment method and a specific variable or condition.

3.6 STRUCTURE OF THE QUESTIONNAIRE:

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic. The structure of questionnaire used in this project is as follows.

3.7 STATISTICAL TOOLS USED

The following statistical tools have been used to analyses and interpret the data

- ❖ Percentage analysis
- ❖ Correlation
- ❖ CHI SQUARE

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire.

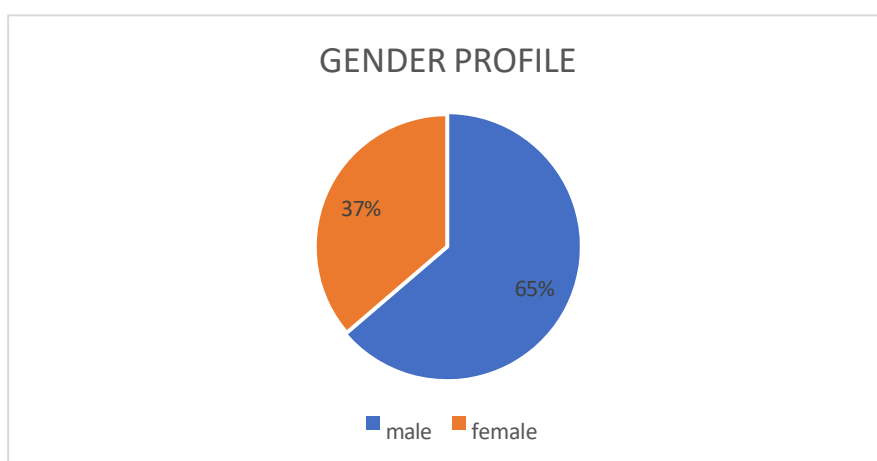
4.1 Percentage analysis.

Table no 4.1.1. GENDER PROFILE

Percentage Analysis is used to analyze the gender of respondents and it have been interpreted in Table 4.1 which displays the Frequency and Percentage of Gender of Respondents.

Table 4.1 Frequency analysis of Gender

Factor		Frequency	Percentage
Gender	MALE	63.7	65%
	FEMALE	36.3	37%



Interpretation:

From the above table, it is interpreted that (65%) of respondents are of male category and (37%) of them belong to female category.

Inference:

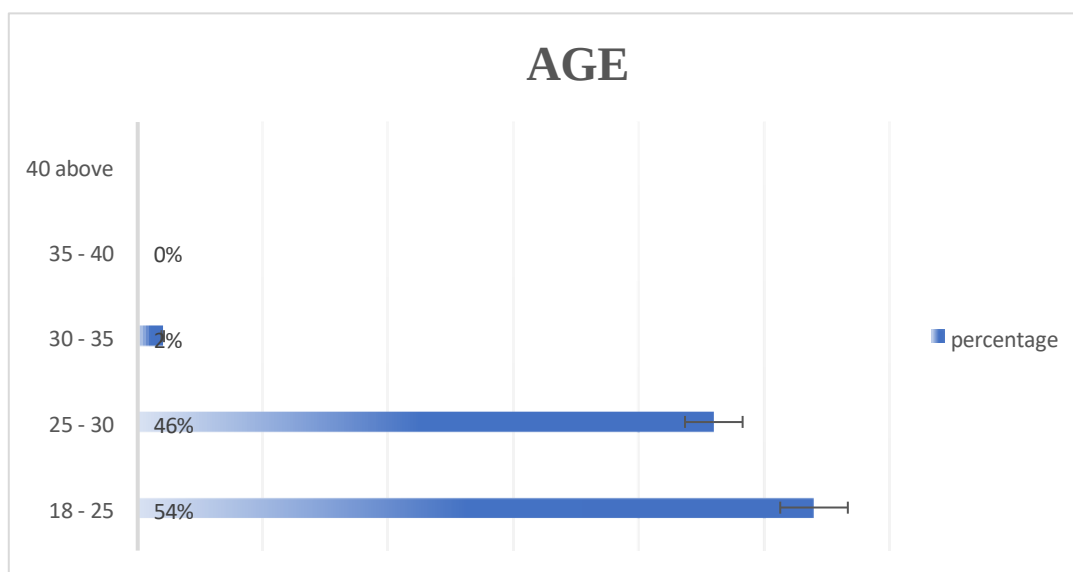
Majority (65%) of the respondents of my questionnaire are male.

Table no 4.1.2 AGE OF THE RESPONDENT

Percentage Analysis is used to analyze the gender of respondents and it have been interpreted in Table 4.1 which displays the Frequency and Percentage of Age of Respondents.

Table 4.2 Frequency analysis of AGE

Factors		Frequency	percentage
Age	18 – 25	52.9	54%
	25 – 30	45.1	46%
	30 – 35	2	2%
	35 - 40	0	0
	40 above	0	0



Interpretation:

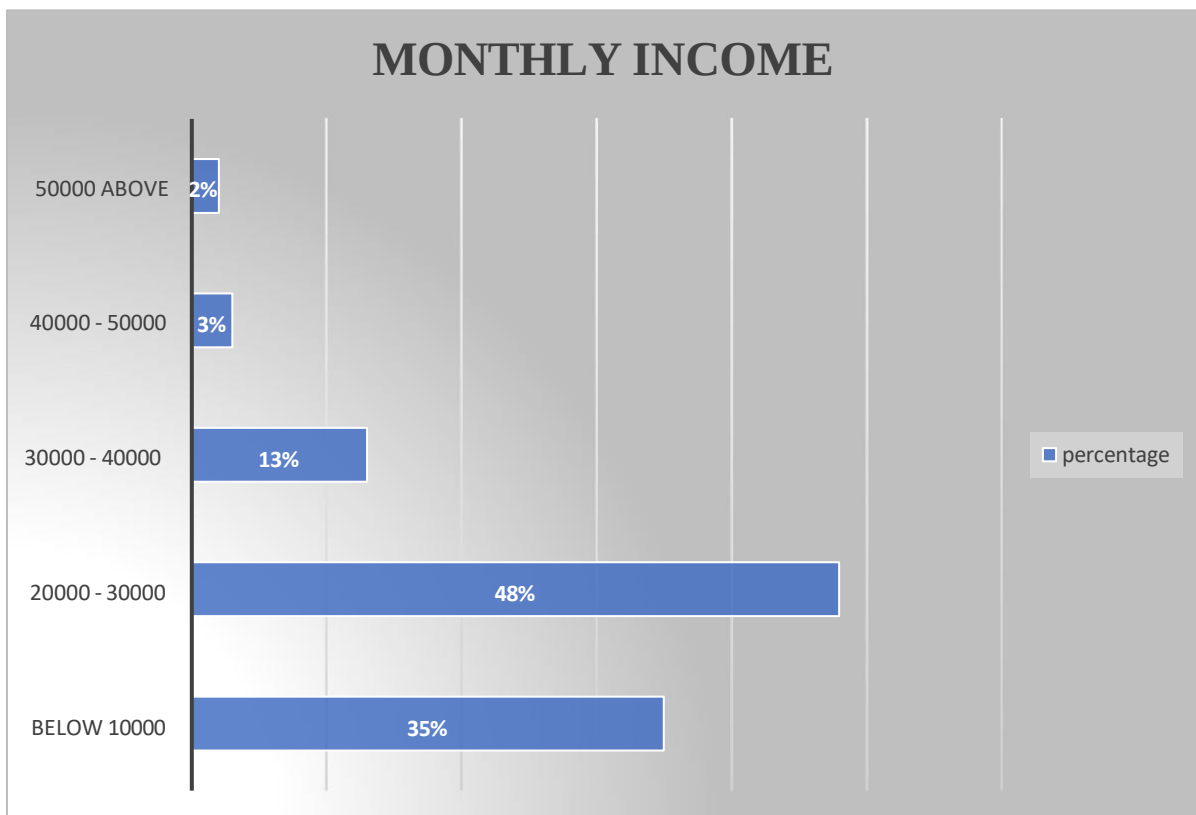
From the above table, it is interpreted that 54 % of respondents are of age group below 18-25, 46% of them belong to age group 25-30, 2 % of them belong to the age group 30-35 and 0% belong to the group belong 35-40,0% to the age group above 40.

Inference:

Majority (54%) of the respondents of my questionnaire belong to the age group 18-25.

Table no 4.1.4 MONTHLY INCOME

Factors		Frequency	PERCENTAGE
Monthly income	Below 10000	34.7	35%
	20000 – 30000	47.5	48%
	30000 – 40000	12.9	13%
	40000 – 50000	3	3%
	50000 above	2	2%



Interpretation:

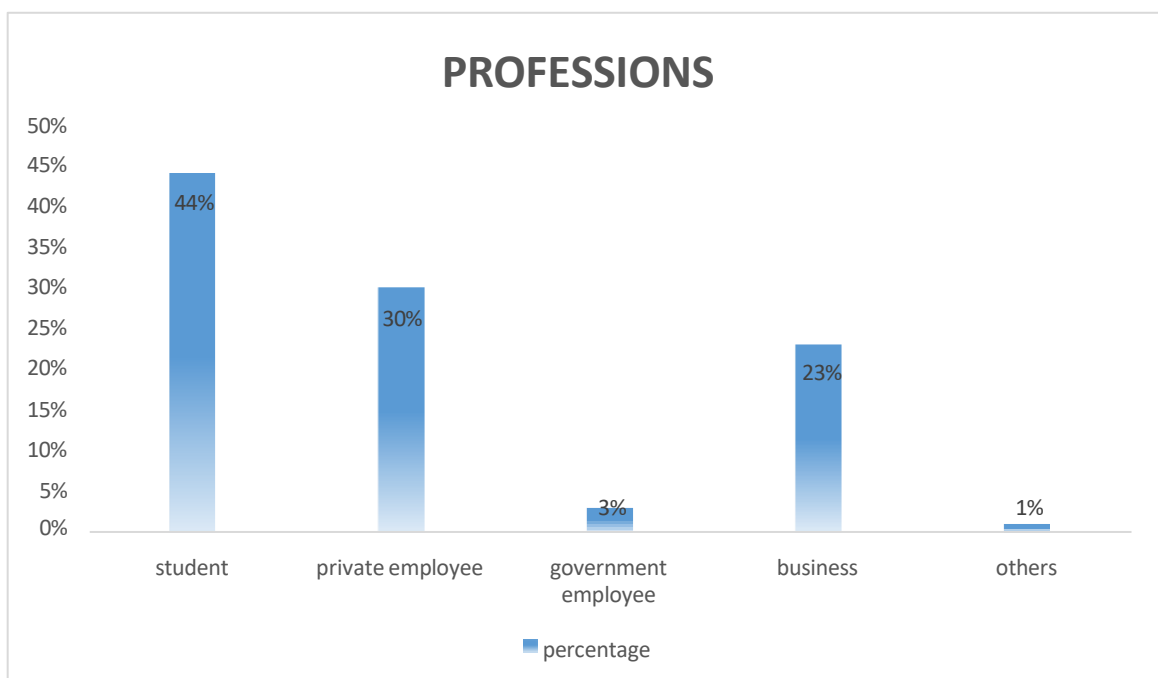
Out of the respondents, 35% of the respondents comes under the category of income >10000, 48% of the respondents comes under the category of income between 20000 – 30000, 13% of the respondents comes under the category of income 30000 – 40000, 3 % of the respondent comes under the category of income 40000 -50000 and 2%of the respondent comes under the category under < 50000.

Inference:

Majority (48%) of the respondents of my questionnaire belong to the 20000 - 30000

Table no 4.1.3 PROFESSIONS

Factors		Frequency	percentage
Professions	STUDENT	43.6	44%
	PRIVATE EMPLOYEE	29.7	30%
	GOVERNMENT EMPLOYEE	3	3%
	BUSINESS	22.8	23%
	OTHERS	1	1%



Interpretation:

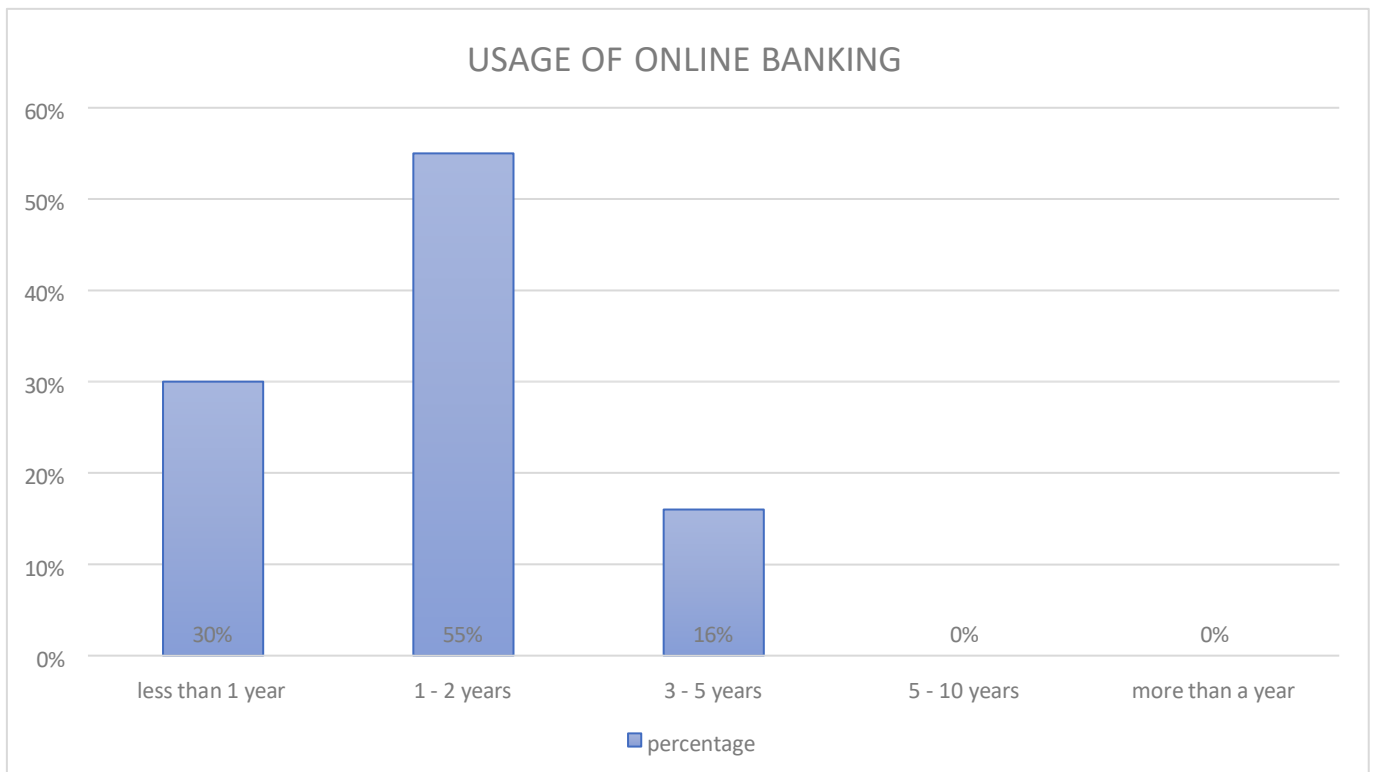
Out of the respondents, 44% of respondents belong to Student, 30% of the respondents belong to Private employee, 3% of the respondents are government employee and the remaining ,23%of the respondents are business, 1% of the respondents are others.

Inference:

Majority (44%) of the respondents of my questionnaire belong to the students.

Table no 4.1.5 USAGE OF ONLINE BANKING

Factors		Frequency	percentage
Usage of online banking	Less than 1 year	29.7	30%
	1 – 2 years	54.5	55%
	3 – 5 years	15.8	16%
	5 – 10 years	0	0
	More than a year	0	0



Interpretation:

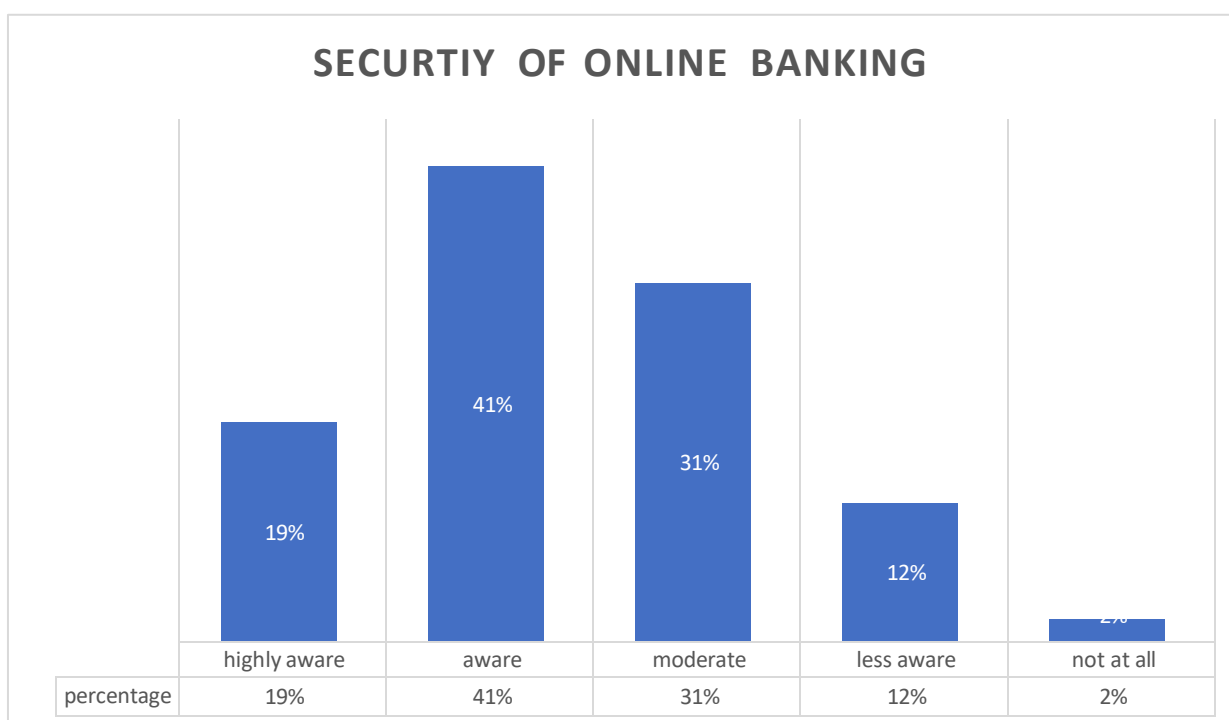
Out of the respondents, 30% of the respondents comes under the category of >1 year, 55% of the respondents comes under the category of between 1 – 2years, 16% of the respondents comes under the category of 3 – 5years, 0 % of the respondent comes under the category of 5 -10 and 0%of the respondent comes under the category under more than a year.

Inference:

Majority (55%) of the respondents of my questionnaire belong to the 1 – 2 years.

Table no 4.1.6 SECURITY OF ONLINE BANKING

Factors		Frequency	percentage
Security of online banking	Highly aware	18.6	19%
	Aware	40.2	41%
	Moderate	30.4	31%
	Less aware	11.8	12%
	Not at all	2	2%



Interpretation:

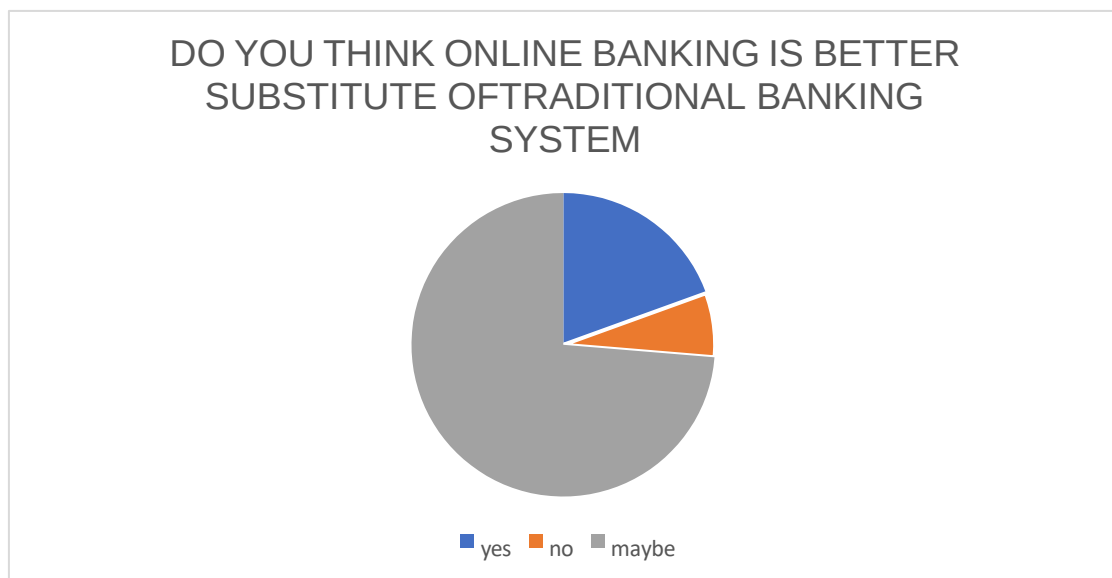
Out of the respondents, 19% of the respondents comes under the category of highly aware, 41% of the respondents comes under the category of aware, 31% of the respondents comes under the category of moderate, 12% of the respondent comes under the category of less aware and 2%of the respondent comes under the category under not at all.

Inference:

Majority (41%) of the respondents of my questionnaire belong to the Aware.

Table no 4.1.7 DO YOU THINK ONLINE BANKING IS BETTER SUBSTITUTE OF TRADITIONAL BANKING SYSTEM

Factors		Frequency	percentage
Online banking is better substitute of traditional banking system	YES	37	37%
	NO	13	13%
	MAY BE	50	50%



Interpretation:

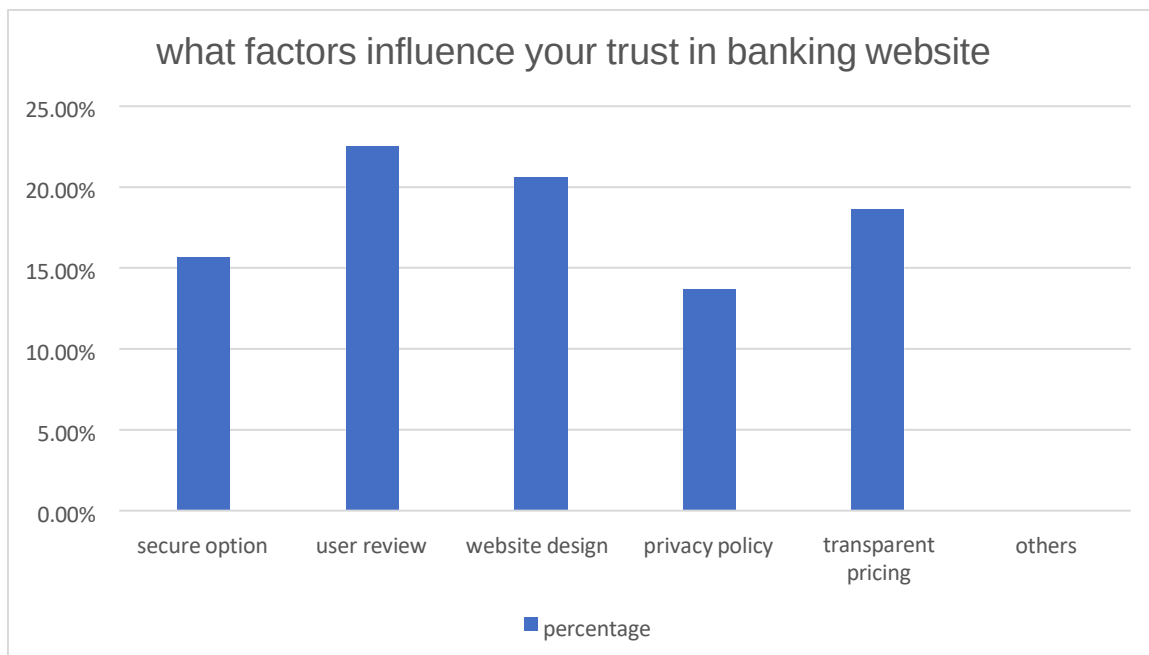
Out of 37% of the respondent comes under the category of YES, and out of the 13% of the respondent comes under the NO, and the 50% respondent comes under the MAY BE.

Inferences:

Majority of the respondent comes under the 50% may be.

Table no 4.1.8 what factors influence your trust in banking website

Factors		Frequency	percentage
Whatfactors influence your trust in banking website	secure payment option	16	15.7%
	user reviews and ratings	23	22.5%
	website design and user experience	21	20.6%
	privacy policy and data protection	14	13.7%
	transparent pricing	19	18.6%
	others	12	11.8%



Interpretation:

Out of the respondent 15.7% of the secure option, 22.5% of the user review, 20.6% of the website design, 13.7% of the privacy policy ,18.6%of the transparent pricing, 11.8% of the others.

Inferences:

Majority of the respondent comes under the 22.5% of the user review rating.

Table no 4.1.10 CORRELATION

		payment method	Availing banking facilities
payment method	Pearson Correlation	1	.777**
	Sig. (2-tailed)		.000
	N	101	101
availingbankingfacilites	Pearson Correlation	.777**	1
	Sig. (2-tailed)	.000	
	N	101	101

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

Interpretation:

The p value is .777 which is greater than the significant value (0.05). Hence Null Hypothesis H0 is accepted and H1 is rejected.

Inference:

There is no significant difference between payment method and availing banking facilities.

Table no 4.1.11 CHI SQUARE

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Are you aware of online banking * profession	101	100.0%	0	0.0%	101	100.0%

CHI SQUARE

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	309.942 ^a	352	.948
Likelihood Ratio	180.865	352	1.000
N of Valid Cases	101		

444 cells (99.8%) have expected count less than 5. The minimum expected count is .01.

Interpretation:

The p value is .948 which is greater than the significant value (0.05). So null hypothesis rejected alternative hypothesis accepted.

Inference:

There is no significant difference between are you aware of online banking and profession.

CHAPTER – 5

FINDINGS, SUGGESTIONS, CONCLUSION

5.1 FINDINGS:

- Majority (54%) of the respondents of my questionnaire belong to the age group 18-25.
- Majority (65%) of the respondents of my questionnaire are male.
- Majority (48%) of the respondents of my questionnaire belong to the 20000 - 30000.
- Majority (55%) of the respondents of my questionnaire belong to the 1 – 2 years.
- Majority (41%) of the respondents of my questionnaire belong to the Aware.
- Majority of the respondent comes under the 50% may be
- Majority of the respondent comes under the 22.5% of the user review rating

5.2 SUGGESTION

1. Bank should adopt some new policies and incentives to the online banking customers for making large number of transactions.
2. Bank should improve the technical and physical accessibility of online banking services.
3. Bank should provide more facilities like training program, awareness camps to all types of customers.
4. Bank should make collaboration with other financial institution to collect their bill payment premium and other finance related matter online.

5. Bank should implement easy way to access online banking services for the people who are unaware about how to use online banking services very fluently.
6. Bank should improve the online banking service quality of website design, home page of bank web site and server availability.
7. keep changing your password at regular intervals. More importantly, keep the password confidential at all times.
8. Avoid logging in to your bank account at common computers in cyber cafes or libraries. These are crowded places, and there are more chances of your password being traced or seen by others.

5.3 CONCLUSION:

The benefits of online banking are significant and wide-ranging. With online banking, you can enjoy the convenience of managing your finances from anywhere, the security of robust encryption and multi-factor authentication, and the potential for savings on fees and interest rates. In the other hand, banks may lose all information, handling charge and credit business by Smart Card and Digital Money. Banks have to promote the favorable methods and join to construct the new rules to profit all the participants when they promote these methods. By netting through EDI, transactions between companies will be compressed and the companies might take over some portion of the settlement function that banks have traditionally conducted. Banks would lose money, and lose control on companies by losing information on the business movements accompanied with the transactions. In order to overcome the threat, banks should expand their business area by acquiring the knowledge of the technology and business related to the EDI and providing total

integrated finance systems to companies. We found new payment methods are not only a threat but also a potential benefit to banks, which is somewhat contradictory to what we might have expected. Banks should realize the profit and cost to promote new payment systems and to not deal with new payment methods at all. They also should realize how they can leverage the expertise on settlement and technology in order to survive.

ANNEXURE – QUESTIONNAIRE
A STUDY OF FACTOR AFFECTING TRUST IN ONLINE
BANKING.

1. Name:

2. Gender:

a) Male b) Female

3. Age:

a) 18-25, b) 25-30, c)30-35, d)35-40, e) above 40years

4. Monthly income:

a) below10000, b)20000-30000, c)30000-40000, d)40000-50000,
e)50000above

5. Profession:

a) Student, b) private employee, c) govertmentemployee, d) business,
e) others.

6. Do you avail of online banking.

1) yes,2) no

7. Are, you availing online banking.

1) very little,2) modrate,3) highly

8. In which bank do you have an account.

1) Indian bank, 2) axis bank , 3) sbi , 4) hdfc , 5) Others.

9. How long using online banking.

1) Less than 1year, 2)1 - 2 years,3) 3 - 5-year ,4.)5 - 10 years,5) more
than a year.

10. How frequently use the online banking.

1) daily, 2) Monthly,3) Weekly,4) Never

11. Are you aware of the security of online banking.

1) highly aware,2) Aware,3) Moderate, 4) less aware ,5) not at all

12. Are you aware the threats and frauds in online banking and familiar with the methods of secured online transaction.

1) highly aware,2) Aware, 3) Moderate, 4) less aware, 5) not at all

13. possibility to choose on payment method.

1) strongly agree,2) Agree,3) Neutral, 4) Disagree) 5) Strongly disagree

14. Information about how security solutions work.

1)strongly agree,2) Agree ,3) Neutral, 4) Disagree, 5) Strongly disagree

15. Does your bank upgrade online services regularly.

1)yes, 2) No, 3) Maybe

16. Do you think online banking is better substitute of traditional bankingsystem.

1) yes, 2) No, 3) Maybe

17. What factors influence your trust in banking website.

1) secure payment option ,2) user reviews and ratings ,3) website design and user experience, 4) privacy policy and data protection, 5) transparentpricing, 6) Others.

18. What factors influence your trust in online banking service.

1)regular security updates, 2) easy account access ,3) mobile app security, 4) transparent fees and charges, 5) banks reputation, 6) personal experience

19. Have you ever experienced security issues while using ecommerce or online banking services.

1) yes, 2) No

20. Problem facing while doing online banking. (yes, no, neutral) questions.

1) lack of awareness of people ,2) cyber-crimes, 3) Atm failure, 4) Internet connectivity issue ,5) delay in transaction.

21. Give overall rating for online banking.

1)Excellent, 2) Very good, 3) Good, 4) Fair ,5) Poor

22. Which mode you prefer mostly in online banking (excellent good poor not applicable) questions.

1)Atm banking, fund transfer, 2) online fixed deposit, 3) pay bills,
4) online shopping,

THANK YOU