

THE STUDY ON ONLINE BANKING IN INDIA

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

By

KEERTHANA.A

39740121



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

MAY 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of KEERTHANA.A (39740121) who has done the Project work entitled **THE STUDY ON ONLINE BANKING IN INDIA** under my supervision from December 2021 to February 2022.

Dr. K. SASIREKHA Bsc., B.Ed., MBA, PHD

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Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I **KEERTHANA.A (39740121)**. Hereby declare that the Project Report entitled “**THE STUDY ON ONLINE BANKING IN INDIA**” done by me under the guidance of Dr. K. SASIREKHA Bsc., B.Ed., MBA, PHD. Assistant Professor, School of Management Studies submitted in partial fulfilment of the requirements for the award of bachelor of commerce.

DATE:

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PLACE: CHENNAI.

SIGNATURE OF THE CANDIDATE

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KEERTHANA.A

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ABSTRACT

Covid-19 is a virus developed in 2019 from the corona family virus. It is spreading across the world since Dec 2019 by the close contact of an infected person or fomites of Covid-19. It developed naturally in Wuhan (An State of China) or possibly develop by China research center

“Wuhan Institute of Virology”. It is spreading very fast across the world. World Health Organization and most countries including India it has declared a pandemic. People can protect themselves by this pandemic by maintaining social distance. But the basic need (Food and Medicine) is important for continuo their life and in it the transfer of money plays an important role. Online banking can make the transaction through an electronic basis without the exchange of any tangible commodity with maintaining social distance. Online banking is the modern concept of banking in which people can do some banking activities (like Transfer cash transfer and in the account, Check Bank Balance, Payment of Bills, Phone recharge and etc.) through using the Internet in their phone, computer. One of the most important features of online banking is that it can totally operate electronically basis without the exchange of any tangible commodity and it has made it an important tool to protect from the pandemic. The purpose of this study is to assess the contribution of online banking to stop the pandemic of Covid-19. A survey has been done to achieve the objectives of this paper. It is found that online banking playing an important role in the Covid 19 period to protect the people. People felt completely safe from the COVID 19 virus in the online payment of bills and recharge of prepaid mobiles and dish T.V.

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CHAPTER-1

1.1 INTRODUCTION:

Covid-19

Covid-19 is a virus developed in 2019 from the corona family virus. It is spreading across the world since Dec 2019 by the close contact of an infected person or fomites of Covid-19. It developed naturally in Wuhan (An State of China) or possibly develop by China research center "Wuhan Institute of Virology". It is spreading very fast across the world. World Health Organisation and most countries including India it have declared a pandemic. People can protect themselves by this pandemic by maintaining social distance. Till now (Very first days of June 2020) 6.19 Million people globally and 0.2088 Million people in India have infected and 376 Thousand globally and 5.834 people in India died recorded by this virus. At present, it's the biggest challenge in front of an entire human being to save the human. Doctors have no proper vaccine till now for this virus.

Online Banking

Online banking can be done without physically visiting the bank branch and it can make the transaction through an electronic basis without the exchange of any tangible commodity with maintaining social distance. Online banking is the modern concept of banking in which people can do some banking activities (like Transfer cash transfer and in the account, Check Bank Balance, Payment of Bills, Phone recharge, and many more) through using the Internet in their phone, computer. One of the most important features of online banking is that it can totally operate electronically basis without the exchange of any tangible commodity and it has made it an important tool to protect from the pandemic. E-banking is a modern concept of banking and it is an extended business opportunity of banks than regular banking. We all know every work in the bank branch done by employees is online on the internet but e-banking is a concept in which the bank gives online access to the customer of his account on the request of customers. E-banking is a worldwide entity that can operate anytime and anywhere on the internet.

1.2 NEED OF THE STUDY:

- Determining growth direction of online banking service.
- Promoting E-banking services in banking industry.
- Customer perception will be taken into consideration about the internet banking

1.3 SCOPE OF STUDY:

- Area is restricted to only surat because due to the time constraint and not able to visit all the branches in other cities or states
- All the classes of the customers were taken into consideration.
- This study was covered E-banking service sector,
- This is a realistic source directly collected from the customers of bank.

1.4 OBJECTIVES:

- To know the willingness of people about online banking system
- To find out their thoughts about online banking
- To analyse the experience of people during covid-19 about online banking

1.5 LIMITATION OF THE STUDY:

- Due to the time constraint the sample size was restricted to 102 respondents only.
- Since the study is based on the primary data collected through questionnaire the result of the study is subject to all the limitations of the primary data.
- The analysis based on some statistical tools which as it is own limitation.
- The finding and suggestions are based on the information given by the respondents.

CHAPTER-2

2.1 REVIEW OF LITERATURE

- Rani Veena, Rani Anupam, (2018). E-banking has the potential to transform the banking as it offers many benefits which can never be obtained by traditional banking. E-banking ensures conservation of valuable time which is involved in banking transactions. In spite of improvement in efficiency and convenience due to e-banking, it may prove a double-edged sword as it has posed several challenges to regulators and supervisors. The quality with which banks provide their services to their customers is utmost importance today. In today's world of competition every organization has to concentrate on its service quality in order to stand in the market.
- Asiyandia Haadi Babatunde and Isholab Ajibola Abdulrahamon, (2018). This inquiry has demonstrated that the patronage of e-banking products is on the increase and bank clients are satisfied with e-banking experience. The banking organisations were advised to increase awareness about electronic banking system through sensitizing its customers, particularly the non-adopters, about the various gains associated with e-banking so as to encourage its adoption. To further reduce the challenges associated with users' interface, graphical presentation and pictorials should be on display at bank's branches. The banking organizations should endeavour to minimize the costs.
- Basias Nikolaos and Themistocleous Marinos, (2013). E-banking offers customers wider choice, convenience, control and cost savings. Customers have access to their financial information and can conduct activity anytime and anywhere. They have better control of managing account activity and household budgeting, organizing their financial records. Cost savings comes from avoiding trips to the banks and reduced transaction cost. Especially for elderly and ill people e-banking services improve their life by releasing precious time, decreasing the bureaucracy and avoiding trips and time in lines.

CHAPTER-3

RESEARCH METHADODOLOGY

3.1 RESEARCH METHADODOLOGY:

Research Methodology is a way systematically to solve the research problem. It may be understood as a science of studying how research is done scientifically. It is necessary for the researcher to know not only the methods or techniques also the methodology.

3.2 RESEARCH DESIGN:

Research design is the plan, strategy of investigation conceived so as to obtained answers to research questions. Research design is purely a framework or a plan for study that guides in the collection of data. Descriptive research design is adopted for analyzing the data.

3.3 RESEARCH AREA:

The purpose of this study is to assess the contribution of online banking to stop the pandemic of covid-19. A survey has been conducted within the Kancheepuram District of Tamil Nadu state. Primary data have been collected from the city area of Thiruvudanthai by using questionnaire.

3.4 RESEARCH METHOD:

The research design is a Descriptive Research. Descriptive statistics was tabular, graphical & numerical summaries of data. Its main purpose is to facilitate the presentation and inference of data. Descriptive Research design involves description of the variables making up the demographic and geographic of the sample.

3.4 DATA COLLECTION:

The objective of the project is such that both primary and secondary data is required to achieve them. Both primary and secondary data is used for this project. The mode

of collecting primary data is questionnaire mode and a source of secondary data is various magazines, books, newspapers and website, etc

PRIMARY DATA:

The study is based on both of primary and secondary data. For the purpose of case study primary data have been collected from the people of THIRUVIDANTHAI through phone calls, and direct interview from them.

SECONDARY DATA:

The secondary data have been collected from different articles & website resources such as [www. Wikipedia.com](http://www.Wikipedia.com), www. Google.co.in and so many others. We have used simple pictures, tables, & graphs to analysis & present the data. Apart from this I also followed my guide instructions to finish the project.

3.5 STRUCTURE OF THE QUESTIONNAIRE:

Mainly the objective of the research is to understand online banking user's behaviours, opinions, preferences and expectations. The questions were designed in such way to cover all the relating fields. The fieldwork and data analysis were conducted by me after consulting with my guide.

3.6 SAMLING METHOD:

The primary data have been collected through a survey with a pre-tasted structured questionnaire on a sample of randomly selected 25 people of THIRUVIDANTHAI is which some are college student, business, working home, agriculture and some people who belong to 20-60 age group. From 25 respondents use online banking and the data collected from those people are used to analysis the trend of online banking.

3.7 HYPOTHESES FRAMED:

- H0 Satisfaction level of customers to words online banking is equally distributed
- H1 Satisfaction level of customers to words online banking is not equally distributed.

3.8 TOOLS AND ANALYSIS:

PERCENTAGE:

Research questions are always answered with a descriptive statistic:

generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

- **CHI-SQUARE TEST:**

A chi-square statistic is one way to show a relationship between two categories variables. In statistics, there are two types of variables: numerical variables and non-numerical variables.

- **ONE WAY ANOVA:**

In statistics, one way analysis of variance is a technique that can be used to compare whether two samples are significantly different or not.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

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

4.1 PERCENTAGE ANALYSIS OF DATA:

TABLE NO: 4.1

AGE OF RESPONDENTS

AGE	NO. OF RESPONDENT	PERCENTAGE
15-25	61	59.80%
26-35	20	19.61%
36-45	18	17.65%
Above 46	3	2.94
Total	102	100%

INTERPRETATION:

Out of 102 respondents 59.80% respondents are in below 15-25 age group, 19.61% respondents in 26-35 age group, 17.65% respondents in 36-45 age group and 2.94 % respondents in above 46 age group.

CHART NO: 4.1

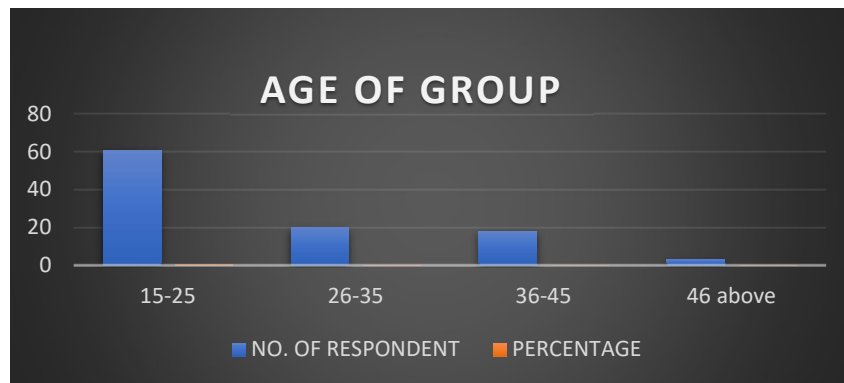


Fig 4.1: Age of the respondents

INFERENCE:

Majority (59.80%) of the respondents of my questionnaire belong to the age group 15-25.

TABLE: 4.2

GENDER OF RESPONDENTS:

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	33	26.47%
Female	69	73.53%
Other	0	0
Total	102	100%

INTERPRETATION:

From the above table 66.65% of the respondent is female. 32.35% of the respondent is male and 0% respondent is others. The maximum 69 is female respondent and the minimum 33 is female respondent and 0 respondent in the other category.

CHART NO: 4.2

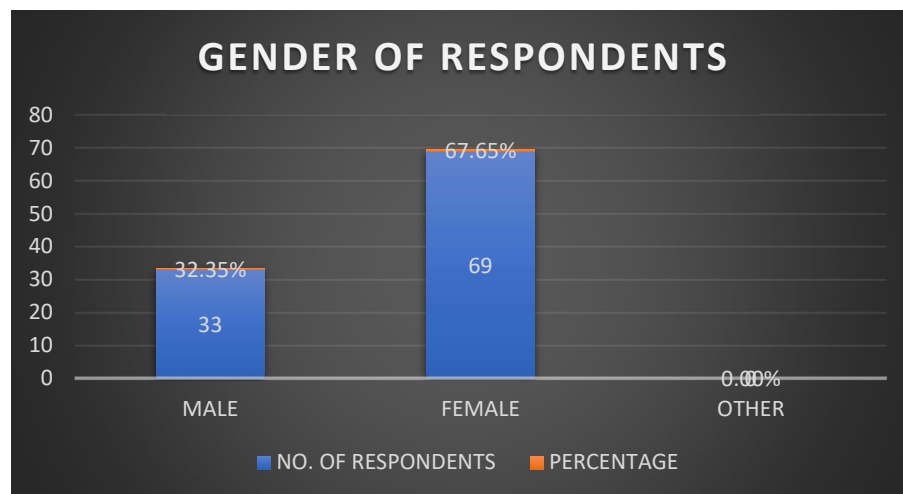


Fig 4.2: Gender of the respondents

INFERENCE:

Majority (67.65%) of the respondents of my questionnaire is female.

TABLE NO: 4.3

MARITAL STATUS OF THE RESPONDENTS:

MARITAL	NO. OF RESPONDENTS	PERCENTAGE
Married	38	37.25%
Unmarried	64	62.75%
Total	102	100%

INTERPRETATION:

From the above table, 65.69% of the respondent is unmarried. 34.31% of the respondent is married. The maximum 67 is unmarried respondent and the minimum 35 is married respondents.

CHART NO: 4.3

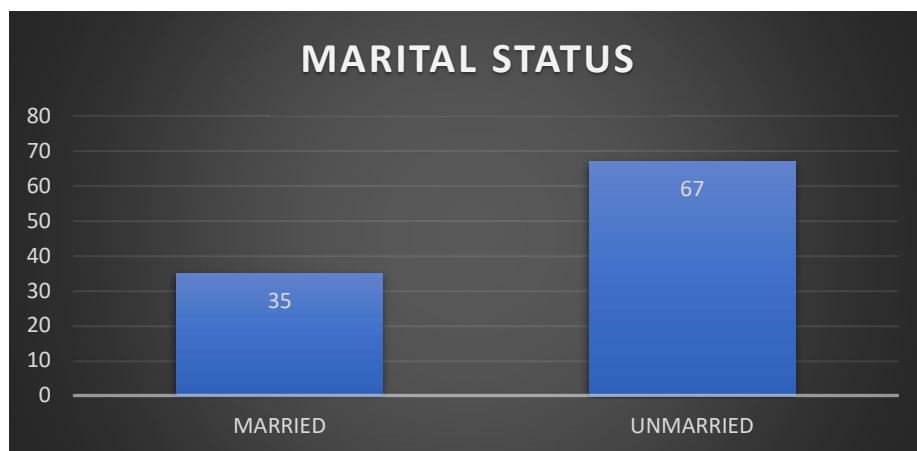


FIG 4.3: Marital status of the respondents.

INFERENCE:

Majority (65.69%) of the respondents is unmarried.

TABLE: 4.4

OCCUPATION OF THE RESPONDENT:

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Employed	29	28.43%
Agriculturist	6	5.88%
Business	16	15.69%
Students	41	40.20%
House wife	10	9.80%
Total	102	100%

INTERPRETATION:

From the above table, 28.43% of the respondent is employed. 5.88% of the respondent is agriculturist. 15.69% respondent is doing their own business. 40.60% of the respondent is students. 9.80% of the respondent is house wife. The maximum 41 respondent is students and the minimum is 6 respondents is a agriculturist.

CHART NO: 4.4

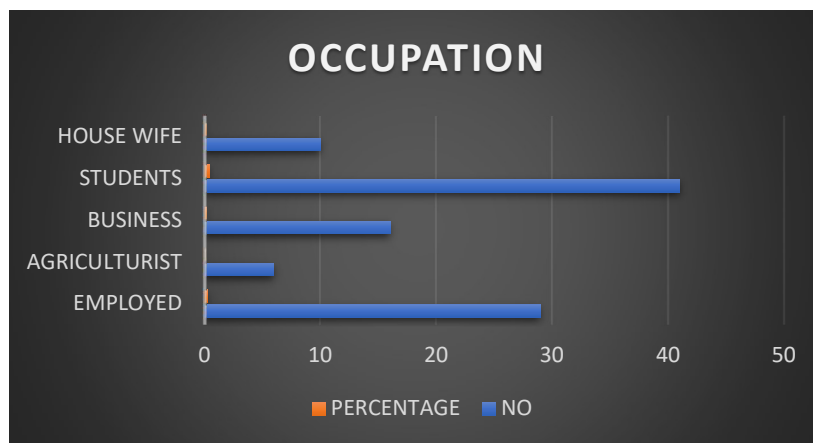


Fig 4.4: Occupation of the respondents.

INFERENCE:

Majority (40.20%) of the respondents' occupation status is students.

TABLE: 4.5

EDUCATION QUALIFICATION OF THE RESPONDENTS

EDUCATION QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
Up to high school	17	16.67%
Graduate	47	46.08%
Post graduate and above	38	37.25%
Total	102	100%

INTERPRETATION:

From the above table interpreted that 16.67% respondent up to high school and 46.08% was respondent graduate, and 37.25% was respondent post graduate and above, majority of respondent 46.08% is graduate person.

CHART NO: 4.5

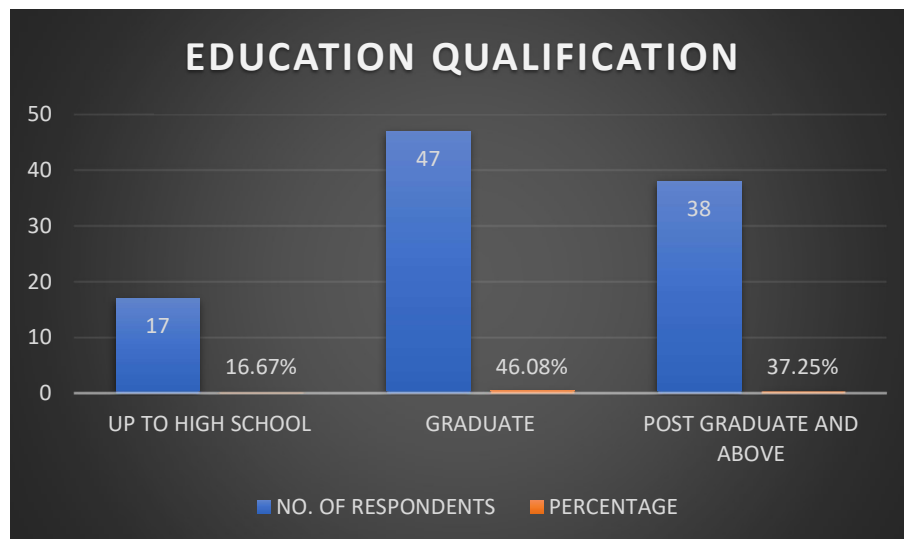


Fig 4.5: Education Qualification

INFERENCE:

Majority (46.08%) of respondent is graduate person.

TABLE: 4.6

HOW OFTEN DO YOU USE INTERNET PER WEEK :

INTERNET PER WEEK	NO. OF RESPONDENTS	PERCENTAGE
One hours	5	4.90%
Two hours	10	9.88%
Three hours	25	24.51%
More than three hours	62	60.78%
Total	102	100%

INTERPRETATION:

Among 102 respondents 60.78% use internet more than three hours per week, 24.51% use internet three hours per week, 9.80% use internet two hours per week and 4.90% use internet one hours in a week. majority of respondent 62% is use internet per week.

CHART: 4.6

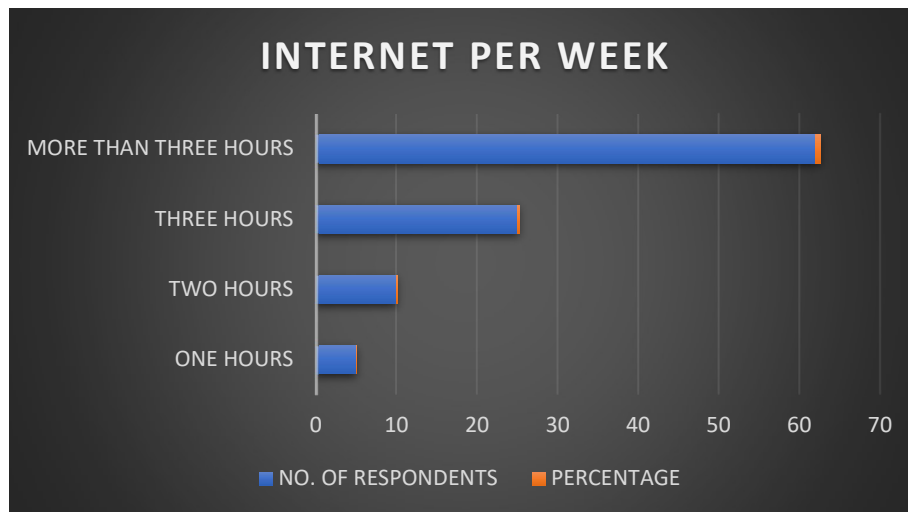


Fig No: 4.6 Internet per week

INFERENCE:

Majority (60.78%) of respondents use internet more than three hours in a week.

TABLE: 4.7

IN WHICH BANK DO YOU HAVE AN ACCOUNT:

NAME OF BANKS	NO. OF RESPONDENTS	PERCENTAGE
Indian bank	64	62.75%
Axis bank	26	25.49%
ICIC bank	12	11.76%
Total	102	100%

INTERPRETATION:

From the chart 62.75% of the respondent is Indian bank. 25.49% of the respondent is axis bank. 11.76% of the respondent is ICIC bank. The maximum 63 respondent is Indian bank account and the minimum is 12 respondents is a ICIC bank account.

CHART NO: 4.7

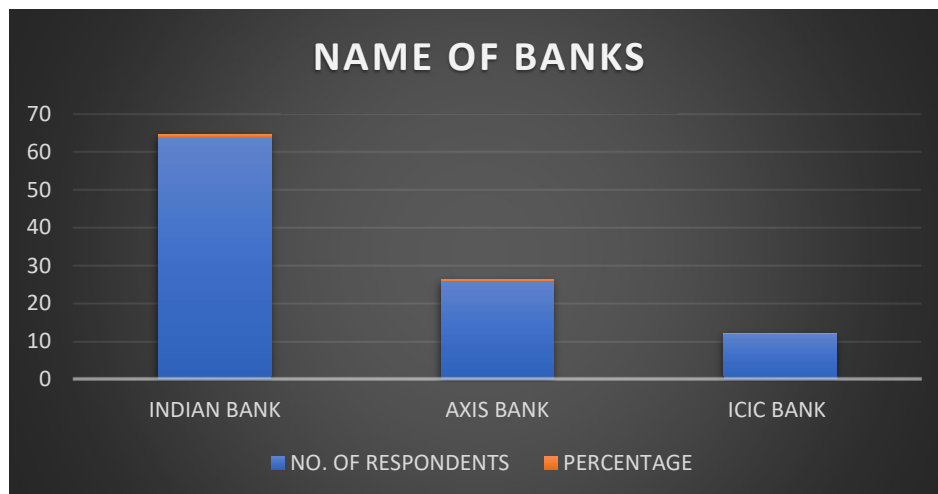


Fig no: 4.7 name of banks

INFERENCE:

Majority (62.75%) of respondents it is very interesting to see that 38 people have accounts in axis and ICIC banks but Indian bank has more customer than others

TABLE NO: 4.8

RATING OF ONLINE BANKING SERVICES:

ONLINE BANKING SERVICES	NO. OF RESPONDENTS	PERCENTAGE
Excellent	18	17.65%
Very good	16	14.71%
Good	39	38.24%
Average	17	16.67%
Poor	12	11.76%
Total	102	100%

INTERPRETATION:

From the of table, 17.65% of the respondent is excellent. 14.71% of the respondent is very good. 35.29% of the respondent is good. 16.67% of the respondent is average. 11.76% of the respondent is poor. The satisfaction level of people with the online banking services of their banks has a mixed review. This may due to multiple reasons. Moreover 13 people choose “GOOD” option.

CHART NO: 4.8

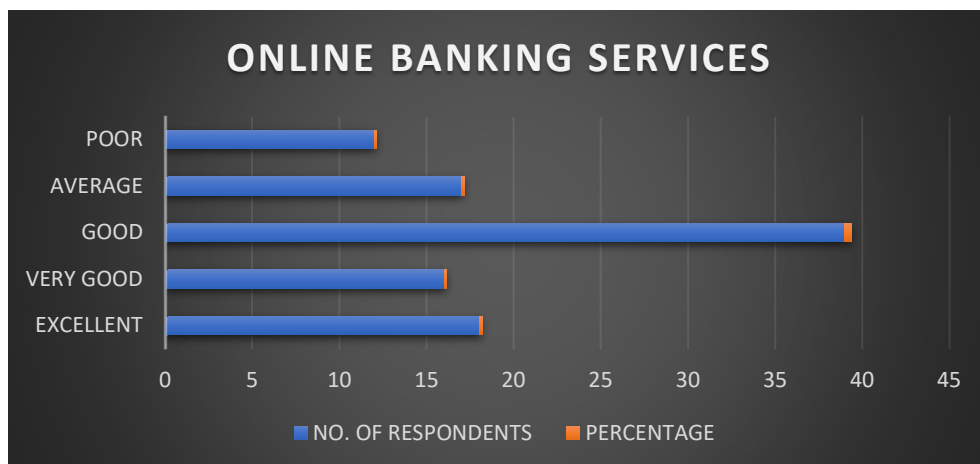


Fig no: 4.8 Online banking services

INFERENCE:

Majority (35.29%) of respondents' people are highly satisfied good with the online banking services.

TABLE NO: 4.9

MODIFIED PROMPTLY FOR BETER SERVICE IN FUTURE:

MODIFICATION OF SERVICES	NO. OF RESPONDENTS	PERCENTAGE
ATM services	41	40.20%
Fund transfer	11	10.78%
Bill payment	18	17.65%
E-deposit	5	4.90%
Internet security services	27	26.47%
Total	102	100%

INTERPRETATION:

From the chart 40.20% of the respondent is ATM services. 10.78% of the respondent is fund transfer. 17.65% of the respondent is bill payment. 4.90% of the respondent is e-deposit. 26.47% of the respondent is internet security services. Tis chart shows "ATM services", "Bill payment" and "Internet security services" should be modified in near future.

CHART NO: 4.9

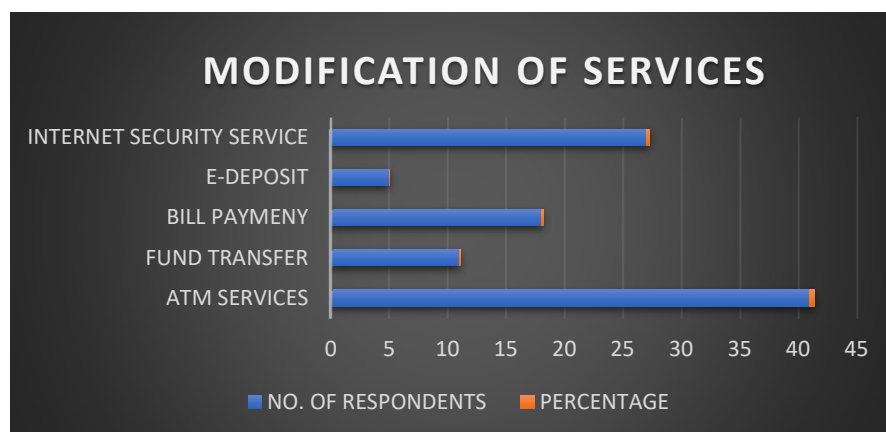


Fig no: 4.9 Modification of services

INFERENCE:

Majority (40.20%) of respondents is users got excellent services from ATM services.

TABLE NO: 4.10

HOW FREQUENTLY DO YOU USE ONLINE SERVICES :

USE OF ONLINE BANKING	NO. OF RESPONDENTS	PERCENTAGE
Daily	18	17.65%
Weekly	27	26.47%
Monthly	13	43.14%
Yearly	13	12.75%
Never	0	0%
Total	102	100%

INTERPRETATION:

From the chart 17.65% of the respondent is daily. 26.47% of the respondent is weekly. 43.14% of the respondent is monthly. 12.75% of the respondent is yearly. 0% of the respondent is never. Most of the people do not need the services of banks regularly. They may transact with banks on monthly basis, weekly or occasionally.

CHART NO: 4.10

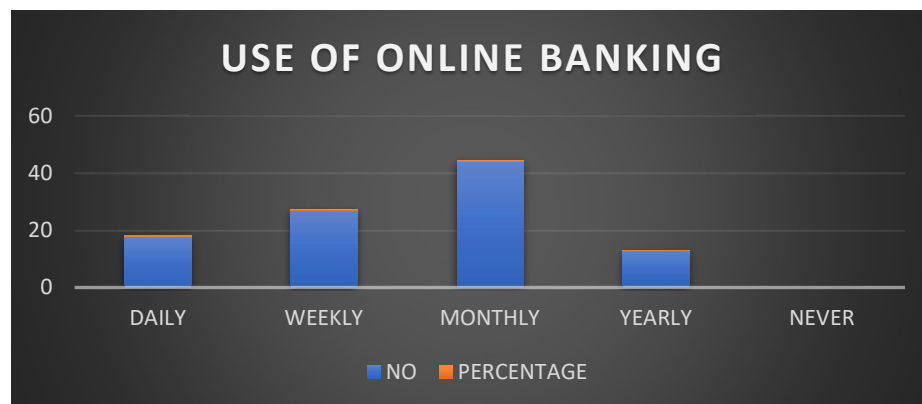


Fig No: 4.10 Use of online banking

INFERENCE:

Majority (43.14%) of respondents is most of the users have no requirement for daily or monthly basis transactions, they prefer monthly base transactions.

TABLE NO: 4.11

HOW MUCH DO YOU SPEND FOR A SINGLE ONLINE TRANSATION :

TRANSFER AMOUNT	NO. OF RESPONDENTS	PERCENTAGE
0-1000	40	39.22%
1000-5000	25	24.51%
5000-10000	15	14.71%
10000-20000	12	11.76%
Above 20000	10	9.80%
Total	102	100%

INTERPRETATION:

From the table, 39.22% of the respondent is 0-1000. 24.51% of the respondent is 1000-5000. 14.71% of the respondent is 5000-10000. 11.76% of the respondent is 10000-20000. 9.80% of the respondent is above 20000. Most of the online banking users a tendency to spend Rs.1000 or below this amount in a single transaction.

CHART NO: 4.11

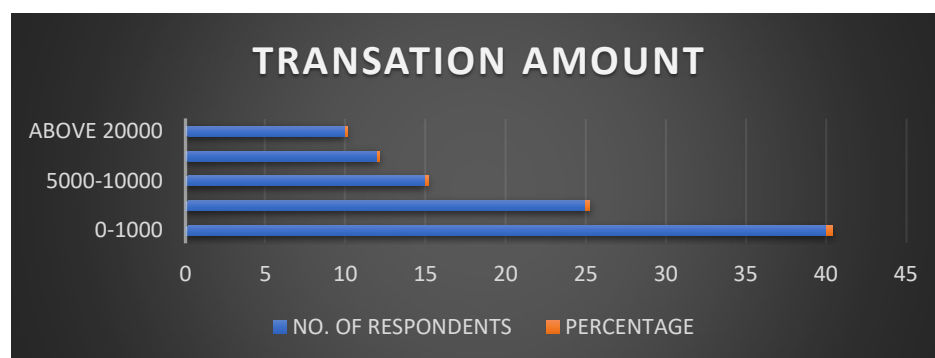


Fig No: 4.11 Transfer amount

INFERENCE:

Majority (39.22%) of respondents is most of the online banking users have a tendency to spend Rs.1000 or below this amount in a single transaction.

TABLE: 4.12

WHY DO YOU AVAIL OF ONLINE BANKING:

PURPOSE OF ONLINE BANKING	NO. OF RESPONDENTS	PERCENTAGE
Privacy	41	40.20%
24*7 Business hours	11	10.78%
Convenience	18	17.65%
Not to move anywhere	5	4.90%
Saving times& speed	27	26.47%
Total	102	100%

INTERPRETATION:

From the above table, 8.82% of the respondent is privacy. 37.25% of the respondent is 24*7 business hours. 22.55% of the respondent is convenience. 16.67% of the respondent is not to move anywhere. 14.71% of the respondent is saving time & speed. Most of the respondents felt that the “24*7 business hours”

CHART NO: 4.12

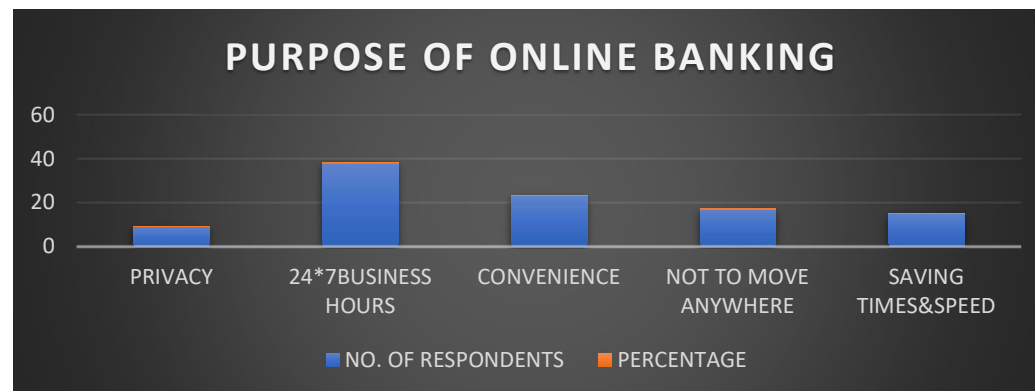


Fig no: 4.12 Purpose of online banking

INFERENCE:

Majority (37.25%) of respondents is 24*7 business hours is the main benefit which online banking users have been among other options.

TABLE NO: 4.13

DO YOU AVAIL OF ALL BANKING FACILITIES ONLINE

ONLINE BANKING FACILITIES	NO. OF RESPONDENTS	PERCENTAGE
Online banking users	90	88.22%
Offline banking users	12	11.76%
Total	102	100%

INTERPRETATION:

From the above table, 88.24% of the respondent is online banking use 11.76% of the respondent is offline banking users. Among 102 respondents 90 people said online banking users and 12 people said offline banking facilities.

CHART NO: 4.13

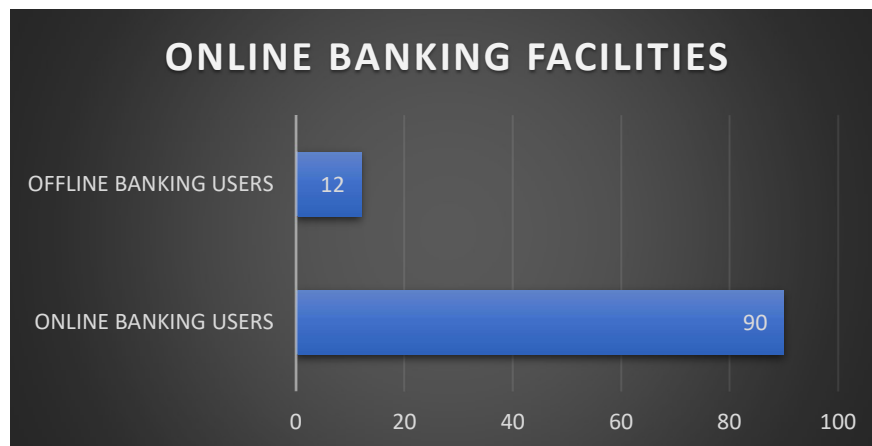


Fig No: 4.13 Online banking facilities

INFERENCE:

Majority (88.24%) of respondents is online baking users.

TABLE NO: 4.14

AWARE OF THE SECURITY THREATS AND FRAUDS IN ONLINE BANKING:

AWARNESS OF FRAUDS	NO. OF RESPONDENTS	PERCENTAGE
Yes	59	57.84%
No	26	25.49%
Can't say	17	16.67%
Total	102	100%

INTERPRETATION:

From the above table, 57.84% of the respondent is Yes. 25.49% of the respondent is No. 16.67% of the respondent is Can't say. It is good to see that most of the users have knowledge about frauds and security issues of net banking but even with the increasingly knowledge of internet banking some respondents are unaware the methods taken up by the bank to secure each and every transaction.

CHART NO: 4.14

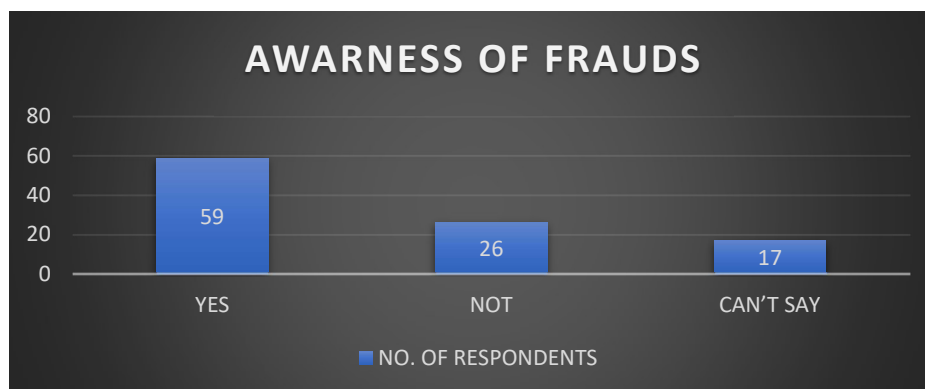


Fig No: 4.14 Awareness of frauds

INFERENCE:

Majority (57.84%) of respondents in this study revealed that most of the users claim that they are aware of security threats and they took recommended steps to secure the online banking.

TABLE NO: 4.15

PAYMENT OF BILLS CUSTOMER SATISFACTION:

PAYMENT OF BILL CUSTOMER SATISFACTION	NO. OF RESPONDENTS	PERCENTAGE
Safe	23	22.55%
Highly safe	12	11.76%
Normal	58	56.86%
Unsafe	9	8.82%
Total	102	100%

INTERPRETATION:

From the chart 22.55% of the respondent is safe feel. 11.76% of the respondent is highly safe. 56.86% of the respondent is normal. 8.82% of the respondent is the unsafe. maximum 58 respondent is normal and the minimum is 9 respondents is a unsafe.

CHART NO: 4.15

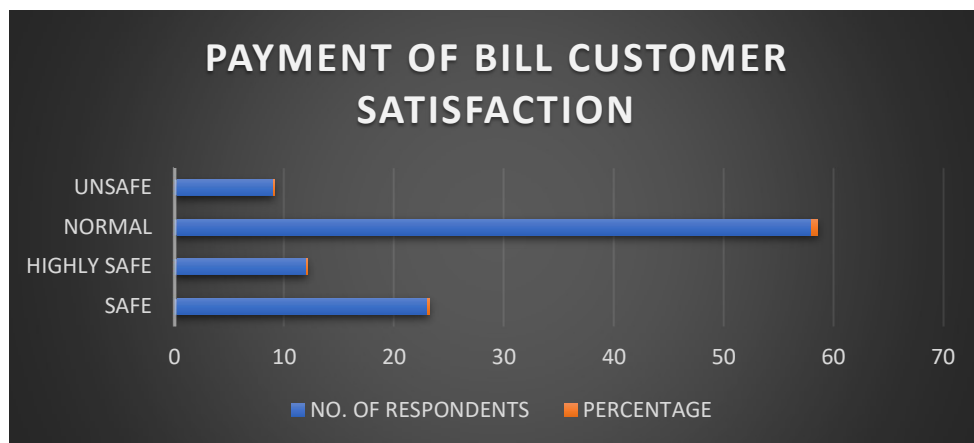


Fig No: 4.5 Payment of bill customer satisfaction

INFERENCE:

Majority (56.86%) of respondents is normal in payment of bill customer satisfaction.

TABLE NO: 4.16

MOBILE AND DISH T.V RECHARGE CUSTOMER SATISFACTION:

MOBILE AND T.V RECHARGE	NO. OF RESPONDENTS	PERCENTAGE
Safe	64	62.75%
Highly safe	21	20.59%
Normal	15	14.71%
Unsafe	2	1.96%
Total	102	100%

INTERPRETATION:

From the table 62.75% of the respondent is safe feel. 20.59% of the respondent is highly safe. 14.71% of the respondent is normal. 1.96% of the respondent is the unsafe. maximum 64 respondent is safe and the minimum is 2 respondents is a unsafe.

CHART NO: 4.16

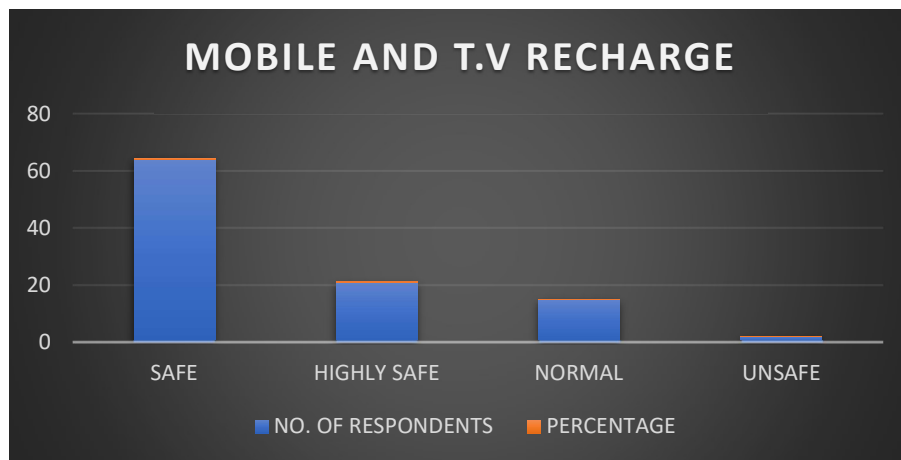


Fig No: 4.16 Mobile and T.V recharge

INFERENCE:

Majority (62.75%) of respondents is safe in using online banking for mobile and dish tv recharge customer satisfaction

TABLE NO: 4.17

PAYMENT OF ONLINE SHOPPING CUSTOMER SATISFACTION:

PAYMENT OF ONLINE SHOPPING	NO. OF RESPONDENTS	PERCENTAGE
Safe	14	13.73%
Highly safe	10	9.80%
Normal	72	70.59%
Unsafe	6	5.88%
Total	102	100%

INTERPRETATION:

From the table 13.73% of the respondent is safe feel. 9.80% of the respondent is highly safe. 70.59% of the respondent is normal. 1.96% of the respondent is the unsafe. maximum 64 respondent is safe and the minimum is 2 respondents is a unsafe.

CHART NO: 4.17

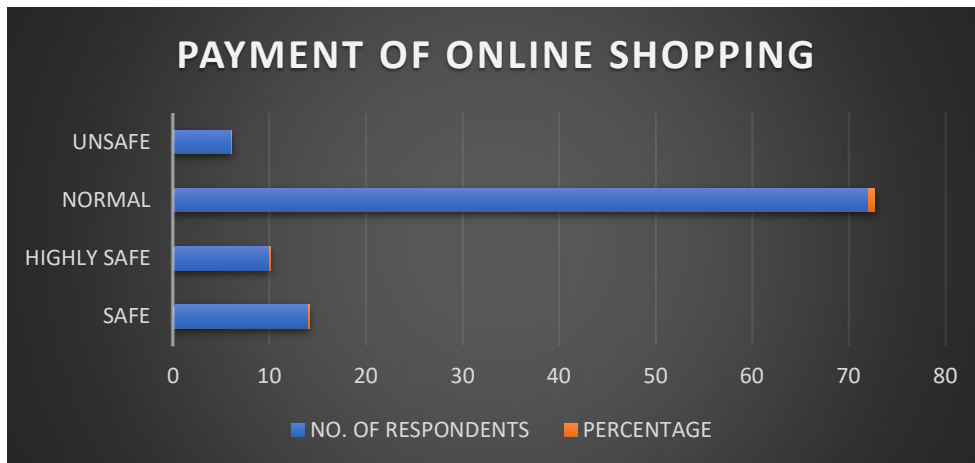


Fig No: 4.17 Payment of online shopping

INFERENCE:

Majority (70.59%) of respondents is normal in using online banking for payment of online shopping customer satisfaction.

TABLE NO: 4.18

PAYMENT OF ONLINE PURCHASE ON SHOP CUSTOMER SATISFACTION:

PAYMENT OF ONLINE PURCHASE ON SHOP	NO. OF RESPONDENTS	PERCENTAGE
Safe	32	31.37%
Highly safe	14	13.73%
Normal	48	47.06%
Unsafe	8	7.84%
Total	102	100%

INTERPRETATION:

From the chart 31.37% of the respondent is safe feel. 13.73% of the respondent is highly safe. 47.06% of the respondent is normal. 7.84% of the respondent is the unsafe. maximum 48 respondent is safe and the minimum is 8 respondents is a unsafe.

CHART NO: 4.18



Fig No: 4.18 Payment of online purchase on shop

INFERENCE:

Majority (47.06%) of respondents is normal in using online banking for payment of online purchase on shop customer satisfaction.

TABLE NO: 4.19

TRANSFER OF CASH FOR OTHER WORKS CUSTOMER SATISFACTION:

TRANSFER OF CASH FOR OTHER WORK	NO. OF RESPONDENTS	PERCENTAGE
Safe	35	34.31%
Highly safe	17	16.67%
Normal	40	39.22%
Unsafe	10	9.80%
Total	102	100%

INTERPRETATION:

From the chart 34.31% of the respondent is safe feel. 16.67% of the respondent is highly safe. 39.22% of the respondent is normal. 9.80% of the respondent is the unsafe. maximum 40 respondent is safe and the minimum is 10 respondents is a unsafe.

CHART NO: 4.19

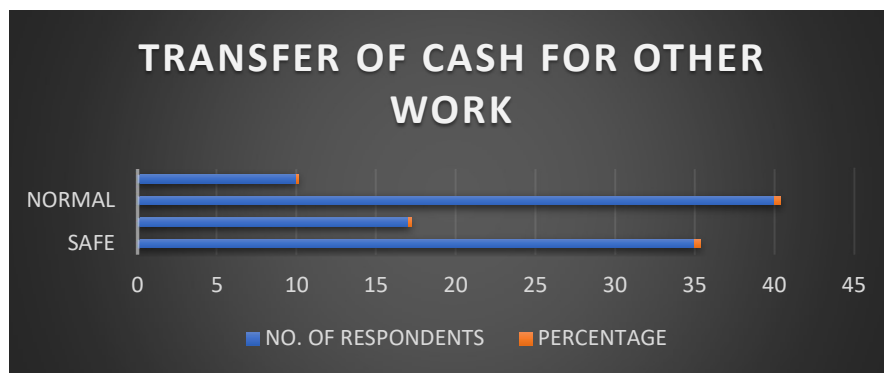


Fig No: 4.19 Transfer of cash for other work

INFERENCE:

Majority (39.22%) of respondents is normal in using online banking for transfer of cash for other work customer satisfaction.

4.2 HYPOTHESIS TESTING

CHI-SQUARE TEST RETRYIES ASSIGNMENTIES

HYPOTHESES ANALYSIS TOOLS:

- H0 Satisfaction level of customers to words online banking is equally distributed
- H1 Satisfaction level of customers to words online banking is not equally distributed.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
2.AGE OF THE RESPONDENT * 9. RATING OF ONLINE BANKING SERVICES?	102	100.0%	0	0.0%	102	100.0%

2.AGE OF THE RESPONDENT * 9. RATING OF ONLINE BANKING SERVICES? Crosstabulation

			9. RATING OF ONLINE BANKING SERVICES?					Total
			Average	Excellent	Good	Poor	Very good	
2.AGE OF THE RESPONDENT	15-25	Count	14	10	35	0	2	61
		% within 2.AGE OF THE RESPONDENT	23.0%	16.4%	57.4%	0.0%	3.3%	100.0%
	26-35	Count	1	3	3	7	6	20
		% within 2.AGE OF THE RESPONDENT	5.0%	15.0%	15.0%	35.0%	30.0%	100.0%
	36-45	Count	1	3	1	5	8	18
		% within 2.AGE OF THE RESPONDENT	5.6%	16.7%	5.6%	27.8%	44.4%	100.0%
	46 above	Count	0	1	0	0	0	1
		% within 2.AGE OF THE RESPONDENT	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
	46 AND ABOVE	Count	1	1	0	0	0	2
		% within 2.AGE OF THE RESPONDENT	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%
Total	Count	17	18	39	12	16	102	
	% within 2.AGE OF THE RESPONDENT	16.7%	17.6%	38.2%	11.8%	15.7%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	65.120 ^a	16	<.001
Likelihood Ratio	70.288	16	<.001
N of Valid Cases	102		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .12.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.799	<.001
	Cramer's V	.400	<.001
N of Valid Cases		102	

- I have got 0.799 in chi-square test it null hypothesis is accepted, alternate is rejected. Hence Satisfaction level of customers to words online banking is not equally distributed.

TEST 2 (ONE WAY ANOVA)

ANOVA

Descriptives

AGE OF THE RESPONDENT

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
excellent	18	1.83	1.098	.259	1.29	2.38	1	4
very good	16	2.38	.719	.180	1.99	2.76	1	3
good	39	1.13	.409	.066	1.00	1.26	1	3
average	17	1.35	.862	.209	.91	1.80	1	4
poor	12	2.42	.515	.149	2.09	2.74	2	3
Total	102	1.64	.876	.087	1.47	1.81	1	4

ANOVA

AGE OF THE RESPONDENT

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.170	4	7.043	13.826	<.001
Within Groups	49.408	97	.509		
Total	77.578	101			

ANOVA Effect Sizes^a

		Point Estimate	95% Confidence Interval	
			Lower	Upper
AGE OF THE RESPONDENT	Eta-squared	.363	.193	.468
	Epsilon-squared	.337	.160	.446
	Omega-squared Fixed-effect	.335	.159	.443
	Omega-squared Random-effect	.112	.045	.166

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

RESULT:

I have got <.001 in one way ANOVA it accepts null hypothesis and reject alternative hypothesis. So, Satisfaction level of customers to words online banking is not equally distributed.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter.

Finding, Suggestions, and Conclusion of the study in logical manner.

5.1 FINDINGS:

From the questionnaire, the following points are found and noted

- Majority (59.80%) of the respondents of my questionnaire belong to the age group 15-25.
- Majority (67.65%) of the respondents of my questionnaire is female.
- Majority (65.69%) of the respondents is unmarried.
- Majority (40.20%) of the respondents' occupation status is students.
- Majority (46.08%) of respondent is graduate person.
- Majority (60.78%) of respondents use internet more than three hours in a week.
- Majority (62.75%) of respondents it is very interesting to see that 38 people have accounts in axis and ICIC banks but Indian bank has more customer than others.
- Majority (35.29%) of respondents' people are highly satisfied good with the online banking services.
- Majority (40.20%) of respondents is users got excellent services from ATM services.
- Majority (43.14%) of respondents is most of the users have no requirement for daily or monthly basis transactions, they prefer monthly base transactions.
- Majority (39.22%) of respondents is most of the online banking users have a tendency to spend Rs.1000 or below this amount in a single transaction.

- Majority (37.25%) of respondents is 24*7 business hours is the main benefit which online banking users have been among other options.
- Majority (56.86%) of respondents is normal in payment of bill customer satisfaction.
- Majority (62.75%) of respondents is safe in using online banking for mobile and dish tv recharge customer satisfaction.
- Majority (70.59%) of respondents is normal in using online banking for payment of online shopping customer satisfaction.
- Majority (47.06%) of respondents is normal in using online banking for payment of online purchase on shop customer satisfaction.
- Majority (39.22%) of respondents is normal in using online banking for transfer of cash for other work customer satisfaction.
- Majority (88.24%) of respondents is online banking users.
- Majority (57.84%) of respondents is this study revealed that most of users claim that they aware of security threats and they took recommend steps to secure the online banking.

5.2 SUGGESTIONS OF ONLINE BANKING AND USERS:

- Internet banking facilities must be available in all banks as well as in all branches.
- Now some banks install automated balance update machine to avoid customer harassment but all banks should accept this system very quickly.
- Banks should always update their security systems and create a trust in the mind of customers towards security of their accounts.
- Customer suggested that bank must modify ATM services.
- Do not respond to e-mail requesting account information, account verification or banking access credential such as usernames, passwords, pin codes and similar information.
- Avoid using automatic login features that save your personal details.
- Create a strong password but that will be easy to remember without writing it down anywhere.

5.3 CONCLUSION

It has found that online banking playing an important role in the Covid-19 period to protect the people. All type of people using online banking feeling safe in the online payment from Covid-19 virus. As per the sampling and response, people feel 89.12% safe in using online banking. People felt completely safe from the COVID 19 virus in the online payment of bills and recharge of prepaid mobiles & dish TV and Transfer of Cash for other works.

Peoples are feeling very well while using online banking and overall fell safety rate is 89.12%. Transfer of fund for other works is safest work regarding Covid-19 safety in online banking. Customers are 96% feel safe from Covid-19 while using the Online Banking for Payment of Bills. Customers are 95.20% feel safe from Covid-19 while using the online banking for Mobile and dish T.V recharge. Customers are 285.60% feel safe from Covid-19 while using the online banking for payment of online shopping. Customers are 75.20% feel safe from Covid-19 while using the online banking for payment of offline goods and services purchase on the shop. Customers are 93.60% feel safe from Covid-19 while using the online banking for cash transfer for other works.

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APPENDIX:

A STUDY ON ONLINE BANKING IN INDIA

QUESTIONNAIRE:

1. NAME OF THE RESPONDENT: _____

2. AGE OF THE RESPONDENT

- a. 15-25
- b. 26-35
- c. 36-45
- d. 46 AND ABOVE

3. GENDER OF THE RESPONDENT

- a. MALE
- b. FEMALE
- c. OTHER

4. MARITAL STATUS OF THE RESPONDENT

- a. MARRIED
- b. UNMARRIED
- c. SEPARATED

5. OCCUPATION OF THE RESPONDENT

- a. EMPLOYED
- b. AGRICULTURIST
- c. BUSINESS
- d. STUDENTS
- e. HOUSE WIFE
- f. RETIRED

6. EDUCATION QUALIFICATION OF THE RESPONDENTS

- a. UP TO HIGH SCHOOL
- b. GRADUATE
- c. POST GRADUATE AND ABOVE

7. HOW OFTEN DO YOU USE INTERNET PER WEEK?

- a. ONE HOUR
- b. TWO HOUR
- c. THREE HOUR
- d. MORE THAN THREE HOURS

8. IN WHICH BANK DO YOU HAVE AN ACCOUNT?

- a. INDIAN BANK
- b. AXIS BANK
- c. ICIC BANK

9. RATING OF ONLINE BANKING SERVICES?

- a. VERY GOOD
- b. GOOD
- c. AVERAGE
- d. POOR
- e. VERY POOR

10. USING ONLINE BANKING FOR PAYMENT OF BILLS CUSTOMER SATISFACTION?

- a. 1) SAFE
- b. 2) HIGHLY SAFE
- c. 3) NORMAL
- d. 4) UNSAFE

11. USING ONLINE BANKING FOR MOBILE AND DISH T.V RECHARGE CUSTOMER SATISFACTION?

- a. 1) SAFE
- b. 2) HIGHLY SAFE
- c. 3) NORMAL
- d. 4) UNSAFE

12. USING ONLINE BANKING FOR PAYMENT OF ONLINE SHOPPING CUSTOMER SATISFACTION?

- a. 1) SAFE
- b. 2) HIGHLY SAFE
- c. 3) NORMAL
- d. 4) UNSAFE

13. USING ONLINE BANKING FOR PAYMENT OF ONLINE PURCHASE ON SHOP CUSTOMER SATISFACTION?

- a. 1) SAFE
- b. 2) HIGHLY SAFE
- c. 3) NORMAL
- d. 4) UNSAFE

14. TRANSFER OF CASH FOR OTHER WORKS CUSTOMER SATISFACTION?

- a. 1) SAFE
- b. 2) HIGHLY SAFE
- c. 3) NORMAL
- d. 4) UNSAFE

15. IN YOUR OPINION WHICH ONLINE OPERATIONS SHOULD BE MODIFIED PROMPTLY FOR BETTER SERVICE IN FUTURE?

- a. FUND TRANSFER
- b. E DEPOSIT
- c. BILL PAYMENT

- d. ATM SERVICE
- e. INTERNET SECURITY SERVICE
- f. E-TAX PAYMENT

16. HOW FREQUENTLY DO YOU USE ONLINE SERVICES?

- a. DAILY
- b. WEEKLY
- c. MONTHLY
- e. YEARLY
- f. NEVER

17. HOW MUCH DO YOU SPEND FOR A SINGLE ONLINE TRANSATION?

- a. 0-1000
- b. 1000-5000
- c. 5000-10000
- d. 10000-20000
- e. ABOVE 20000

18. WHY DO YOU AVAIL OF ONLINE BANKING?

- a. PRIVACY
- b. 24*7 BUSINESS HOURS
- b. EASY TO USE
- c. SAVING TIMES & SPEED
- d. CONVENIENCE

19. DO YOU AVAIL OF ALL BANKING FACILITIES ONLINE?

- a. YES
- b. NO

20. ARE YOU AWARE OF THE SECURITY THREATS AND FRAUDS IN ONLINE BANKING?

- a. YES
- b. NO c. CAN'T SAY