

CUSTOMER SATISFACTION OF ONLINE BANKING

Submitted in partial fulfilment of the requirement for the reward of

BACHELOR OF COMMERCE

By

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DEPARTMENT OF BACHELOR COMMERCE

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MAY 2022



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Priyadharshini.v(39740180)** who carried out the project "CUSTOMER SATISFACTION OF ONLINE BANKING" under our super vision from December 2021 to February 2022

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DECLARATION

I AM PRIYA DHARSHINI.V (39740180) hereby declare that the project report entitled by me under the guidance of DR. UMAMEHSHWARI (INTERNAL) at project CUSTOMER SATISFACTION OF ONLINE BANKING is submitted in partial fulfilment of the requirement for the award of bachelor of commerce.

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ABSTRACT

The Internet Banking System provides the facilities like Balance Enquiry, Funds transfer to another account in the same bank, Request for cheque book /change of address/stop payment of cheques and Viewing monthly and annual statements.

The Internet Banking System has developed a new security infrastructure for conducting commerce on the Internet. The initiative called Bank ID, aims to become a national ID infrastructure supporting services such as authentication and digital signatures for the entire authentication population.

Many researchers expect rapid growth in customers using online banking products and services. The Internet Banking System allows customer contact through increased geographical reach and lower cost delivery channels. Customers can reach a given institution from literally anywhere in the world.

Management must understand the risks associated with The Internet Banking System before they make a decision to develop a particular class of business.

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CHAPTER -1

1.1 INTRODUCTION

Online banking system project' aim is to automate transactions of bank and providing better and faster service to the customers by using internet. All the transactions between customer and bank are stored in a database that is the centre of all information.

In January 2015, We Bank, the online bank created by Tencent, started 4-month-long online banking trial operation. In December 1995, Advance Bank acquired by St George Bank, started to provide customers with online banking

Today's world is one with increasing online access to services. One part of this which is growing rapidly is online banking. Combined with online retailers there is a lot of money changing hands, directed only by communication over the internet. This is very convenient and the ready access to the internet in all first-world countries, coupled with the cost savings from closing bank branches, is driving the deployment and adoption of these services.

Purely online transactions, however, lead to increased risk. None of the normal safeguards of realworld transactions are present. Conversely, risk to the criminals is a lot lower (the attacker can be in a completely separate jurisdiction from all the other parties in the transaction) and the retailer sees nothing but a faceless, nameless connection providing card details. Banks have traditionally been in the forefront of harnessing technology to improve their products, services and efficiency.

India in 1998, ICICI Bank introduced internet banking to its customers Internet Banking System is a system that has been developed in order to help clients with the daily day-to-day transactions.

Internet banking systems means that clients can now do banking at the leisure of their homes. Also known as online banking, the system allows both transactional and non-transactional features. Internet banking refers to system that enable bank customer to access accounts and general information on bank products and services through a personal computer (PC) or other intelligent device.

Online banking or internet banking allows customers to conduct financial transactions on a secure website operated by the retail or virtual bank. The types of financial transactions which a customer may transact through online banking usually includes

obtaining account balances, lists of the latest transactions, electronic bill payments and funds transfers between a customer's or another's accounts.

Most banks also enable a customer to download copies of bank statements, which can be printed at the customer's premises (some banks charge a fee for mailing hardcopies of bank statements). Some banks also enable customers to download transactions directly into the customer's accounting software.

The first internet banking application was started in U.S.A in 1996 and then, the eminent banks such as Citibank and Wells Fargo started to provide this service to their customers in 2001 (Gefen and Straub, 2005). On the other hand, in Singapore, DPS bank started to internet banking services in 1997.

1.2 DEFINITION OF ONLINE BANKING:

Online banking, also known as internet banking, web banking or home banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution.

Banking online means accessing your bank account and carrying out financial transactions through the internet on your smartphone, tablet or computer. It's quick, usually free and allows you to do tasks, such as paying bills and transferring money, without having to visit or call your bank.

1.3A BRIEF HISTORY OF ONLINE BANKING:

- The history of online banking dates back to the 1980's. The concept emerged simultaneously with the development of the world wide web. The first bank to offer internet banking services was The Bank of Scotland.
- It used a television set and telephone to send transfers and pay bills. This service was called "Home link" and it formed the basis of what is today called online banking.
- The first online banking service in United States was introduced, in **October 1994**. The service was developed by Stanford Federal Credit Union, which is a financial institution. The online banking services are becoming more and more prevalent due to the well-developed systems.



- Banking has come a long way since the days of regular visits to tellers. Now a customer can take a picture of a check with his phone to deposit it into a savings or checking account and receive SMS banking alerts in the form of texts.
- The evolution of online banking started in the 1980s when the definition and the practice of internet banking were far different than what exists today.
- The development work for such services continued, but a major breakthrough was made almost after a decade in 1994 when Stanford Federal Credit Union became the first financial institution in the U.S. to offer internet banking to all of its customers. In 1996, the first-ever internet-only bank was launched called Net Bank.

1.4 ADVATAGES OF ONLINE BANKING:

Some advantages of online banking go hand-in-hand with simply being online; others are competitive advantages provided by online banks taking advantage of their cost structure. The most prominent benefits provided by online banking include:

- 24/7 account and service access
- Speed and efficiency

- Online bill payment
- Low overhead can mean low fees

1.5 SPEED AND EFFICIENCY:

If you need to transfer money, apply for a new loan, or perform nearly any banking transaction, you'll typically have to wait in line at a bricks-and-mortar banking location.

With an online bank, there's never any waiting. As long as you can log in, you can access your accounts, request a new credit card, or perform nearly any banking transaction you desire without driving down to a bank or waiting in line.

1.6 ONLINE BILL PAYMENT:

One of the great advantages of online banking is online bill pay. Rather than having to write checks or fill out forms to pay bills, once you set up your accounts at your online bank, all it takes is a simple click — or even less, as you can usually automate your bill payments. With online bill pay, it's easy to manage your accounts from one central source and to track payments into and out of your account

1.7 LOW OVERHEAD CAN MEAN LOW FEES:

- ✓ Online banks don't have to pay for things like electricity, janitorial services, landscaping, or rent, so they can pass those savings along to customers. Typically, this means that online banks can charge fewer fees than traditional banks.
- ✓ For example, most online banks offer a free online checking account with no deposit, along with other no-fee bank accounts, such as IRAs. There are a number of online banks with free checking and no minimum balance; if you're worried about applying for an account with bad credit, you might be able to open a bank account online for free, no credit check required, although there might be ongoing fees.

1.8 Fund Transfer:

One can transfer any amount from one account to another of the same or any another bank. Customers can send money anywhere in India .Once we login to our account, we need to mention the payees account number, his bank and the

branch. The transfer will take place in a day or so, whereas in a traditional method, it takes about three working days.

1.10 DISADVANTAGE OF ONLINE BANKING:

No one type of bank can be the best at everything. In spite of their many advantages, there are some drawbacks to using online banks as well. Here are some of the downsides of working with an online bank

- ❖ Technology issues
- ❖ Security issues
- ❖ Inefficient at complex transactions
- ❖ No relationship with personal banker
- ❖ Inconvenient to make deposits.

1.11 TECHONOLOGY ISSUE

In many ways, an online bank is only as good as your — or their — internet connection. If there's a power outage, or if servers go down, you might not have any access to your account whatsoever. While some banks offer a phone number for customer service, it might be overwhelmed if online access is down. With a real bank, you can always find someone to talk to in the branch.

1.12 SECURITY ISSUES:

While banks have increased preventive steps, it hasn't stopped cybercriminals from doing their malicious activities online. Spam, credit card fraud, ATM fraud, phishing and various types of identity theft are a reoccurring problem in the industry.

1.13 LIMITATION OF ONLINE BANKING ATM :

ATM Limitations Using online banking, customers have 24-hour access to their accounts and are able to transfer funds, make payments and view bank statements. However, if you need to withdraw cash for something, that must be done at either your bank location or at an **ATM** machine.

1.14 LIMITATION OF ONLINE MONEY TRANSFER IOB:

- Online, real-time money transfer from IOB account.

- Fund transfer without adding or registering beneficiaries.
- Fund transfer between your own Indian Overseas Bank accounts.
- You can use this feature if you have multiple accounts with the bank.
- Transfer money between Self accounts with other banks - from your IOB account you can transfer money to your account in other banks.
- Transfer money service works 24x7, 365 days a year.
- Even on all Saturdays and Sundays as well as bank & public holidays you can do fund transfer.
- All banks in India supported for money transfers.
- Transfer limit is Rs. 1,00,000 per day from your IOB account. This is the maximum limit as set by your bank.
- You can make up to 10 transfers per day from your account. This is the maximum limit as set by your bank.
- Online fund transfer service is absolutely free and you don't have to pay any fees.
- Instant confirmation from IOB on money transfers. You'll also get an SMS from the bank.
- Beneficiary bank will also send SMS to the beneficiary, confirming the fund transfer.

- BHIM UPI is used for transferring funds from your Indian Overseas Bank account to beneficiary's bank account in real-time.

1.15 RISK OF ONLINE MONEY TRANSFER:

- ❖ There can be risks to online money transfers. You must make sure that every detail is accurate while transferring money from one account to the other.
- ❖ The account number and IFSC code must be the right one or the money can go to another person and you might not get it back. Apart from this, the other risks involve the bank systems.

1.16 CONSUMER RESPONSIBILITY OF SECURE ONLINE BANKING:

- ✓ Online banking customers should take measures to practice safe internet banking.
- ✓ Research a bank prior to opening a paid or free online banking account.
- ✓ Be aware of fraudulent websites made to look identical to actual bank sites.
- ✓ Always make sure the bank is FDIC-insured.
- ✓ Keep personal online banking information secure.
- ✓ Know your rights.

ONLINE BANKING TRANSACTION:

Online transaction is a payment method in which the transfer of fund or money happens online over electronic fund transfer. Online transaction process (OLTP) is secure and password protected. Three steps involved in the online transaction are Registration, Placing an

order, and, Payment. Let us learn more about the different stages of Online Transaction in detail.



- ▶ Online transaction processing (OLTP) is information systems that facilitate and manage transaction-oriented applications, typically for data entry and retrieval transaction processing. So online transaction is done with the help of the internet. It can't take place without a proper internet connection.
- ▶ Online transactions occur when a process of buying and selling takes place through the internet. When a consumer purchases a product or a service online, he/she pays for it through online transaction.

CHAPTER-2

2.1 LITREATURE REVIEW OF ONLINE BANKING

- ❖ 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 online banking. 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.
- ❖ Daniel, 1999; Mols; 1998; Sathye, 1999). Different authors have defined it in different ways based on their understanding of the application of electronic banking.
- ❖ According to Daniel (1999), online banking is electronic connection between the bank and customer in order to prepare, manage and control financial transactions. Sathya (1999) also asserted that electronic banking can be defined as a variety of the following platforms.
- ❖ Internet banking (or online banking).
- ❖ (b) telephone banking.
- ❖ (c) mobile phone banking.
- ❖ (d) PC banking (or offline banking).
- ❖ 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.

- ❖ This implies that E-banking is a service that allows an account holder to obtain account information and manage certain banking transactions through a personal computer via the financial institution.

- ❖ A literature review is a description of the literature relevant to a particular field or topic. It gives an overview of what has been said, who the key writers are what are the prevailing theories and hypotheses, what questions are being asked and what methods and methodologies are appropriate and useful.

- ❖ As such, it is not in itself primary research, but rather it reports on other findings. Cooper H.M (1988).I defines literature review as one which uses as its database reports of primary or original scholarship itself.

- ❖ Online banking is an innovation when new information technologies merge into traditional banking services. Operating costs minimization and revenue maximization are the major drivers that boost e-banking services (Sannes, 2001; Reibstein, 2002). E-banking service is basically a self-service by customers, so for banks, it requires less resources and lower transaction and production costs (Southard and Siau, 2004; Witman and Poust, 2008). A study about the e-banking over 1999–2006 shows that the application of e-banking can improve banks' performance in terms of the growth in assets, reduction in operating expenses and portfolio enhancement (Dandapani et al., 2008). Even in 1990s, Sraeel (1996) emphasises that creating virtual banking will not only create a new service delivery channel, but also lead to value creation to both banks and customers (Hwang et al., 2007; Murphy, 2007).

- ❖ Amato McCoy (2005) further argues that customers will be attracted to e-banking when the advanced e-banking services like e-transfer and e-bill options are available. Through interviewing banks in a small island and examining their e-banking websites from 2004 to 2006, Jenkins (2007)

indicates that those banks were using e-banking as an assurance to their customers to maintain a competitive quality of service.

- ❖ To continually improve the performance of e-banking services, several core-capacities.
- ❖ The rise of Internet Banking is also due to its number of benefits for both the provider and the customer as well. From the bank's perspective these are mainly related to cost savings (Sathye, 1999; Robinson, 2000) and internet banking remain one of the cheapest and more efficient delivery channels (see Pikkarainen et al, 2004). Other rationales for the adoption of such services are also related to competition as internet banking strategy has been an interesting way to retain existing customers and attract new ones (Robinson, 2000) and to the numerous advantages to banks for instance, mass customization, more effective marketing and communication at lower costs amongst others (Tuchila, 2000).
- ❖ Benefits for the end users are numerous as well and include mainly conveniency of the service (time saved and globally accessible service), lower cost of transaction and more frequent monitoring of accounts among others (Pikkarainen et al, 2004). However, it should also be noted that there are still customers who fear to make use of Internet banking, as they are concerned with security aspects of such a system.
- ❖ Indian Overseas Bank is a major bank based in Chennai with more than 3078 domestic branches,3 extension counters and six branches overseas.Total income stood at Rs 19,578.13 crores as against Rs 13,326.56 crores registered during the same period last financial year in 2012.India International Bank (Malaysia) will reside in Kuala Lumpur,Andhra Bank - 25% stake in the joint-venture,Bank of Baroda - 40% and IOB the remaining 35%.

2.2 OBJECTIVE OF THE STUDY:

- To study the recent development in online banking service.
- To study the factors influencing online banking service.
- To study the problems faced by online banking service.

2.3 TYPES OF ONLINE BANKING;

- ✓ ATM-AUTOMATED TELLER MACHINE
- ✓ Personal computer banking
- ✓ Phone banking and mobile banking
- ✓ E-Mail banking

2.4 ATM-AUTOMATED TELLER MACHINE:

An automated teller machine (ATM) is an electronic banking outlet that allows customers to complete basic transactions without the aid of a branch representative or teller.

2.5 PERSONAL COMPUTER BANKING:

PC banking refers to a person being able to access their banking information from a "personal computer." It has become a popular method for people to manage money and pay bills using online servers to log in to their account and pay bills, transfer money between accounts and reconcile check ledgers.

2.6 MOBILE BANKING:

Mobile banking is 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.

2.7 E-MAIL BANKING:

E-mail Bank any Bank that has authorized use of an electronic mail address as its notice address for purposes of this Agreement, as specified in an administrative

questionnaire (or other written notice) delivered to the Administrative Agent and CFC, provided that such authorization has not subsequently been rescinded pursuant to a written notice submitted by such Bank to the Administrative Agent and CFC.

CHAPTER 3

3.1 NEED FOR THE STUDY:

The bank should have proper infrastructure and schedules for backing up data Security infrastructure should be properly tested before using the Systems and Applications for normal operations. Banks should periodically upgrade the Systems to newer versions which

give better security and control. SBI offers a maximum amount of INR 30 lakhs as an education loan for studying abroad with a loan margin of 15%. The Interest rate charged on the loan amount is up to 2% on the current base rate of SBI. Further, the loan repayment tenure can be 1 year to 15 years. Axis Bank Axis bank offers study loans abroad at competitive interest rates.

3.2 SCOPE AND SIGNIFIANCE OF THE STUDY:

- ▶ Scope of the study is related to understand the concept of online banking and to know the impact that the outbreak of covid-19 pandemic had/has on online banking and to know the awareness and preference of consumers towards online banking.

3.3 OBJECTIVE FOR THE STUDY:

3.3.1 PRIMARY OBJECTIVE:

- The Primary data for this study was collected through questionnaire.

3.3.2 SECONDARY OBJECTIVE:

- ❖ Secondary data was collected from external sources like Websites, Journals etc.

3.4 RESEARCH DESIGN:

3.4.1 DESECRIPITIVE RESEARCH DESIGN:

Descriptive research is usually defined as a type of quantitative research, though qualitative research can also be used for descriptive purposes. The research design should be carefully developed to ensure that the results are valid and reliable.

Surveys. Survey research allows you to gather large volumes of data that can be analyzed for frequencies, averages and patterns.

3.5 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.

3.5.1 BASIC INTRODUCTION:

The questionnaire begins with small and simplifies description regarding the questionnaire – Title and description of the topic.

3.5.2 PERSONAL DETAILS:

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and occupation.

3.5.3 RESEARCH RELATED QUESTIONS:

The next set of questions in the questionnaire consists of the questions related to public where the participants are asked on their general opinion on the CUSTOMER SATISFACTION OF ONLINE BANKING.

3.6 SAMPLE SIZE:

The sample size for the project had a target of 100 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the survey questionnaire was 65. Total of 65 responses helped the project to analyze more response and it helped to derive a conclusion recording people's perception towards a CUSTOMER SATISFACTION OF ONLINE BANKING.

3.6.1 SAMPLE TARGETED PEOPLE:

My survey targeted people is both Men and Women at the age group of [12- 23 and above].

3.7 PERIOD OF STUDY:

This is one-time research where the research is conducted only for one-time and that the project is based on the responses derived from a definite period of time. The period of study for the project of about 30 days project is based on the responses collected from the 102 participants in the 6 days' time period.

3.8 HYPOTHESIS / ANALYTICAL TOOLS:

CHI-SQUARE:

Chi-square is a statistical test used to examine the differences between categorical variables from a random sample in order to judge goodness of fit between expected and observed results.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION:

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

4.1 SURVEY ANALYSIS OF DATA

4.1.1 AGE REPENDENT

TABLE 4.1

AGE	NO.OF.RESPONDENT	PERCENTAGE
18-25	87	85.3%
25-40	11	10.8%
40+ABOVE	4	3.9%
TOTAL	102	

BAR DIAGRAM AGE RESPONSE:

AGE GROUP

102 responses

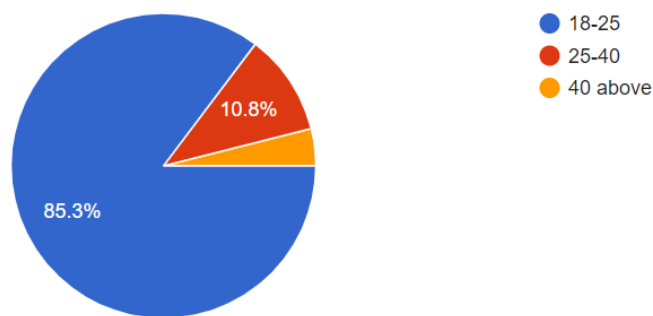


FIGURE 4.1: AGE OF RESPONDENT

INTERPRETATION:

From the above Pie chart, it is interpreted that of respondents are of age group 85.3% of the respondent are between ages of 18-25 and 10.8% of the respondent are between age of 25-40 3.9% of the respondent are more than age 40 above

TABLE 4.2

GENDER OF RESPONDENT:

GENDER	NO.OF.RESPONSE	PERCENTAGE
MALE	32	31.4%
FEMALE	67	65.7%
PREFER NOT TO SAY	3	2.9%

TOTAL	102	
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INTERPRETATION:

From the above pie-chart, it is interpreted that of respondent are of gender the minimum is male respondent 31.4% the maximum is female respondent 65.7% the prefer not to say respondent 2.9%.

PIE CHART DIAGRAM

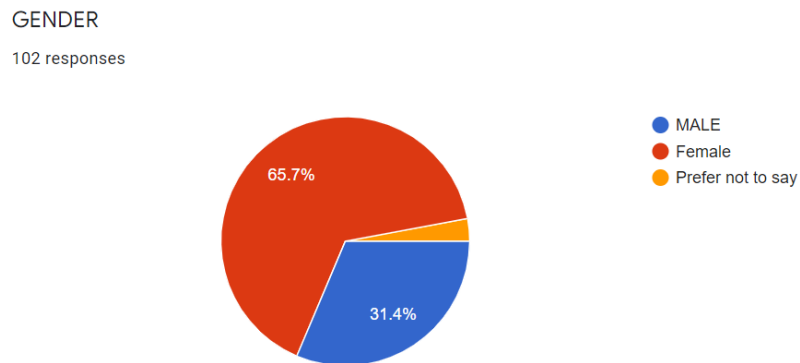


FIGURE 4.2: GENDER OF THE RESPONDENT

TABLE 4.3

OCCUPATION OF RESPONSE:

OCCUPATION	NO.OF.RESPONSE	PERCENTAGE
Student	77	77.5%
Employed	17	16.5%

Other	6	5.9
Total	100	102%

INTERPRETATION:

From the chart of the respondent are school students.77.5% the respondent of college students16.5% the respondent of Employed5.9% the respondent of other the maximum 77 respondents of students the minimum 17 respondent of Employed.

PIE CHART DIAGRAM

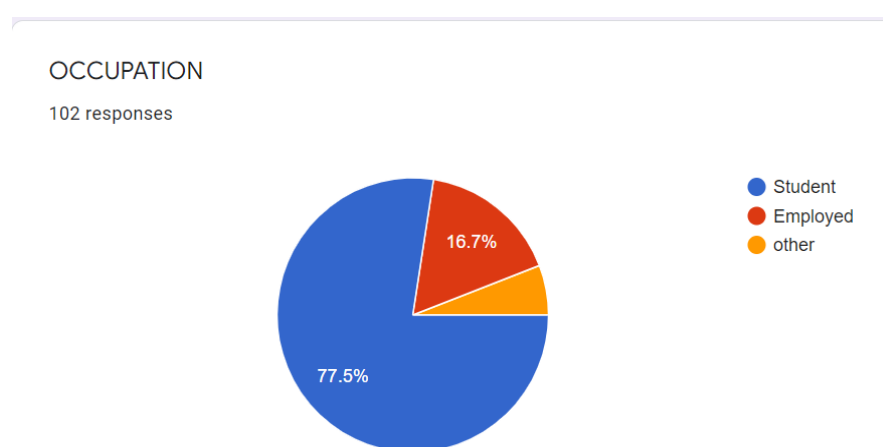


FIGURE 4.3 OCCUPATION OF THE RESPONDENTS

TABLE 4.4

1.Are you having online banking

OPTIONS	NO OF RESPONSE	PERCENTAGE
YES	67	65.7%

NO	35	34.3%
TOTAL	102	102%

Are you having online banking ?

102 responses

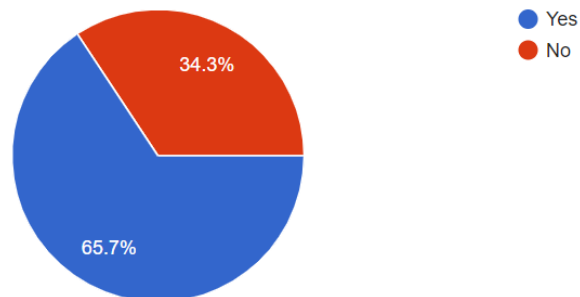


FIGURE4.4 CUSTOMERS HAVE ONLINE BANKING

INTERPRETATION:

From the chart of the respondent are online banking 65.7% The respondent of YES 34.3% The respondent of NO.

TABLE 4.4

2.Did you have face difficulties in net banking registration

OPTIONS	NO OF RESPONSE	PERCENTAGE
YES	32	31.4%
NO	70	68.6%
TOTAL	102	102%

Did you have face difficulties in net banking registration?
102 responses

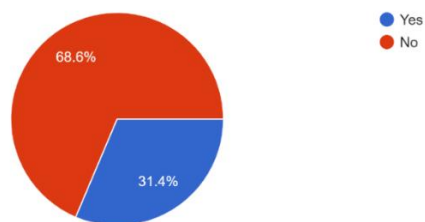


FIGURE 4.4 CUSTOMERS FACE IN ONLINE BANKING REGISTRATION PROBLEM

INTERPRETATION:

From the chart of the respondent are online banking face difficulties in Registration 31.4% The respondent of YES 68.8% the respondent of no the maximum 70 respondent is chosen NO any difficulties in online banking registration the minimum 32 respondent is chosen YES facing difficulties in online banking.

3. Customers can access online banking services at anytime and anywhere?

Customers can access online banking services at anytime and anywhere ?

102 responses

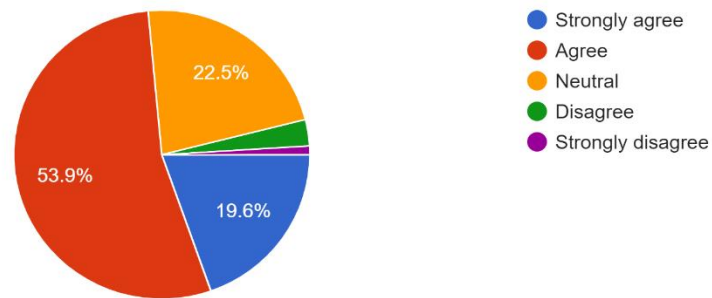


FIGURE4.6 CUSTOMERS CAN ACCESS ONLINE BANKING ANYTIME

TABLE 4.5

OPTIONS	NO.OF.RESPONSE	PERCENTAGE
Strongly agree	20	19.6%
Agree	55	53.9%
neutral	23	22.5%
Disagree	3	2.9%
Strongly disagree	20	19.6%
Total	102	102%

INTERPRETATION:

From the chart of the respondent are Customers can access online banking services at anytime and anywhere 19.6% the respondent of STRONGLY AGREE 53.9%The respondent of AGREE 22.9% the maximum 55 AGREE respondent is chosen Customers can access online banking services at anytime and anywhere.

4. online banks keep customers information private and confidential.

TABLE 4.6

OPTIONS	NO.OF.RESPONSE	PERCENTAGE
Strongly agree	18	17.6%
Agree	60	58.8%
neutral	17	16.7%
Disagree	4	3.9%
Strongly disagree	18	17.6%
Total	102	102%

online banks keep customers information private and confidential.

102 responses

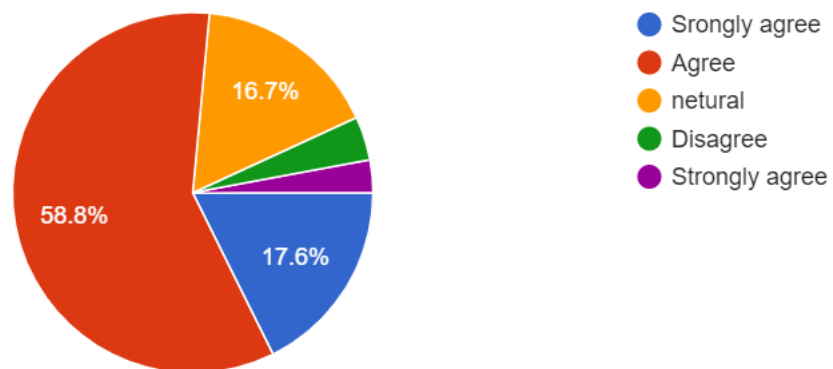


Figure 4.6 online banks keep customers information private and confidential

INTERPRETATION:

From the chart of the respondent online banks keep customers information private and confidential 17.6% The respondent of STRONGLY AGREE 58.8%The respondent of AGREE The maximum 60 AGREE respondent online banks keep customers information private and confidential.

5.online banks transaction is easy to use?

TABLE 4.7

OPTIONS	NO.OF.RESPONSE	PERCENTAGE
Strongly agree	26	25.5%
Agree	64	62.7%
neutral	7	6.9%
Disagree	4	3.9%
Strongly disagree	1	1%
Total	102	102%

online banks transaction is easy to use?
102 responses

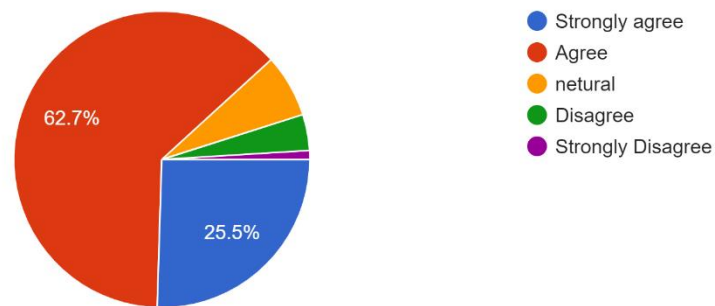


FIGURE 4.7 ONLINE BANKS TRANSACTION IS EASY TO USE

INTERPRETATION:

From the chart of the respondent online banks transaction is easy to use 25.55%The respondent of STRONGLY AGREE 62.7%The respondent of AGREE 6.9%The respondent of NETURAL The maximum 64 AGREE respondent online banks transaction is easy to use.

6.online banking services are user friendly.

TABLE 4.8

OPTIONS	NO.OF.RESPONSE	PERCENTAGE
Strongly agree	21	20.6%
Agree	79	77.5%
neutral	0	0%
Disagree	2	2.2%
Strongly disagree	0	0%
Total	102	102%

online banking services are user friendly

102 responses

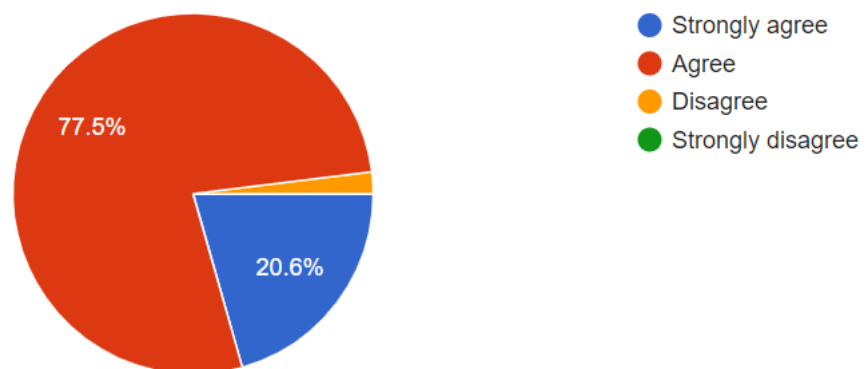


FIGURE 4.8 ONLINE BANKING SERVICES ARE USER FRIENDLY

INTERPRETATION:

From the chart of the respondent online banking services are user friendly 20.6%the respondent of STRONGLY AGREE 77.5%the respondent of AGREE the maximum 79 AGREE respondent online banking services are user friendly.

7.Are you happy with the service charges charged by your banker for online banking

TABLE 4.9

OPTIONS	NO.OF.RESPONSE	PERCENTAGE
HAPPY	38	37.3%
UNHAPPY	24	23.5%
MODERATE	40	39.2%
TOTAL	102	102%

Are you happy with the service charges charged by your banker for online banking
102 responses

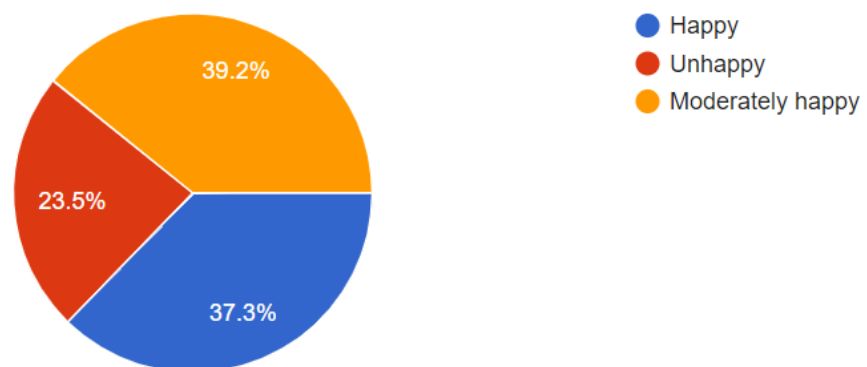


FIGURE 4.9 HAPPY WITH THE SERVICE CHARGES CHARGED BY YOUR BANKER FOR ONLINE BANKING

INTERPRETATION:

- **From** the chart of the respondent happy with the service charges charged by your banker for online banking 37.3%the respondent of HAPPY23.5% the respondent of UNHAPPY 39.2%the respondent of MODERATE the maximum respondent 40 happy with the service charges charged by your banker for online banking.

8. Do you feel convenience is using online banking

TABLE 4.10

OPTIONS	NO.OF.RESPONSE	PERCENTAGE
YES	60	59.8%
NO	6	5.9%
SOMETIMES	35	34.3%
TOTAL	101	102%

Do you feel convenience is using online banking

102 responses

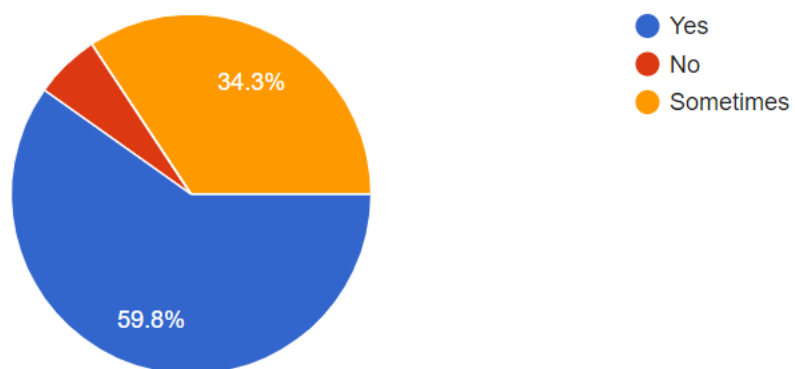


FIGURE 4.10 FEEL CONVENIENCE IS USING ONLINE BANKING

INTERPRETATION:

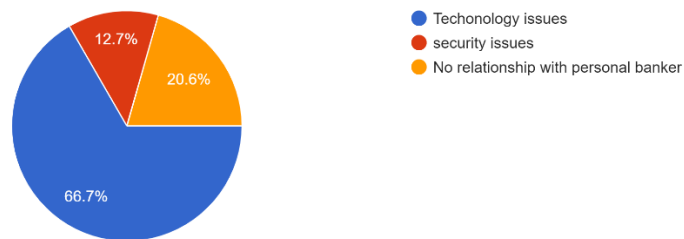
From the chart of the respondent feel convenience is using online banking 59.8%The respondent of YES the maximum respondent 60 YES feel convenience is using online banking.

9.Are you satisfied with the features and services available in your online banking facility.

TABLE 4.11

OPTIONS	NO.OF.RESPONSE	PERCENTAGE
YES	74	73.5%
NO	5	4.9%

Do you have any problem of online banking
102 responses

**INTERPRETATION:**

From the chart of the respondent any problem of online banking.66.7%The respondent of TECHONOLOGY ISSUE 12.7%The respondent of SECURITY ISSUE 20.6%The respondent of NO RELATIONSHIP WITH PERSONAL BANKER The maximum respondent 67 any problem of online banking

TABLE 4.12

11.Response speed to complaint is satisfactory

OPTIONS	NO.OF.RESPONSE	PERCENTAGE
Strongly agree	1	1%
Agree	64	62.7%
neutral	28	27.5%
Disagree	7	6.9%
Strongly disagree	2	2.2%
Total	102	102%

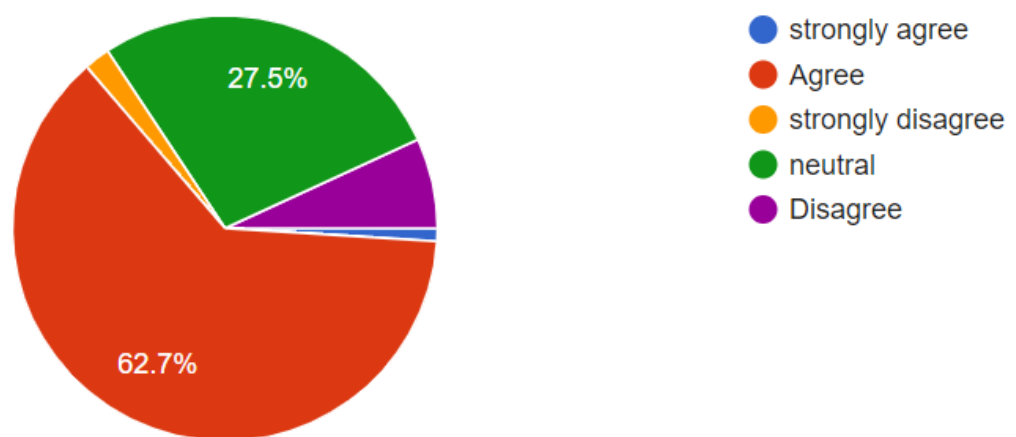


FIGURE4.12 Response speed to complaint is satisfactory

INTERPRETATION:

The table shows that majority the respondent are agree 62.7%The neutral 27.5% to prefer to complaint is satisfactory very less member respondent strongly agree 2.2%

TABLE 4.13

12.How well does online banking meet your expectations?

OPTIONS	NO.OF.RESPONSE	PERCENTAGE
Excellent	14	13.7%
Good	75	73.5%
Poor	3	2.9%
Fair	10	9.8%
Total	102	102%

How well does online banking meet your expectations
102 responses

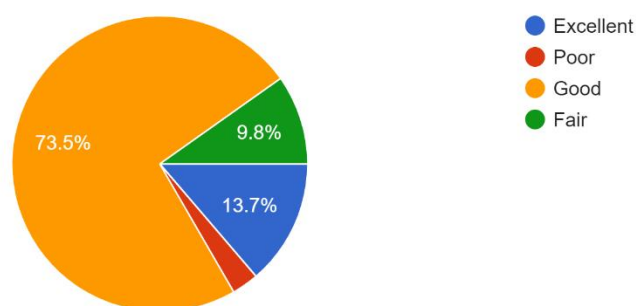


FIGURE 4.13 ONLINE BANKING MEET YOUR EXPECTATIONS

INTERPRETATION:

From the above table shown that the majority of them GOOD 73.5% and Excellent 13.7% for online banking meet your expectation less number of respondents are poor 2.9%

TABLE 4.14

13. Online banking saves your time?

OPTIONS	NO.OF.RESPONSE	PERCENTAGE
---------	----------------	------------

Strongly agree	23	22.5%
Agree	62	62
neutral	13	12
Disagree	5	4.9%
Total	102	102%

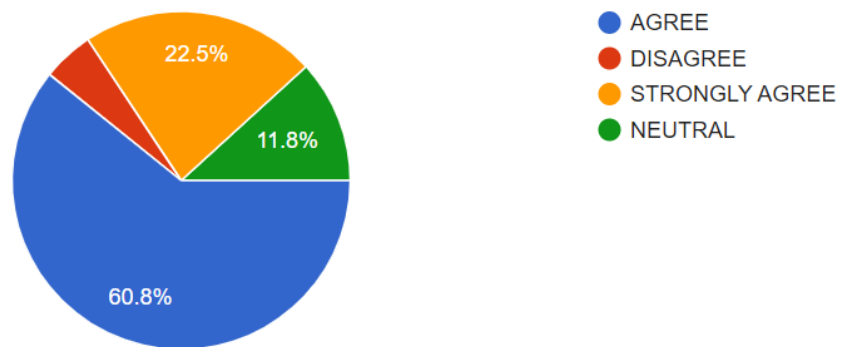


FIGURE4.14 ONLINE BANKING SAVES YOUR TIME

INTERPRETATION:

From the above table shows that the majority of them AGREE 62% and STRONGLY AGREE 22.5% Online banking saves your time less number for respondent are neutral 12%

TABLE 4.15

14.What is your preferred communication with your bank?

OPTIONS	NO.OF.RESPONSE	PERCENTAGE
---------	----------------	------------

Online via personal computer	9	8.8%
Online via smartphone	53	52%
Call centre	4	3.7%
Visit to the bank	21	20.6%
ATM	15	14.7%
Total	102	102%

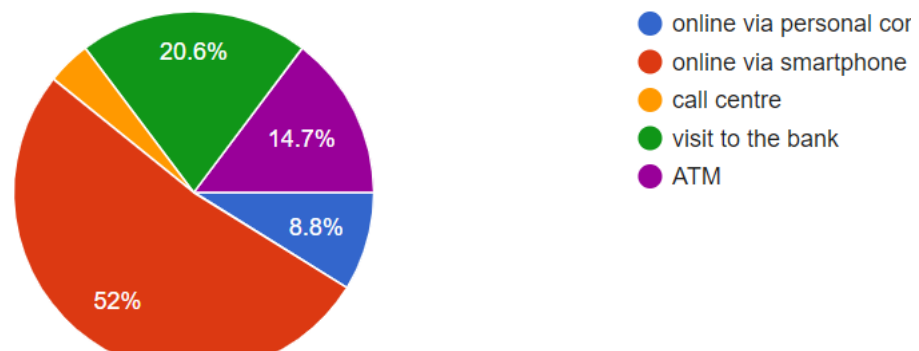


FIGURE 4.15 preferred communication with your bank

INTERPRETATION:

The table shows that majority the respondent ONLINE VIA SMARTPHONE 52% and visit to the bank 20.6% Preferred communication with your bank less number for respondent are call centre 3.7%

TABLE 4.16

15. Are you satisfied with time taken to complete a online transaction?

Options	No.of.Response	percentage
Satisfied	97	95.1%
Unsatisfied	5	4.9%
Total	102	102%

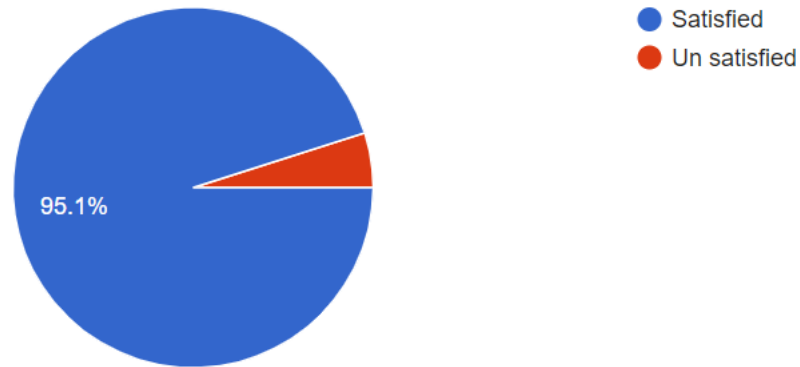


FIGURE 4.16 SATISFIED WITH TIME TAKEN TO COMPLETE A ONLINE TRANSACTION

INTERPRETATION:

The table shows that majority the respondent SATISFIED 95%with time taken to complete a online transaction less number of respondent are UNSATISFIED 4.9%

4.1 HYPOTHESIS:

- H(O) There is no significant difference between Gender and people whose having online banking
- H(1) There is significant difference between Gender and people whose having online banking

4.2 CHI-SQUARE:

Chi-square is a statistical test used to examine the differences between categorical variables from a random sample in order to judge goodness of fit between expected and observed results.

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Results						
	YES	NO				Row Totals
MALE	18 (17.84) [0.00]	17 (17.16) [0.00]				35
FEMALE	34 (34.16) [0.00]	33 (32.84) [0.00]				67
Column Totals	52	50				102 (Grand Total)

INFERENCE:

The chi-square statistic is 0.0043. The p-value is .947821. The result is not significant at $p < .05$. There is significant difference between gender and people whose having online banking.

CHAPTER -5

FINDINDS, CONCLUSION

5.1 FINDINGS

- ❖ From the questionnaire, the following points are found and noted
- ❖ Majority (85.3%) respondents are age between 18 – 25.
- ❖ Majority (65.7%) of gender of respondents are FEMALE .
- ❖ Majority (77.5%) of the respondents are COLLEGE STUDENT
- ❖ Majority (65.7%) of the respondent YES having online banking
- ❖ Majority (68.6%) of respondents YES have face difficulties in net banking registration.
- ❖ Majority (53.9%) of the respondents AGREE Customers can access online banking services at anytime.
- ❖ Majority (62.7%) of the respondent online banks transaction is easy to use.
- ❖ Majority (77.5%) of the respondents AGREE online banking services are user friendly
- ❖ Majority 39.5(%) of the respondents MODERATE are you happy with the service charges charged by your banker for online banking
- ❖ Majority (59%) of the respondents YES Do you feel convenience is using online banking
- ❖ Majority (73.5%) of the respondents YES satisfied with the features and services available in your online banking facility.
- ❖ Majority (66.7%) of the respondents TECHNOLOGY ISSUES problem of online banking
- ❖ Majority (62.7%) of the respondents AGREE response speed to complaint is satisfactory.
- ❖ Majority (73.5%) of the respondents GOOD Online banking meet customer expectations
- ❖ Majority (60.8%) of the respondents AGREE Online banking saves your time.
- ❖ Majority (52%) of the respondents ONLINE VIA SMARTPHONE preferred communication with your bank Customer.
- ❖ Majority (95.1%) of the respondents SATISFIED you satisfied with time taken to complete a online transaction.

5.2 CONCLUSION:

The research report is based on primary data. According to the study, the researcher concludes that the most of the bank customers are aware about all the Online Banking services. The banks further have to take necessary steps to educate the customers regarding the new technology and other services offered by the banks. Banks may extend customer meeting time with bank officials and also friendly approach is necessary. Definitely it will help to retain the existing customers and to attract new customers. It will automatically improve the banking service and development of banks in India and also in abroad. The research report is useful to know the consumer awareness of Online Banking system and what types of risk involved in Online Banking system.

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WWW.WIKIPEDIA

APPENDIX(QUESTIONARIES)

1.NAME

2. HOW OLD ARE YOU?

- a.18-25
- b.25-40
- c.40 above

3.EDUCATIONAL QUALIFICATION

- a.UG Degree
- b.PG Degree
- c. Doctorate/philosophy
- d. Higher secondary

4.GENDER

- a. MALE
- b. Female
- c. Prefer not to say

5.OCCUPATIONAL STATUS:

- a. Student
- b. Employed

6. Are you having online banking?

- a. Yes
- b. No

7. Did you have face difficulties in net banking registration?

- a. Yes
- b. No

8. Customers can access online banking services at anytime and anywhere?

- a. STRONGLY AGREE

- b. AGREE
- c. DISAGREE
- d. NEUTRAL
- e. STRONGLY DISAGREE

9. online banks keep customers information private and confidential?

- a. STRONGLY AGREE
- b. AGREE
- c. DISAGREE
- d. NEUTRAL
- e. STRONGLY DISAGREE

10. online banks transaction is easy to use?

- a. STRONGLY AGREE
- b. AGREE
- c. DISAGREE
- d. NEUTRAL
- e. STRONGLY DISAGREE

11. online banking services are user friendly?

- a. STRONGLY AGREE
- b. AGREE
- c. DISAGREE
- d. NEUTRAL
- e. STRONGLY DISAGREE

12. Are you happy with the service charges charged by your banker for online banking?

- a. HAPPY
- b. UNHAPPY
- c. MODERATE

13. Do you feel convenience is using online banking?

- a. YES
- b. NO

14. Are you satisfied with the features and services available in your online banking facility?

- a. YES
- b. NO

15. Do you have any problem of online banking?

- a. Technology issues
- b. security issues
- c. No relationship with personal banker

16. Response speed to complaint is satisfactory?

- a. STRONGLY AGREE
- b. AGREE
- c. DISAGREE
- d. NEUTRAL
- e. STRONGLY DISAGREE

17. How well does online banking meet your expectations?

- a. EXCELLENT
- b. POOR
- c. GOOD
- d. FAIR

18. Online banking saves your time?

- a. STRONGLY AGREE
- b. AGREE
- c. DISAGREE
- d. NEUTRAL
- e. STRONGLY DISAGREE

19. What is your preferred communication with your bank?

- a. online via personal computer
- b. online via smartphone
- c. call centre
- d. visit to the bank
- e. ATM