

A STUDY ON THE FACTORS INFLUENCING THE ADOPTION OF E-BANKING ON INDIAN USERS

Submitted in partial fulfillment of the requirement for the reward of

BACHELOR OF COMMERCE

By

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**BACHELOR OF COMMERCE
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 – 600119

MAY 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **RAGUL. P (39740185)** who has done the Project work entitled **A Study on The Factors influencing the Adoption of E-Banking on Indian users** under my supervision from December 2021 to February 2022.

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DECLARATION

I **RAGUL. P (39740185)**. Hereby declare that the Project Report entitled “**A Study On The Factors influencing the Adoption of E-Banking on Indian users** ” done by me under the guidance of Dr. S. UMAMAHESWARI, Assistant Professor, Department of Management Studies is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce degree.

DATE:

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RAGUL. P

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ABSTRACT

Technological development has provided tremendous benefits for many industries, including the banking business. The diffusion of Internet banking has been witnessed in many countries worldwide . E-banking has been utilized for many years in India and the number of E-banking adopters in India has increased steadily.

Purpose – This study proposes a new method to investigate adoption of new technologies and tests this method by looking into the determinants of internet banking adoption in India.

Design/ methodology/ approach – Responses were collected from 51 E-banking users to analyze the factors that influencing them to use various E-banking services provided by banks in India. The data was analyzed using statistical tools such as chi-square and one-way ANOVA.

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CHAPTER I

INTRODUCTION OF STUDY

E-Banking means providing banking products and services through electronic delivery channels like ATM, internet banking, telephone banking and other electronic delivery channels. Internet banking highly useful to the customer one who have computer with internet connection, they need not visit bank branch for their business transactions. Simply they can transact anywhere, anytime if they have internet connection. by dialling the telebanking number customer can get various facilities like cheque book request, balance enquiry etc... E-Banking includes the system that enables the financial institution customers, individual or business, to access accounts, transact business, or obtain information on financial products and services through a public or private network, including the internet. Customers access E-Banking services using an intelligent electronic device, such as personal computer (PC), automated teller machine (ATM), mobile phone.

Now a day's information technology plays a vital role in banking sector. Day by day increasing change in technology world, it leads to improve E-Banking services of various banks. In banking industry in the past, large queues could be observed for payment utility bills or for cash withdrawals/deposits. The banks are succeeded to reduce this queue through uses of latest technology, but still busy common people are demanding less time methods for banking transactions. In this regard, banks are going utilize internet facility for customer's transactions. This method will reduce paper work, and will give quick response to customer while they remain in their office or at home. It provides various advantages to customers of various banks. Now a days people are educated more than older days, today human lives becomes machine oriented and they don't have enough time to visit bank branch than even before.

E-Banking means providing banking products and services through electronic

Electronic banking is a high-order construct, which consists of several distribution channels. It should be noted that electronic banking is a bigger platform than just banking via the internet. The term electronic banking can be described in many ways. In a very simple form, it can mean the provision of information or services by a bank to its customers, via a computer, television, telephone, or mobile phone. Electronic banking has different types of delivery channels: telephone, PC, mobile and the internet. Moreover, Personal Computer allow customer to use all E-Banking facility at home without go to bank. It gives customers a variety of services so they can move money between accounts, pay bills, check balances, and buy and sell mutual funds, securities and also submit electronic loan applications through PC Banking. A mobile banking service is the newest service in electronic banking Customers can check their balance and make adjustments between accounts, account transactions, payments etc.

The main advantage regarding E-Banking is that is availability 24 hours a day and 7 days a week. Customer's perception and life style plays important role in growth of E-Banking system.

The fact is that the customers are even not using all of E-Banking products and services offered by the bank. So there arise the necessity for the study of adoption of E banking

1.2 STATEMENT OF PROBLEM

With the changing environment, banks implemented various E-Banking facilities to the consumer's one after the other. It includes internet banking, mobile banking, sms banking and telebanking etc. According to consumer's interest and convenience they can use the – Banking transactions through online 24 hour services without hassle. Due to rapid change in technology and the delivery channels have been introduced. Despite these possibilities, there are various psychological and behavioural issues such as reluctance to change trust in one's bank, security concerns, preference of human interference.

1.3 REVIEW OF LITERATURE

This section of the research study shall look at the finding by other researchers on E banking and other related areas of study from different countries and places. This involves a review of literature relating to E banking. It shall also look into various theories and findings by other authors on factors that influence the adoption of E banking by banks.

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.

Janeetal (2016) Stated that Online banking requires perhaps the most consumer involvement, as it requires the consumer to maintain and regularly interact with additional technology (a computer and an Internet connection).

According to Furnell (2004):, customers have a tendency to be confidential about their accounts and are concerned with the security of banking transactions.

Eriksson and Nilsson (2007): Financial institutions offer new banking channels to their customers, as the technology adds new dimensions to the classic banking systems. Over the last few years, self-service technologies have replaced the need for face-to-face interaction between banks and customers.

According to Nevens (1999): The bank transaction cost drops 80% or more when it is handled electronically. By the mid-1990s, many banks had begun to experience directly the potential the Internet offered them. Ultimately, the Internet presented a novel alternative to the phone banking systems.

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

Kimball and Gregor (1995): Observed that developing alternative channels for retaining the existing customers as well as for attracting new ones is very important to financial institutions. ATM was the first example of a self-service device that is aimed at providing convenience to the customers to meet their banking needs while decreasing costs for the bank. The next development is the introduction of phone banking, which is another delivery channel for branches of the financial services via telecommunication devices connected to an automated system of the bank. It enables customers to perform some of their transactions through a phone call.

1.4 OBJECTIVES OF THE STUDY

- * To identify the factors of usage and adoption of indian users E-Banking services.
- * To know the perception towards E-Banking services.
- * To study various services of E-Banking provided to public to utilize it
- * To understand various problems faced by user while using E-Banking services.
- * To obtain suggestions for the improvement of E-Banking services.

1.5 SCOPE OF STUDY:

This study is undertaken to understand different services provided by banks to the public and factors of adoption of e banking .The scope of study restricts itself to analyse the Adoption and usage of young users on E banking services, conducted for students

PERIOD OF STUDY:

The study was carried out over from December 2020. The Google form was circulated from January 2021.

RESEARCH METHODOLOGY

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

1.6 COLLECTION OF DATA:

The main source of data for the study was

1) Primary data

2) Secondary data

1) Primary data:

Primary data were collected by framing a questionnaire. A set of questionnaire were prepared and questionnaires in Google form were circulated to selected students to know their views.

2) Secondary data:

The secondary data were collected form articles published in newspaper, internet websites, magazines, and journals.

1.7 SAMPLING DESIGN:

The data collected are original in nature. It is first-hand information. Samples of 51 respondents of public through internet were selected. The researcher adopted in Simple Random Sampling Method.

1.8 CONSTRUCTION OF TOOLS:

Keeping the objectives of the study in the mind, the researcher constructed the questionnaire to elicit the required information from the respondents. The questionnaire in Google form was administered to a sample of 51 respondents. A copy of the questionnaire is appended.

1.9 FRAME WORK OF ANALYSIS:

The information collected through the questionnaire was analysed by using the following statistical tools namely,

- a) Percentage analysis
- b) Hypothesis testing (CHI SQUARE)

From the analysis made, the researcher has represented the data theoretically and statistically displayed through the diagrams.

1.10 LIMITATIONS OF THE STUDY:

- ☐ Time is one of the major constraint, which limits the effective data collection
- ☐ Incomplete information from the respondents.
- ☐ The number of respondents is limited to 51.
- ☐ Getting information from the respondents was very difficult.
- ☐ Reliability and accuracy of the analysis depends on the respondent's openness and trueness towards each question in the questionnaire.

CHAPTER II

PROFILE OF THE STUDY

ELECTRONIC BANKING

Meaning

E-banking, also known as internet banking, online banking or virtual 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's website. To access a financial institution's online facility, a customer with internet access would need to register with the institution for the service, and set up a password and other credentials for the verification. For other E-banking facilities, necessary procedures are to be done according to banker's instructions. For the use of ATM facility, the card must be availed.

There are two ways to offer Internet banking. First, an existing bank with physical offices can establish a web site and offer Internet banking in addition to its traditional delivery channels. Second, a bank may be established as a "branch less, Internet only, or virtual bank" without any physical branch.

HISTORY OF E-BANKING

The origin of the modern online banking services was the distance banking services over electronic media from the early 1980s. The term „online“ became popular in the late 1980s and referred to the use of a terminal, keyboard and TV (or monitor) to access the banking system using a phone line. Online services started in New York in 1981 when four of the city's major banks (Citibank, Chase Manhattan, Chemical and Manufacturers Hanover) offered home banking services using the videotext system. Because of the commercial failure of these banking services never became popular except in France where the use of videotext (Minitel) was subsidized by the telecom provider and the UK, where the Prestel system was used. The UK's first home online banking service was known as Homelink and it was set up by Bank of Scotland for customers of the Nottingham Building Society (NBS) in 1983. The system used was based on the UK's Prestel view link system and used a computer, such as the BBC Micro, or keyboard connected to the telephone system and television set.



Fig 1.1 old Homebanking device

The system allowed on-line viewing of statements, bank transfers and bill payments. In order to make bank transfers and bill payments, a written instruction giving details of the intended recipient had to be sent to the NBS who set the details up on the Homelink system. Typical recipients were gas, electricity and telephone companies and accounts with other banks. Details of payments to be made were input into the NBS system by the account holder via Prestel. BACS was later used to transfer the payment directly. Stanford Federal Credit Union was the first financial institution to offer online internet banking services to all of its members in October 1994.

HISTORY AND IMPORTANCE OF E- BANKING IN THE PRESENT INDIA

New generation private sector banks namely ICICI Bank and HDFC Bank were the pioneers in introducing internet banking services in India . ICICI bank introduced online banking with limited number of services in 1996, followed by Citi bank, IndusInd Bank, HDFC bank in the year 1999. It was during 1996-1998 that the banks adopted internet for their transactions, however the internet banking usage gained importance only in 1999. Currently Indian banking sector is offering a number of integrated online banking services and the RBI initiative to improve technology for the banking sector during 2010-11 has forced banks to offer integrated online banking services.

E -banking ensures 24 hours of service to its customers. The cost of transactions and effort for the access is negligibly small compared to the traditional banking system. The Indian government has put a reasonable care to this system and announced various programs and schemes like Digital India, Jan dhan yojana, Adhar linking with bank accounts, cashless economy initiatives etc. It is hopeful that Indian banking sector is fairly mature and also they are trying to make innovations in this sector. The shops keepers are very willing to install the POS swiping facility to simplify the money transactions with customers and dealers.

SALIENT FEATURES OF E-BANKING

The salient features of Internet Banking in India enlisted below:

- ☐ Easily adoptable by customers.
- ☐ Easy to deploy and maintains.

Cost effective solution.

- ☐ Enables the bank to reach its customers on the net.
- ☐ Reduce rush at the counters of the bank.
- ☐ Enables the customers of the bank to access information from anywhere and at any time.
- ☐ Balance and transaction history search.
- ☐ Order new statements.
- ☐ Mobile banking.
- ☐ Money Transfers.
- ☐ Pay bills with PAYTM or others.
- ☐ Receive bills online, view and make payments electronically.
- ☐ Pay anyone payments.
- ☐ SMS banking services

BENEFITS OF E- BANKING

Benefits for Customers:-

- ☐ Convenient banking.
- ☐ Customized products and services.
- ☐ Easy access.
- ☐ Low cost and save time.
- ☐ Round the clock availability.
- ☐ Elimination of waiting time.
- ☐ Avoid travelling to and from a bank.
- ☐ Privacy.
- ☐ Ease of shopping around for best price.
- ☐ Information gateway.
- ☐ Financial planning capability.
- ☐ Offers new value to customers.

Benefits for Banks:-

- ☐ Lower cost per transaction.
- ☐ Increase customer relationship.
- ☐ Create customer loyalty.
- ☐ Reduce errors, time consumed and overhead charges.
- ☐ Ability to customize products and services as per customer"s requirements.
- ☐ Ability to access a large market.

- ☐ Reach new segments of the population.
- ☐ Minimum physical infrastructure requirement.
- ☐ Increase customer knowledge.
- ☐ Eliminate the waste paper.
- ☐ Increase in flexibility and the opportunities for improved service.

DRAWBACKS OF E- BANKING

- ☐ The complex encryption software is used to protect the account information. Even though, there are no perfect systems. So, the accounts are prone to the hacking attacks, the malware and the illegal activities.
- ☐ The online banking is generally secure. But, it is not always secure. Even the banks do not have confidence in their security system.
- ☐ The customer service can be below the expected quality.

Lack of implementing advanced technologies and services

- ☐ If any problem occurred to internet or system, the customer must wait until its back up for accessing account.
- ☐ Most type of online transactions take up to 3 to 4 days to settle, especially when you make deposit by mailing cheques.
- ☐ When online link goes down, you cannot resort to any alternative system to get your transactions processed.
- ☐ Increasing number of fraudulent websites.

TOOLS, PRODUCTS AND SERVICES OF E-BANKING

TOOLS OF E- BANKING

Automated Teller Machine

The Automated Teller Machines are computerized telecommunication device that provides customers a method of financial transactions in a public space without the need for a human clerk or bank teller. These are meant for balance enquiries, cash withdrawals and many other facilities depending upon policies of the bank. This requires a valid Customer Id and password to log in and is therefore safe to be used.

Debit Card

Debit Cards is another advanced technology of the electronic banking. Now-a-days, these cards are the multi-purpose cards and can be used in ATMs for balance enquiry and cash withdrawal or can be used for easy shopping at various counters. Debit Cards ensure the automatic deduction of amount from the account just by scratching it on the machine.

Credit Card

A credit card system is a type of retail transaction settlement and credit system, named after the small plastic card issued to users of the system. In the case of credit cards, the issuer lends money to the consumer. Credit cards become very popular in India with the introduction of foreign banks in the country.

E-BANKING SERVICES

□ Online Bill Payment Service

Each bank has tie - ups with various utility companies service providers and insurance companies, across the country. You can facilitate payment of electricity and telephone bills, mobile phone and insurance premium bills . To pay your bills, all you need to do is complete a simple one-time registration for each biller. You can also set up standing instructions online to pay your recurring bills, automatically. Generally, the bank does not charge customers for online bill payment.

Lending

E-banking allows the customers the ability to apply for loans online. Make immediate loan decisions and give an on-the-spot response. Our interactive loan decisions are based on financial institution's own decision criteria and the applicant's real time credit bureau data at all major credit bureaus.

Account Opening & Funding

E-banking provides an automated online account opening and funding process for new accounts. Automating real-time account opening and funding allows you to lower account opening costs by minimizing costly manual processes and making products and services available to consumers 24/7.

Ticket Booking

Internet banking provides the facility to book various tickets like railway, air tickets, movie tickets and other programs entry passes through online by making tied up with those parties.

Shopping At Your Fingertips

Leading banks have tie ups with various shopping websites. With a range of all kind of products, you can shop online and the payment is also made conveniently through your account. You can also buy railway and air tickets through Internet banking.

Ticket Booking

Internet banking provides the facility to book various tickets like railway, air tickets, movie tickets and other programs entry passes through online by making tied up with those parties.

Investing Through Internet Banking

You can open an FD in online . Now investors with interlinked demat account and bank account can easily trade in the stock market and the amount will be automatically debited from their respective bank accounts and the shares will be credited in their demat account. Moreover, some banks even give you the facility to purchase mutual funds directly from the online banking system. Nowadays, most leading banks offer both online banking and demat account. However if you have your demat account with independent share brokers, then you need to sign a special form, which will link your two accounts.

Account Alerts

E-banking gives the financial institution the opportunity to notify customers with real time email account alerts. Customers define real-time, “tell me when” alerts that notify them when a check clears an account: an account balance threshold is met; and/or a specified transaction activity occurs. This solution is the perfect add-on to Internet Banking solution, enabling a financial institution to truly leverage 24/7 online banking channel.

☐ **Fund Transfer**

You can transfer any amount from one account to another of the same or any another bank. Customers can send money anywhere in India. Once you login to your account, you need to mention the payee’s 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.

Types of fund transfer

EFT (Electronic funds transfer)

It is the electronic transfer of money from one bank account to another , either within a single financial institution or across multiple institutions via computer based systems, without the direct intervention of bank staff.

NEFT (national electronic fund transfer)

National electronic fund transfer (NEFT) is a nation- wide payment system facilitating one to one funds transfer. Under this scheme ,individuals can electronically transfer funds from any bank branch to any individual having an account with any other bank branch in the country participating in the scheme .it operates on a deferred net settlement (DNS) basis which settles transactions in batches .There is no minimum limit and average maximum limit is 10 lakhs but varied by different banks

RTGS (Real-time gross settlement)

It is the electronic payment system that allows individuals to transfer funds between banks . it is based on gross settlements where transaction is settled on an instruction basis The minimum limit of transactions is 2 Lakhs and maximum limit is set by bank's preference.

IMPS (Immediate Payment Service)

IMPS is an instant payment inter-bank electronic funds transfer system in India. IMPS offers an inter-bank electronic fund transfer service through mobile phones. The service is available 24x7 throughout the year including bank holidays.

UPI (Unified Payments Interface)

It is a payment system launched by national payment corporation of india and regulated by the reserve bank of india which facilitates the instant fund transfer between two bank accounts on the mobile platform. It is built over (imps) for transferring funds using virtual payment address, account number with IFS Code, mobile number with MPIN.

Types of E banking

Internet banking

Internet banking is the use of internet as a delivery channel for the banking services, including traditional services, such as opening an account, or transferring funds among different accounts, as well as new banking services such as electronic bill presentment and payment, which allow the customers to pay and receive the bills on a bank's web site. There are two ways to offer internet banking. First, an existing bank with physical offices can establish a web site and offer internet banking in addition to its traditional delivery channels. Second, a bank may be established as a 'branchless', 'Internet only', or 'virtual' bank. The Reserve Bank of India constituted a working group on Internet Banking.

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 smart phone or tablet .it uses software ,usually called app, provided by the financial institution for the purpose. It is available on a 24 hour basis.

Sms banking

It is a form of mobile banking. It is a facility used by some banks or other financial institutions to send messages (also called notifications or alerts) to customers mobile phones using sms messaging, or a service provided by them which enables customers to perform some financial transactions using sms.

Telephone banking

Telephone banking is one of the most popular banking .it is a service provided by a bank or other financial institution, that enables customers to perform a range of financial transactions over the telephone, without the need to visit a bank branch or ATM . it cannot be used for cash documents (such as cheques) for which customers must visit an ATM or bank branch.

CHAPTER III

DATA ANALYSIS AND INTERPRETATION

Analysis of data is the process of inspecting, transforming and modelling data with a goal of discovering useful information, providing suggestions, arriving at conclusions and supporting decision making. Data Analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science and social science domains.

This chapter deals with the analysis and interpretation of data regarding Adoption of E Banking services on indian users. Data are collected from 51 respondents and tabulated for easy understanding and good presentation, which assists the researcher to analyse the data efficiently.

The data collected are been analysed using the following statistical tools:

- Percentage Analysis

- Hypothesis Tests (CHI SQUARE)

TABLE 3.1

AGE WISE CLASSIFICATION

Age(in years)	No. of respondents	Percentage (%)
16-18	3	5.9
19-25	33	64.5
26-45	14	27.6
Above 46	1	2
TOTAL	51	100

Source: Primary data

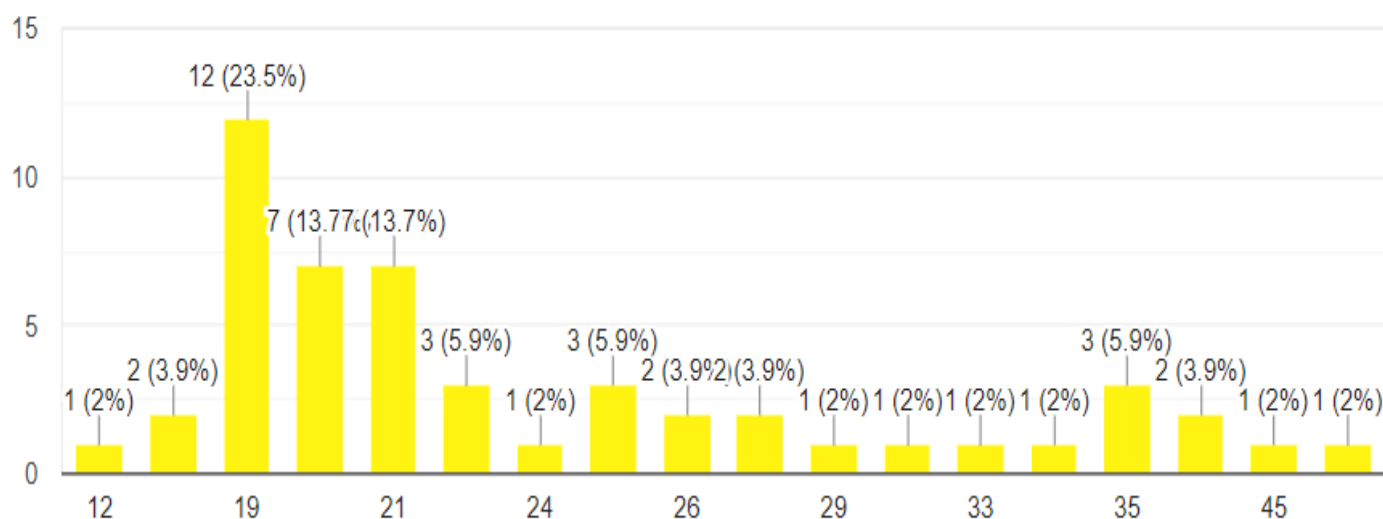


Fig 3.1

INTERPRETATION

The above table shows that out of 51 respondents taken for the study, 5.9% of the respondents belong to the age group 12-18 years, 64.5% of the respondents belong to the age group 19-25 years, 27.6% of the respondents are between 26-45 years and 2% of the respondents are above 46 years. Hence majority of the respondent belong to the age group of 19-25.

TABLE 3.2

OCCUPATION WISE CLASSIFICATION

Occupation	No. of respondents	Percentage (%)
Students	29	56.9
Business	11	21.6
Employee	6	11.8%
Self employed	4	7.8%
Others	1	2%
Total	60	100

Source: Primary data

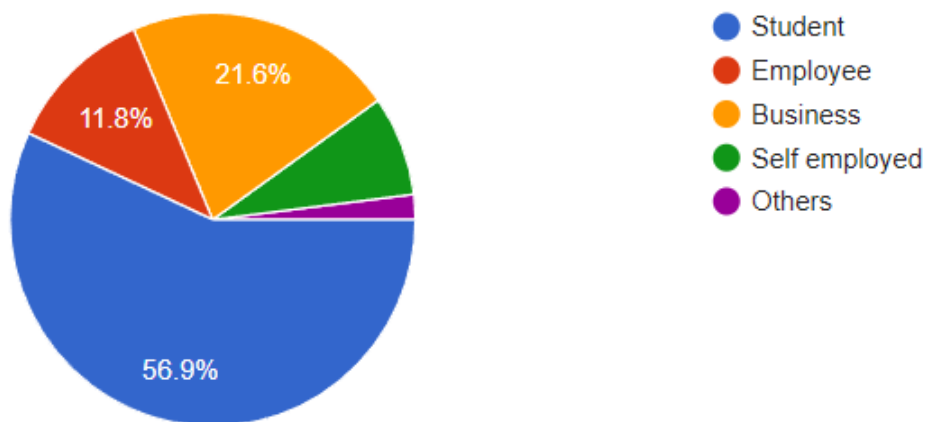


Fig 3.2

INTERPRETATION

The above table shows that out of 51 respondents taken for the study, 56.9% of the respondents are students, 21.6% of the respondents are being businessmen, 11.8% of the respondents are employee and 7.8% of the respondents are self employed, and 2% of the respondents have chosen others. Hence majority of the respondents are being students.

TABLE 3.3
E banking user count

Choose	No. of respondents	Percentage (%)
YES	46	90.2
NO	5	9.8
Total	51	100

Source: Primary data

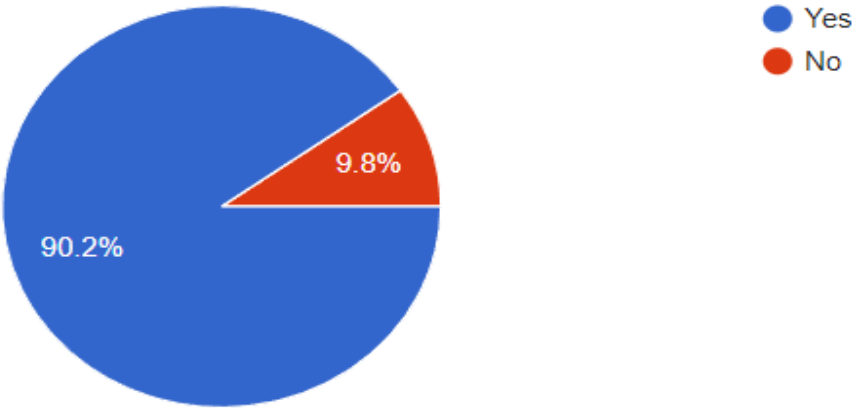


Fig 3.3

INTERPRETATION

The above table shows that out of 51 respondents taken for the study, 90.2% of the respondents were yes, 9.8% of the respondents became no. Hence majority of the respondents became yes.

TABLE 3.4

which factor influences you to use e-banking services?

Means	No. of respondents	Percentage (%)
bank officials	23	45.1
Advertisement	11	21.6
Newspaper	2	3.9
IN BANK	14	27.5
Customer care	1	2
Total	51	100

Source: Primary data

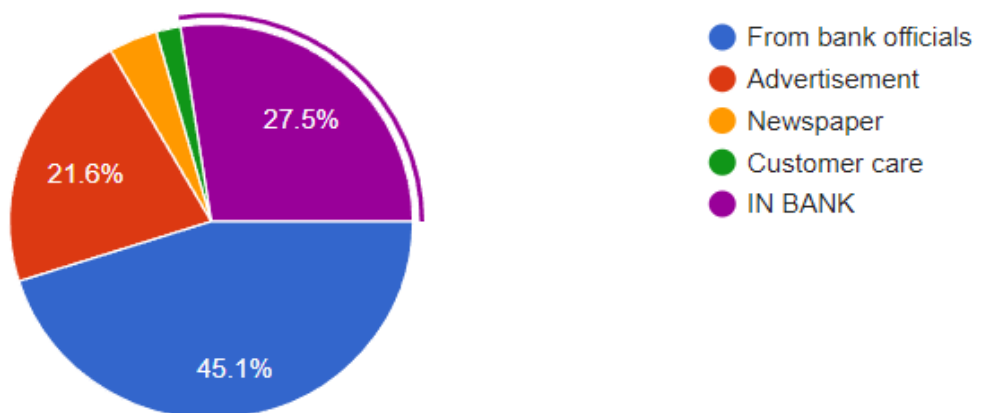


Fig 3.4

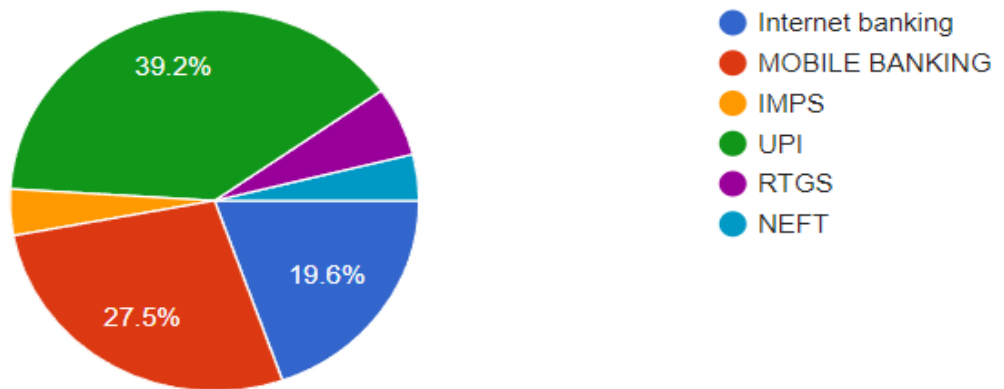
INTERPRETATION

The above table shows that out of 51 respondents taken for the study, 45.1% of the respondents became come to know about from bank officials, 21.6% of the respondents became come to know about from advertisement , 27.5% of the respondents became come to know about in the bank and 3.9% of the respondents became come to know about from newspaper .Hence majority of the respondents became to know about from bank officials

TABLE 3.5**The E-banking services that you have personally adopted**

Services	No. of respondents	Percentage (%)
Internet banking	10	19.6
MOBILE BANKING	14	27.5
IMPS	2	3.9
UPI	20	39.2
RTGS	3	5.9
NEFT	2	3.9
Total	51	100

Source: Primary data

**Fig 3.5****INTERPRETATION**

The above table shows that out of 51 respondents taken for the study, 39.2% of the respondents became personally adopted by UPI, 27.5% of the respondents became personally adopted by mobile banking, and 5.9% of the respondents became personally adopted by RTGS . Hence majority of the respondents became personally adopted by UPI

TABLE 3.6
If you are using E BANKING , would you prefer it

Choose	No. of respondents	Percentage (%)
YES	40	78.4
NO	4	7.8
MAYBE	7	13.7
Total	51	100

Source: Primary data

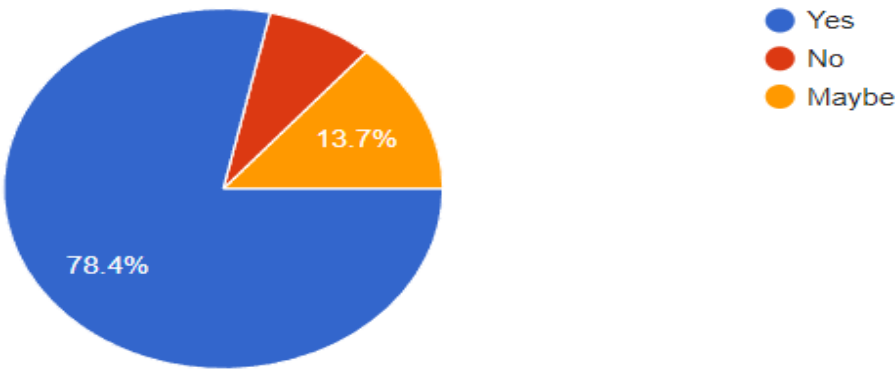


Fig 3.6

INTERPRETATION

The above table shows that out of 51 respondents taken for the study, 78.4% of the respondents were yes, 13.7% of the respondents became maybe. Hence majority of the respondents became yes.

TABLE 3.7

Which method of E Banking services is easy to use for young generation?

methods	No. of respondents	Percentage (%)
UPI	35	68.6
IMPS	7	13.7
MOBILE BANKING	5	9.8
Online banking	4	7.8
Total	51	100

Source: Primary data

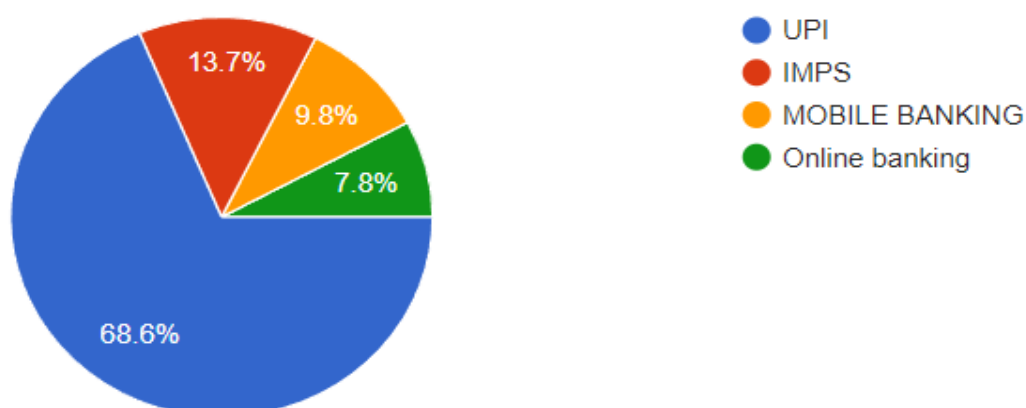


Fig 3.7

INTERPRETATION

The above table shows that out of 51 respondents taken for the study, 68.6% of the respondents became easy to use by UPI, 9.8% of the respondents became easy to use by mobile banking, and 13.7% of the respondents became easy to use by imps and 7.8% become easy to use by online banking. Hence majority of the respondents became easy to use by UPI

TABLE 3.8

If you are using which method is safe

methods	No. of respondents	Percentage (%)
UPI	9	17.6
IMPS	3	5.9
MOBILE BANKING	12	23.5
Online RTGS/NEFT	27	52.9
Total	51	100

Source: Primary data

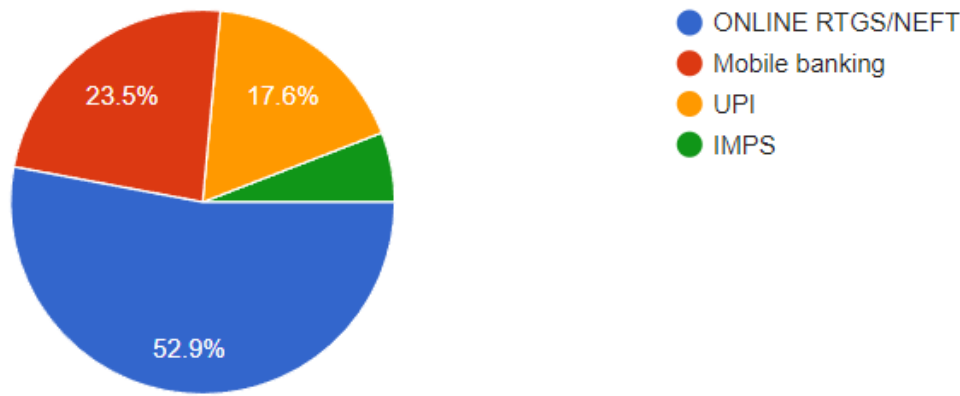


Fig 3.8

INTERPRETATION

The above table shows that out of 51 respondents taken for the study, 52.9% of the respondents became safe to use by online RTGS/NEFT, 23.5% of the respondents became safe to use by mobile banking, 17.6% of the respondents became safe to use by UPI and 5.9% become safe to use by IMPS. Hence majority of the respondents became SAFE to use by online RTGS/NEFT.

TABLE 3.9

Which method influences you to use E Banking

methods	No. of respondents	Percentage (%)
UPI	35	68.6
IMPS	2	3.9
MOBILE BANKING	10	19.6
Online BANKING	4	7.8
Total	51	100

Source: Primary data

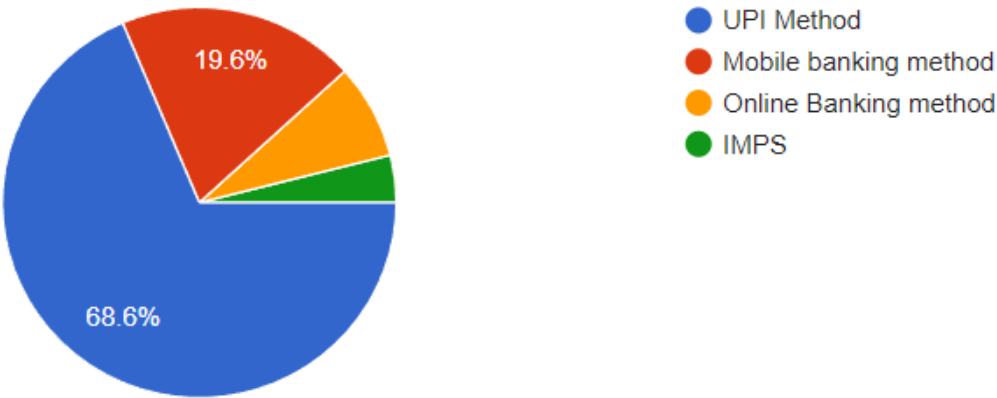


Fig 3.9

INTERPRETATION

The above table shows that out of 51 respondents taken for the study, 68.6% of the respondents became to use by online UPI, 19.6% of the respondents became to use by mobile banking, 3.9% become to use by IMPS. Hence majority of the respondents became to use by UPI.

TABLE 3.10

Is your life get easy by using E-BANKING

Choose	No. of respondents	Percentage (%)
YES	41	80.4
NO	3	5.9
MAYBE	7	13.7
Total	51	100

Source: Primary data

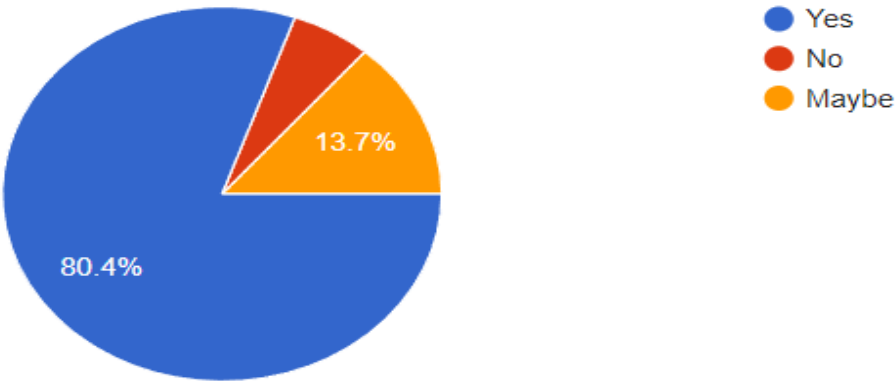


Fig 3.10

INTERPRETATION

The above table shows that out of 51 respondents taken for the study, 80.4% of the respondents were yes, 13.7% of the respondents became maybe. Hence majority of the respondents became yes.

TABLE 3.11

Which bank do you refer for online banking

Bank	No. of respondents	Percentage (%)
HDFC	16	31.4
ICICI	4	8.8
IOB	6	11.8
AXIS	4	7.9
TMB	8	14.9
SBI	7	13.6
KMB	6	11.6
Total	51	100

Source: Primary data

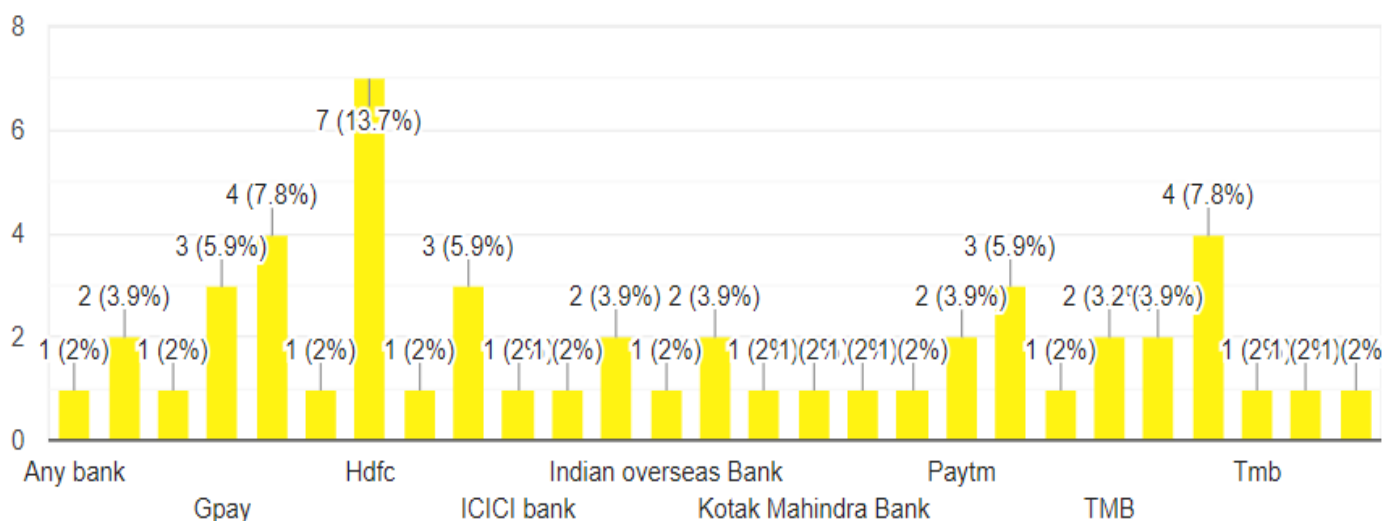


Fig 3.11

INTERPRETATION

The above table shows that out of 51 respondents taken for the study, 31.4% of the respondents became to refer hdfc, 14.9% of the respondents became to refer tmb, 13.6% become to refer sbi and 11.6 % of the respondents became to refer kmb. Hence majority of the respondents became refer hdfc bank.

TABLE 3.12

Is Banks influencing people to use it

Choose	No. of respondents	Percentage (%)
YES	29	56.9
NO	9	17.6
MAYBE	13	25.5
Total	51	100

Source: Primary data

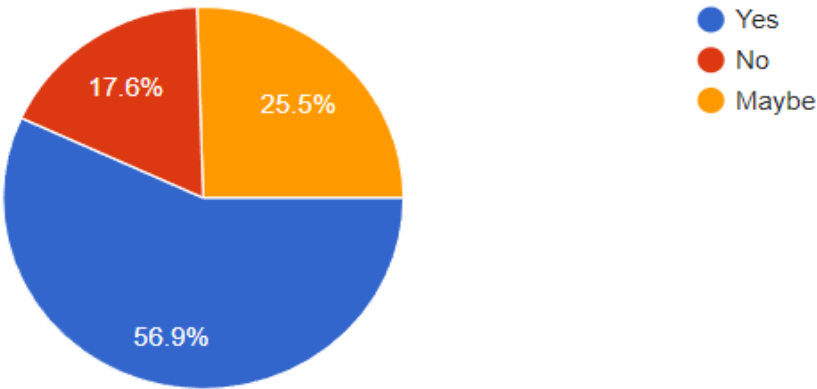


Fig 3.12

INTERPRETATION

The above table shows that out of 51 respondents taken for the study, 56.9% of the respondents were yes, 17.6% of the respondents became no and 25.5% of the respondents became maybe. Hence majority of the respondents became maybe.

HYPOTHESIS ANALYSIS TOOLS

CHI SQUARE

- **H0:** There is no significant difference between Age and The E-banking services that personally adopted by Respondents
- **H1:** There is significant difference between Age and The E-banking services that personally adopted by Respondents

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Age of the respondents * The E-banking services that you have personally adopted	52	100.0%	0	0.0%	52	100.0%

Age of the respondents * The E-banking services that you have personally adopted Crosstabulation

Count

		The E-banking services that you have personally adopted			
		Internet banking	Mobile banking	IMPS	UPI
Age of the respondents	16-18 years	1	1	0	1
	19-25 years	4	10	2	15
	26-45 years	6	3	0	4
	above 46 years	0	0	0	0
Total		11	14	2	20

Age of the respondents * The E-banking services that you have personally adopted Crosstabulation

Count

		The E-banking services that you have personally adopted	
		NEFT&RTGS	Total
Age of the respondents	16-18 years	0	3
	19-25 years	3	34
	26-45 years	1	14
	above 46 years	1	1
Total		5	52

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.505 ^a	12	.169
Likelihood Ratio	12.239	12	.427
Linear-by-Linear Association	.066	1	.797
N of Valid Cases	52		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .04.

INTERPRETATION:

- Since p value 0.000 is less than 0.05 null hypothesis is rejected, alternate is accepted. Hence, there is no significant difference between Age and the E-banking services that personally adopted by Respondents

CHAPTER IV

FINDINGS AND SUGGESTIONS

Findings

- ☐ The study implies that most of the respondents belong to the age group 19 - 25 years.
- ☐ The study reveals that, on the basis of occupation, 64% of the respondents are students.
- ☐ From the study it is analysed that the majority of the respondent's are E Banking users.
- ☐ UPI is the most influenced E-Banking service for young user. 68.8% for UPI.
- ☐ Only 19.6% respondents are using internet banking facility. Most of them aware about mobile banking and UPI even though they are not using such facilities.
- ☐ 39.2% of respondents are personally adopted to UPI service.
19.6% of the respondents is more familiar with INTERNET BANKING.
- ☐ 78% of respondents are used to prefer E Banking & 13.7% responded maybe.
- ☐ The limiting factors faced by consumers while operating E-Banking services are fear about security and networking problem.
- ☐ 52.9% of respondents feel Online RTGS/NEFT are safe to use.

- ☐ Majority of the respondents are influenced to use E Banking by bank officials(45.1%) & Advertisement (21.6).
- ☐ 80.4% of the respondents have the opinion the most influencing factor is that it is easily accessible.
- ☐ HDFC is the most preferred bank for respondents to use Internet banking by getting 31.4% and next is SBI bank by getting 13.6%.
- ☐ From the study it is analysed that the majority of Peoples life get easy by using E Banking services.

Suggestions and Recommendations

- ☐ Make the site more users friendly.
- ☐ Create a trust in the minds of consumers towards the security issues.
- ☐ Avoid networking problem with proper technologies as it creates delay in transactions.
- ☐ E-Banking system should be enhanced to make the online enquiry and online payment much easier to consumers.
- ☐ Promote the use of fund transfers as many of them are aware of it.

Suggestions from the respondents

- ☐ Reduce the charges levied for the use of E-Banking services.
- ☐ Bring innovative developments into E-Banking so that it creates an interest to use E-Banking services.
- ☐ Provide more offers and discounts for all products by the use of cards.
- ☐ More advertisement should be made in print Medias, television channels etc.to aware general public.
- ☐ The bank should take necessary steps of create awareness among rural people about the advantages of E-Banking.

CHAPTER V

CONCLUSION

E-Banking has become a necessary survival weapon. Today, the click of the mouse offers customers banking services at a much lower cost and also empowers them with unprecedented freedom in choosing vendors for their financial service needs. Banks have to upgrade and constantly think of new innovative customized packages and services to remain competitive. Banks have come to realize that survival in the new E-Economy depends on delivering some or all of their banking services on the internet while continuing to support their banking traditional infrastructure. The international scope of E-Banking provides new growth perspectives and internet business is a catalyst for new business processes.

Most of the customers are aware about E-Banking services but they hesitate to use it and some customers are unaware about all E-Banking services provided by the bank. So the bank should take some measures for removing such hesitation of customers and for increasing awareness among public about the E-Banking products and services.

ANNEXURE

REFERENCES

JOURNALS

- ❑ International journal of Electronic Banking
- ❑ International journal of innovative research and development

BOOKS

- ❑ E-Banking Management: Issues, Solutions, and Strategies Book by Mahmood Shah and Steve Clarke

WEBSITES

- ❑ <https://www.slideshare.com>
- ❑ <https://www.wikipedia.com>
- ❑ <https://scholar.google.com/>

ANNEXURE

QUESTIONNAIRE

1. Name:
2. Age:
3. Gender:
4. Occupation
5. Are you a E banking user
 - a) yes
 - b) no
6. which factor influences you to use e-banking services?
 - a)From bank officials
 - b)Advertisement
 - c)Newspaper
 - d)Customer care
 - e)IN BANK
7. The E-banking services that you have personally adopted?
 - a)Internet banking
 - b)MOBILE BANKING
 - c)IMPS
 - d)UPI
 - e)RTGS
 - f)NEFT

8. If you are using E BANKING , would you prefer it?

- a)Yes
- b)No
- c)Maybe

9. Which method of E Banking services is easy to use for young generation?

- a)UPI
- b)IMPS
- c)MOBILE BANKING
- d)Online banking

10. If you are using which method is safe?

- a) ONLINE RTGS/NEFT
- b)Mobile banking
- c)UPI
- d)IMPS

11. Which method influences you to use E Banking?

- a)UPI Method
- b)Mobile banking method
- c)Online Banking method
- d)IMPS

12. Is your life get easy by using E-BANKING

- a)Yes
- b)No
- c)Maybe

13. Which bank do you refer for online banking?

14. Is Banks influencing people to use it

- a)Yes
- b)No
- c)Maybe

