

A STUDY ON CUSTOMER PERCEPTION TOWARDS INTERNET BANKING

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Business Administration

by

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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BONAFIDE CERTIFICATE

This is to certify that this project Report is the bonafide work of **KALIKOTA SUJITH (39280013)** who carried out the project work entitled **A study on customer perception towards internet banking** under my supervision from January 2022 to march 2022.

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Submitted for Viva voce Examination held on_____

InternalExaminer

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DECLARATION

I **KALIKOTA SUJITH (39280013)** hereby declare that the project report entitled **A study on customer perception towards internet banking**” done by me under the guidance of **Ms. SHEEBA. T, M.Com, M. Phil, NET, MBA, SET,** (Internal) at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI** is submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration.

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ABSTRACT

Internet banking is becoming essential in society. Internet banking (IB) took major role in an individual's life. Comparing with last three years, the usage of e-banking has been grown swiftly. As the usage of internet banking has grown, the security and websites of internet banking also strengthened to secure customer's personal information. People also very much adapted to new technology in order to change to updated trends in the current market.

This study mainly aims to identify customers' perception towards internet banking. This research focused on five elements to analyze perception of customers on usage of internet banking. The five key elements are awareness, ease of use, security and privacy, website convenience, accessibility and bank functions. The sample size of this study is 155, which is collected as primary data using questionnaire. Collected data is analyzed using percentage method. The study was made on the basis of descriptive research design. This research found that most of the users are expecting banks to create awareness on internet banking among rural area. As the research found most of the users are satisfied with the security and privacy of internet banking.

Key words: internet banking, security, awareness.

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CHAPTER - 1

INTRODUCTION

1.1. INTRODUCTION OF INTERNET BANKING

Now days the usage of internet banking was took major role in every edge of individual's life. Internet banking helps the customers to access their bank account through internet which saves time, cost, etc,. Internet banking makes the person work easier to transfer money, pay bills, checking balance, transaction statements availability, etc,. Customers need not to visit their bank branch to avail each and every small service. Not all account holders get access to internet banking. If any customer wants to access internet banking the particular customer should register to access internet banking wile opening account in bank.

Internet banking is a digital payment system which enables customers of a bank or a financial institution to make financial or non financial transactions via internet. With internet banking customers can obtain every branch including fund transfer deposits and more to customers. Internet banking is a broad category of accessing banking services through online. Internet banking is a part of electric banking also known as electronic fund transfer. So many banks like state bank of India, HDFC bank, union bank of India, ICICI bank, etc are providing internet banking service for its customers to make work faster, easier.

Most banks in India have adopted technology, or are in the process of adopting technology, to meet the banking needs of consumers. While traditional banking, also known as a physical bank, is still the most used and accessed form of banking in India, net banking is slowly becoming an essential aspect of banking activities. While adopting the technology in banking sector the primary aim of all banks is to secure their customer money and confidential information. Digital payments have seen a surge ever since there has been demonetization of high currency notes. More and more people have realized the convenience of making payments digitally. As a part of cashless economy, mobile wallets and internet banking have played an integral role.

The Central Bank may have its concern about the impact of Internet banking on its monetary and credit policies. As long as Internet is used only as a medium for delivery of banking services and facilitator of normal payment transactions, perhaps, it may not impact monetary policy. However, when it assumes a stage where private sector initiative produces electronic substitution of money like e-cheque, account based cards and digital coins, its likely impact on

monetary system cannot be overlooked. Even countries where I-banking has been quite developed, its impact on monetary policy has not been significant. In India, such concern, for the present is not addressed as the Internet banking is still in its formative stage. Security of i-banking transactions is one of the most important areas of concerns to the regulators. That the banks should maintain with the updated technology.

1.1.1. LEVELS OF BANKING SERVICES OFFERED THROUGH INTERNET

Broadly, the levels of banking services which are offered through internet can be categorized in to three types:

- The Basic Level Service is the banks' websites which disseminate information on different products and services offered to customers and members of public in general. It may receive and reply to customers' queries through e-mail,
- In the next level are Simple Transactional Websites which allow customers to submit their instructions, applications for different services, queries on their account balances, etc, but do not permit any fund-based transactions on their accounts,
- The third level of Internet banking services are offered by Fully Transactional Websites which allow the customers to operate on their accounts for transfer of funds, payment of different bills, subscribing to other products of the bank and to transact purchase and sale of securities, etc. these accessible services are providing by banks in the last level.

1.1.2. FEATURES OF INTERNET BANKING

- **Fund transfer**

The user of internet banking can transfer fund from one place to another place easily, securely without visiting bank branch. Most of the users of internet banking may aware about transferring fund through internet.

- **Generate and track account statements**

A customer of a bank who are availing of internet banking facility he/she can track their transactions statement anytime anywhere. The user of the internet banking can download their statement by using this feature which banks are providing through internet banking

- **Utility bills payment**

A customer can pay bills like electricity, fast tag, DTH, broadband, water, gas, prepaid or post paid bills, etc using internet banking at anytime anywhere. Users of internet banking need not to go to a particular company to paying bills.

- **Apply for new debit card or cheque book**

The process of applying debit card or cheque book may take lesser time through online using internet banking. Customer need not to visit bank branch for applying debit card or cheque book.

- **Apply for loans**

A customer can apply for loan through internet banking without visiting the bank. Paper less work done through internet banking for applying loan. The work of applying loan using internet banking may save the time.

- **Easy to access all banking services**

A customer of a bank can access all banking services through internet banking. The user of internet banking can pay bills, also can pay insurance without visiting to a particular company. The user can purchase products on e-commerce platforms and make payment through internet banking.

1.1.3. ADVANTAGES OF INTERNET BANKING

- **Availability**

Users of internet banking can avail the banking services round the clock throughout the year. Most of the services offered are not time-restricted customer can check their account balance at any time and transfer funds without having to wait for the bank to open

- **Easy to operate**

Using the services offered by online banking is simple and easy. Many find transacting online a lot easier than visiting the branch for the same. The internet banking is easy to operate and to use effectively which banks are providing services to access to their customers through internet. Internet banking makes the user work easier simple.

- **Convenience**

User of internet banking need not leave their chores behind and go stand in a queue at the bank branch. User can complete transactions from wherever they are. Pay utility bills, recurring deposit account installments, and others use online banking.

- **Time efficient**

Customer can complete any transaction in a matter of a few minutes via internet banking. Funds can be transferred to any account within the country or open a fixed deposit account within no time on internet banking. Internet banking saves time and makes efficient to complete the banking transactions.

- **Activity tracking**

When user makes a transaction at the bank branch, he or she will receive an acknowledgement receipt. There are possibilities of user losing it. In contrast, all the transactions users perform on a bank's internet banking portal will be recorded. Customer can show this as proof of the transaction if need be. Details such as the payee's name, bank account number, the amount paid, the date and time of payment, and remarks if any will be recorded as well.

1.1.4. DISADVANTAGES OF INTERNET BANKING

- **Transaction security**

No matter how many precautions banks take to provide a secure network, online banking transactions are still susceptible to hackers. Irrespective of the advanced encryption methods used to keep user data safe, there have been cases where the transaction data is compromised. This may cause a major threat such as using the data illegally for the hacker's benefit.

- **Internet requirement**

An uninterrupted internet connection is a foremost requirement to use internet banking services. If user of internet banking does not have access to the internet, the user cannot make use of any facilities offered online. If the customer from rural area they might face some issues while using internet banking. Similarly, if the bank servers are down due to any technical issues on their part, customer cannot access net banking services.

- **Difficult for beginners**

There are people in India who have been living lives far away from the web of the internet. It might seem a whole new deal for them to understand how internet banking works. Worse still, if there is nobody who can explain them on how internet banking works and the process flow of how to go about it. It will be very difficult for inexperienced beginners to figure it out for themselves.

- **Securing confidential information**

Every internet banking account requires the login details which called as confidential information to be entered in order to access the services. Therefore, the security pin plays a key role in maintaining integrity. If the details are revealed to others, they may utilize the information to devise some fraud. Also, the chosen login details must comply with the rules stated by the banks. Individuals must change the security requirements frequently to avoid theft which can be a hassle to remember by the account holder himself.

1.2. INDUSTRIAL PROFILE

A bank is an institution, which accepts deposits from the public and in turn advances loans by creating credit. It is different from other financial institutions in that they cannot create credit though they may be accepting deposits and making advances. Banking is any financial institution that receives, collects, transfers, pays, exchanges, lends, invests, or safeguards money for its customers. A bank is a business. Banks sell financial services such as car loans, home mortgage loans, business loans, checking accounts, credit card services, certificates of deposit, and individual retirement accounts.

The structure of the industry: In the world's top 1000 banks, there are many more large and medium-sized domestic banks from the developed countries than from the emerging economies. Illustratively, according to The Banker 2004, out of the top 1000 banks globally, over 200 are located in USA, just above 100 in Japan, over 80 in Germany, over 40 in Spain and around 40 in the UK. Even China has as many as 16 banks within the top 1000, out of which, as many as 14 are in the top 500. India, on the other hand, had 20 banks within the top 1000 out of which only 6 were within the top 500 banks. This is perhaps reflective of differences in size of economies and of the financial sectors.

51% of banks operate with an ROE below cost of equity (COE), and 17% are below COE by more than 4%. In an industry that has high capital requirements and is operating amid low interest rates, creating value for shareholders is structurally challenging. In fact, the almost 2.8 USD trillion of capital that was injected by shareholders and governments into banking over the past 13 years eroded 3 to 4% of RoE. Out of 599 financial institutions just 65 accrued all the gains (Exhibit 1). Most of these deploy a specialized and capital-light business model or operate in fast-growing markets. A few universal banks also gained, but the vast majority either realized small gains in their share price or lost value.. Since 2008, the gap between the banking industry's leaders and followers, as measured by total returns to shareholders, has steadily widened. By 2019, top-decile performers were delivering about five times more value to their shareholders than the bottom decile (and 3 times more than the average bank). Now we've arrived at another defining moment in the shareholder value race: the aftermath of a crisis. As an example, after the last crisis (2007–09), about 60 percent of the performance gap over the next decade occurred during the first two years of recovery (2010 and 2011). During the remainder of the decade, the gap continued to widen, but more slowly (Exhibit 2).

internationalization of banking operations : The foreign controlled banking assets, as a proportion of total domestic banking assets, increased significantly in several European countries (Austria, Ireland,3 Spain, Germany and Nordic countries), but increases have been fairly small in some others (UK and Switzerland). Amongst the emerging economies, while there was marked increase of foreign-controlled ownership in several Latin American economies, the increase has, at best, been modest in the Asian economies. Available evidence seems to indicate some correlation between the extent of liberalization of capital account in the emerging markets and the share of assets controlled by foreign banks. As per the evidence available, the foreign banks in India, which are present in the form of branches, seem to enjoy greater freedom in their operations, including retail banking, in the country on par with domestic banks, as compared with most of the other developing countries. Furthermore,.

Modern banking

The modern banking industry is a network of financial institutions licensed by the state to supply banking services. The principal services offered relate to storing, transferring, extending credit against, or managing the risks associated with holding various forms of wealth. The precise bundle of financial services offered at any given time has varied considerably across institutions, across time, and across jurisdictions, evolving in step with changes in the regulation of the industry, the development of the economy, and advances in information and communications technologies.

1.2.1. TYPES OF BANKS

- **Central bank**

Reserve bank of India {RBI} is the central bank in India. The central bank is the head honcho. Central banks manage the money supply in a single country or a series of nations. They supervise commercial banks, set interest rates and control the flow of currency. Central banks also implement a government's monetary policy goals, whether that involves combating deflation or keeping prices from fluctuating. If necessary, they can lend money in rough economic times to keep the monetary system from collapsing.

- **Commercial banks**

Commercial banks tend to concentrate on supporting businesses. Both large corporations and small businesses can turn to commercial banks if they need to open a checking or savings account, borrow money, get access to credit or transfer funds to companies in foreign markets. Commercial banks also provide medium and long term loans.

- **Retail banks**

Retail banks offer members of the general public financial products and services such as bank accounts, loans, credit cards and insurance. In some cases, they can set up checking accounts and make loans for small-scale businesses as well. Retail banks can be traditional, brick-and-mortar brands that customers can access in-person, online or through their mobile phones. Others only make their tools and accounts available online or through mobile apps.

- **Investment banks**

Investment banks like Morgan Stanley and Goldman Sachs have many responsibilities. On one hand, they manage the trading of stocks, bonds and other securities between companies and investors. On the other hand, they might focus their energy on advising individuals and corporations who need financial guidance, reorganizing companies through mergers and acquisitions, managing investment portfolios or raising money for certain businesses and the federal government.

- **Co-operative banks**

Cooperatives can be either retail banks or commercial banks. What distinguishes them from other entities in the financial system is the fact that they're typically local or community-based associations whose members help determine how the business is operated. They're run democratically and they offer loans and banks accounts, among other things. They're popular in countries throughout the world and in the U.S. they usually take the form of credit unions.

1.2.2.BANKING INDUSTRY IN INDIA

As per the Reserve Bank of India (RBI), India's banking sector is sufficiently capitalized and well-regulated. The financial and economic conditions in the country are far superior to any other country in the world. Credit, market and liquidity risk studies suggest that Indian banks are generally resilient and have withstood the global downturn well. Indian banking industry has recently witnessed the roll out of innovative banking models like payments and small finance banks. RBI's new measures may go a long way in helping the restructuring of the domestic banking industry. The digital payments system in India has evolved the most among 25 countries with India's Immediate Payment Service (IMPS) being the only system at level five in the Faster Payments Innovation Index (FPII). The profitability of their operations in India is considerably higher than that of the domestically owned banks and, in fact, is higher than the foreign banks' operations in most other developing countries. India continues to grant branch licenses more liberally than the commitments made to the WTO

Modern banking in India originated in the mid of 18th century. Among the first banks were the Bank of Hindustan, which was established in 1770 and liquidated in 1829–32; and the General Bank of India, established in 1786 but failed in 1791.

- **Market Size**

The Indian banking system consists of 12 public sector banks, 22 private sector banks, 46 foreign banks, 56 regional rural banks, 1485 urban cooperative banks and 96,000 rural cooperative banks in addition to cooperative credit institutions. As of September 2021, the total number of ATMs in India reached 213,145. In FY18-FY21, bank assets across sectors increased. Total assets across the banking sector (including public and private sector banks) increased to US\$ 2.48 trillion in FY21.

- **Achievements**

According to the RBI, India's foreign exchange reserves reached US\$ 642.20 billion as of October 29, 2021. To improve infrastructure in villages, 204,000 point of sale (PoS) terminals have been sanctioned from the Financial Inclusion Fund by National Bank for Agriculture & Rural Development (NABARD). The number of transactions through immediate payment service (IMPS) reached 430.67 million and amounted to Rs. 3.70 trillion (US\$ 49.75 billion) in October 2021.

Indian banks are increasingly focusing on adopting integrated approach to risk management. The NPAs (Non-Performing Assets) of commercial banks has recorded a recovery of Rs. 400,000 crore (US\$ 57.23 billion) in FY19, which is highest in the last four year

- **digital payments**

India's digital payments sector is thriving, enabling the country to leapfrog from a cash-centric economy to a "Digitally Empowered Economy". Having one of the largest payment ecosystems in the world and a flourishing digital economy, India is poised to become a \$5 trillion economy by 2025¹, with digital payments reaching 1.5 billion transactions a day by that year². To scale up the acceptance ecosystem, the Reserve Bank of India (RBI) and Government of India has rolled out several schemes and subsidies to give a fillip to acceptance infrastructure across the country.

The digital payments revolution will trigger massive changes in the way credit is disbursed in India. Debit cards have radically replaced credit cards as the preferred payment mode in India after demonetization. In September 2021, Unified Payments Interface (UPI) recorded 3.65 billion transactions worth Rs. 6.54 trillion (US\$ 87.11 billion).

1.3. NEED FOR STUDY

Research methodology is mainly needed for the purpose of framing the research process, design and tools that are used for the project purpose. Research methodology helps to find the customer satisfaction, experience, perception towards a product or any service.

Mainly the research methodology shows the impact or satisfaction on a product which the customer has been used or using a particular product or any service. Research methodology learns the deferent types of tools and techniques to analyses the data collected from customer. Researcher gains knowledge about his or her topic by referring articles, magazines, news papers.

1.4. SCOPE OF STUDY

- **Research measures**

The research measures are the most importantly shows the various measurements of our research project. A researcher can use deferent tools to measure the data which collected from various sources. Measuring information in research methodology gives the better outcome.

- **Customer experience**

Mainly the research shows the customers experience on a product or service. A researcher gets customer experience by collecting their view on a particular product or service, with that information researcher makes report with the help of customers responds.

- **Analyzing data**

Researcher analysis the collected data using various tools and techniques to identify the impact, usage, satisfaction, experience of a particular product or service. The data was collected by the most frequent user or customer of the product or service.

- The research measures the customers experience, satisfaction, and impact, usage, of a product or service.
- Research defines and analysis done based on the key parameters
- Researcher gains insights into customer expectation on a particular product or service.

- Customer experience is how customer engage with a product or service throughout being a customer.

1.5. OBJECTIVES

- To analyze the satisfaction and experience of internet banking users
- To identify the factors which influencing the users of internet banking
- To know how the internet banking adopted by customers.
- To analyze customers perception on internet banking
- To identify the problems while using internet banking
- To know the purpose of using internet banking.
- To analyze the customer's satisfaction level on security of internet banking.

1.6. LIMITATIONS

- Only 155respondents were collected due to time constrict.
- Research covered limited users of internet banking
- The result fully based on the data given by the users of internet banking
- The research shows only few users experience and perception towards internet banking.

CHAPTER – 2

REVIEW OF LITARETURE

2.1 LIST OF REVIEWS

Mugdha Y keskar, Neeraj - Internet banking a review

This paper presents an exhaustive review of literature on the current developments in internet banking. It provides an overview of the changes as well as the ongoing research on internet banking. To identify relevant works, research databases were searched using 11 keywords. Only research papers on internet banking published in the last 15 years (2002–2016) were selected. The selected articles were further refined on the basis of country of origin, journal type, and research methods used for data analysis. Finally, 51 papers were selected on the basis of specific inclusion criteria for further analysis. These papers were grouped by research themes, and customer satisfaction with internet banking was identified as the most common theme.

shumaila Y yousafzai - Internet banking adoption at the individual level

How and why individuals use Internet banking has attracted a great deal of academic attention. This article reviews the internet banking literature through the lenses of nine adoption theories. The review suggests that internet banking adoption is a complex and multifaceted process, and a joint consideration of customers' personal, social, psychological, utilitarian and aspects is more important than adoption itself and will ultimately result in the intended behavior. Therefore, managers and system developers should undertake a customer-centric approach focusing on managing belief formation rather than directly influencing behavior. And also this research shows the adoption of internet banking by analyzing the data collected by the researcher.

J kavitha, N gopi nath - A study on perception on internet banking user's quality

This study is focused on the perception on users of internet banking. The researchers took sample from Tamil nadu state using technology acceptance model. The study found that both the TAM variables – perceived ease of use {PEU}and perceived usefulness {PU}the sample size of this study is 380 and the respondents was 88.42%. The results confirm that the all six dimensions (Website attribute, Reliability, Responsiveness, Fulfillment, Efficiency and Privacy)

are distinct constructs. The results also indicate that internet banking service quality consisting of six dimensions has appropriate reliability and each dimension has a significant relationship with internet banking service quality. This researcher stated that the efficiency of banking website is the important aspect of internet banking service quality. And also the researcher added that the relationship between internet banking service quality, perceived ease of use and perceived usefulness are significant. This research helps to understand the effect of internet banking service quality in developing country.

divya ssinghal - A study on customer perception towards internet banking

The researcher stated that internet banking becoming popular, this study focused on two elements that are the major elements are convenience and flexibility. These two elements are took major role in internet banking to become popular. This study presents the important factors responsible for internet banking based on customer perception on various internet applications. And also this research provides the framework of the factors which are taken to access internet banking. This study mainly depends on opinion of internet banking users which is collected by the researcher. That took major role to identify the two major elements. The study shows the key elements on perception of customers of internet banking and the most helpful for showing the result of this study at end is depends on the analyzing of the collected data by the researcher.

Julian Kneubuehler - Perception of customers on internet banking

The researcher stated that new type of service provided by the banks with the help of the internet technology is called Internet Banking. Internet Banking can be characterized as a financial transaction over the Internet through a bank's website. Financial institutions have to deal with the adoption of a new technology and the issue of trust. This study found on the four model of internet banking. The diffusion of innovation, technology acceptance model, the factor of trust have been identified as being reviewed and undertaken in the majority of articles in the field of Internet Banking. The factor of segmentation to improve and to accelerate the adoption process was also examined, but there is still limited research dealing with this matter. The topic is classified into Schumpeters' theory as Internet Banking deals mainly with innovation and the adaption of these innovations. Schumpeters' school was given a new focus in the 1990es which can be seen by the numbers of citations in this time.

M. Hama Khan - an essential review on internet banking services in developing countries

An essential review of internet banking services in developing countries. In the absence of a literature review for an adoption of internet banking in developing countries, this study was conducted to review and summarize the most evaluated articles in the literature. The significance of this work came from three concepts which are to highlight the concepts of research in developing countries, to accentuate the dominant models which have been used effectively in analyzing the constructs in adopting internet banking, and thirdly, to shed some light on the gaps in the potential applications for the system in the future. The results from this review are limited to 28 articles which were selected from a total of 110. The factors revealed to have important effects on the acceptance and adoption of the system was trust, perceived ease of use, and perceived usefulness, security and privacy and social influences.

G.S. Gireesh kumar - Antecedents of customer satisfaction in internet banking

The researcher mentioned that there is various electronic delivery channels are working for delivering products of banking service. Internet banking is a product of e-commerce in the field of banking sector. Sample size of this study is 406 users from the state of Kerala. This study found that perceived ease of use and perceived usefulness are shown positive effect on customer satisfaction, and perceived risk has shown negative effect. PU and PEU are the major factors in this study the two factors shown positive impact on internet banking by the customers, and the perceived risk is shown negative impact by the customers

P.K. Gupta, Jamia Millia Islamia - INTERNET BANKING IN INDIA – CONSUMER CONCERNS AND BANK STRATEGIES

The researcher stated that Internet banking has attracted the attention of banks, securities trading firms, brokerage houses, insurance companies, regulators and lawmakers in developing nations since the late 1990s. With the rapid and significant growth in electronic commerce, it is obvious that electronic Internet banking and payments are likely to advance. The paper presents the data, drawn from a survey of Internet banking consumers and the services provided by banks that offer Internet banking and develop a functional model for maximizing value to the consumers, which the banks may choose to adopt Internet banking strategically. The paper identifies the weaknesses of conventional banking and explores the consumer awareness, use patterns, satisfaction and preferences for Internet banking vis-à-vis conventional form of banking..

M. Sadiq Sohail, - Internet banking and quality of service: Perspectives from a developing nation

The researcher added that the purpose of this paper is to measure the quality of service from customers' perspective. With an enormous growth in internet banking, this paper discusses how banks can be competitive by providing quality services. This study is based on a questionnaire survey. The researcher stated that This research is useful for banks in order to improve service quality and retain/gain a share of the market in a highly competitive industry. Results based on a factor analysis identify three factors that influence users' evaluation of service quality of internet banking services. These factors are labelled as “efficiency and security”, “fulfillment” and “responsiveness”.. This paper makes a valuable contribution given the fact that there are only a limited number of comprehensive studies dealing with the assessment of electronic service quality in banking environment.

A. suriyamurthy, R. karthik - A study on customer perception towards internet banking

Internet banking is still at an infant stage in the world. Many studies focused on usage of internet banking but many factors on non-usage were overlooked. This research was carried out to validate the conceptual model of internet banking. The causes were identified and researched through correcting the causative factors so that internet banking can be used by more people. This will help the banking operations to be more cost effective. The research is focused on customers' perceptions about internet banking, the factors that drive consumers, how consumers have accepted internet banking and the ways to improve the usage rate. The purpose of this research is to determine the factors influencing acceptance level of internet banking by the bank customers. The study revealed that education, gender and income play an important role in usage of internet banking. Not much research has been done on these areas as they were focused more on the acceptance of technology rather than on people.

A. Aruna Shantha - Customer perception on internet banking

This research was held in the year 2019. The researcher stated that with the rapid growth of the technology, internet banking plays a major role in the field of banking. Bank used internet technology as a strategic to deliver their services to the customers. As a result, Internet Banking was introduced as a delivery channel where bank customers could perform their financial transactions electronically via the banks' web sites. Customer perception is formed as a result of interpreting the experience. The aim of the study is to explore the factors influencing on customer perception towards internet banking. Data were collected from primary sources and structured questionnaire was applied to collect data. Researcher selected 405 customers

with special reference to Bank of Ceylon head office using purposive sampling method. The Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) and descriptive analysis. According to the findings of the study, results provide sufficient evidences to conclude that accessibility, cost, ease of use and bank functions have significant positive effect on customer perception towards the internet banking.

Sanuja Sree .P - Customer perception towards online banking service quality

This research study was aimed to explore the customer perception towards online banking adoption in Chennai city. This research study was adopted empirical and exploratory research design and structured questionnaire was used to gather the primary information from the public sector bank customers. The data collected were analyzed with the help of PSPP software and statistical tools such as, percentage analysis, descriptive statistics, and multiple regression analysis has been applied to draw meaningful solutions to the research problem. The empirical evidences reveal that youngsters have higher online banking service quality perception as compared to elderly peoples. Those who are earning more income and having good occupation have higher online banking service quality perception as compared to other income and occupation groups.

D.N.V.Krishna Reddy, , Dr.M.Sudhir Reddy - A study on customer perception and satisfaction on electronic banking

Today the sophisticated Information technology has taken important place in the future development of financial services, especially banking sector evolution are affected more than any other financial provider groups. Increased use of mobile services and use of internet as a new distribution channel for banking transactions and international trading requires more attention towards e-banking security against fraudulent activities. The development and the increasing progress that is being experienced in the Information and Communication Technology (ICT) have brought about a lot of changes in almost all aspects of life. In the Banking Industry, it has been in the form of E-Banking or Online Banking or Internet Banking, which is now replacing the traditional banking mechanism. E-Banking has a lot of benefits which add value to enhance customers' satisfaction in terms of better quality of service offerings and simultaneously enable the banks gain more competitive advantage over other competitors. This paper contains consumer perception toward the convenience and willingness to use E-banking services are identified and measured. Customer satisfaction level towards the E- Banking has been identified.

Khedmatgozar c, - A study on internet banking adoption

This paper presents a systematic review of 165 research articles published on the adoption of Internet banking (IB) between 1999 and 2012. The results show that interest in the topic of IB adoption has grown significantly during this period, and remains a fertile area for academic research into the next decade. The findings reveal that the IB adoption literature can be classified according to three main themes: whether the papers seek to describe the phenomenon (descriptive); whether they seek to understand the interplay between the factors that drive adoption (relational); or whether they seek to draw higher level conclusions through a comparison across populations, channels or methods (comparative). A comprehensive list of references is presented, along with an agenda for future research that targets identified gaps in the literature.

Er. Vishal Mohan Goyal - Customer perception towards internet banking

The researcher stated that Online Banking was introduced as a channel where bank customers could perform their financial transactions electronically via their banks' Web sites. In this study an analysis of the differences in risk perceptions between bank customers using Internet Banking and those not using Internet Banking was done and it showed that risk perceptions in terms of financial, psychological and safety risks among customer not using the internet was more meaningful than those using internet banking. Customers not preferring to use internet banking thought that they would be swindled when using this service, and therefore, are particularly careful about high risk expectation during money transfers from and between accounts. Private and foreign banks are trying to turn more and more customer towards the usage of internet for the banking transaction. This study is basically to know the relation of various independent variables on the customer usage of internet for banking.

Dr. Uday Singh Rajput - Customer perception on e-banking services

This study provides that outcome of an empirical study conducted with the objective of investigating customer's views regarding e-banking. It covers Customers perception on online banking activities and its impact and promotional measures used by banks to promote online banking. This paper therefore, examines, if customers' choice of banks is influenced by the quality of e-banking services provided. The researcher made research with 300 respondents, while 285 respondents using regularly online banking services. The study revealed that education, gender and income play an important role in usage of online banking. The research corroborated the conceptual framework stating that if skills can be upgraded there will be greater will to use online banking by consumers.

Jayanthi M - Customer perception and satisfaction on internet banking services

The researcher added that Internet banking uses the Internet as the delivery channel by which to conduct banking activity, for example, transferring funds, paying bills, viewing current and savings account balances, paying mortgages and purchasing financial instruments and certificates of deposit. The study aims to “plug” the gap between the perceived experiences and level of satisfaction of customers’ towards Internet Banking facilities offered by the three private sector banks namely HDFC bank, Axis bank and ICICI bank. The study by, revealed eight composite dimensions of electronic service quality, including Login feature, Information on the site, Linking feature, Service feature, Customer care, Security system, Service usage, and Unique feature.

Sadaf Firdous - Impact of internet banking service quality on customer satisfaction

The researcher stated that this study purpose is to help the banks and policy makers have a better understanding of the internet banking dimensions and their contributions towards customer satisfaction. Enabling people to go cashless and enhance a economy. An exploratory survey with the help of a based questionnaire was conducted to investigate the impact of Internet Banking service quality on customer satisfaction in New Delhi. Judgmental and convenience sampling was used and various kinds of internet banking customers were approached in New Delhi. Data were collected from a sample of 194 internet banking customers. The research will help the managers of the banks and the policy makers to focus on these factors that tend to have a dominating impact on satisfying the customers. This will result in a better internet banking service quality provided by the banks and that in turn will help retain the existing customers and also gaining the new ones.

International Journal of Bank Marketing - Factors underlying attitude formation towards online banking

The study explored the effect of different factors affecting attitude formation towards Internet banking (online banking) in Finland. The purpose of this paper is to determine those factors that influence the formation of attitude towards Internet banking on the one hand, and their relation to the use of online banking services, on the other. To attain these, a large survey (1,167 responses) was carried out during the summer of 2000 in Finland. Attitude formation was studied by the use of a structural equation model. The results are expected to provide both theoretical and practical contributions in the area of electronic retail banking and understanding of consumer behavior in the turbulent financial services industry.

A. meharaj banu - Customer satisfaction on online banking

The researcher collected 750 respondents from public and private sector bank customers. The result supported the perceived usefulness as partial mediator in the relationship between various independent variables. The researcher stated that there was many channels to provide online banking services in India. A feature of the banking industry across the globe has been that it is increasingly becoming turbulent and competitive, characterized by an increasing trend towards internationalization, mergers, takeovers and consolidation of the banking industry. Moreover a number of nonbanking companies are entering the banking industry by offering financial products and services (Internet banking has attracted the attention of banks, securities trading firms, brokerage houses, insurance companies, regulators and lawmakers in developing nations since the late 1990s. This study attempts to explore literature review on e-banking and gives conclusion on the basis of past studies.

Dr. C. Thirumal Azhgan - Customer satisfaction on e-banking

Banks today know better than anyone the opportunities and the risks they face in an ever changing competitive environment. In offering ecommerce products, banks had some key advantage over potential competitors. The purpose of this study is to find out the factors that mainly affect the customer perception of internet banking amongst gender and different age groups. This study helps in assessing these factors in the context of internet banking and would therefore help the bank management not only in improving level of satisfaction but also strengthening the bond between bank and their customer. This paper determines is to determine the customer's perception towards the e-banking. A total number of customers taken for the study are 160. Questionnaires are used to conduct data collection and then analyzed using statistical techniques: Chi-square test, regression analysis, correlation and percentage analysis. This Study reveals that mostly the customers prefer internet banking due to reliability, convenience, speed, safety, security, cost effectiveness and an error free system.

CHAPTER – 3

RESEARCH METHODOLOGY

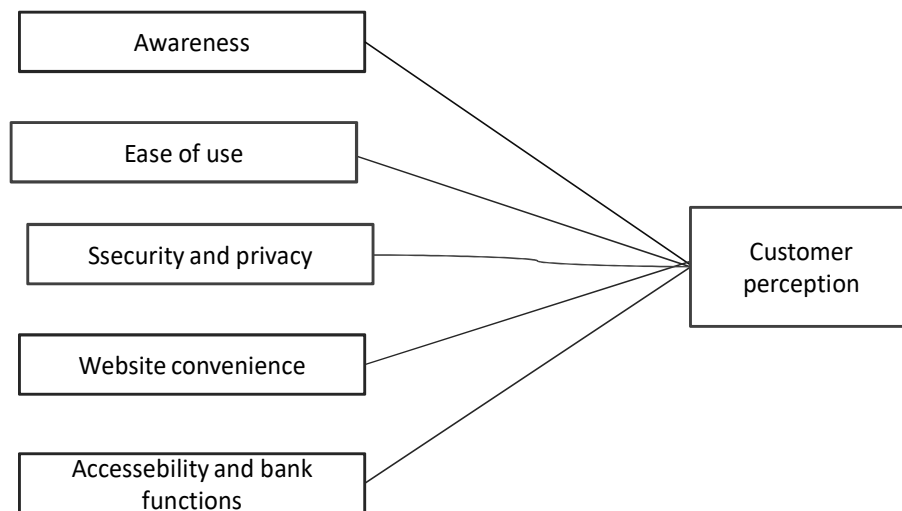
3.1 RESEARCH DESIGN

The research design is the overall techniques, tools, strategies that the researcher implements and to integrate deferent elements to find the result of the study. A research design is an arrangement of conditions for collections and analysis of data in a coherent and logical way.

3.1.1 Descriptive research design

Descriptive research design is a type of research design that represents the data in a systematic way. Descriptive design gives the accurate answer of a problem or a situation on a product or a service. In this study descriptive research design is used to describe the collected data in a systematic manner, which shows the answer of the problem.

Chart 3.1 customer perception on deferent elements



3.2 SAMPLING TECHNIQUE

Sampling technique is defined as the name or other identification which the sample have been selected. The sampling technique is a part of statistical practice. Sampling technique helps to analyze the statistical inference.

3.2.1 Convenience sampling method

Convenience sampling is type of non probability sampling method; it is defined as which the total population of the study is easy to reach.

3.2.2 Sampling design

In this study the sampling is simple random sampling.

3.2.3 Sampling area

This study was conducted in among the urban, semi-urban, rural area people of Telangana state

3.3 SOURCES OF DATA

3.3.1 Primary data

The primary data is defined as the data collected from the customer of a particular service or product. Which is collected for the first time and fresh in nature, and happens to be original in character through field survey? In this study the primary data is collected from the users of internet banking. Questionnaire method is used to collect data from the customers of internet banking. The data are systematically recorded from the respondents.

3.3.2 Secondary data

Secondary data is defined as, which the data is already in existence in the real society or already collected by someone in past. In this study the secondary data is websites, articles, magazines. The secondary data can be used by anyone for reference.

3.4 STRUCTURE OF QUESTIONNAIRE

The questionnaire is used to collect primary data from the customers by the researcher on a product or service. Most of the studies uses questionnaire based on the objectives. This study

also collected data from the users of internet banking based on the objectives. Firstly demographic questions like name, age, gender, occupation, etc, are asked in the questionnaire, followed by the questions related to the variables like security, trust, website, etc, of internet banking are asked in the questionnaire, and at last the overall rating is asked in the questionnaire. The questionnaire form is sent to the respondents to collect the primary data on internet banking. The respondents have to answer the questions on their own interest.

3.5 SAMPLING SIZE

The sample size of the study is about 155 respondents

3.6 PERIOD OF STUDY

The study is carried out for the period of three months from January 2022 – march 2022

3.7 ANALYTICAL TOOL

3.7.1 percentage method

percentage method is used to show the number of respondents in a percentage. Percentage is collected by taking number of sub category and dividing by the total

$$\text{percentage} = \text{number of sub category} / \text{total number of respondents} * 100$$

CHAPTER - 4

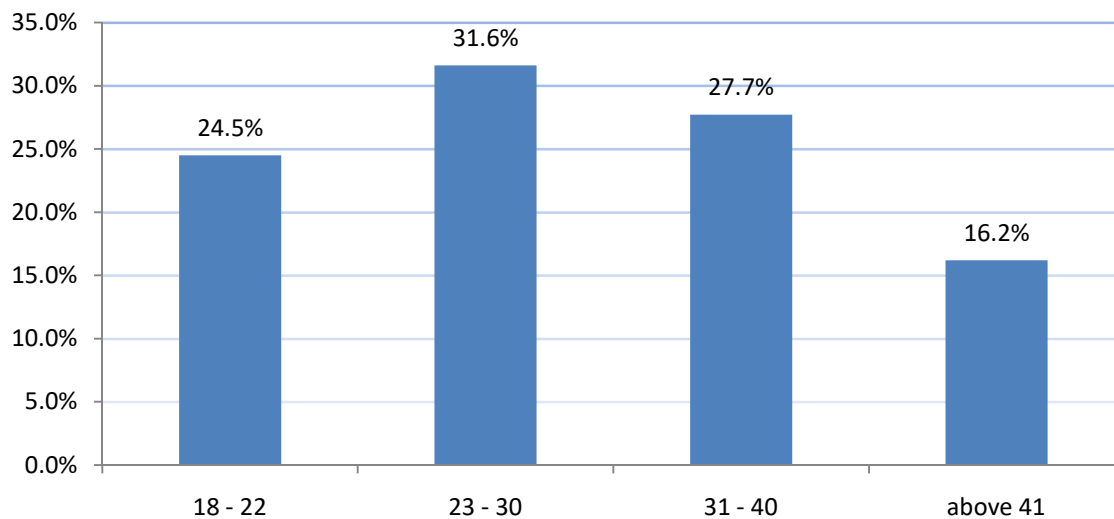
DATA ANALYSIS AND INTERPRETATION

Table 4.1 age of the respondents

S. No.	Particulars	Number of respondents	Percentage
1	18 -22	38	24.5
2	23 – 30	49	31.6
3	31 – 40	43	27.7
4	41 and above	25	16.2
5	Total	155	100

Source: primary data

Chart 4.1 age of the respondents



Interpretation

The above table interpreted that 18 to 22 age group respondents is 38 (24.5%), and the respondents of 23 to 30 age group is 49(31.6%). 31 to 40 age group respondents is 43(27.7%). At last the age of 41 and above respondents is 25(16.2%).

Inference

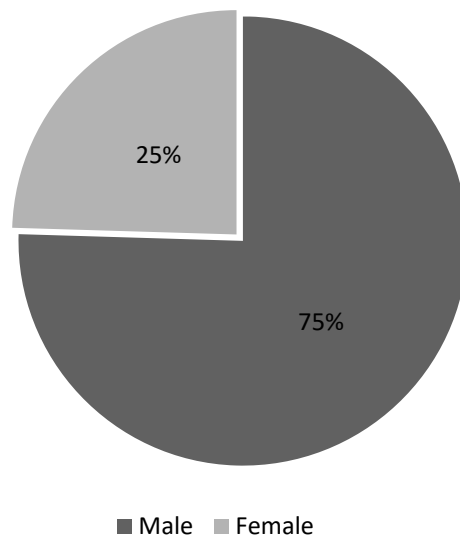
Majority 31.6% of the respondents is 23 to 30 age group.

Table 4.2 gender of the respondents

S. No.	Particulars	Number of respondents	Percentage
1	male	117	75
2	Female	38	25
3	Total	155	100

Source: primary data

Chart 4.2 gender of the respondents



Interpretation

The above table interpreted that number of respondents from male is 117 (75.5%). and the respondents of female is 38 (24.5%).

Inference

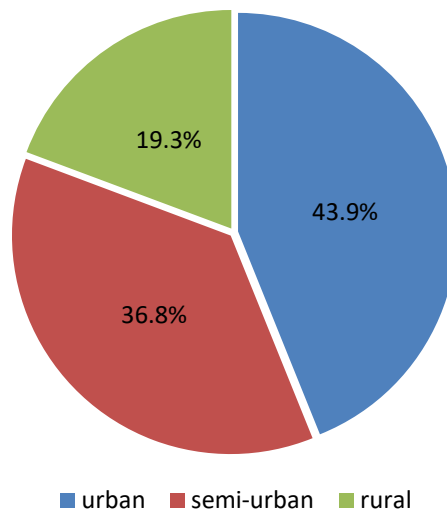
Majority 75.5% of the respondents is male category

Table 4.3 area of residence

S. No.	Particulars	Number of respondents	Percentage
1	Urban	68	43.9
2	Semi-urban	57	36.8
3	rural	30	19.3
4	Total	155	100

Source: primary data

Chart 4.3 area of residence



Interpretation

The above table interpreted that people from urban respondents is 68(43.8%), the respondents from semi-urban is 57(36.7%) and the respondents from rural area people is 30(19.5%). By the interpretation the respondents of urban area customer actively participated in the survey.

Inference

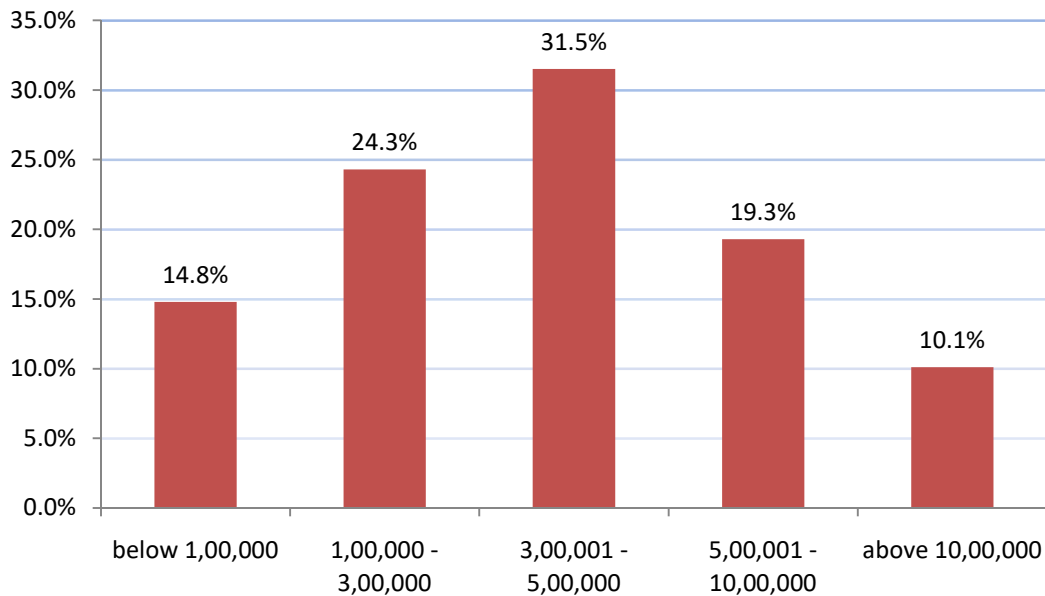
Majority 43.8% respondents from urban area.

Table 4.4 income of respondents

S. No	Particulars	Number of respondents	Percentage
1	Below 1,00,000	23	14.8
2	1,00,000 – 3,00,000	38	24.3
3	3,00,001 – 5,00,000	49	31.5
4	5,00,001 - 10,00,000	30	19.3
5	Above 10,00,000	16	10.1
6	Total	155	100

Source: primary data

Chart 4.4 income of respondents



Interpretation

The above table interpreted that respondents of below 1,00,000 income customers are 23(14.8%), income between 1,00,000 to 3,00,000 respondents is 38(24.3%), 3,00,001 to 5,00,000 income respondents are 49(31.5%), 5,00,001 to 10,00,000 income customers respondents is 30(19.3%), and the income with above 10,00,000 respondents is 16(10.1%).

Inference

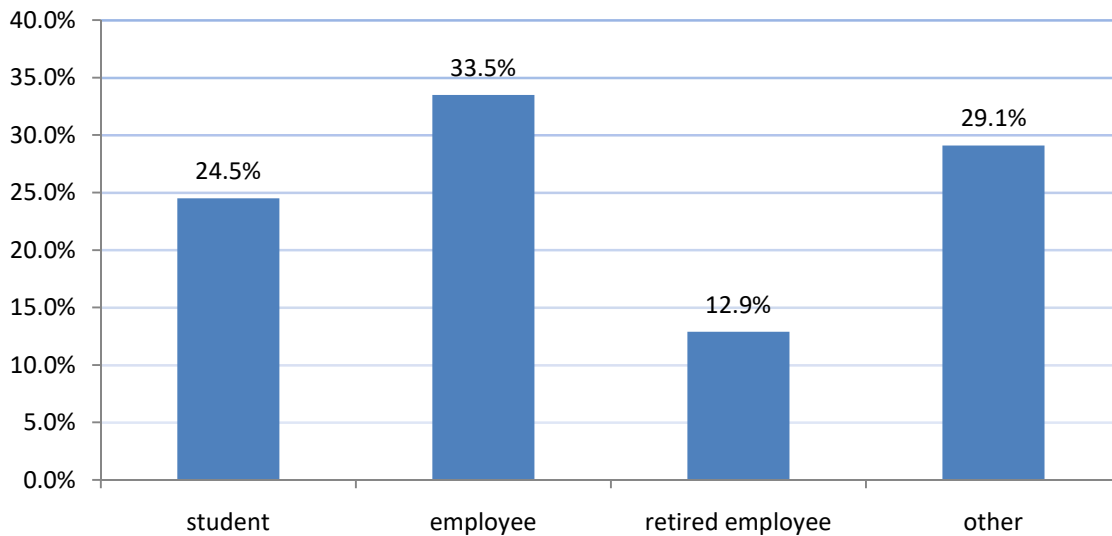
Majority 31.5% of the respondents are income earning between 3,00,001 to 5,00,000 per annum.

Table 4.5 occupation of respondents

S. No	Particulars	Number of respondents	Percentage
1	student	38	24.5
2	Employee	52	33.5
3	Retired employee	20	12.9
4	Other	45	29.1
5	Total	155	100

Source: primary data

Chart 4.5 occupation of respondents



Interpretation

The above table interpreted that response from students is 38(24.5%), employees respondents is 52(33.5%), retired employees response is 20(12.9%), and the respondents from other they may be business man, house holder, farmer, etc, 45(29.1%).

Inference

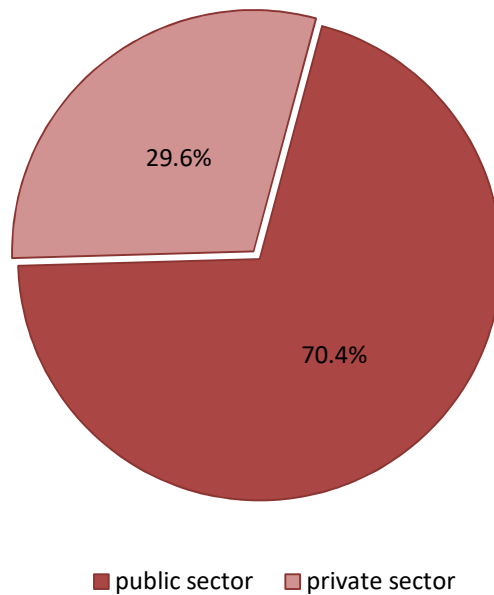
Majority 33.5% of the respondents are employees.

Table 4.6 preferred sector of the respondents

S. No.	Particulars	Number of respondents	Percentage
1	Public sector	109	70.4
2	Private sector	46	29.6
3	Total	155	100

Source: primary data

Chart 4.6 preferred sector of the respondents



Interpretation

The above table interpreted that the public sector internet banking users respondents is 109(70.4%), and the private sector internet banking customer respondents is 46(29.6%).

Inference

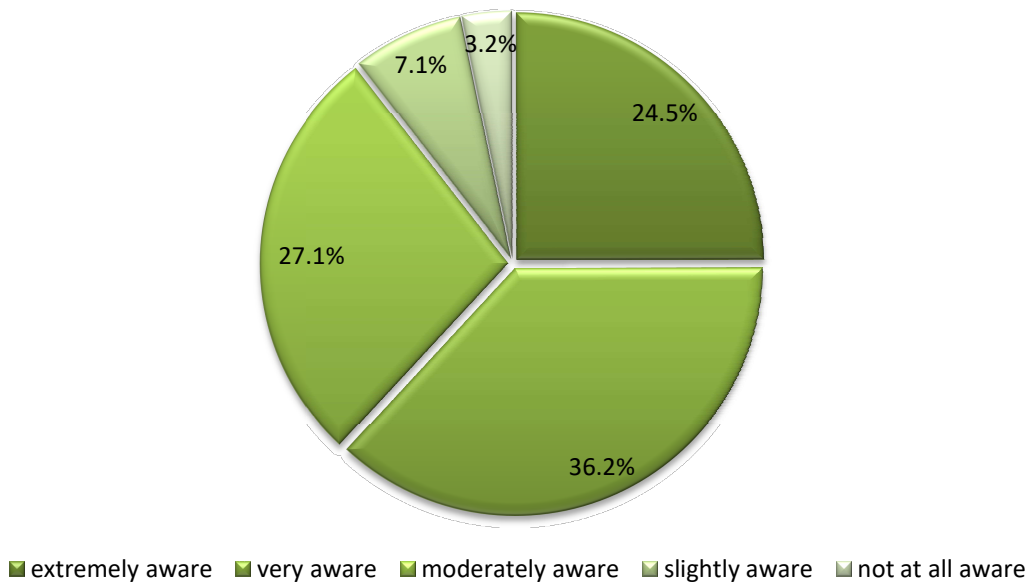
Majority 70.4% of the respondents preferred bank sector is public sector.

Table 4.7 awareness level of the respondents

S. No.	Particulars	Number of respondents	Percentage
1	Extremely aware	38	24.5
2	Very aware	56	36.2
3	Moderately aware	45	27.1
4	Slightly aware	11	7.1
5	Not at all aware	05	3.2
6	Total	155	100

Source: primary data

Chart 4.7 awareness level of the respondents



Interpretation

The above table interpreted that awareness level of respondents. 36.2% of the respondents are very aware, 27.1% is moderately aware, 24.5 % of the respondents is extremely aware, 7.1% is slightly aware, 3.2% of the respondents is not at all aware.

Inference

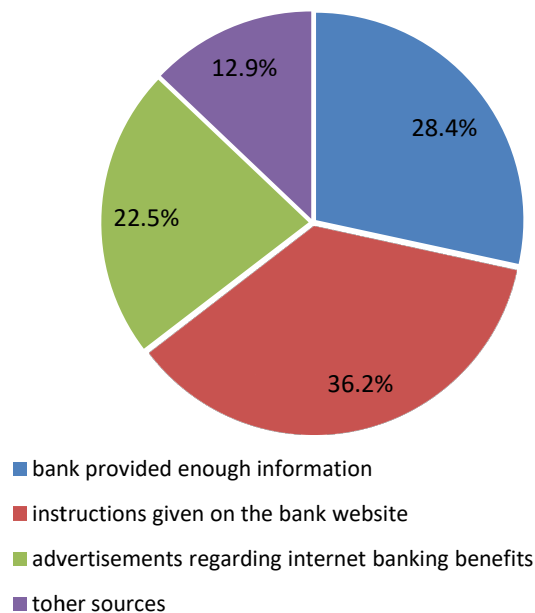
Majority 36.2% of the respondents are very aware.

Table 4.8 sources of awareness of internet banking

S. No.	Particulars	Number of respondents	Percentage
1	Bank provided enough information	44	28.4
2	Gone through instructions given on the bank website	56	36.2
3	Advertisements regarding internet banking benefits	35	22.5
4	Other sources	20	12.9
5	Total	155	100

Source: primary data

Chart 4.8 sources of awareness of internet banking



Interpretation

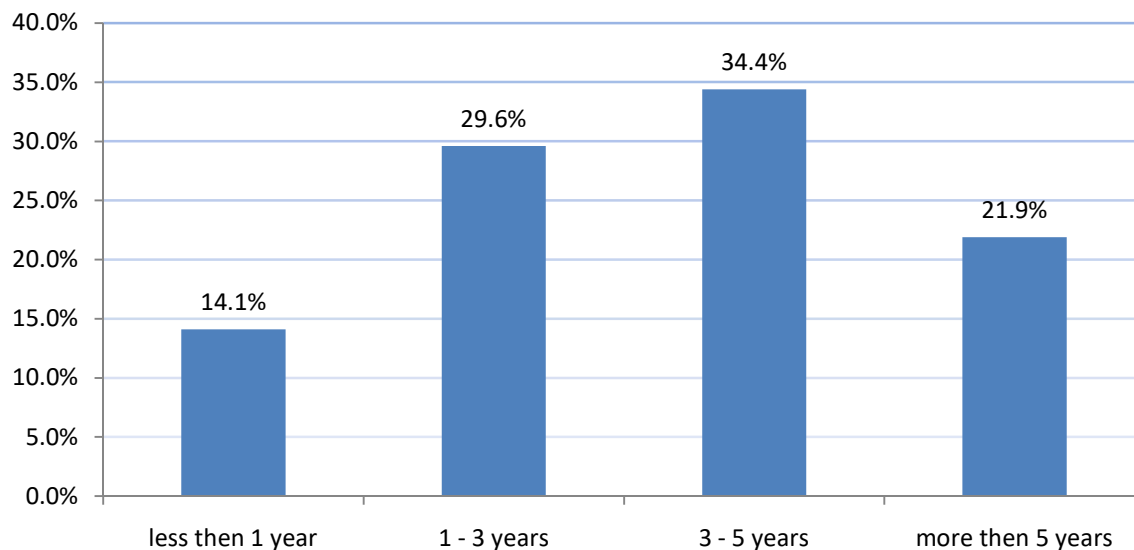
The above table interpreted that the majority response 56(36.2%) from users of internet banking were aware of through instructions given on the bank's website, out of 155 respondents 44(28.4%) users was aware through the enough information provided by the banks, 35(22.5%) users were aware through the advertisements regarding internet banking benefits, 20(12.9%) responded users were aware through other sources.

Table 4.9 period of usage of internet banking by the respondents

S. No.	Particulars	Number of respondents	Percentage
1	Less then 1 year	22	14.1
2	1 – 3 years	46	29.6
3	3 – 5 years	53	34.4
4	More then 5 years	34	21.9
5	Total	155	100

Source: primary data

Chart 4.9 period of usage of internet banking by the respondents



Interpretation

From the above table interpreted period of usage of internet banking by the respondents. 22(14.1%) of the respondents are using from less then 1 year, 46(29.6%) are using from 1 – 3 year, 53(34.4%) respondents are using from last 3 - 5 years, 34(21.9%) of the respondents are using more than 5 years.

Inference

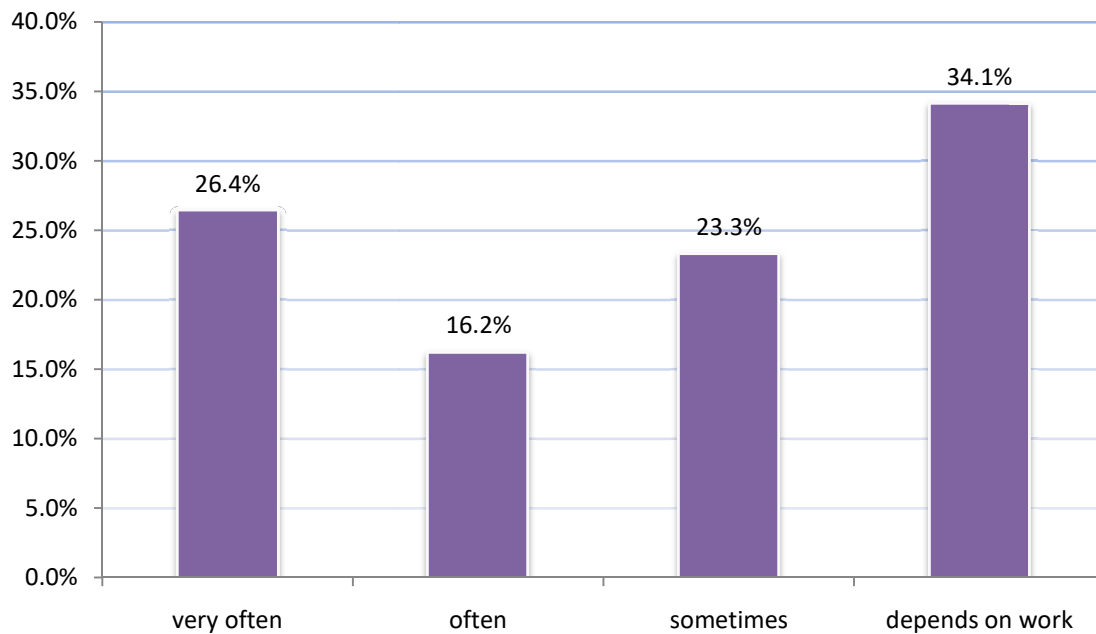
Majority 34.4% of the respondents are using internet banking from last 3 – 5 years.

Table 4.10 Frequency of internet banking usage

S. No.	Particulars	Number of respondents	Percentage
1	Very often	41	26.4
2	Often	25	16.2
3	Rare	36	23.3
4	Depends on work	53	34.1
5	Total	155	100

Source: primary data

Chart 4.10 Frequency of internet banking usage



Interpretation

The above table interpreted that the response from users of internet banking usage frequency is very often users are 41(26.4%), response from often users are 25(16.2%), sometimes users are 36(23.3%), and 53(34.1%) users are using depending on work with internet banking.

Inference

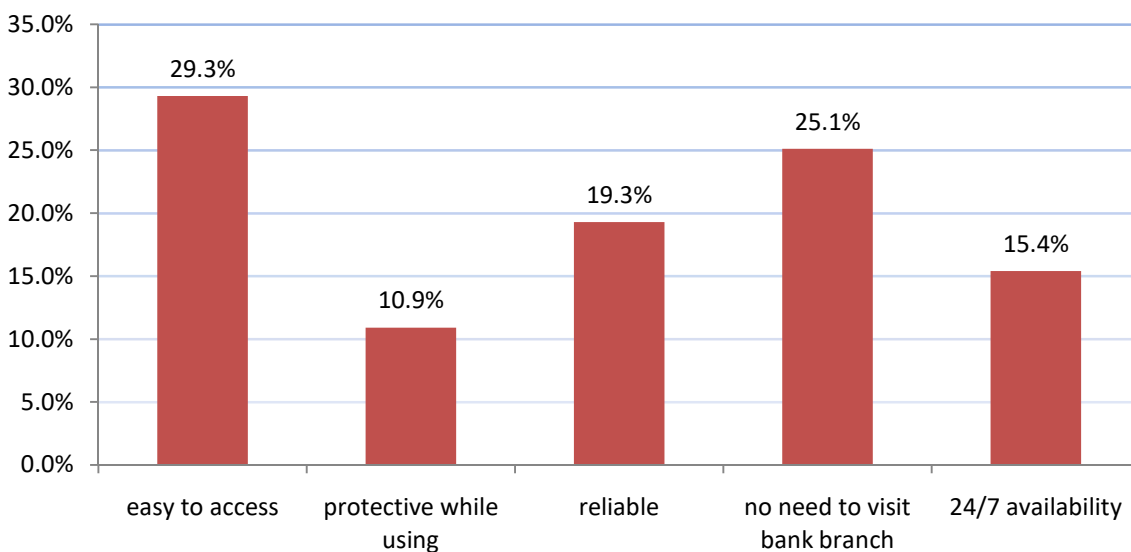
Majority 53(34.1%) of the respondents using internet banking depends on work with it.

Table 4.11 reason for choosing internet banking

S. No.	Particulars	Number of respondents	Percentage
1	Easy to access	45	29.3
2	Protective	17	10.9
3	Reliable	30	19.3
4	Need not to visit bank branch for every work	39	25.1
5	24/7 availability	24	15.4
6	Total	155	100

Source: primary data

Chart 4.11 reason for choosing internet banking



Interpretation

The above table interpreted that reason for choosing internet banking. The response 45(29.3%) users have selected internet banking to access easily their bank account, 17(10.9%) of respondents are selected internet banking is protective while using, 30(19.3%) of respondents selected internet banking is reliable, 39(25.1%) respondents selected internet banking services for need not to visit bank branch for every work, and at last 24(15.4%) users have chosen internet banking services 24/7 availability.

Inference

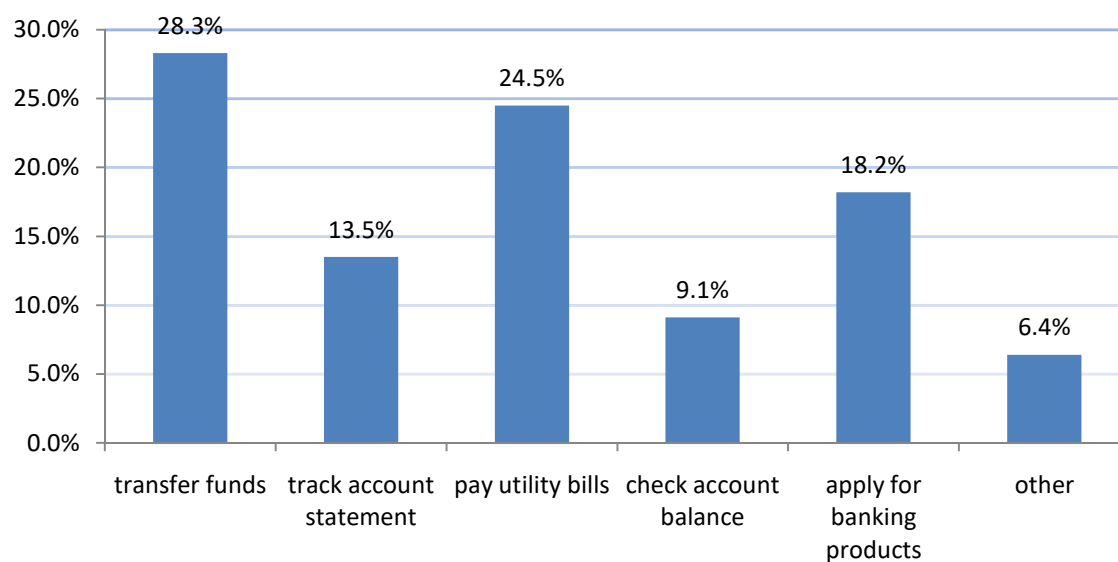
Majority 29.3% of the respondents have chosen the internet banking is easy to access.

Table 4.12 frequently used features by the respondents.

S. No.	Particulars	Number of respondents	Percentage
1	Transfer funds	44	28.3
2	Track transactions statement	21	13.5
3	Pay utility bills	38	24.5
4	Check account balance	14	9.1
5	Apply for banking products	28	18.2
6	Other	10	6.4
7	Total	155	100

Source: primary data

Chart 4.12 frequently used features by the respondents.



Interpretation

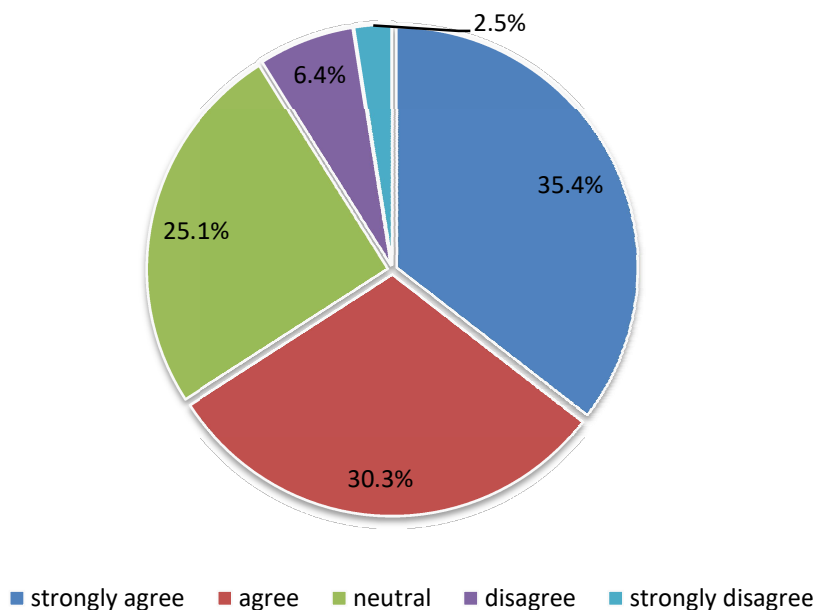
The above table interpreted that frequently used features by the users of internet banking. 44(28.3%) of respondents are using internet banking to transfer funds, 21(13.5%) of respondents are using to track transactions statement, 38(24.5%) of users are using to pay utility bills, 14(9.1%) of users are using internet banking to check account balance, 28(18.2%) of customers are using to apply banking products without visiting bank branch, 10(6.4%) of users are using internet banking services for other purpose.

Table 4.13 respondents opinion as to whether internet banking is convenience to use

	Particulars	Number of respondents	Percentage
1	Strongly agree	55	35.4
2	Agree	47	30.3
3	Neutral	39	25.1
4	Disagree	10	6.4
5	Strongly disagree	04	2.5
6	Total	155	100

Source: primary data

Chart 4.13 respondents opinion as to whether internet banking is convenience to use



Interpretation

The above table interpreted that convenience of internet banking. 35.4% of the respondents are strongly agree, 30.3% of the respondents are agree, 25.1% of the respondents is neutral, 6.4% of the respondents is disagree, 2.5% of the respondents are strongly disagree.

Inference

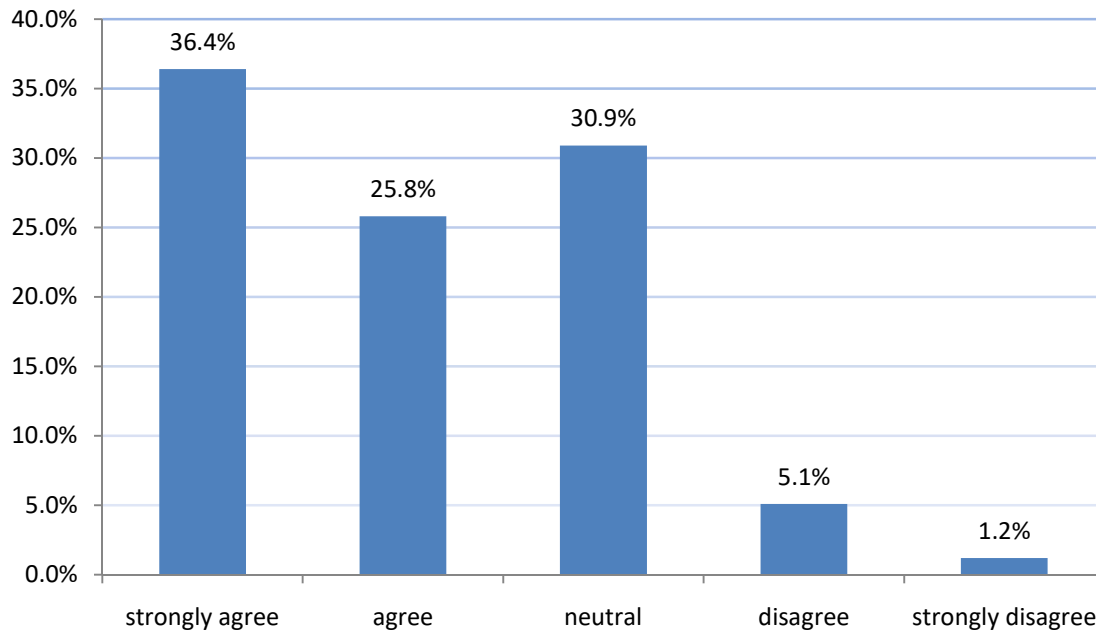
Majority 35.4% of the respondents are strongly agree.

Table 4.14 respondents opinion as to whether internet banking saves time and cost

S. No.	Particulars	Number of respondents	Percentage
1	Strongly agree	56	36.4
2	Agree	40	25.8
3	Neutral	48	30.9
4	Disagree	08	5.1
5	Strongly disagree	02	1.2
6	Total	155	100

Source: primary data

Chart 4.14 respondents opinion as to whether internet banking saves time and cost



Interpretation

The above table interpreted that internet banking saves time and cost. 56(36.4%) of the respondents are strongly agree, 40(25.8%) of the respondents are agree, 48(30.9%) of the respondents are neutral, 08(5.1%) of the respondents are disagree, only 02(1.2) of the respondents are selected strongly disagree.

Inference

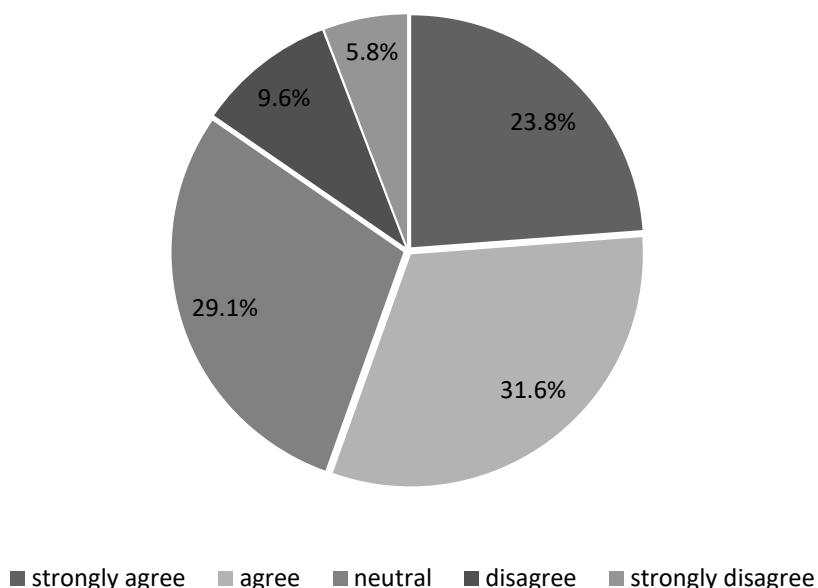
Majority 36.4% of the respondents are strongly agree.

Table 4.15 respondents opinion as to whether internet banking reduced customers visiting to bank branch

S. No.	Particulars	Number of respondents	Percentage
1	Strongly agree	37	23.8
2	Agree	49	31.6
3	Neutral	45	29.1
4	Disagree	15	9.6
5	Strongly disagree	09	5.8
6	Total	155	100

Source: primary data

Chart 4.15 respondents opinion as to whether internet banking reduced customers visiting to bank branch



Interpretation

The above table interpreted that internet banking reduced customers visiting to bank branch. 37(23.8%) of the respondents are strongly agree, 49(31.6%) of the respondents are agree, 45(29.1%) of the respondents are neutral, 15(9.6%) of the respondents are disagree, 09(5.8%) of the respondents are strongly disagree.

Inference

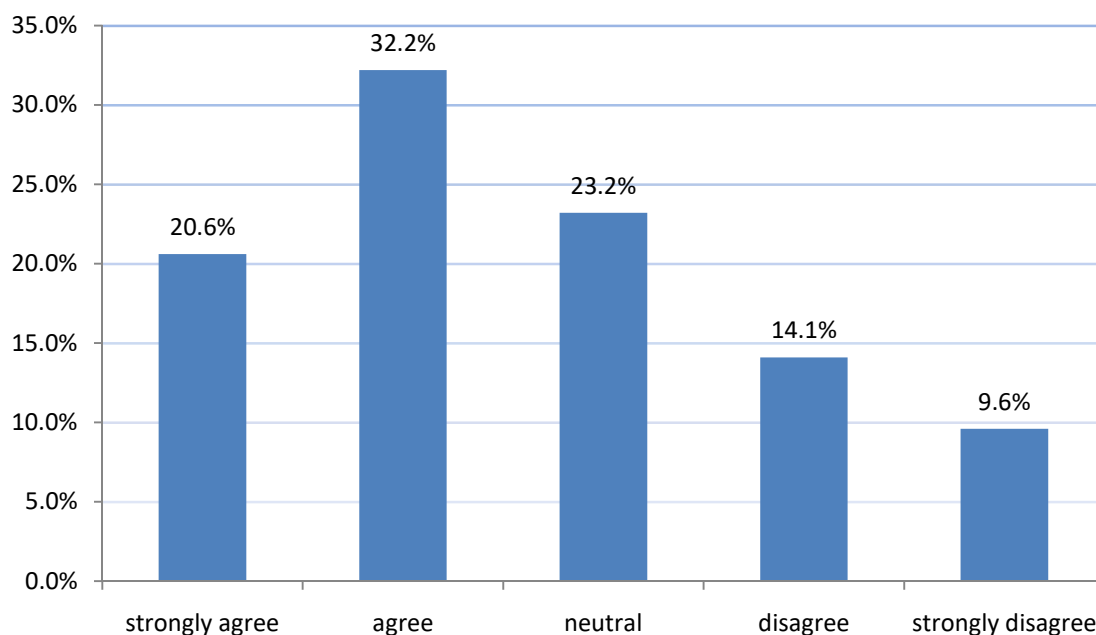
Majority 31.6% of the respondents are agree.

table 4.16 respondents opinion as to whether internet banking is also used to apply for banking products like debit card/cheque book

S. No.	Particulars	Number of respondents	Percentage
1	Strongly agree	32	20.6
2	Agree	50	32.2
3	Neutral	36	23.2
4	Disagree	22	14.1
5	Strongly disagree	15	9.6
6	Total	155	100

Source: primary data

Chart 4.16 respondents opinion as to whether internet banking is also used to apply for banking products like debit card/cheque book



Interpretation

The above table interpreted that internet banking is also used to apply for banking products. 20.6% of the respondents are strongly agree, 32.2% of the respondents are agree, 23.2% of the respondents are neutral, 14.1% of the respondents are disagree, 9.6% of the respondents are strongly disagree.

Inference

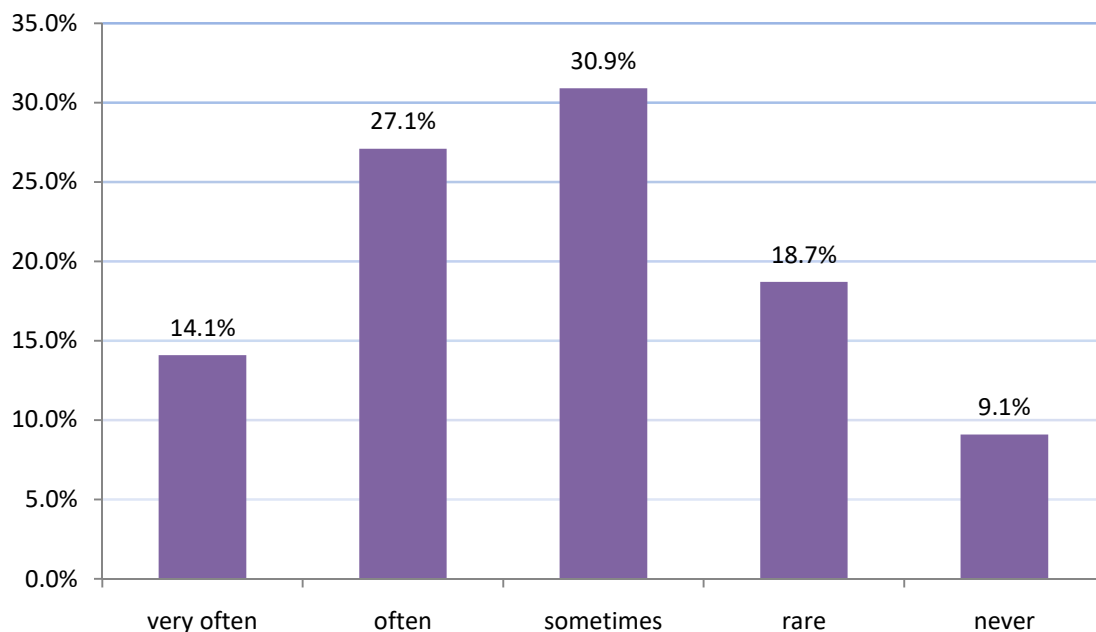
Majority 32.2% of the respondents are agree.

Table 4.17 respondents frequency of usage of internet banking to apply banking products like debit card/cheque book

S. No.	Particulars	Number of respondents	Percentage
1	Very often	22	14.1
2	Often	42	27.1
3	Sometimes	48	30.9
4	Rare	29	18.7
5	Never	14	9.1
6	Total	155	100

Source: primary data

Chart 4.17 respondents frequency of usage of internet banking to apply banking products like debit card/cheque book



Interpretation

The above table interpreted that frequency of applying banking products through internet banking. 22[14.1%] of the respondents are very often, 42[27.1%] of the respondents are often, 48[30.9%] of the respondents are sometimes, 29[18.7%] of the respondents are rare, 14[9.1%] of the respondents are never applied banking products using internet banking.

Inference

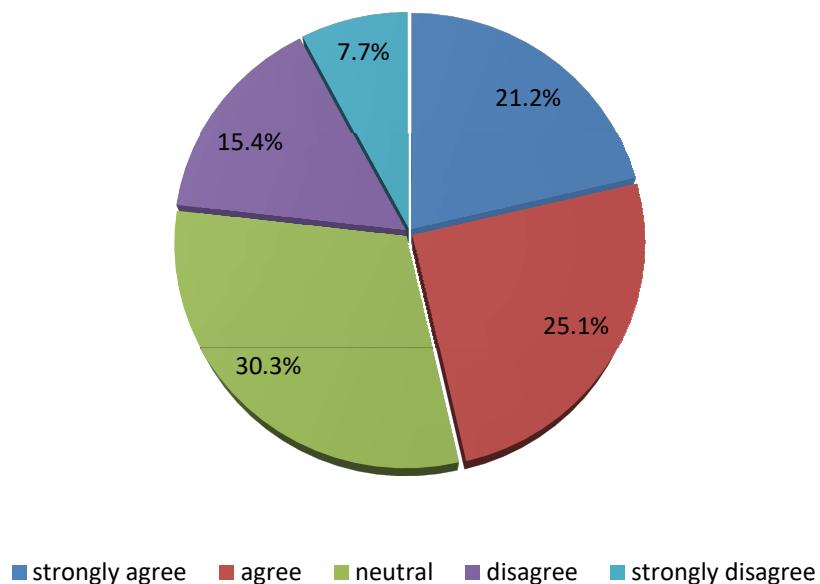
Majority 30.9% of the respondents are selected sometimes they have applied banking products using internet banking.

Table 4.18 respondents opinion as to whether the website of internet banking is users friendly

S. No.	Particulars	Number of respondents	Percentage
1	Strongly agree	33	21.2
2	Agree	39	25.1
3	Neutral	47	30.3
4	Disagree	24	15.4
5	Strongly disagree	12	7.7
6	Total	155	100

Source: primary data

Chart 4.18 respondents opinion as to whether the website of internet banking is users friendly



Interpretation

From the above table interpreted that website of internet banking is users friendly. 21.2% of the respondents are strongly agree, 25.1% of the respondents are agree, 30.3% of the respondents are neutral, 15.4% of the respondents are disagree, 7.7% of the respondents are strongly disagree.

Inference

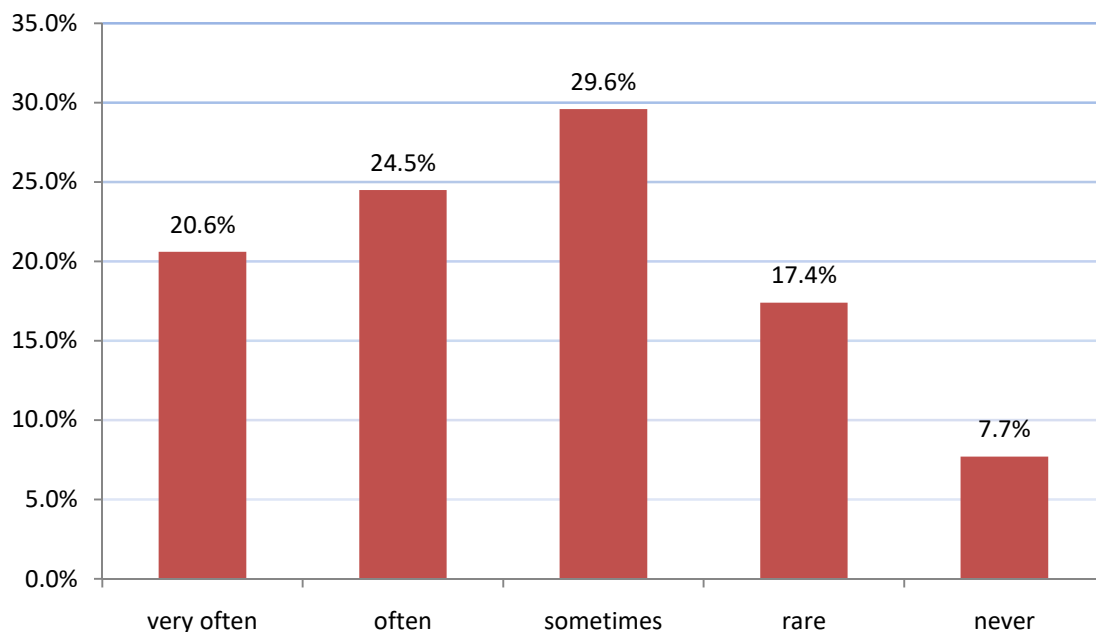
Majority 30.3% of the respondents are neutral.

Table 4.19 respondents opinion as to whether they faced “server busy” problems in websites of internet banking while using

S. No.	Particulars	Number of respondents	Percentage
1	Very often	32	20.6
2	Often	38	24.5
3	Sometimes	46	29.6
4	Rare	27	17.4
5	Never	12	7.7
6	Total	155	100

Source: primary data

Chart 4.19 respondents opinion as to whether they faced “server busy” problems in websites of internet banking while using



Interpretation

The above table interpreted that respondents faced “server busy” error in websites internet banking 32(20.6%) of the respondents have faced problems with websites of internet banking very often, 38(24.5%) of the respondents are faced often, 46(29.6%) of the respondents are sometimes, 27(17.4%) of the respondents are faced problems rare, 12(7.7) of the respondents have never faced problems with websites of internet banking.

Inference

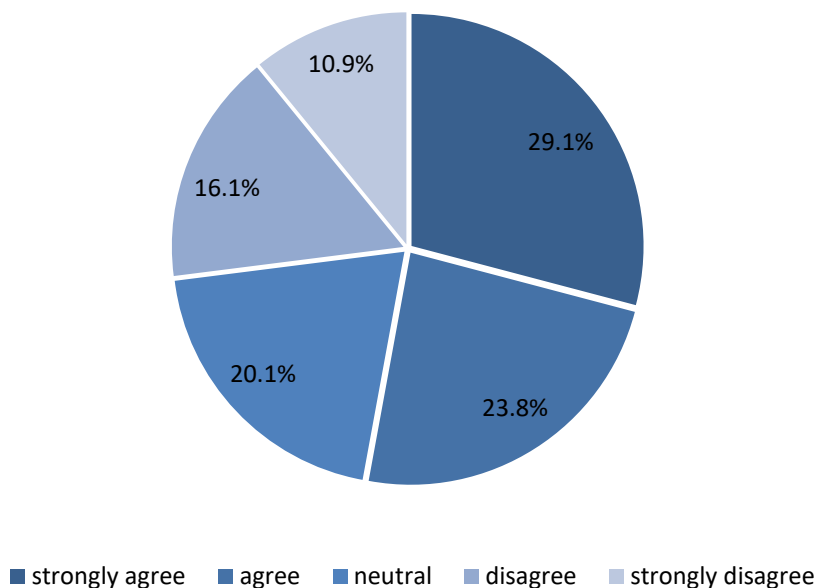
Majority 29.6% of the respondents have faced problems with internet banking websites sometimes.

Table 4.20 respondents opinion as to whether internet banking secures customer's personal information

S. No.	Particulars	Number of respondents	Percentage
1	Strongly agree	45	29.1
2	Agree	37	23.8
3	Neutral	31	20.1
4	Disagree	25	16.1
5	Strongly disagree	17	10.9
6	Total	155	100

Source: primary data

Chart 4.20 respondents opinion as to whether internet banking secures customer's personal information



Interpretation

The above table interpreted that internet banking secures customers personal information. 45(29.1%) of the respondents are strongly agree, 37(23.8%) of the respondents are agree, 31(20.1%) of the respondents are neutral, 25(16.1%) of the respondents are disagree, 17(10.9%) of the respondents are strongly disagree.

Inference

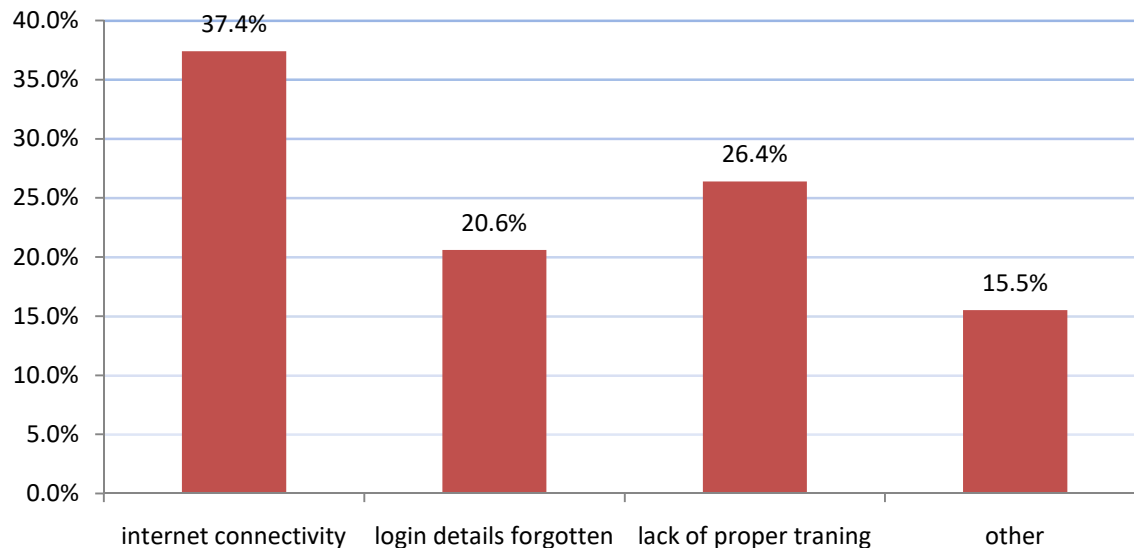
Majority 29.1 of the respondents are strongly agree.

Table 4.21 problems while using internet banking by the respondents

S. No.	Particulars	Number of respondents	Percentage
1	Internet connectivity	58	37.4
2	Login details forgotten	32	20.6
3	Lack of proper traning	41	26.4
4	other	24	15.5
5	Total	155	100

Source: primary data

Chart 4.21 problems while using internet banking by the respondents



Interpretation

The above table interpreted that problems of customers while using internet banking. 58(37.4%) customers are facing internet connectivity problem while using internet banking, 32(20.6%) of the respondents faced problem with their login details forgotten, 41(26.4%) of the respondents are faced problem without having proper training on internet banking, 24(15.5%) of the respondents are faced other problems while using internet banking.

Inference

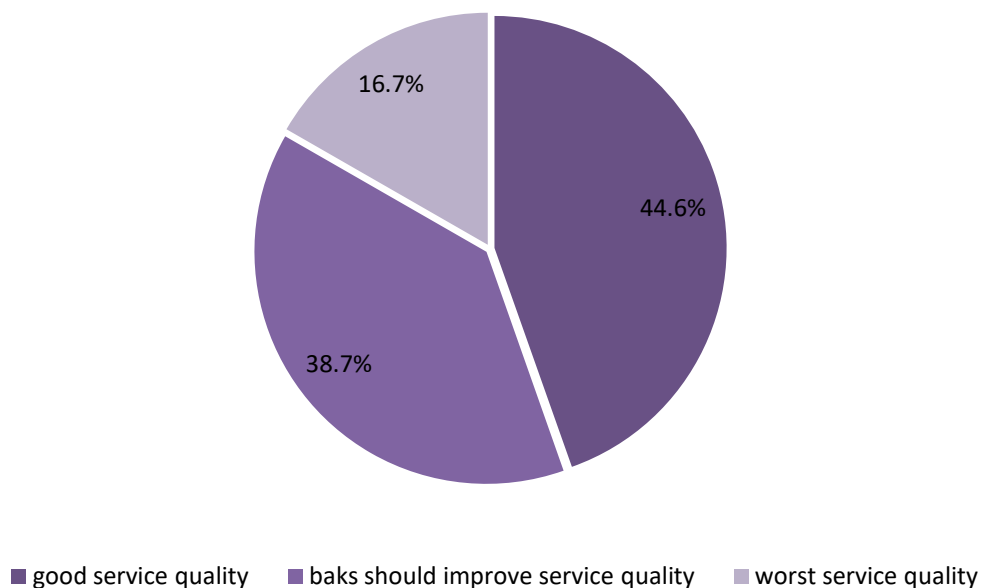
Majority 37.4% of the respondents have faced internet connectivity problem while using internet banking.

Table 4.22 respondents opinion on service quality of banks

S. No.	Particulars	Number of respondents	Percentage
1	Good service quality	69	44.6
2	Bank should improve its service quality	60	38.7
3	Worst service quality	26	16.7
4	total	155	100

Source: primary data

Chart 4.23 respondents opinion on service quality of banks



Interpretation

The above table interpreted that service quality of banks which offered internet banking to the customers. 69(44.6%) of respondents is good service quality, 60(38.7%) of respondents are selected that banks should improve its service quality, 26(16.7%) respondents is worst service quality.

Inference

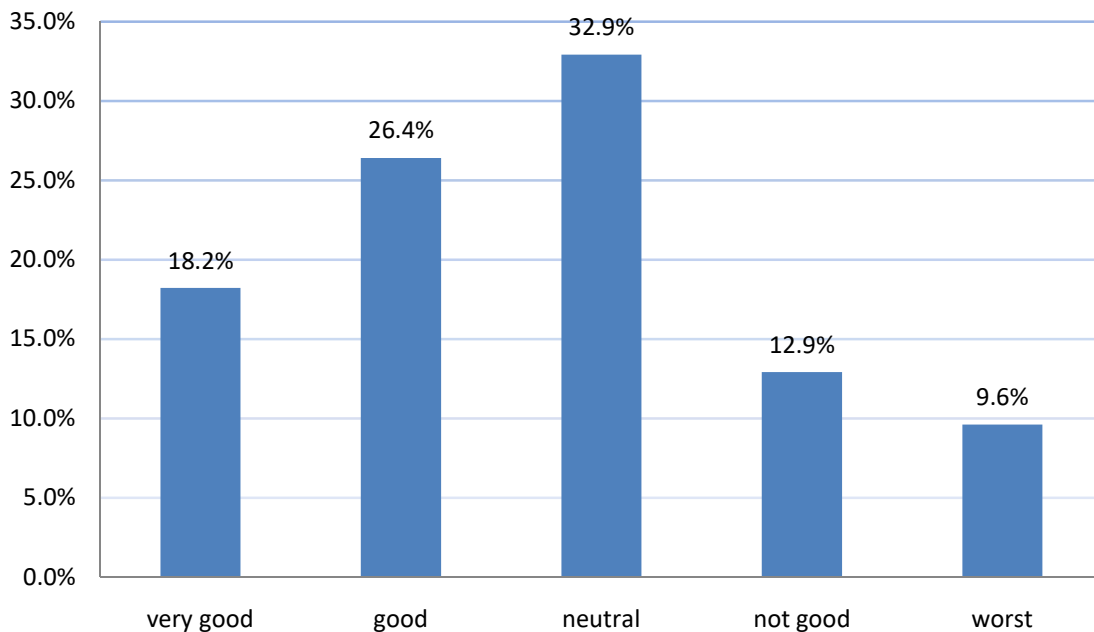
Majority 44.6% of respondents is good service quality.

Table 4.23 respondents opinion on bank support if customer gets any problem while using internet banking

S. No.	Particulars	Number of respondents	Percentage
1	Very good	28	18.2
2	Good	41	26.4
3	Neutral	51	32.9
4	Not good	20	12.9
5	Worst	15	9.6
6	total	155	100

Source: primary data

Chart 4.22 respondents opinion on bank support if customer gets any problem while using internet banking



Interpretation

The above table interpreted that how the bank support response if customer gets issue while using internet banking. Majority 51(32.9%) respondents is neutral, 41(26.4%) customers have responded good, 28(18.2%) users have selected very good, 20(12.9%) respondents is not good, 15(9.6%) users have responded worst.

Inference

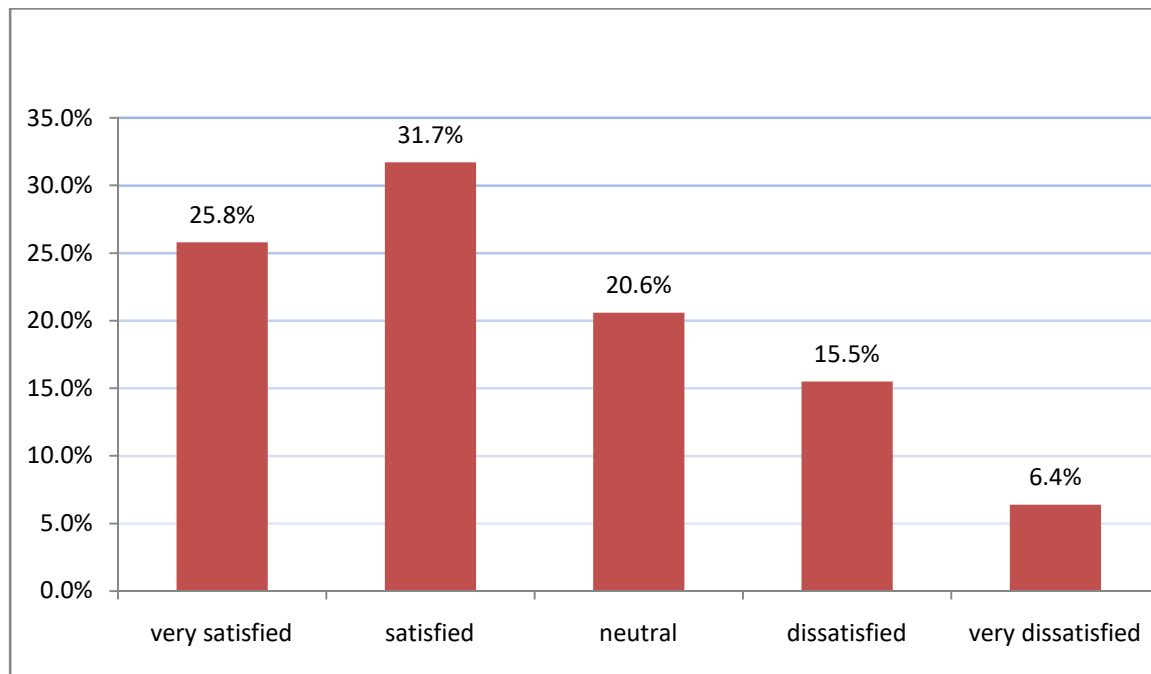
Majority 51(32.9%) respondents are neutral.

Table 4.24 Respondents satisfaction level on security of internet banking

S. No.	Particulars	Number of respondents	Percentage
1	Very satisfied	40	25.8
2	Satisfied	49	31.7
3	Neutral	32	20.6
4	Dissatisfied	24	15.5
5	Very dissatisfied	10	6.4
6	total	155	100

Source: primary data

Chart 4.24 Respondents satisfaction level on security of internet banking



Interpretation

The above table interpreted that respondents satisfaction level on security of internet banking. 40(25.8%) of the respondents very satisfied, 49(31.7%) of the respondents are satisfied, 32(20.6%) of the respondents are neutral, 24(15.5%) of the respondents are dissatisfied, 10(6.4%) of the respondents are very dissatisfied.

Inference

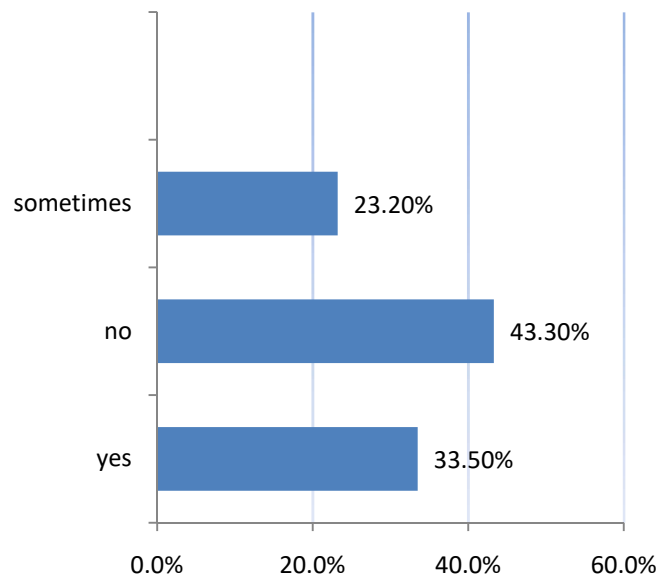
Majority 31.7% of the respondents are satisfied.

Table 4.25 Trust or privacy issues faced by the respondents while using internet banking

S. No.	Particulars	Number of respondents	Percentage
1	yes	52	33.5
2	No	67	43.3
3	sometimes	36	23.2
4	total	155	100

Source: primary data

Chart 4.25 Trust or privacy issues faced by the respondents while using internet banking



Interpretation

The above table interpreted that respondents trust or privacy issues while using internet banking. 52(33.5%) of the respondents are selected yes, 67(43.3%) of the respondents are NO, 36(23.2%) of the respondents are selected sometimes.

Inference

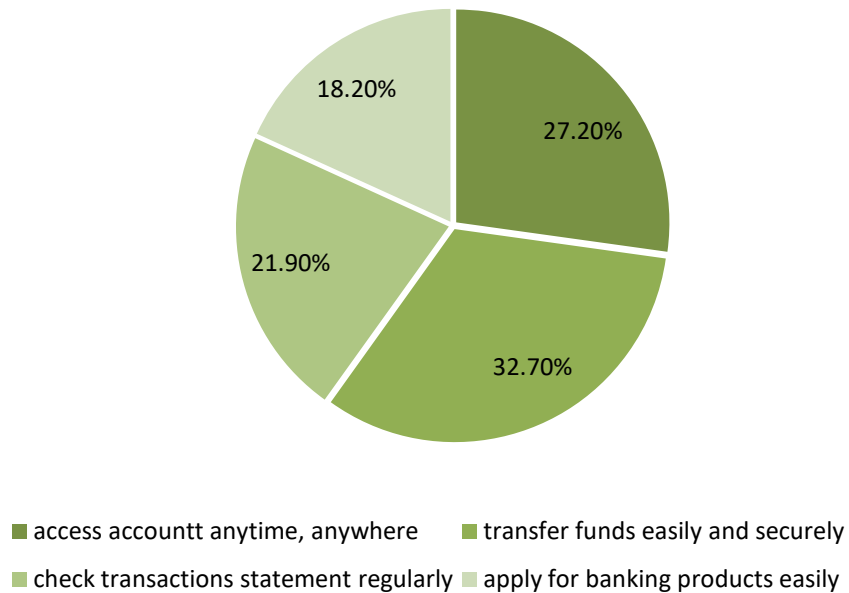
Majority 43.3% of respondents is NO.

Table 4.26 accessible things that respondents preferred

S. No.	Particulars	Number of respondents	Percentage
1	Access account anytime, anywhere	42	27.2
2	Transfer funds easily and securely	51	32.7
3	Check transactions statement regularly	34	21.9
4	Apply for banking products easily	28	18.2
5	total	155	100

Source: primary data

Chart 4.26 accessible things that respondents preferred



Interpretation

The above table interpreted that accessible things a customer can access things with internet banking. 42(27.2%) of the respondents are access account anytime, anywhere, 51(32.7%) of the respondents are transfer funds easily and securely, 34(21.9%) of the respondents are check transactions statement regularly, 28(18.2%)of the respondents are apply banking products easily.

Inference

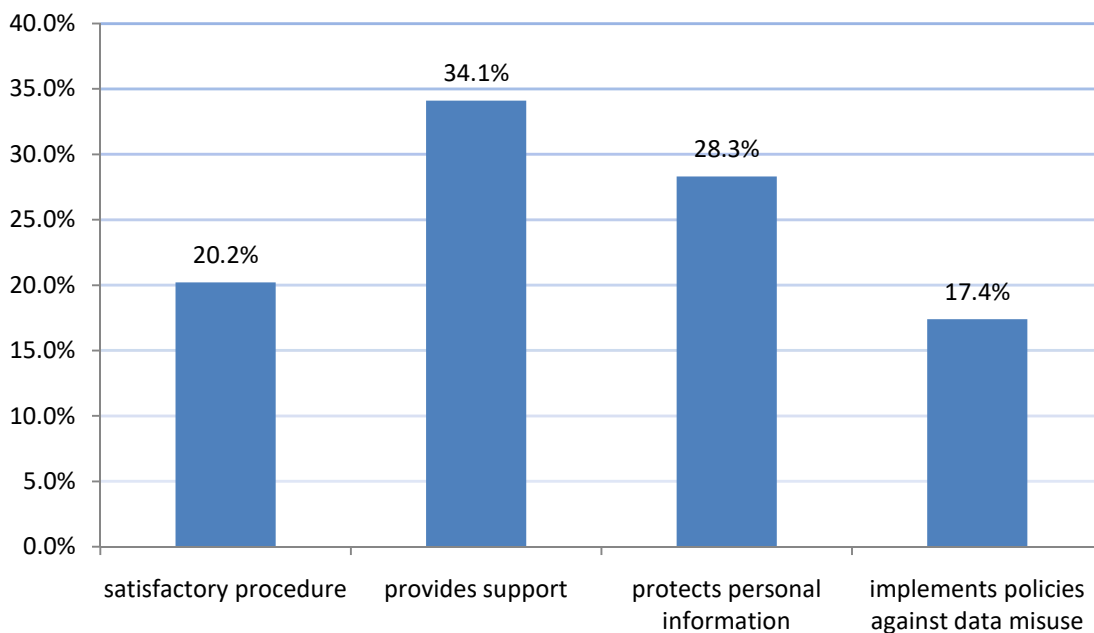
Majority 32.7% of respondents is transfer funds easily and securely.

Table 4.27 banking function that motivate the respondents to adopt internet banking

S. No.	Particulars	Number of respondents	Percentage
1	Banks has satisfactory procedure	31	20.2
2	Banks provide support	53	34.1
3	Bank protects personal information	44	28.3
4	Banks implements adequate policies against data misuse	27	17.4
5	total	155	100

Source: primary data

Chart 4.27 banking function that motivate the respondents to adopt internet banking



Interpretation

The above table interpreted that preferred banking functions. 31(20.2%) respondents is banks has satisfactory procedure, 53(34.1%) respondents is banks provides support, 44(28.3%)of the respondents are banks protects personal information, 27(17.4%)of the respondents are banks implements adequate policies against data misuse.

Inference

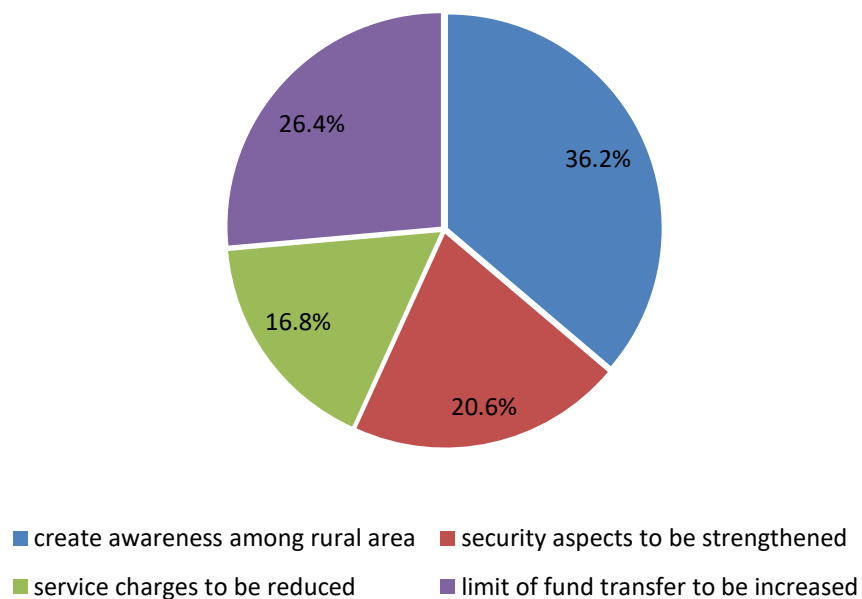
Majority 34.1% respondents is banks provides support.

Table 4.28 respondents expectations on improvements of internet banking

S. No.	Particulars	Number of respondents	Percentage
1	Create awareness among rural area	56	36.2
2	Security aspects to be strengthened	32	20.6
3	Service charges to be reduced	26	16.8
4	Limit of fund transfer to be increased	41	26.4
5	Total	155	100

Source: primary data

Chart 4.28 respondents expectations on improvements of internet banking



Interpretation

The above table interpreted that customers expectations on improvements of internet banking. 56(36.2%)of the respondents are expecting banks to be create awareness among rural area, 32(20.6%)of the respondents are expecting banks to improve security aspects, 26(16.8%) respondents expectation is to reduce service charges, 41(26.4%) respondents is to increase fund transfer limits.

Inference

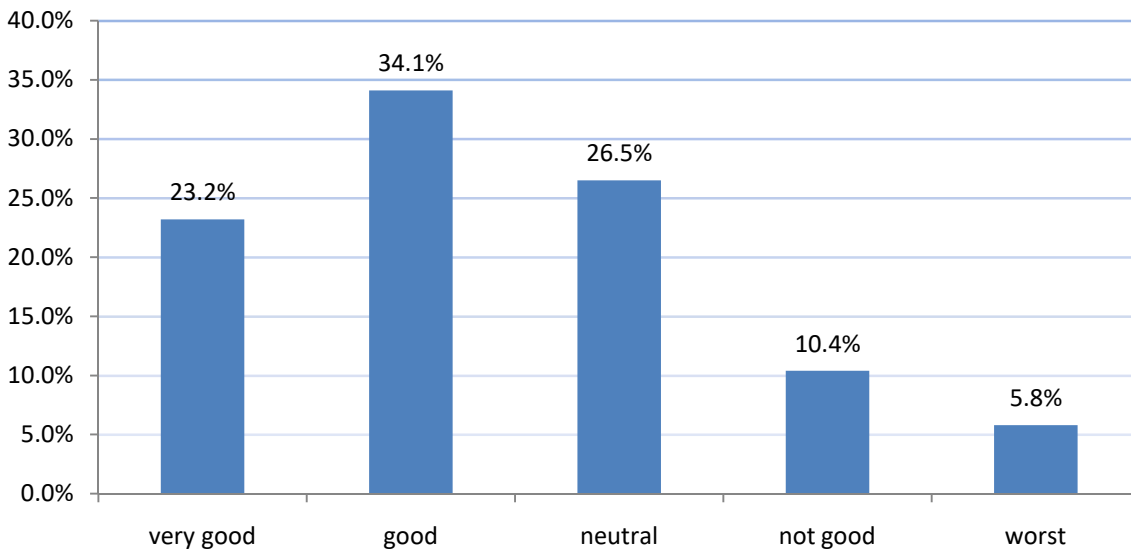
Majority 36.2% of respondents is create awareness among rural area.

Table 4.29 customers overall satisfaction, experience level on internet banking usage.

S. No.	Particulars	Number of respondents	Percentage
1	Very good	36	23.2
2	Good	53	34.1
3	Neutral	41	26.5
4	Not good	16	10.4
5	Worst	9	5.8
6	total	155	100

Source: primary data

Chart 4.29 customers overall satisfaction, experience level on internet banking usage.



Interpretation

The above table interpreted that customers overall satisfaction, experience rating of their internet banking usage. 36(23.2%) respondents is very good, 53(34.1%) respondents is good, 41(26.5%) respondents is neutral, 16(10.4%) respondents is not good, 09(5.8%) respondents is worst.

Inference

Majority 34.1% of respondents are having good experience

CHAPTER - 5

FINDINGS, SUGGESTIONS, CONCLUSION

5.1 FINDINGS

- The analysis found that Majority 31.6% of the respondents is 23 to 30 age group.
- **From the analysis, it has shown that** Majority 75.5% of the respondents are male.
- Majority 43.8% of the respondents are urban area. That is nearly half of the total population is from urban area.
- Majority 31.5% of the respondents are income earning between 3,00,001 to 5,00,000 per annum.
- Majority 33.5% of the respondents are employees.
- The analysis found that Majority 70.4% of the respondents preferred bank sector is public sector. That the analysis showing most of the customers are preferred public banks to access internet banking.
- Majority 36.2% of the respondents are very aware about internet banking.
- Majority 56(36.2%) of the respondents of internet banking were aware of through instructions given on the bank's website
- The analysis found that Majority 34.4% of the respondents is using internet banking from last 3 – 5 years.
- From the analysis that it was found, Majority 53(34.1%) of the respondents using internet banking depends on work with it.
- Majority 29.3% of the respondents have chosen the internet banking is easy to access.
- From the analysis it found that Majority 35.4% of the respondents are strongly agree to the statement that internet banking is convenience to use.
- The analysis found that Majority 36.4% of the respondents are strongly agreed that internet banking saves time and cost.
- Analysis shown that Majority 31.6% of the respondents are agree that internet banking reduced customers visiting to bank branch
- From the analysis, it found that Majority 32.2% of the respondents are agree to the statement that internet banking is also used to apply for banking products like debit card/cheque book

- Majority 30.9% of the respondents are selected sometimes they have applied banking products using internet banking.
- The analysis it found that Majority 30.3% of the respondents are neutral on the statement that internet banking websites are users friendly
- Majority 29.6% of the respondents have faced “server busy” problems with internet banking websites sometimes.
- Analysis found that Majority 29.1 of the respondents are strongly agree to the statement that internet banking secures customer’s personal information
- Majority 28.3% of the respondent’s frequently using feature of internet banking service is to transfer funds.
- The analysis found that Majority 37.4% of the respondents have faced internet connectivity problem while using internet banking.
- The analysis found that Majority 44.6% of respondents is good service quality.
- Majority 51(32.9%) respondents are neutral, that bank support if customer gets any problem while using internet banking.
- From the analysis found the satisfaction level of customer on security of internet banking, Majority 31.7% of the respondents are satisfied.
- The analysis shown that the **Trust or privacy issues faced by the respondents while using internet banking**, Majority 43.3% of respondents is NO.
- From the analysis it shown that accessible things preferred by respondents, Majority 32.7% of respondents is transfer funds easily and securely.
- The analysis found that preferred banking function by the respondents, Majority 34.1% respondents is a bank provides support.
- Majority 36.2% of respondents are expecting create awareness among rural area.
- The analysis found respondents experience of internet banking, Majority 34.1% of respondents are having good experience

5.2 SUGGESTIONS

- Banks can implement adequate policies to secure the personal information of internet banking users.
- As the study analyzed that most of the customers are experiencing users friendly websites of internet banking, but at the same time customers are faced “server busy” problem. So banks can take appropriate solutions to resolve the problems of internet banking website.
- Banks can take adequate steps to create awareness on fraudulent attack among their customers and provide instructions on the attacks to save their customers.
- As the study analyzed , most of the internet banking users responded that banks should improve its service quality.
- Banks can conduct survey on regular basis to know the interest and the needs of the customers, and provide the service according to their needs and interest.
- Banks must resolve customers problem as faster as if they get issue while using internet banking.
- Banks can create awareness among rural area on internet banking benefits and usage
- The people who are older are not ready to take risk and also hesitate to understand the new adoption. Banks may take solutions to aware them, and identify deferent ways to reduce their modern ideology to use internet banking.
- banks may improve the speed of delivery or speed of response to their customers as they need the internet banking service.
- as the study analyzed, banks take some appropriate steps to acquire the trust of customers on internet banking which leads to the rapid adoption ,acceptance and usage of internet banking by the customers.

5.3 CONCLUSION

Now a days the usage of internet banking is significantly increasing. the study shown the sources of awareness and awareness level by customers, that they are very aware of internet banking usage and its benefits. Mostly the customers of internet banking are employees in deferent companies, so the awareness of internet banking was increased rapidly. As the study shown that most of the customers were aware through the instructions provided by banks on the websites of internet banking.

The study has revealed that five factors are influencing the adoption of internet banking, such as awareness, ease of use, security and privacy, website convenience, accessibility and bank functions. These five factor have been took major role throughout the study. Customers perception can also be analyzed through these five factors, as the study analyzed that awareness level of internet banking have been shown positive impact, that means customers are very aware about the benefits and the usage of internet banking. Ease of use also shown positive influence on internet banking. The security and privacy of internet banking also maintained positive element. Website convenience have shown neutral impact, that means customers are experiencing average quality website of internet banking. Accessibility and bank functions are influenced more effect on internet banking.

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APPENDIX

QUESTIONNAIRE

Name

1 age?

A) 18 – 22

B) 23 – 30

C) 31 – 40

D) 41 and above

2. gender?

A) male

B) female

3. Area of residence

A) urban

B) semi-urban

C) rural

4. Annual income

A) Below 1,00,000

B) 1,00,000 – 3,00,000

C) 3,00,001 – 5,00,000

D) 5,00,001 - 10,00,000

E) Above 10,00,000

5. Occupation

A) student

B) employee

C) retired employee

D) other

6. Which sector do you prefer to use internet banking?

A) public sector

B) private sector

7. Are you aware of internet banking?

A) extremely aware

B) very aware

C) moderately aware

D) slightly aware

E) not at all aware

8. what are the sources helped to you, to know about internet banking benefits and usage?

- A) bank provided enough information
- B) gone through instructions given on bank's website
- C) advertisement regarding it's benefits
- D) other sources

9. how long have you been using internet banking?

- A) less than 1 year
- B) 1 – 3 years
- C) 3 – 5 years
- D) more than 5 years

10. How frequently do you use internet banking?

- A) very often
- B) often
- C) rare
- D) depends on work

11. what is the main reason to choose internet banking for complete banking work

- A) easy to access
- B) protective while using
- C) reliable
- D) need not visit bank branch for every work
- E) 24/7 availability

12. Which feature do you use frequently on internet banking?

- A) transfer funds
- B) track transactions statement
- C) pay utility bills
- D) check account balance
- E) apply for banking products
- f] other

13. internet banking is convenience to use.

- A) strongly agree
- B) agree
- C) neutral
- D) disagree
- E) strongly disagree

14. Internet banking saves time and cost.

- A) strongly agree
- B) agree
- C) neutral

D) disagree

E) strongly disagree

15. Internet banking reduces frequency of customers visiting bank branch.

A) strongly agree

B) agree

C) neutral

D) disagree

E) strongly disagree

16. Internet banking is also useful to apply banking products like debit card/cheque book.

A) strongly agree

B) agree

C) neutral

D) disagree

E) strongly disagree

17. How frequently do you use internet banking to apply banking products

A) very often

B) often

C) sometimes

D) rare

E) never

18. Website of internet banking is users friendly.

A) strongly agree

B) agree

C) neutral

D) disagree

E) strongly disagree

19. Have you ever faced “server busy” problems while using internet banking ?

A) very often

B) often

C) sometimes

D) rare

E) never

20. Internet banking secures customer’s personal information.

A) strongly agree

B) agree

C) neutral

D) disagree

E) strongly disagree

21. Have you faced any of the following problems while using internet banking?

A) internet connectivity

B) login details forgotten

C) lack of proper training

D) other

22. How the bank supports you, if you gets any problem while using internet banking?

A) very good

B) good

C) neutral

D) not good

E) worst

23. What is your opinion on service quality of banks?

- A) good service quality
- B) service quality to be improved
- C) worst service quality

24. What is your satisfaction level on security of internet banking?

- A) very satisfied
- B) satisfied
- C) neutral
- D) dissatisfied
- E) very dissatisfied

25. Have you ever faced trust or privacy issues while using internet banking

- A) yes
- B) no
- C) sometimes

26. Which accessible thing that you prefer?

- A) access account anytime, anywhere
- B) transfer funds easily and securely
- C) check transaction statement regularly
- D) apply for banking products easily.

27. Which banking function motivate you to adopt internet banking?

- A) Banks has satisfactory procedure
- B) Banks provide support
- C) Bank protects personal information
- D) Banks implements adequate policies against data misuse

28. Do you expect any of the following improvements to internet banking?'

- A) Create awareness among rural area
- B) Security aspects to be strengthened
- C) Service charges to be reduced
- D) Limit of fund transfer to be increased

29. How would you rate your overall experience on internet banking service.

- A) very good
- B) good
- C) neutral
- D) not good
- E) worst