

A Study of Consumer Behaviour towards the Use of E-Banking Service

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Abstract—When every day is a race against time in our hectic lives, we look for ways to save time as much as we can. E-Banking is one of the technology advancements that help consumers to perform their financial transactions on a secured platform from retail or automated bank, credit union, or any financial institution. E-Banking, also known as electronic banking is the digital distribution of new banking services and products to customers directly through electronic, interactive contact networks. When opposed to conventional banking, it offers many advantages and strengths to customers. E-Banking is a simple and convenient way to obtain 24-hour access to your bank using a smart phone. E-Banking makes use of the internet as a distribution mechanism for banking transfers. E-Banking services have made bank transfers a thing of the past when it comes to everyday errands. Since online banking is one of the most popular services provided by banks, it is also a very stable platform.

Keywords:- E-banking, Technology, Retail, Financial

I. INTRODUCTION

E-Banking, also known as electronic banking is the digital distribution of new banking services and products to customers directly through electronic, interactive contact networks. When opposed to conventional banking, it offers many advantages and strengths to customers. E-Banking is a simple and convenient way to obtain 24-hour access to your bank using a smart phone. E-Banking makes use of the internet as a distribution mechanism for banking transfers. E-Banking services have made bank transfers a thing of the past when it comes to everyday errands. Since online banking is one of the most popular services provided by banks, it is also a very stable platform. Encryption systems are often used by banks to ensure that all customer information is secure and that no data breaches occur. It protects you from online fraud and account manipulation in the end. When every day is a race against time in our hectic lives, we look for ways to

save time as much as we can. E-Banking is one of the technology advancements that help consumers to perform their financial transactions on a secured platform from retail or automated bank, credit union, or any financial institution.

Finally, having E-Banking and a decent budgeting application at your fingertips makes budgeting and handling your account even easier. When making payments or calculating your monthly savings and expenditures, you can keep track of real-time expenses. Online banking allows consumers to access general information and accounts of bank products and services through PC or other intelligent systems, which has a significant impact on the growth of more convenient payment mechanisms and user-friendly banking services in the banking industry. With many of these advantages and even more to come, it's impossible to justify not using online banking for faster banking transfers. Customers who use E-Banking are more successful, loyal, and likely to recommend their bank to friends and family than conventional banking customers. Online consumers also have better balances, need fewer customer service, and have lower retention rates than offline customers. Customers who use online bill pay and e-bill systems are satisfied with their banks, which turn into deeper relationships

II. REVIEW OF LITERATURE

Sangeetha, (2020) studies the customer's satisfaction towards E-Banking Services and its impacts on banks. Electronic Banking technology is useful to customers as well as banks and other organizations and there is no significant difference between personal factors like age, profession, annual income and category of the bank chosen and the satisfaction level of the customers

Singh, J., (2018) investigates the effect of E-Banking on service quality Likert scales with five

points have been established. To accomplish this task, the Service quality model was extended to 42 statements. A total of 42 statements were included. Respondents were requested to score these products on a scale of 1 to 5 based on their interactions with E-Banking services. The effect of E-banking on service quality was examined using nine factors: connectivity, tangibility, understanding, credibility, stability, access, responsiveness, competence, and reliability, all of which have a major impact on service quality. According to the findings of the study, there is a major difference between the various factors influencing the use of E-Banking. These considerations should be addressed by E-Banking service providers to offer high-quality banking services to their customers.

Rajput, R., (2015) explores customer satisfaction of online banking systems and its consequences for banks. This paper aim is to assess consumer perceptions towards E-Banking facilities. The data was collected via questionnaire and descriptively evaluated using percentages and ANOVA. Customers were discovered to be using E-Banking systems such as ATMs, home banking, including the use of payment cards, it can be inferred that about 45 per cent of people have a favourable view of and are satisfied with E-Banking. ATM withdrawals, bill payments, and bank statement retrieval are all common E-Banking services.

Chauhan, V and Choudhary, V., (2015) discusses the problems and opportunities associated with internet banking in the Indian competition, the analysis concludes that the concept of online banking is increasingly gaining momentum. Gaining recognition in the Indian context, and efforts are being made by government departments to increase its popularity among customers. some of the challenges such as Security risks, Privacy concerns, distrust, and a general lack of knowledge among consumers regarding E-Banking is serving as a bridge in the adoption of E-Banking services. Considering the difficulties, and the risks associated with E-Banking, the government of India, with different government departments is working to make E-Banking even more secure, safe, and dependable. Beginning with the fact that the way banks used to work has changed as a result of the incorporation of the internet into financial institutions. The launch of the internet in Banks has been modernized as a result of the banking

organization. Implementation Online banking has helped both banks and customers.

Raghavendra, (2016) focuses on selected public sector banks and consumer opinion from a single region with a similar social background resulting in prompt response, confidentiality, web design, and ease of use of factors affecting customer satisfaction. Customer satisfaction is influenced by the customer's gender, age, education, and income level. The scope of the analysis is limited to investigating customer satisfaction with internet banking services offered by banks and. Furthermore, the study focuses on mobile banking, bank support services, and private banks for exploration. Components that core banking solutions allowed Indian banks to provide excellent customer service. Internet developments are paving the way for more efficient and innovative banking. ATMs have been widely adopted to avoid customer queues, to bank more easily, and to make use of information authentication. Nowadays, public sector banks are well-equipped with tools and technology to meet the needs of their customers. ANOVA, coefficient, and variance are the methods used in this analysis.

Samsunisa. A, (2016) aims to identify the factors that affect customer's adoption of Internet banking services in Chennai, as well as to investigate the relationship between Internet banking service adoption and demographic factors. The primary data collection instrument was a Questionnaire designed on a 5-point Likert scale to collect quantitative data. The findings indicate that demographic factors such as education, place of residence, and income all play a positive role in the adoption of banking technology. According to the study, with the change in the banking industry, consumers are ready to embrace Internet Banking because it offers certain values and benefits while saving time and effort.

Sharma, G., (2014) has been analyzed that internet banking service quality is a key issue to maintain customer satisfaction. Website ease of use, comfort, accessibility, confidence and responsiveness is the major integral determinants of internet banking services quality. An understanding of the factors identified in this study allows bank managers and policymakers to direct efforts and resources most effectively and efficiently to increase bank business in the long run. The research seeks to make an original contribution to knowledge by investigating

the impact of internet banking service quality on customer satisfaction in the Indore district of Madhya Pradesh.

III. RESEARCH METHODOLOGY

The present study is conducted in the Dehradun district to measure the uses of E-banking services.

3.1 Objective

- To analyze the customer satisfaction towards security level of e-banking services.
- To analyze the quality of e-banking services.

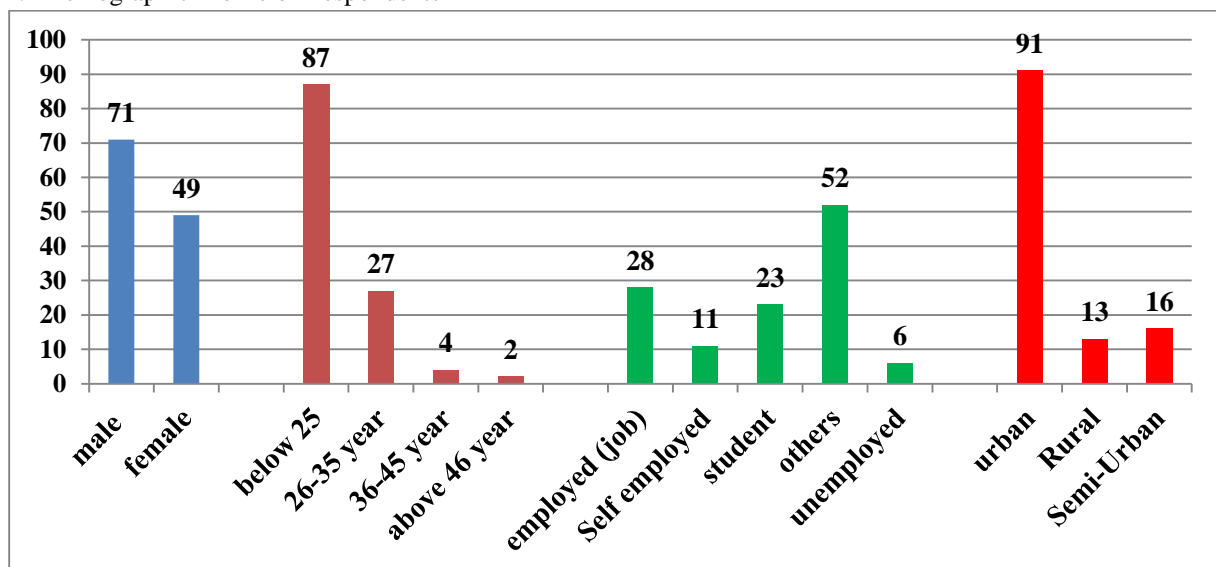
3.2 Primary Source

In this research paper data is collected through primary investigation, with the help of questionnaire. The initial sample size of data is 120, this sample size is divided into four different areas (Premnagar, Vikasnagar, Nandaki chowki and Umedpur) and 30 samples are taken from each area through convenient random sampling technique.

3.3 Investigation Tool

For the investigation the well prepared questionnaire is used, which covered the demographic profile

4.1 Demographic Profile of Respondents



Source: - field investigation

- Types of A/C and Service Users:-The below graph 4.2 shows total number of respondents is 120, with the majority of them 103 respondents have a saving account and 17 respondents are owning the current account. The numbers of

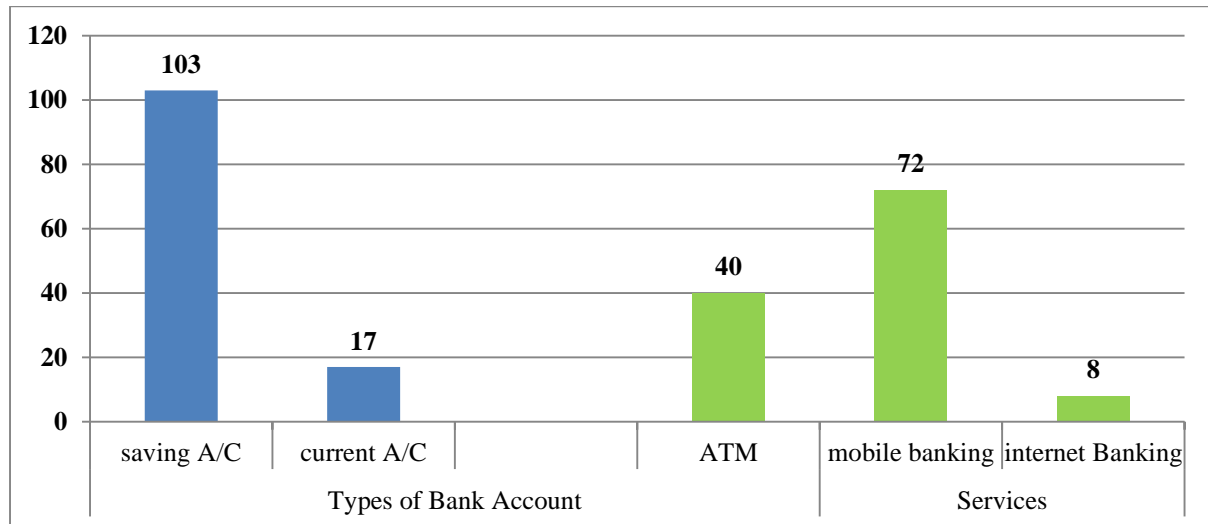
picture of the respondents like name, gender, age and location and it also includes the information related to customer behavior towards the e-banking services of the banks in the District of Dehradun.

IV. RESULT AND DISCUSSION

- Demographic Profile: - The total number of respondents is 120 as shown in the below graph 4.1 and the majority of them 71 are males, 49 respondents are females. 87 respondents being under the age of 25 years, 27 respondents are between the ages of 26 and 35 years old. The number of respondents between the ages of 36 and 45 is 4, which is the second-lowest of all age groups, and the number of respondents over 46 is 2, which is the lowest of all age groups. 52 respondents being under the others category. 23 respondents are students. 11 of them are self-employed and the 28 respondents are engaged in the job. This demographic profile also shows the picture of respondents on the basis of location, 91 respondents from the urban area, 13 from the rural area and the remaining 16 respondents from the semi-urban area of the city.

respondents who use different types of E-Banking services are 40 of them uses ATM as an E-Banking service. 72 respondents use Mobile banking, and 8 respondents are uses Internet Banking.

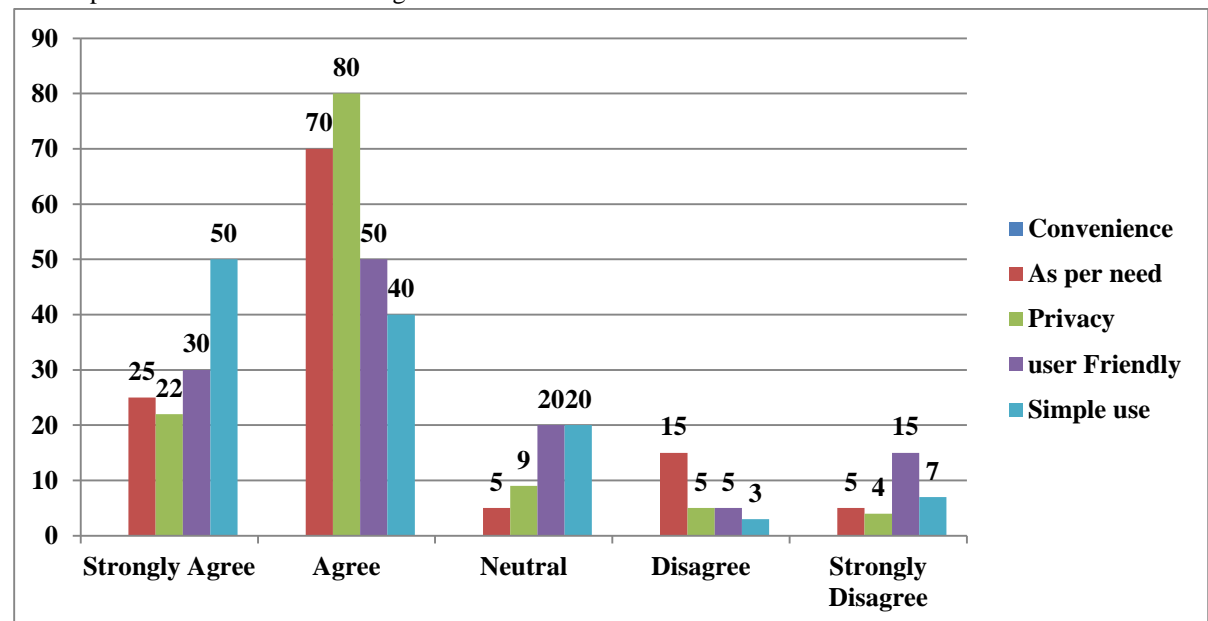
4.2 Account holder & service users



Source: - Field investigation

• **Respondents View for E-banking Service:-**
In the below figure 4.3, indicate the respondents view regarding the E-banking services, as per convenience 50 respondents are strongly agree that these services are very convenient for them. 7 respondents are strongly disagreeing with these services. 70 respondents view that these services are as per their need while 5 respondents are neutral and these services are not working as per they want. The privacy is very important in any type of E-banking service, it is important measure because it gives the

surety to the customer, in the survey 80 respondents are agree with the services, while the 4 respondents are not happy the privacy features of the E-banking Services. In the survey 50 respondents are consider that the E-banking services are the user friendly and the 15 respondents are not consider that these services are friendly, due to the complex features. In the view of simplicity of services, 50 respondents are agreeing that these services are very simple in use, while the 3 respondents are total disagree with the simplicity of services.



Source: - Field Investigation

V. CONCLUSION

E-banking is not widely used in rural areas due to a lack of understanding. Banks should take the

requisite steps to educate their customers about the different available E-Banking services, as well as the benefits of using those services. Customers should be sent demonstrations of E-Banking to encourage them to use it. Banks should concentrate

on cyber security problems including sensitive identities that are susceptible to misuse in the cyber environment. The cost of accessing Internet Banking services should be reduced to maximize the number of people who use the service. The E-Banking infrastructure should be improved to make online inquiry and payment even more convenient. The bank's service quality has increased as a result of electronic banking. The majority of respondents agree with the statement, indicating that the efficiency of online banking services has increased. The level of E-Banking customer satisfaction in Bhopal city is strongly linked to convenience as a predictor of E-Banking services. The satisfaction level of Dehradun city E-Banking customers is strongly linked to security and protection.

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