

**Customer Perception On E-Banking Service With Reference To
Indian Bank, Chidambaram Town – A Sociological Study**

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ABSTRACT

In the present technological and globalization world the organisations face competition at global level. In order to meet out the global competition, the banking sectors have to findout the various promotions that are expected by the consumers. Also what are the new services other banks provided and what the services that the customers expected. In order to identify all those factors this research is highly essential and is need in the present scenario. The present study aims to Customer Perception on E-banking Service with Reference to Indian Bank, Chidambaram Town – A Sociological Study. A samples of 100 respondents selected randomly were studied. Primary data were collected by using a structured interview scheduled. All the respondents were asked the some questions in the same fashion and they were informed the purpose of study. Anova, t-test and Chi-square test were applied to test the hypotheses. The findings and observations are the result and outcome of the interpretations made during the study of analysis.

Key words : E-Banking Services, Customer Perception and Demographic Variables

INTRODUCTION

E-Banking refers to the use of the internet as a remote delivery channel for banking services, including viewing and verifying transactions on account, checking balances, printing statements, monitoring noncredit and unpaid cheques, and many more. The service provided by banks on the internet has evolved from simple consultation of account to a full range of banking services. Compared to the traditional form of banking, the internet has the advantage of eliminating most of the network and software costs attached to other electronic banking innovations through the use of browsers. e-banking also allows customers to interact more intensively than before with the front office of the bank and at the same time allow banks to centralize back office operations and increase their efficiency. The day and night availability of such services make it very convenient for the clients of banks. After

globalization of the Indian economy, the need to upgrade services to an internationally accepted level have prompted many of our banks to offer internet banking services. With ebanking, customers are supposed to transact from the comfort of their homes and offices and are able to do most of the transactions which would have been done in the banking halls.

Using a personal computer with an internet connection, they are able to transact on their traditional accounts such as cash withdrawals, transfer from one account to the other, make payments of utility bills, viewing and printing of statements, request for cheque books etc. Now, most of the countries in the world think highly of e-banking and make it as impetus to the development of the economy. Even they think e-banking has more importance than the industrial revolution. It is getting more and more attention from all types of business houses and consumers, both at national and international level. The highly successful operations of some well known names on the internet, such as eBay, Yahoo, Dell and Amazon, the banking institutions have also adopted this net work for their business purpose.

Online banking, also known as internet banking, e-banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. The online banking system will typically connect to or be part of the core banking system operated by a bank and is in contrast to branch banking which was the traditional way customers accessed banking services. Banks are competing in a highly competitive environment to offer quality oriented services according to customer expectations.

E-banking is the electronic banking that provides the financial service for the individual client by means of Internet. E-banking is defined as the automated delivery of new and traditional banking products and services directly to customers through electronic interactive communication channels. E-banking includes the systems that enable financial institution, customers, individuals or businesses, to access accounts, transact business, or obtain information on financial products and services through a public or private network, including the Internet. Customers access e-banking services using an intelligent electronic device, such as a personal computer (PC), personal digital assistant (PDA), automated teller machine (ATM), kiosk, or Touch Tone telephone.

Prime Minister of India, Mr Narendra Modi, took the entire country by surprise when he declared demonetization of INR 500/- (USD 7.69) and INR 1,000/- (USD 15.4) currency on 8th November, 2016. The growth in Bank deposits, which was at a 53 year low at the end of March 2016, has seen a spike ever since the demonetization was announced in India. Although, initially Modi and his government sold this to move as surgical Strike on black money or untaxed wealth the narrative has since shifted to transforming India into a cashless economy. Last demonetization is done in 1978 where the bank was only way to make all kind transaction but now we are well adapted with technology to support the cash and cashless transaction Government encouraging online banking online shopping is E-wallet, mobile banking, credit and debit cards. The intention behind demonetization was to control the black money under to increase E-transaction in the country. Demonetization is a radical monetary step in which currency units status as a legal tender is declared invalid. This is usually done whenever there is a change of national currency replacing the old unit with a new one. Demonetization of 1978 the government's move to demonetize, even then, was to solve the issue of Black Money, which were quite major issues at the point of time. Compare both demonetization is main difference between then and now is that currency of higher demonetization was barely in circulation online the rupees 500 and 2000 notes today. Due to demonetization E-banking takes a major role. The consumers switch to cashless transactions.

E-Banking In Current Scenario

Electronic banking is one of the truly widespread avatars of e-commerce the world over. Various authors define E-banking differently but the most definition depicting the meaning and features of E-banking are as follows:

1. E-banking is a combination of two, electronic technology and banking.
2. E-banking is a process by which a customer performs banking transactions electronically without visiting brick-and-mortar institutions.
3. E-banking denotes the provision of banking and related service through extensive use of information technology without direct resources to the bank by the customer.

REVIEW OF LITERATURE

Panda, S. K. and Dr. Misra, D. P. (2017), "Customers Perception on E-Banking: An Empirical Study on Rural Banks in the Selected Districts of Odisha", The advancement in IT

enabled services has brought a sea change in the operations of the banking sector. With the e-banking facilities offered by the banking organizations, the customers are now transacting online sitting in their homes and offices. In order to know the customers perception towards e-banking services, the present research has made an attempt to study the e-banking facilities offered by the rural banks of selected districts of Odisha. For this purpose, a survey was conducted and 57 rural banks having e-banking facilities and 375 customers of these banks were included in the survey. The study reveals that most of the customers of rural banks are satisfied with the e-banking facilities particularly the security and privacy.

Shaymaa Farid Fawzy and Nermine Esawai (2017), “Internet banking adoption in Egypt: Extending technology acceptance model”, The increased expansion of E-commerce and internet along with the development of technology has changed business operations and functioning. Internet banking is considered an opportunity for banks to have differentiated services provided for their customers. The purpose of this research is to investigate the factors that affect customers’ adoption of internet banking in Egypt in light of technology acceptance model (TAM). The study adopted a quantitative approach through distributing questionnaires in public and private banks’ customers operating in Egypt. The results indicated that website characteristics, computer efficacy, and perceived risk had a direct impact on customers’ adoption of internet banking. These variables were considered an extension to TAM when studying internet banking adoption. It is suggested that financial banks give continuous attention to their websites and provide their customers with easy and useful access to internet banking services. Banks should be concerned with inhibitors of internet banking such as perceived risk in order to keep existing customers and attract new ones. This research is the first to investigate the factors that affect customers’ adoption of internet banking in Egypt after banks introduced many of their services over their websites.

Rout B., S.Samarpita and Prateek Lenka (2017), “Technology of e-Banking: Customer Perception and Satisfaction towards Public Sector Banks in Bhubaneswar City”, Present research is based on empirical evidences collected through the customers’ survey regarding to the customers perception in internet banking services in public sectors bank in Bhubaneswar city. It is efforts to examine the relationship between the demographics and customers’ satisfaction in internet banking, relationship between service quality and customers’ satisfaction as well as satisfaction in internet banking service. The main aim of

this study is to explore the effect of consumers' perception of risk and uncertainty on the rate of using internet banking as a new service and enhancing knowledge scope in this area. Regression analysis and multiple regression techniques have been employed for theory analysis. Statistical tests indicate that risk and uncertainty components have negative significant relationship with the rate of internet banking usage. Results show that highly educated, a person who are employees, businessmen and belongs to higher income group and younger group are using this service, however, remaining customers are not using this services. Results also show that overall satisfaction of employees, businessmen and professionals are higher in internet banking service.

Sadaf Firdous (2017), “Impact of Internet Banking Service Quality on Customer Satisfaction”, To add to the existing knowledge in the electronic banking field of study. To help the banks and policy makers have a better understanding of the internet banking dimensions and their contributions towards customer satisfaction. Especially since not much research has been done in this regard in India which has become the hub of e-banking development after the recent demonetization by the present government, enabling people to go cashless and enhance a digi economy. An exploratory survey with the help of a Likert 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 result implicated that the internet banking service quality dimensions have a significant impact on the customer satisfaction of internet banking customers. Each of the dimension namely efficiency, system availability, fulfillment, privacy, contact, responsiveness and contact individually contribute 70% to the overall customer satisfaction in internet banking. The research provides empirical evidence to show that the internet banking service quality dimensions area an important factor to satisfy the customers since each of them is positively related to customer satisfaction. This research has extended the e-service quality model of eS-qual-eRec-Squal by zeithaml et al. to the banking sector to cater to its needs according to its demands and requirements. The research has contributed to an understanding of the importance of various dimensions that internet banking service quality comprises of and how the impact customer satisfaction. The research lays a foundation to future research which must not be limited to

one geographical area of India but should take into study the other areas where internet banking is widely being adopted given the new economy scenario of India. 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.

Usha Rani, K. and V.Vasudha (2018), “Customer Perception towards E-Banking Services-Post Demonetization”, Electronic banking is the most inventive services offered by the banks. The transformation from traditional banking started from the use of automatic teller machines, ATM, direct bill payment, Electronic Fund Transfer (EFT) and the revolutionary online banking is being accepted by the customers with growing awareness and education. Many people are shifting to e-banking and are readily accepting the usefulness of this option. It allows customers to manage their accounts from any place at any time for minimum cost. Demonetization changed the economic environment in the country by forcing agents to move from using cash as a medium of exchange to using cash substitute. There are many substitutes for cash in the modern economy ranging from cheques, debit cards, pre-paid cards, credit cards and mobile wallets; one among these is E-banking. E-Banking services are widely accepted which facilitates the customers to conduct wide range of services without any hassle and with minimum cost and efforts. The research focus on the customer’s perceptions towards E-Banking services -Post Demonetization. The study revealed that convenience, 24/7 services, low cost, perceived ease of use, trust, effective services plays an important role in usage of E-Banking services.

Lovemore Muchingami (2018), “An Analysis of Customer Perception on Mobile Banking in Botswana”, The main focus of this research was to analyze customer perception on mobile banking in Botswana using the Technological Acceptance Model 3 (TAM 3). The TAM 3 is an information system theory that transmits phases to be followed by information inquirers in the acceptance, instilling and utilization of new technology to achieve information literacy skills in any sector. To meet the objective of the research, TAM 3 dimensions which include use behavior, perceived usefulness and perceived ease of use were implemented. Descriptive research design was used for this study, where data was collected through self-administered questionnaire from six commercial banks customers in Botswana.

It has been exposed that objective usability and computer playfulness are the major components that drives behavioral intentions on the use of mobile banking in Botswana. It was therefore recommended that the banks must engage more technological awareness packages to expose the need to transform from traditional banking to contemporary models of banking. It is also important that commercial banks should put in place efficient service systems to reduce internet disruptions and ensure instantaneous customer service.

Saviour Lusaya and Bornwell Kalumba (2018), “The Challenges of Adopting the Use of E-Banking to the Customers: The Case of Kasama District Banking Customers”, With technological advancement, it was imperative that banks and their customers switch to the new ways of banking called e-banking. This study therefore investigated the challenges of adopting the use of e-banking by customers. Using a descriptive study, this study collected primary data from 50 respondents from the banking sector in Kasama. The respondents were selected using a simple random sampling. The results of the study found that availability of information on e-banking, education level and the cost associated with e-banking were the significant challenges to adopting and use of e-banking by customers. This was consistent with most studies reviewed and in line with most theories such as the TAM, the TRA and the decomposed theory of Reasoned Behaviour. It was concluded that making information available would increase the number of customers using e-banking. The researcher therefore recommended that Banks embark on information dissemination on the use of e-banking, benefits and cost of e-banking and that though security did not significantly affect e-banking usage, the bank should guarantee security of the accounts.

Objectives of the Study

1. To study Customer Perception on E-Banking Services with reference to Indian Bank, Chidambaram town,
2. To identify the various factors influencing the E-Banking Channel Acceptance by the Indian Bank Limited, Chidambaram town,
3. To understand the various promotion of new services by Indian Bank Ltd., Chidambaram town,

METHODOLOGY

Research design is purely and simply the framework or plan for a study that guides the collection and analysis of the data. The research design indicates the methods of research i.e the method of gathering information and the method of sampling. In the present research primary and secondary data were used. Primary data were collected by direct structured interview using questionnaire. Secondary data were collected from the Indian banks records and web sites. The data were collected by using questionnaire as an instrument. The samples were drawn using the judgement sampling method for this study. Sample Size of the study that are selected form the sampling unit. Total estimated sample size is 100 in Chidambaram town. To study whether the E-banking channel is mostly accepted and it is used by the Indian Bank customer's in Chidambaram town. In an attempt to get a true representative sample, the study was conducted for a period of 3 months in Indian Bank branches in and around Chidambaram town. The primary Data is collected using questionnaires and the secondary data from magazines. The research study was mainly concentrated on the customer acceptance of using E-banking services offered by the bank and the also the customer level satisfaction in using the new technology. The data will be collected from the Indian Bank customer's and the service users.

Analysis of the Data

The data collected through questionnaires have been tabulated. By using the above mentioned statistical tools, the data have been analysed. Interpretations have been drawn based on the analysis. The findings and observations are the result and outcome of the interpretations made during the course of analysis.

ANALYSIS AND DISCUSSIONS

Table 1
Respondents Opinion about Customer Perception on E-Banking Service by Indian Bank on the basis of Age.

Age	N	Mean	Std. Deviation	F-ratio	LS
20-25	45	19.18	3.30	4.18	5%
25-30	25	17.16	1.89		
Above 30	30	18.67	2.66		
Total	100	18.52	2.91		

Source: Primary data

Ho: Respondents do not differ significantly in their Customer Perception on E-Banking Service by Indian Bank on the basis of age.

The result proved that, 20-25 years age group have high Customer Perception on E-Banking Service by Indian Bank when compared to others. This is statistically proved by the obtained F-ratio (4.18), which is significant at 0.01 level. Hence, the stated hypothesis is rejected.

Table 2
t-test for Customer Perception on E-Banking Service by Indian Bank on the basis of Gender

Gender	N	Mean	Std. Deviation	t-ratio	LS
Male	32	18.47	2.66	0.126	NS
Female	68	18.54	3.03		

Source: Primary data

Ho: Respondents do not differ in their Customer Perception on E-Banking Service by Indian Bank on the basis of gender.

Result shows that the obtained t-value (0.126), which is not significant at 0.05 and 0.01 level. So, the stated hypothesis is accepted. Therefore respondents do not differ in their Customer Perception on E-Banking Service by Indian Bank on the basis of gender.

Table 3
Respondents' Opinion about Customer Perception on E-Banking Service by Indian Bank on the basis of Education Qualification.

Education Qualification	N	Mean	Std. Deviation	F-ratio	LS
Secondary	25	18.88	4.26	2.34	N.S
H.Sc	16	17.69	2.24		
Graduate	20	17.05	1.85		
Post Graduate	39	18.56	2.26		
Total	100	18.52	2.91		

Source: Primary data

Ho: Respondent do not differ significantly in their Customer Perception on E-Banking Service by Indian Bank on the basis of educational qualification.

The result reveals that the obtained F-ratio (2.34), which is not significant at 0.01 level. Hence, the stated hypothesis is accepted. So respondents do not differ significantly in their Customer Perception on E-Banking Service by Indian Bank on the basis of educational qualification.

Table 4
Respondents' Opinion about Customer Perception on E-Banking Service by Indian Bank on the basis of Occupation.

Occupation	N	Mean	Std. Deviation	F-value	LS
Govt Employee	18	17.28	3.12	1.573	NS
Private Sector employee	8	19.25	1.39		
Business	38	19.05	3.52		
Professional	13	18.04	2.56		
Others	23	18.04	1.77		
Total	100	18.52	2.91		

Source: Primary data

Ho: Respondents do not differ in their Customer Perception on E-Banking Service by Indian Bank on the basis of occupation

The calculated F-ratio, which is not significant proved the null hypothesis. So, respondents do not differ in their Customer Perception on E-Banking Service by Indian Bank on the basis of occupation.

Table 5
Respondents' Opinion about Customer Perception on E-Banking Service by Indian Bank on the basis of Income.

Income in Rs	N	Mean	Std. Deviation	F-value	LS
Upto 1 lakh	80	18.71	3.05	1.066	NS
2 lakhs – 3 lakhs	7	16.86	2.19		
1 lakh-2 lakhs	11	18.45	2.11		
3 lakhs-above	2	17.00	0.00		
Total	100	18.52	2.91		

Source: Primary data

Ho: Respondents do not differ in their Customer Perception on E-Banking Service by Indian Bank on the basis of income.

The calculated F-ratio, which is not significant proved the null hypothesis. So, respondents do not differ in their Customer Perception on E-Banking Service by Indian Bank on the basis of income.

Table 6
t-Test for Respondents' Opinion about Customer Perception on E-Banking Service by Indian Bank on the basis of Marital Status.

Marital status	N	Mean	Std. Deviation	t-value	LS
Single	60	18.63	3.12	0.494	NS
Married	40	18.35	2.58		

Source: Primary data

Ho: Respondents do not differ in their Customer Perception on E-Banking Service by Indian Bank on the basis of marital status.

The calculated t-value, which is not significant proved the null hypothesis. So, respondents do not differ in their Customer Perception on E-Banking Service by Indian Bank on the basis of marital status.

Table 7
Respondents' Opinion about Customer Perception on E-Banking Service by Indian Bank on the basis of Spouse Detail.

Spouse detail	N	Mean	Std. Deviation	F-value	LS
House wife	31	18.03	2.24	0.822	NS
Self employed	7	18.43	0.98		
Employed	14	19.50	3.06		
Others	48	18.56	3.38		
Total	100	18.52	2.91		

Source: Primary data

Ho: Respondents do not differ in their Customer Perception on E-Banking Service by Indian Bank on the basis of Spouse detail.

The calculated F-ratio, which is not significant proved the null hypothesis. So, respondents do not differ in their Customer Perception on E-Banking Service by Indian Bank on the basis of Spouse detail.

Table 8**Type of Investment Preferred by the Respondents on the basis of Marital Status.**

Marital status	Type of investment				Total	X ²	DF	LS
	Mutual funds	Fixed deposits	Shares	Others				
Married	5	8	4	43	60	5.51	3	NS
Unmarried	8	9	3	20	40			
Total	13	17	7	63	100			

Source: Primary data

Ho: There is an association between respondents marital status and preference by the type of investment.

The calculated chi-square value (5.51), which is not significant at 0.05 level. Hence, the stated hypothesis is rejected. So, there is no association between type of investment preferred and their marital status.

SUGGESTIONS

Every human being has different needs. To fulfill their needs, now in the present situation finance is very important. Also pupils are more aware of future. They want to like in sophisticated way. They also want to raise their economic status. For that now-a-days they search details about various investments. Among the various banking new services is the popular. So the customers are more interested to new services of banking. Therefore the banks try to highlight their features and other special benefits. Further they also gave advertisement in popular media and also put representative to improve the market.

CONCLUSION

The present study attempted to know the Customer Perception on E-Banking Services with Reference to Indian Bank, Chidambaram Town. 100 samples were selected randomly. Questionnaire method of summery is used to collect the data. After collecting the data they were coded certain objectives and hypothesis were formulated. To test the objectives and

hypotheses some statistical tools such as percentage analysis, One way ANOVA and independent test were used. The result concluded that the E-Banking Channel are more awareness. Especially they are more aware of ATM Cards and Credit Cards, Gold Cards and Fixed Deposit. And also they are more aware of bank security. Majority of the respondents satisfied about banking new services.

SCOPE FOR FURTHER RESEARCH

The present study made all attempt to know the Customer Perception on E-Banking Service by Indian Bank and also to find out the various promotion and new services provided by Indian Bank in Chidambaram town. So Further study will extended to Tamil Nadu level. In further the new researcher also try to find out the various E-Banking Channel Acceptance compared to various banks. A comparative study also to be conducted in related to this one. These are same of the future studies.

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