

The Study of Awareness of E-Banking Services with Special Reference of Coimbatore City

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Abstract: This paper presents a study on the awareness of e-banking services with special reference to Coimbatore city.

Keywords: E-banking services.

1. Introduction

Now-a-day's information technology plays a vital role in banking sector. Day by day increasing change in technology world, it leads to improve E-Banking services of various banks. In banking industry in the past, large queues could be observed for payment utility bills or for cash withdrawals/deposits. The banks are succeeded to reduce this queue through uses of latest technology, but still busy common people are demanding less time methods for banking transactions. In this regard, banks are going utilize internet facility for customer transactions. This method will reduce paper work, and will give quick response to customer while they remain in their office or at home. It provides various advantages to customers of various banks.

2. Statement of the Problem

With the changing environment, banks implemented various E-Banking facilities to the consumer's one after the other. It includes internet banking, mobile banking, SMS banking and telebanking etc. According to consumer's interest and convenience they can use the – Banking transactions through online 24-hour services without hassle. Due to rapid change in technology and the delivery channels have been introduced. Despite these possibilities, there are various psychological and behavior issues such as reluctance to change trust in one bank, security concerns, preference of human interference and like impede the growth of E-BANKING. In this regard a study has been undertaken on the topic consumer perception towards E-Banking services with special reference to Coimbatore City.

3. Objectives of the Study

- To identify the awareness of E-Banking services.
- To obtain suggestions for the improvement of E-Banking services.

Source of data:

Under this study both primary and secondary data are used. The primary data is collected by filling the questionnaire from the consumers of Coimbatore city.

1. Sample size: 100 samples
2. Sample area: Coimbatore city
3. Sampling methods: Random sampling method

Data analysis tools:

For the purpose of analysis, the information obtained through primary data the used are simple percentage analysis, chi-square test.

4. Data Analysis

Table 1
Gender wise classification

Gender	Number of respondents	Percentage
Male	52	52
Female	48	48
Total	100	100

Source: Primary data

The table 1 shows that 52% of the respondent are belong to MALE. 48% of the respondent are belong to FEMALE.

Table 2
Educational qualification of respondents

Education qualification	Number of respondents	Percentage
Up to SSLC	22	22
HSC	27	27
Degree	20	20
Professional	17	17
Others	14	14
Total	100	100

Source: Primary data

The table 2 shows that 22% of the respondent belong to SSLC and 27% of the respondent belong to HSC and 20% of the respondent belong to Degree and 17% of the respondent belong to Professional and 14% of the respondent are chosen others option.

Table 3
Occupation of respondents

Occupation	Number of respondents	Percentage
Student	61	61
Employee	18	18
Others	21	21
Total	100	100

Source: Primary data

The table 3, shows it clear that 61% respondents from student

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and 18% response from employee and 21% of the respondents from others.

Table 4
Annual income of respondents

Annual income	No. of respondents	Percentage
Below 1 lakh	52	52
1 lakh – 3 lakhs	40	40
3- 5 lakhs	8	8
Total	100	100

Source: Primary data

The table 4 shows that 52% of the respondent are having annual income of below 1 lakh. 40% of the respondent is having annual income of 1-3 lakhs. Only 8% of the respondent is having annual income of 3-5 lakhs.

Table 5
Awareness about e-banking services

Response	No. of respondents	Percentage
Yes	74	74
No	26	26
Total	100	100

The table 5 shows that the 74% of the customers are aware about E-Banking services. At the same time 26% of customers are not aware of E-Banking services.

Table 6
Level of awareness about various e-banking services

Services	HA	A	N	LA	HLA	Total
Online bill payment	52	30	15	3	0	100
Fund transfer	40	27	29	4	0	100
Ticket booking	36	51	13	0	0	100
Shopping	48	35	13	4	0	100
Lending	20	13	22	33	12	100
Recharging	76	20	4	0	0	100

The table 6 shows that the level of awareness for E-banking services provided by the banking sector.

Chi – Square Test:

Table 7

	Aware	Not aware	Total
SSLC	2	14	16
HSC	11	10	21
UG	22	2	24
PG	21	0	21
OTHERS	18	0	18
Total	74	26	100

Table 8
Calculation of chi-square value

O	E	(O-E) ² /E
2	11.84	8.177
11	15.54	1.326
22	17.76	1.012
21	15.54	1.918
18	13.32	1.644
14	4.16	23.27
10	5.46	3.775
2	6.24	2.881
0	5.46	5.46
0	4.68	4.68

$$\text{Calculated value, } x^2 = \sum (O-E)^2/E$$

$$= 54.143$$

$$\text{Degree of freedom} = (c-1)(r-1) = 4$$

Table value at 5 per cent level of significance for 4 degree of freedom is 54.143. The calculated value is more than the table value. Therefore, the null hypothesis rejected. Therefore, the educational qualification and level of awareness about E-Banking Services are independent.

5. Findings

- The majority of the respondent belong to male.
- The majority of the respondent are from HSC (27%).
- The majority of the respondent are belonging to the students (61%).
- The majority of the respondent are having annual income of below 1 lakh (52%).
- The majority of the respondent having aware about the E-banking Services (74%).
- The majority of the respondent are having highly aware about the E-banking Services.
- The educational qualification and level of awareness about E-Banking Services are independent.

6. Suggestions

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

7. Conclusion

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

References

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