

E-Banking services provided by banks to facilitate services among the customers: An analytical study

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ABSTRACT - The study focuses on e-banking services provided by banks to facilitate easier, faster, and more convenient banking transactions. Based on factors like gender, age, and occupation, it also seeks to identify the most well-liked services among customers. The sample of study is 180 customers of banks whose views are gathered through a structured questionnaire. According to the survey, factors such as age, gender, and employment significantly affect the decision to use an e-banking service. Customers who are various ages favor different services, just as men and women perceive things differently and individuals with different occupations utilize different services.

Keywords: Digital Transactions, Online Banking, E-banking Services, E-banking in India

1 INTRODUCTION -

The world of today is a digital one where technology permeates every sphere of life. In the traditional banking sector, internet banking has fully supplanted the conventional system and altered the way that banking is conducted. Its scope is expanding daily and now encompasses practically all facets of banking (Nedumaran & Kaleeswaran, 2016). The introduction of technology in the Indian banking sector can be traced to the 1990s, when the government permitted privatization and a large number of private banks entered the market (Prasad & Ravinder (2011). Following that, clients began to use digital banking, and between 2000 and 2015, there was a significant transition. As internet banking increasingly became a fundamental component of the banking system, nearly every client began utilizing one of the services under their convenience and requirements. Thakur (2015) portrays that getting customers ready for digital transactions was a huge challenge for banks in the beginning because they are entirely non-person transactions like using an ATM for withdrawals and deposits, printing passbooks, etc. Customers' confidence in online banking services grew with time, as did their usage. In the scientific world, where everything must be digitalized, including banking, which might give businesses e-commerce capabilities, digital banking is an essential component. E-commerce is now essential to every economy. No economy can expand or succeed without e-commerce, and e-banking is a vital component of it. Soft transactions are made possible by digital banking with no restrictions on duration, location, or value. With convenient transactions, doing business has become easier. E-acceptance banking opens new avenues for growth and development (Jamaluddin, 2013).

2 REVIEWS OF RELETED LITERATURES -

Hammoud, Bizri, and Baba (2016) investigated how the caliber of an e-banking service affects client happiness. The use of e-banking services has greatly raised client expectations of banks and offered several new features and services. Today, a variety of banking functions have made it necessary to use e-banking services to provide better services. The diversification of services offered in retail banking has greatly improved the customer experience and increased consumer banking.

Lustik (2014) looked at several ways that retail consumers use e-banking services. The most common e-channels, including telephone, computer, and internet, were seen. The majority of clients do their banking transactions utilizing these methods. Customers are satisfied, and the average number of daily transactions has greatly grown. These channels have made it very simple for clients to do retail banking from wherever they want. The most practical channel was noted for PCs and mobile devices.

Sohi and Saluja (2016) investigated how consumers view e-banking services. Customers are behaving positively toward e-banking services, according to the authors' research, and they see a need for them in the current environment. In the digital age, new banking channels are very important, and e-banking services have greatly improved banking. Beyond temporal constraints, transactions become more convenient and swifter. Customers are open to using cutting-edge services powered by digital networks.

Ahmed & Phin (2016) also looked at how users regarded the new digital banking system. New generation banking, according to the study, is a genuine reform of the Indian banking sector that not only filled the gap but also integrated conventional and digital banking. Customers in the banking industry of today are aware of the true purpose of online banking and its benefits for both them and the bank. Customers are finally pleased with the new digitally-based banking system.

3 REARCH PURPOSE,OBJECTIVES AND METHODOLOGY OF STUDY -

3.1 Goal and Objectives - The main goal of the study is to identify the most popular e-banking services based on customer demographics. The goal of this purpose is to find services that are more beneficial to clients in a particular category. Knowing that "gender, age, and occupation" have a significant impact on customer choice is another benefit of the study. The broad purpose is broken down into the ensuing specific objectives for easier comprehension -

1. To identify the e-banking services that customers prefer most.
2. Group e-banking services according to "age, gender, and employment."

3.2 Methodology : A descriptive research approach is used to examine the current state of e-banking in India. The most well-known e-banking services are identified with the use of a systematic questionnaire, and it is also examined if these services should be prioritized due to the demographic makeup of the clientele. The data was collected from 180 respondents through Likert Scale.

4 ANALYSIS AND INTERPRETATION

Table 1- Descriptive Statistics of Respondents

Demographics	Categories	No. of Responses	KMO & Bartlett's Test	Alpha Test
Gender	Male	89	.78	.86
	Female	91	.82	.94
Age	20-30	70	.84	.91
	30-40	62	.69	.89
	40-50	48	.94	.93
Occupation	Job	95	.88	.83
	Business	85	.80	.84

To verify that each section's sampling was enough, the KMO test is used. As the test scores are over 80%, the outcome demonstrates outstanding sufficiency. The sample is statistically qualified to carry out the necessary tests. Additionally, Cronbach's Alpha test is used to confirm the correctness of the questionnaire. Each portion of the questionnaire was subjected to an alpha test, which established its validity. All the estimated Alpha values are more than 83%, which indicates outstanding validity.

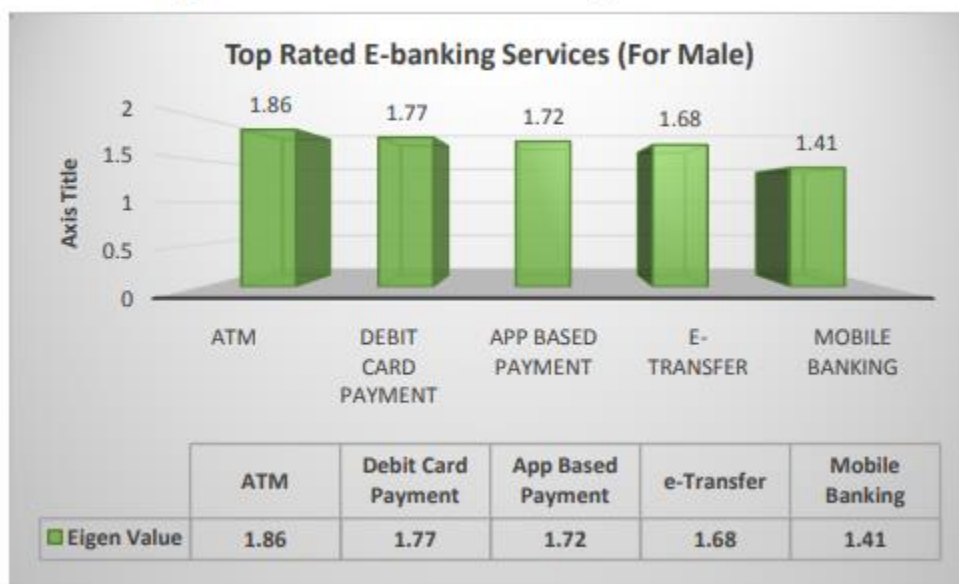
4.1 Analysis of Most Favored E-banking Services based on 'Gender'

Table 2- Gender Based Most Favored E-banking Services

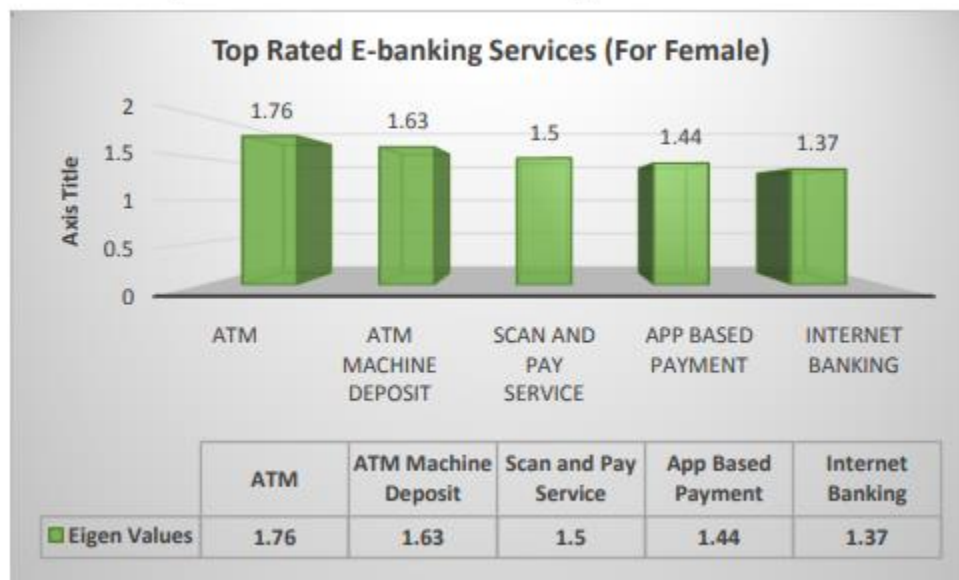
Male		Female	
Most Favored Service	Eigen Value	Most Favored Service	Eigen Value
ATM	1.86	ATM	1.76
Debit Card Payment	1.77	ATM Machine Deposit	1.63
App Based Payment	1.72	Scan and Pay Service	1.50
e-Transfer	1.68	App Based Payment	1.44
Mobile Banking	1.41	Internet Banking	1.37

Analyses of Table 2 displays the results of the computation of the top e-banking services for men and women. The findings show that there are differences between male and female preferences for various e-banking services. According to "Eigenvalues," the top five services for males include ATM (1.86) service, debit card payment (1.77), app-based payment (1.72), e-transfer (1.68), and mobile banking (1.41). Females, on the other hand, have quite different preferences; for them, ATMs (rating of 1.76), ATM deposits (1.63), scan and pay (1.50), app-based payments (1.44), and online banking (1.37) come in that order.

Graph 3- Most Favored E-banking Services for Male



The top-rated online banking services among men respondents are shown in graph 3 above. This demonstrates that men like online banking services and tools. The findings show that men are quite content and willing to use digital services. They contend that it has unexpectedly altered how conventional banking was formerly conducted. These have improved the banking industry and facilitated faster and easier retail banking.

Graph 4- Most Favored E-banking Services for Female

The top-rated e-banking services by female respondents are shown in graph 4 above. According to the findings, female respondents have a slightly different perspective on the e-services offered by banks.

The number of female bank customers has grown-up, as has their involvement in retail banking. Since the advent of e-banking services, women may now bank more easily and conveniently. In retail banking, the proportion of female transactions has significantly grown.

4.2 Analysis of Most Favored E-banking Services based on 'Age'

Table 5-Age Based Most Favored E-banking Services

Most Favored Service	Eigen Value		
	20-30 Yrs.	30-40 Yrs.	40-50 Yrs.
SMS Banking	-	-	1.23
Debit Card Payment	-	1.36	-
ATM	1.41	1.29	1.19
e-Transfer	1.39	-	-
Mobile Banking	1.27	-	-
App Payment	1.26	-	-
Account Detail Facilities	-	1.25	1.06
Online Transaction Facilities	1.13	1.04	-

20–30 Years- The top-rated e-banking services for this age group are determined to be "ATM, e-Transfer, mobile banking, app payment, and online transaction facilities."

Respondents between the ages of 20 and 30 are reported to be more technologically adept and frequent users of these services. They think that e-banking services represent the future of banking and are crucial for both clients and institutions.

30-40 Yrs.-

Four services, including "debit card payment, ATM, account data fetching capabilities, and online transaction facilities," are included for this age group. The ability to pay with an ATM or debit card allows respondents in this category to travel less with cash, which makes them pleased and enthusiastic. Obtaining account data at any moment through mobile is another outstanding feature.

Only three e-banking options are available for those 40 to 50 years old. Services like SMS banking, ATM access, and account information features are listed as the most popular services.

The respondents agree that the ability to get account details through SMS and to withdraw cash from an ATM at any time are both fantastic features.

4.3 Analysis of Most Favored E-banking Services based on 'Occupation'

Table 6- Occupation Based Most Favored E-banking Services

Job		Business	
Most Favored Service	Eigen Value	Most Favored Service	Eigen Value
App Based Payment	1.43	Online Payment	1.56
Credit Card Facilities	1.38	Scan and Pay Service	1.47
Internet Banking	1.27	Credit Card Facilities	1.31
ATM	1.11	App Based Payment	1.29
Mobile Banking	1.06	Internet Banking	1.18

Job: Respondents who are employed have quite different preferences for e-banking services. The top five payment methods include credit cards, online banking, ATMs, and app-based payments. Respondents have used e-banking services effectively and appear to be happy with them. Every consumer segment now has access to e-banking services, changing the retail banking landscape in India.

Business: While medium-sized businessmen are reluctant to accept online payments, they are also found to be motivated by e-banking services. The highest-ranked service, in their opinion, is online payment, which is followed by "scan and pay capabilities, credit card capabilities, app-based payment, and internet banking."

Due to digitization business have changes and easy transactions are preferred analyses. E-banking services are a genuine growth engine for commerce and economic development.

5 FINDINGS

The findings of the study reveals that e-banking services have given the present retail banking system new dimensions and unquestionably raised the average client transactions. It has also made it possible for customers to switch to cashless transactions using a variety of e-banking options. In the study, the three key factors such as "Age, Gender, and Occupation" were utilized to determine the most favored e-banking services. According to the survey, there are noticeable differences between all three categories' preferences and choices concerning the usability and simplicity of e-banking services. ATM, Mobile Banking, App-based Payment, Internet Banking, and Debit & Credit Card Payment are the top-rated and favored e-banking services among all categories. The corporate environment of today, where banking transactions take place, is seen as needing e-banking services. must possess a strong sense of innovation and technology.

6 CONCLUSIONS

The study concluded that e-banking services are an innovative banking method that makes retail banking for clients easier, faster, and more accurate. The advent of technology in the banking sector opened enormous possibilities for expansion and the development of value-added services. Customers love utilizing digital services and are impressed with how they operate. Customers' preferences for and choices of e-banking services vary depending on their demographic profiles. Age, gender, and employment all affect how people utilize and choose which e-banking services to use. Each service is dependent on the user's profile and needs a certain domain to be effective. Customers of different ages utilize various services, and "gender" might also affect the services that are used. Its choice is significantly influenced by profession.

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