

ANOMALIES FACED BY CUSTOMER THROUGH ONLINE BANKING

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Abstract : The growth and the increasing progress in the Information and Communication technology has brought a lot of changes in the day to-day life of all the people. The traditional banking practices have now been replaced by online banking services which is unavoidable. The present paper examines the difficulties faced by the customers through online banking services.

Index Terms : Online banking, Information, Customers, Perceptions, banking practice.

1. INTRODUCTION

Remarkable changes in the field of Information and Communication technology has shrunk the world to a global village and this caused a unexceptional change in the banking sector also. The banking industry has been undergoing changes since the mid-1990s, in the form of innovative use of information technology and development in electronic commerce (Kalakota and Whinston, 1996). Electronic banking has experienced explosive growth and has transformed traditional practices in banking (Gonzalez et al., 2008). Even though there are many advantages of online Banking, the customers face many difficulties.

II. REVIEW OF LITERATURE

Dr. Uday Singh Rajput (2015) in this study examined the perception of the customers towards e-banking services of the select commercial banks in Gwalior. Likert scale questionnaire was used to measure the perception of customers about e- banking. Data were collected from 285 customers. This paper has focused on appraising the customer perception about e-banking services. It can be concluded that people have around 45% people have positive perception & are satisfactory with E- Banking. Still people of these areas are not using all the E- banking services frequently because they very little more knowledge about computer and internet; so they feel hesitation in using E-banking services.

Divya Singhal and V. Padhmanabhan (2008), in this study aims to explore the major factors responsible for internet banking based on respondents' perception on various internet applications. The study employs primary data as well as secondary data. Factor analysis results indicate that 'utility request', 'security', 'utility transaction', 'ticket booking' and 'fund transfer' are major factors. Out of total respondents' more than 50 % agreed that internet banking is convenient and flexible ways of banking and it also have various transaction related benefits.

III. OBJECTIVE OF THE STUDY

1. To identify the problems faced by the customers in online banking services
2. To suggest better ways and means to overcome the difficulties.

IV. METHODOLOGY

The primary data was collected from 623 sample respondents who properly responded to all questions framed in the questionnaire. The data thus collected from the primary sources of information were arranged systematically and sequentially to form simple tables.

V.ANALYSIS AND INTERPRETATION

A study was made to classify the major problems faced by the selected sample respondents in utilizing the online banking services. For this purpose the respondents were asked to rank their problems based on their experience. The problems faced by the respondents while they have transactions through online banking are 1) Possibility for fraud, 2) server problem, 3) only useful for educated and computer knowledge, 4) difficult in getting back of funds if wrongly credited, 5) problem from family members, 6) difficult to remember the secret code while having more accounts in banks, 7) more service charges, 8) No awareness and guidance from bank for technical know-how, 9) lack of personal computer for all customers and 10) Risk in EFT to foreign countries.

The respondents were asked to rank the influencing factors according to their perception and the order of merit given by the respondents was converted into ranks using Henry Garrett ranking method.

‘100 (Rij-0.5)

Percent Position = $\frac{Rij}{Nj}$

Rij = Rank given for ith variable by the jth respondents

Nj = Number of variables ranked by jth respondents

Henry garret ranking method

Sl.No	Problems faced by the respondents	Rank										Total
		1	2	3	4	5	6	7	8	9	10	
1	P1	29	74	159	71	57	59	71	29	44	30	623
2	P2	25	81	133	55	67	67	80	30	48	37	623
3	P3	20	83	153	60	60	61	72	31	52	31	623
4	P4	18	87	123	36	70	70	87	35	53	44	623
5	P5	27	108	108	27	54	54	109	28	54	54	623
6	P6	38	55	153	94	55	56	77	39	39	17	623
7	P7	35	57	160	97	55	53	76	36	36	18	623
8	P8	48	72	118	25	70	75	73	46	73	23	623
9	P9	31	53	167	95	59	54	63	39	43	19	623
10	P10	58	62	138	21	77	72	75	43	61	16	623
Total		329	732	1412	581	624	621	783	356	503	289	623

The above table shows the ranks given for problem faced by the respondents while they have transactions through online banking. The ranks are converted into Garrett points and total is found. Based on the mean score, the factors are ranked in ascending order.

Henry garret ranking method score

Sl.No	Problems faced by the respondents	Rank										Total	Mean Score	Rank
		1	2	3	4	5	6	7	8	9	10			
1	P1	2378	5180	10017	4118	2964	2832	2982	1073	1320	540	33404	53.61	IV
2	P2	2050	5670	8379	3190	3484	3216	3360	1110	1440	666	32565	52.27	VII
3	P3	1640	5810	9639	3480	3120	2928	3024	1147	1560	558	32906	52.81	VI

4	P4	1476	6090	7749	2088	3640	3360	3654	1295	1590	792	31734	50.93	X
5	P5	2214	7560	6804	1566	2808	2592	4578	1036	1620	972	31750	50.96	IX
6	P6	3116	3850	9639	5452	2860	2688	3234	1443	1170	306	33758	54.18	II
7	P7	2870	3990	10080	5626	2860	2544	3192	1332	1080	324	33898	54.41	I
8	P8	3936	5040	7434	1450	3640	3600	3066	1702	2190	414	32472	52.12	VIII
9	P9	2542	3710	10521	5510	3068	2592	2646	1443	1290	342	33664	54.03	III
10	P10	4756	4340	8694	1218	4004	3456	3150	1591	1830	288	33327	53.49	V

It is observed from the table that the problems faced by the respondents, while they have transaction through online banking were ranked by using Henry Garrett Ranking method. It is revealed from the above table that among the various problems, “**more service charges**” was ranked first with Garrett score of 33898 points and a mean score of 54.41. It is followed by the problem “**Difficult to remember the secret code while having more accounts in banks**” ranked as second with Garrett score of 33758 and a mean score of 54.18. The third rank was placed for “**lack of personal computer for all customers**” with Garrett scoring of 33664 and a mean score of 54.03. The problems “**Possibility for fraud**” was ranked as four with a Garrett score of 33404 and a mean score of 53.61. The fifth rank was given to the problem “**risk in EFT to foreign countries**” with a Garrett score of 33327 and mean score of 53.49 and the respondents gave sixth rank to “**only useful for educated and computer knowledge**” with a Garrett point of 32906 and mean score of 52.81. **Server problem** is given seventh rank with a Garrett score of 32565 and mean score of 52.27. **No awareness and guidance from bank for technical know-how** takes eighth position with a Garrett score of 32472 with a mean score 52.12. The respondents placed ninth position to the “**problem from family members**,” with a Garrett score of 31750 and mean score of 50.96 and the respondents gave least importance to the problem “**difficult in getting back of funds if wrongly credited**” with a Garrett ranking score of 31734 and a mean score of 50.93.

VI.CONCLUSION :

From the study it can be concluded that even though the online banking industry plays a significant role, there are some problems and challenges faced by the customers. So the growth and success of online banking depends by resolving the difficulties faced by customers.

REFERENCES

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