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## A STUDY ON “INVESTOR’S PERCEPTION TOWARDS E-BANKING IN GUJARAT”

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**ABSTRACT:** The survey asked respondents to rate their overall satisfaction with their e-banking experience, as well as their satisfaction with specific aspects of the service such as security, convenience, and customer service. The results of the survey indicate that overall customer satisfaction with e-banking services is high, with most respondents reporting that they are satisfied with the security, convenience, and customer service provided. E-banking is an increasingly popular form of banking that uses electronic technology to facilitate financial transactions. It is an online banking service that allows customers to conduct financial transactions electronically over the Internet. E-banking services are typically offered by banks and other financial institutions to their customers, allowing them to access their accounts and conduct banking activities online. These services can be used to transfer funds, pay bills, check account balances, and perform other banking activities without having to visit a physical bank location.

**Keywords:** Financial Transaction, Security, Deposit, Fund Transfer, Pay Bill.

### INTRODUCTION:

E-banking, also known as online banking, is a form of banking that allows customers to conduct financial transactions on a secure website operated by their financial institution. It can be used to make payments, transfer money, monitor accounts, and more. E-banking services include the ability to view account balances, transfer funds, pay bills, view statements, and view transaction history. Additionally, many banks also offer mobile banking services, which allow customers to use their smartphones and tablets to manage their accounts. Other services may include the ability to apply for loans, open new accounts, and receive customer service assistance. E-banking, also known as internet banking, is the use of electronic communications and digital technology to provide banking services over the internet. It allows customers to conduct financial transactions on a secure website operated by their bank or other financial institution. It includes services such as online banking, mobile banking, online payments, online investments, and online trading. E-banking services typically include the ability to view account balances, access statements, make payments or transfers, and monitor investments. Customers can also use e-banking services to apply for loans, set up direct debits, and manage their credit cards. Other services such as online bill payment, budgeting tools, and financial advice are also available. Customers can also use e-banking services to apply for loans, set up direct debits, and manage their credit cards. E-Banking services are available on all 7 days all the hours of the day. It is a convenient way to access account information and allied services related to the account from the comfort of your home and a stable internet connection. These services are made to be secure against cyber-attacks too. These net banking portals can only be availed through User IDs and passwords, by generating OTPs and captchas while logging in. Internet banking has reduced the stress on banking institutions as well as their customers. Nowadays, when an account is opened with a bank, online banking services are automatically offered. Opening an account with a bank is also possible online. Online banking also keeps and provides a track of all the transactions and activities done during an active session.

**OBJECTIVE OF THE STUDY:**

1. Improve customer service: The main objective of e-banking is to improve customer service by providing customers with more convenient, fast, and, secure access to their bank accounts.
2. Increase efficiency: E-banking can help banks to cut costs by reducing the need for staff and paper-based processing. This in turn can help banks to increase their efficiency and reduce their operating costs.
3. Enhance customer experience: E-banking can provide customers with a more interactive and personalized experience. Banks can offer customers a range of services such as online account access, bill payments, and money transfers.

**PROBLEM OF THE STUDY:**

1. Security Concerns: One of the biggest problems with e-banking is security concerns. With the increase in cybercrime, banking customers are increasingly concerned about their banking information being stolen or manipulated. It is essential that banks take measures to ensure that their online banking systems are secure and that customer data is kept confidential.
2. Technical Issues: E-banking systems can be complex, and there are often technical issues that can arise. This can include anything from system outages to slow loading times. Banks must ensure that their e-banking systems are updated regularly to avoid these types of issues.
3. Unclear Policies and Procedures: Many customers find the policies and procedures of their bank's e-banking systems unclear, leading to confusion and frustration. Banks must make sure that customers can easily understand their policies and procedures to ensure a smooth and successful experience when using their e-banking services.

**SUGGESTION TO DEVELOP A BETTER E-BANKING & E-BANKING SERVICES:**

1. Increase Security: Security should be the top priority when it comes to e-banking. Implement layers of security, such as two-factor authentication and encryption, to protect user accounts and financial information.
2. Offer More Services: Give customers more options when it comes to managing their finances. Offer budgeting tools, loan calculators, and other features to help customers plan their finances.
3. Enhance Mobile Banking: More and more customers are using their mobile devices to access their bank accounts. Make sure your e-banking platform is optimized for mobile use, with features like mobile check deposits, push notifications, and transaction alerts.
4. Make the User Interface Easy to Navigate: Design an intuitive user interface to make it easier for customers to access their accounts and conduct their banking activities. Include features like real-time account balances and easy-to-use search functions.

**LITERATURE REVIEW:**

1. Uday Singh Rajput (2015), studies customers satisfaction with online banking services and their impacts on banks. This paper focuses on appraising the customer perception of E-Banking services. The data was collected through a questionnaire and analyzed descriptively using percentages and ANOVA. It was discovered that customers adopting E-Banking services such as ATM, home banking, and use of payment cards to mention but a few. It can be concluded that people around 45% of people have positive perceptions and are satisfied with E-Banking. Frequently used E-Banking services are ATM, bill payments, and getting bank statements.
2. Researcher investigated the impact of perceptions of interactivity on consumer trust and transactions in mobile commerce and concluded that trust does in fact play a significant role in determining consumer intentions for transactions. (Hiteshi Ajmera, Dr. Viral Bhatt, 2020)
3. Researcher analyze the factors which make a change in usage of internet banking services by the post graduate students and conclude that the some of the non-users hesitate for the reasons like security, unawareness and technical problems. The most of the users very happy about their convenient and satisfaction of service. (Dr. A. S. Lakshmirani, B. Shanmugapriya, 2021)
4. Customers are satisfied with one service quality factor or more than one at a time. So the various factors are summarized into nine dimensions named communication, reliability, credibility, tangibility, security, competence, responsiveness, understanding, access. (Jyotsna Sharma, Jagdeep Singh, Amandeep Singh, 2020)
5. This research explained the Impact of Internet banking on customer retention plainly demonstrate that internet banking holds customers. On the off chance that the bank intends to expand the customer base of internet banking they should concentrate more on service quality, responsiveness, protection and security, affirmation and dependability elements of internet banking. All the more ever the bank ought to be more mindful to make their internet banking service greater quality full for their customers. (Trivedi G, Remedios R., 2014)

6. Researcher emphasize on as online banking adoption is concerned, security, trust and privacy concerns have been outlined as extremely important ones from the consumer's standpoint. The on on-line, real time banking services have now become a birth right of the customer as the customer demands the flexibility of operating an account in any branch of a bank irrespective of which branch the account was domiciled. (Hasan A., Baten M., Kamil A., Parveen S., 2010)
7. Digital Banking services comprise of different kind of services. In few of the digital banking services customers uses their own devices like mobile phone etc. Each customer uses different kind of devices. The banks need to design such Digital banking platform that can work on all kind of devises. (Koenig-Lewis, Adrian Palmer and Alexander Moll, 2010)
8. Researcher asserted that with the exception of withdrawals, digital banking provides customers with the opportunity to make transactions at a click of a mouse. In essence, digital banking gives universal access to clients on any internet based computer and smart device irrespective of the location. (Abdul Hamid, 2019)

### RESEARCH METHODOLOGY:

Research is the process of gathering, analyzing, and interpreting information to answer questions or solve problems. It is a systematic and organized effort to investigate a specific problem that needs a solution. Research is used to gain knowledge, test theories, and develop new ideas.

- **Research Design:**  
Descriptive research has been used which is considered to determine research that describes, defines, or determines the data. Descriptive research involves gathering data that describe events and then organizing, tabulating and describing the data collection.  
The reason for selecting the descriptive research design is to evaluate the data especially if the data is of secondary nature. The primary data is collected by the Questionnaire via a hard copy of the questionnaire.
- **Nature of study:**  
The study is descriptive and analytical in nature.
- **Area:**  
The Research is done in Gujarat (Vadodara, Surat, Ahmedabad).
- **Nature of data:**  
The study is based on primary data. Data that are gathered originally for a certain purpose are known as primary data.
- **Sources of data:**  
The primary data is collected by using questionnaires.
- **Method of sampling:**  
The method used for the study is random sampling.
- **Size of sample:**  
The size of the sample is 110.
- **Tools used for analysis:**  
A structured Questionnaire was issued, and the type of questions covered are name, age, gender, qualification, annual income, and question-related to E-banking.

**DATA ANALYSIS AND INTERPRETATION:**

- **Age and E-banking service**

**Age \* Which service you would like most in E-banking? Cross tabulation**

Count

		Which service you would like most in E-banking?				Total
		Easy fund transfer	Time - saving	Easy processing	Overdraft services	
Age	18 - 22	13	13	14	2	42
	22 - 28	15	16	9	8	48
	28 - 35	4	5	3	0	12
	35 - above	2	2	4	0	8
Total		34	36	30	10	110

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.696 <sup>a</sup>	9	.376
Likelihood Ratio	10.909	9	.282
Linear-by-Linear Association	.000	1	.997
N of Valid Cases	110		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .73.

Chi-square value= 9.696, df= 9, & p= .376 indicating that the significant value is more than 0.05. So, the null hypothesis is being accepted and hence there is no significant relationship between Age and E-banking service.

- Ho0: There is no significant relationship between age and E-banking service.
- Ho1: There is a significant relationship between age and E-banking service.

- **Annual Income and E-banking service**

**Annual Income \* Which service you would like most in E-banking? Cross tabulation**

Count

		Which service you would like most in E-banking?				Total
		Easy fund transfer	Time - saving	Easy processing	Overdraft services	
Annual Income	0 to 2,00,000	13	10	7	0	30
	2,00,000 to 3,00,000	9	11	7	4	31
	3,00,000 to 5,00,000	7	9	10	4	30
	5,00,000 & above	5	6	6	2	19
Total		34	36	30	10	110

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.186 <sup>a</sup>	9	.618
Likelihood Ratio	9.661	9	.379
Linear-by-Linear Association	4.023	1	.045
N of Valid Cases	110		

- a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 1.73.

Chi-square value= 7.186, df= 9, & p= 0.618 indicating that the significant value is more than 0.05. So, the null hypothesis is being accepted and hence there is no significant relationship between annual income and E-banking service.

- Ho0: There is no significant relationship between annual income and E-banking service.
- Ho1: There is a significant relationship between annual income and E-banking service.

#### FINDING:

- From the study conducted it is most people are aware of E-banking services.
- Here I found 69% of Male and 31% of Female people are using E-banking & E-banking services out of 110 investors.
- Most people are age between 18 – 22 years and 22 – 28 years people are using e-banking services rather than age above 35 years.
- In this study 44% of investors are graduates and 35% of investors are postgraduates.
- In this study 51% of investors are using e-banking (private employees) and 28% of investors are using e-banking (students).
- In this study 100% of people are aware of E-banking & its services.
- Most people are using the payment system of 36% of google pay, and 22% of Net banking.
- In this study 54% of people use daily E-banking services, and 36% of people use weekly E-banking services.

#### CONCLUSION:

In conclusion, e-banking has revolutionized the banking industry. It has made banking much more convenient, allowing people to access their accounts and make transactions from anywhere in the world. It also provides additional security for customers, as banks can now monitor and detect any suspicious activity on accounts. Finally, it allows customers to make fast and secure payments, and access a range of banking services that were previously unavailable. Overall, e-banking has made banking more efficient and accessible to everyone.

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