



CHALLENGES ENCOUNTERED BY BANK EMPLOYEES IN ADOPTION E-BANKING SERVICES IN PRIVATE SECTOR BANKS AT TIRUPUR

¹Dr. Kalaivani P, ²Sowmya J

¹Assistant Professor, ²Student

B.Com Banking and Insurance,

Dr. N.G.P Arts and Science College, Coimbatore, India

ABSTRACT: The adoption of e-banking services has transformed the banking sector, offering convenience and efficiency to customers. However, employees in private sector banks face several challenges in adapting to this technological shift. This paper investigates the key obstacles faced by bank employees in adopting e-banking services in the private sector banks of Tirupur. By exploring various factors, including technological barriers, lack of training, resistance to change, and the impact of organizational culture, the study sheds light on the difficulties encountered by employees in integrating e-banking solutions into their daily operations. Additionally, the paper examines how these challenges affect employee productivity, customer service, and overall job satisfaction. The findings underscore the importance of providing comprehensive training programs, fostering a culture of innovation, and addressing technical challenges to ensure smooth adoption of e-banking services and to enhance overall organizational performance.

KEYWORDS - E-banking, Employee Challenges, Technology Adoption, Training, Resistance to Change.

I. INTRODUCTION

The adoption of e-banking services has become an essential aspect of modern banking, enabling financial institutions to offer enhanced customer experiences and streamline operational efficiency. However, despite the numerous benefits of digital banking, employees in private sector banks face several challenges in fully embracing and implementing e-banking technologies. These challenges include limited technological proficiency, resistance to change, inadequate training, and concerns related to data security and privacy. Moreover, the shift towards digital services often requires a transformation in organizational culture, which can be met with reluctance from employees accustomed to traditional banking practices. This study aims to explore the key challenges faced by bank employees in adopting e-banking services in private sector banks in Tirupur, examining how these obstacles impact their productivity, job satisfaction, and the overall performance of the bank.

II. OBJECTIVES

1. To identify the difficulties faced by bank employees in adopting e-banking software and technologies.
2. To know the satisfaction level of bank employees with the training and support provided by the bank on e-channels.
3. To analyze the impact of e-banking services on employee-customer relationships.

III. RESEARCH DESIGN

The research design is the blueprint for conducting the research study, outlining how the research will be carried out to answer the research questions and meet the objectives. In this case, the search design will focus on Challenges faced by bank employees in adopting E-Banking Services in Private Sector banks at Tirupur. The approach was based on descriptive Research. With 115 employees.

IV. REVIEW OF LITERATURE

1. Mr.Jaideep Singh, Sanjiv Kumar (2023)¹ This study shows the challenges and opportunities associated with e-banking in India. The study identifies key challenges, including technological limitations, security concerns, and resistance to change among employees accustomed to traditional banking practices. It also shows the opportunities offered by e-banking, such as increased financial inclusion, enhanced customer experiences, and improved operational efficiencies.
2. Bahl K, Kiran R and Sharma A (2022)² This study analyses the impact of key drivers of change—digitalization, demonetization, and bank consolidation—on banking performance. The study examines how these factors reshape banking operations, improve service delivery, and enhance customer satisfaction. Digitalization is seen as central to operational efficiency, while demonetization has accelerated digital banking adoption.
3. Ghelani D, Hua T K and Koduru S K R (2022)³ This study examines the cyber security threats, vulnerabilities, and security solutions models within the banking sector. The study identifies the various types of cyber threats that banks face, including phishing attacks, malware, and data breaches, which pose significant risks to financial institutions and customer data.
4. Mazurchenko A, Zelenka M and Maršíková K (2022)⁴ This study examines how digital transformation is reshaping banking operations, demanding new skill sets from employees. It focuses on the growing importance of competencies in areas like data analysis, cyber security, and digital communication. The study highlights how technological advancements, such as AI and machine learning, are changing job roles within banks.

V. ANALYSIS AND INTERPRETATION

Data was analyzed by using descriptive statistics using the Likert Scale, Two-Way Table and Chi-Square.

5.1 LIKERT TABLE

TABLE SHOWING THE SATISFACTION LEVEL OF EMPLOYEES IN E-BANKING SERVICES

Challenges	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Existing IT infrastructure is not adequate for e-banking services	32 (27.8%)	45 (39.1%)	19 (16.5%)	8 (7%)	11 (9.6%)	115 (100%)
Training on new e-banking software is insufficient	29 (25.2%)	32 (27.8%)	31 (27%)	19 (16.5%)	4 (3.5%)	115 (100%)
There are frequent technical issues with e-banking platforms	24 (20.9%)	23 (20%)	36 (31.3%)	22 (19.1%)	10 (8.7%)	115 (100%)
E-banking system lacks user-friendliness	11 (9.6%)	22 (19.1%)	33 (28.7%)	33 (28.7%)	16 (13.9%)	115 (100%)

System security concerns hinder adopting of e-banking	12 (10.4%)	24 (20.9%)	20 (17.4%)	37 (32.2%)	22 (19.1%)	115 (100%)
Frequent update of e-banking make it difficult to stay up to date	20 (17.4%)	25 (21.7%)	35 (30.4%)	30 (26.1%)	5 (4.3%)	115 (100%)

INFERENCE

A satisfaction level program was conducted by 115 participants, yielding positive results. The majority of participants, 39.1% agreed that existing IT infrastructure is not adequate for e-banking services, 27.8% agreed that training on e-banking software is insufficient, 31.3% agreed are neutrally agreed that there is frequent technical issues in e-banking platforms and 30.4% agreed that frequent update of e-banking make it difficult to stay up to date.

5.2 TWO-WAY TABLE

TABLE SHOWING THE COMPARISON OF JOB ROLE AND MAIN CHALLENGES IN E-BANKING

S. No	Job Role in Bank	Main Challenges in E-Banking				Total
		Complexity of e banking System	Inadequate technical support	Lack of adequate training	Lack of Customer awareness about e-banking	
1	Cashier	15 (40.54%)	6 (28.57%)	15 (46.87%)	7 (28%)	43
2	Customer Service Representative	6 (16.21%)	4 (19.04%)	2 (6.25%)	6 (24%)	18
3	IT Staff	8 (21.62%)	5 (23.80%)	3 (9.37%)	2 (8%)	18
4	Manager	8 (21.62%)	6 (28.57%)	12 (37.5%)	10 (40%)	36
	Total	37	21	32	25	115

INFERENCE

The above table shows that Cashiers appear to face the greatest difficulties, particularly with the complexity of the e-banking system (40.54%) and the lack of adequate training (46.87%). This indicates a need for more user-friendly systems and comprehensive training programs for front-line staff. Customer Service Representatives, on the other hand, struggle primarily with the lack of customer awareness (24%), suggesting that educational initiatives aimed at informing customers about e-banking could improve their service delivery. IT Staff highlighted the issue of inadequate technical support (23.80%), indicating that even skilled technical personnel may face barriers due to insufficient support resources. Managers, meanwhile, are

concerned with both the lack of adequate training (37.5%) and customer awareness (40%), pointing to the necessity for broader training initiatives and customer education campaigns.

5.3 CHI-SQUARE

TABLE SHOWING THE RELATIONSHIP BETWEEN GENDER AND ADDITIONAL RESOURCES TO ADOPT E-BANKING

Hypothesis: There is no significant relationship between gender and additional resources to adopt E-Banking

		Additional Resources that helps to adopt E-Banking				Total
		Access to help desk for technical issues	More communication from management	More training sessions	More user-friendly software	
Gender	Female	9	15	9	7	40
	Male	22	17	18	18	75
Total		31	32	27	25	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.047 ^a	3	.384
Likelihood Ratio	2.994	3	.393
N of Valid Cases	115		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.70.

INFERENCE

$$\begin{aligned}
 \text{Degree of freedom} &= (r-1)(c-1) \\
 &= (4-1)(2-1) \\
 &= 3
 \end{aligned}$$

Chi square 5% significance 3df = 3.047

Since, the calculated value of chi – square value (3.047) is lesser than table value (7.81) at 5% level of significance. It has no significant relationship and null hypothesis is accepted. Hence this study concluded that gender has no relationship with additional resources to adopt E-Banking.

VI.FINDINGS

LIKERT SCALE

- 39.1% of the employees agreed with Existing IT infrastructure is not adequate for e-banking services

TWO-WAY TABLE

- 46.25% of the respondents are cashiers who faces technical challenges due to lack of adequate training.

CHISQUARE

- There is no significant relationship between Gender and Additional resources to adopt E-Banking.

VII.SUGGESTION

- Technological challenges of bank employees are addressed through upgrading IT infrastructure and ensuring reliable system integration, reducing downtime and improving overall system efficiency.
- Banks offer provide training programs that keep employees updated on e-banking tools, along with interactive e-learning modules to accommodate different learning paces.
- Banks need to invest in robust cyber security measures, such as encryption, multifactor authentication, and regular security updates.
- Customer service and support challenges will be resolved by developing comprehensive customer relationship management (CRM) systems, providing multi- channel support options, and implementing AI-powered chatbots for routine inquiries, resulting in enhanced customer satisfaction and reduced employee workload.

VIII. CONCLUSION

The rapid adoption of e-banking has undoubtedly transformed the banking sector, offering enhanced convenience for customers and increasing operational efficiency. However, bank employees face numerous challenges as they navigate this digital shift. The integration of new technologies has introduced significant complexities in terms of system reliability, security, and the need for continuous up skilling. Many employees struggle to keep up with the pace of technological advancements, leading to stress, performance anxiety, and potential skill gaps. Moreover, the increasing reliance on e-banking has elevated customer expectations, placing additional pressure on employees to maintain high standards of service while managing the growing volume of transactions.

REFERENCE

1. Singh, J., & Kumar, S.(2023) Challenges and opportunities of e-banking in India – A review. Department of Management, J.S. University, Shikohabad, India.
2. Bahl K, Kiran R and Sharma A (2022), “Impact of Drivers of Change (Digitalization, Demonetization and Consolidation of Banks) with Mediating Role of Nature of Training and Job Enrichment on the Banking Performance”, SAGE Open, Vol. 12, No. 2,pp. 1-12.
3. Ghelani D, Hua T K and Koduru S K R (2022), “Cyber Security Threats, Vulnerabilities, and Security Solutions Models in Banking”, Authorea Preprints.
4. Mazurchenko A, Zelenka M and Maršíková K (2022), “Demand for Employees’ Digital Skills in the Context of Banking 4.0”, E&M Ekonomie a Management, Vol. 25, No. 2, pp. 41-58
5. Christensen J O, Finne L B, Garde A H et al. (2020), “The Influence of Digitalization and New Technologies on Psychosocial Work Environment and Employee Health: A Literature Review”, STAMI-Rapport.
6. Roy C N and Viswanathan T (2019), “Disruptive Technologies and Its Effect on The Workforce In Banks: A Framework of Assessment for Mitigation”, the Empirical Economic Letters, Vol. 18, No. 3, pp. 267-281.
7. Meena R and Ganesan P (2019), “Impact of Digital Disruption on Human Capital of Banking Sector”, the International Journal of Analytical and Experimental Modal Analysis, Vol. 11, No. 8, pp. 629-636.
8. Mrs Jyoti Suraj Harchekar "Digitalization in Banking Sector" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Special Issue | International Conference on Digital Economy and its Impact on Business and Industry, October 2018, pp.103-109.