



THE IMPACT OF AWARENESS ABOUT THE DIGITAL - BANKING SERVICES TO CUSTOMER IN AVADI DISTRICT

*N. Saravanan, (P/T, Ph.D Research Scholar), PG & Research Department of Commerce, Vivekanandha College of Arts & Sciences for Women, (Autonomous), Namakkal District.

** Dr. R. Leelavathi, (Research Supervisor), PG & Research Department of Commerce, Vivekanandha College of Arts & Sciences for Women, (Autonomous), Namakkal District.

Abstract

E-banking has emerged from such an innovative development. The objective of the present paper is to study on customer attitude of SBI E-banking services. The E-banking is an application that has been developed for a well-established regional bank operating primarily in India. In the world of this competitive environment and technological development, the bank has been totally computerized in the last 10 years, and to increase its customer base has started planning, for a concept called as E-banking; with this concept the bank wants to move very nearer to the customers and increase its basic operational strategies. Through E-banking the bank wants to introduce the core concept of IT based Enabled Services (ITES). The E-banking services are executed only upon the customer, and these E-banking services would fully integrate with the core banking solution that is already in usage. The major idea is to provide a series of services to the customer through the ATM, Mobile banking and make the customer feel flexible in calling out simple tasks faster instead of making visit to the bank every time.. This study helps to find out that the impact Awareness about of Digital banking services to the customers have moderate level of satisfaction through the Banking services.

KEYWORDS: E-banking Services, ATM, Impact of Digital Banking and SBI.

INTRODUCTION

Online banking, also known as internet banking, web banking or home banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. The online banking system will typically connect to or be part of the core banking system operated by a bank to provide customers access to banking services in addition to or in place of traditional branch banking. An analysis of the differences in risk perceptions between bank customers using E-banking and those not using E-banking was done and it showed that risk perceptions in terms of financial, psychological and safety risks among customer not using the internet was more meaningful than those using E-banking. Customers

not preferring to use internet banking thought that they would be swindled when using this service, and therefore, are particularly careful about high risk expectation during money transfers from and between accounts. Only 37% of Indian Online users come from Top 10 cities i.e. Mumbai, Bangalore, Delhi, Calcutta, Chennai, Pune, Hyderabad, Ahmedabad, Surat and Nagpur.

OBJECTIVES OF THE STUDY

1. To evaluate the awareness of customers towards the E-banking facilities.
2. To Analysis the level of satisfaction about E-banking services.

RESEARCH METHODOLOGY

The study was based on primary data. The required information was collected by administering an interview schedule to the selected respondents. The location of the study was confined to Avadi district on the grounds of easy accessibility to data and time constraints. The sample size of the study was 100. The researcher find the sample size is randomly state bank of India branches in Avadi. Data collected were tabulated and analysed using percentage method, weighted average and rankand ANOVA test.

STATEMENT OF THE PROBLE

To understand why many customers still go for the traditional banking system though E-banking has become prevalent among the common masses for a considerable period.

HYPOTHESIS

H₁: There is significant relationship between the Education and ATM Facility.

REVIEW OF LITERATURE

A.J.Joshua, Moli P Koshy(2018), in this study majority of the respondents have computer and internet access and they are also mostly proficient in using them. The users of internet banking and mobile banking are in general found to be spending more hours using computers and internet than non-users of these services. The hours of computer usage, the frequency of internet usage and hours of internet browsing were found to be significantly higher among users as compared to non-users of technology enabled banking self-service.**M. Almohaimmeed (2019):** in a research titled-“Customer Behaviour towards Internet Banking: A Study of the Dormant Users of Saudi Arabia” identified the factors affecting Saudi customers’ intentions towards the use of internet banking, to examine the role of Saudi customers’ trust with regard to the use of internet banking and to examine how the dimensions of task technology fit influence behavioural intention and perceived ease of use with regard to internet banking use.

VijayakumarRajarathinam and charndra Kumar Man-galam(2020), has indicate that users were influenced by factors such as quick direct access, ease of use, anytime anywhere banking, status symbol, safety and security. The influence of the factors varied from the type of users. Consumers have different

levels of competency in internet banking usage. The higher the consumers felt about their competency in handling internet banking, higher was their frequency in usage of internet banking.

Red.Prof.Dr.PolonaTominc and Ms.RichaPandit (2021): “Study of the Impact of Service Quality on Consumer Behaviour in Internet Banking Services”. This paper indented to measure how service quality influences the internet users of the banks. The main emphasize of the researcher was on to find out the factors affecting consumer behaviour towards internet banking services, to study the impact of service quality on consumer behaviour and to study loopholes of internet banking services.

ANALYSIS AND INTERPRETATION

Table - 1

GENDER WISE CLASSIFICATION OF THE RESPONDENTS

SI. No	Gender	No. of Respondents	Percentage
1	Male	56	56 %
2	Female	44	44%
	Total	100	100

Source: Primary Data

The above table shows the gender wise classification of the respondents. It is clearly observed from the table, 56 % of the respondents are male and 44 % of the respondents are female. It is concluded that majority (56 %) of the respondents are male.

Table - 2

AGE GROUP OF THE RESPONDENTS

SI.No	Age (in years)	No. of Respondents	Percentage
1	Up to 18	2	2 %
2	19 – 25	27	27 %
3	26 - 32	39	39 %
4	33 – 39	12	12 %
5	Above 40	20	20 %
	Total	100	100

Source: primary data

The above table shows that the age wise classification of the respondents. It is clearly observed from the table, 39 % of the respondents are in the age group of 26 to 32 years, 27% of the respondents are in the age group of 19 to 25years, 20 % of the respondents are in the age group of above 40 years, 12 % of the respondents are in the age group of 33 to 39 years and 2 % of the respondents are in the age group of Up to 18 years. It is concluded that the majority of the respondents (39 %) are in the age group of 26 to 32 years.

Table - 3
EDUCATIONAL STATUS OF THE RESPONDENTS

SI. No	Education	No. of Respondents	Percentage
1	Up to Plus Two	3	3 %
2	U.G	28	28 %
3	P.G	50	50 %
4	Professional	19	19 %
	Total	100	100

Source: Primary Data.

The above table predicts the Educational status of the respondents. From the above table, it is inferred that 50 % of the respondents Educational status is Post Graduates, 28 % of the respondents Education status is Under Graduates, 19 % of the respondents Education status is Professional Degree, and 3 % of the respondents Education status is Up to plus two. It has been observed from the table that majority of the respondents (50 %) Education status is Post Graduates.

Table - 4
OCCUPATIONALS OF THE RESPONDENTS

SI. No	Occupation	No. Of Respondents	Percentage
1	Govt. Employee	19	19 %
2	Private Employee	56	56 %
3	Businessmen	20	20 %
4	Retired	5	5 %
5	Agriculturalist	0	0 %
	Total	100	100

Source: Primary Data.

In the above mentioned table, it has been observed that Occupation wise classification of the respondents. From the above table, it is inferred that 56 % of the respondents are Private Employees, 20 %

of the respondents are Businessman, 19 % of the respondents are Govt. Employees, 5 % of the respondents are retired and 0 % of the respondents are Agriculturalist. It has been observed from the table that majority of the respondents (56 %) are Private Employees and there is no Agriculturalist customer in this study.

Table - 5

FAMILY INCOME LEVEL PER MONTH

SI. No	Income	No. of Respondents	Percentage
1	Up to Rs. 20,000	28	28 %
2	Rs.20,001 – 40,000	47	47 %
3	Above Rs. 40,000	25	25 %
	Total	200	100

Source: Primary Data.

The above table exhibits the monthly income level of the respondents. It is clearly observed from the table, 47 % of the respondents monthly income is Rs.20,001 to Rs.40,000, 28 % of the respondents family monthly income is Up to Rs.20,000, and 25 % of the respondents family income is above Rs.40,000. It is inferred from the above table that Majority of the respondent's (47 %) monthly income is Rs.20, 001 to 40,000.

Table - 6

SOURCES TO KNOW ABOUT SBI E-BANKING SERVICES

SI. No	Sources	No. of Respondents	Percentage
1	Bank office	28	28 %
2	Online Ads	25	25 %
3	Media	26	26 %
4	Family	6	6 %
5	Friends	15	15 %
	Total	100	100

Source: Primary Data.

In the above mentioned table, it has been observed that classification of the respondents on basis of sources of know about SBI E-banking services. From the above table, it is inferred that 28 % of the respondents are known SBI E-banking services through Bank office, 26 % of the respondents are known SBI E-banking services through media, 25 % of the respondents are known SBI E-banking services through Online Ads, 15 % of the respondents are known SBI E-banking services through Friends, and 6 % of the respondents are known SBI E-banking services through Family. It is inferred from the above table that Majority of the respondents (28 %) are known SBI E-banking services through Bank office.

Table - 7

PERIOD OF USAGE OF SBI E-BANKING SERVICES

SI. No	Using the SBI E-banking services	No. of Respondents	Percentage
1	Less than 1 Year	22	22 %
2	1 Year to 2 Years	47	47 %
3	2 Years to 3 Years	17	17 %
4	More than 3 Years	14	14 %
	Total	200	100

Source: Primary Data.

The above table clearly point out that classification of the respondents on the basis of period of usage of SBI E-banking services. From the above table, it is inferred that 47 % of the respondents are using the SBI E-banking services in 1 year to 2 years, 22 % of the respondents are using the SBI E-banking services in Less than 1 year, 17 % of the respondents are using the SBI E-banking services in 2 years to 3 years, and 14 % of the respondents are using the SBI E-banking services in more than 3 years. It is inferred from the above table that Majority of the respondent's (47 %) are using SBI E-banking services in 1 year to 2 years.

Table – 8

FEEL ABOUT SBI E-BANKING SERVICES

SI. No	Feel about SBI E-banking services	No. of Respondents	Percentage
1	Vital	19	19 %
2	Essential	35	35 %
3	Desirable	31	31 %
4	Cannot say exactly	12	12 %
5	Not needed	3	3 %
	Total	100	100

Source: Primary Data.

From the above table, it has been clearly noted that Feel about SBI E-banking services. From the above table, it is inferred that, 35 % of the respondents opinion that Essential in the SBI E-banking services, 31 % of the respondents opinion that Desirable in the SBI E-banking services, 19 % of the respondents opinion that Vital in the SBI E-banking services, 12 % of the respondents opinion that Cannot say exactly in the SBI E-banking services, and 3 % of the respondents opinion that Not needed in the SBI E-banking services. It is inferred from the above table that Majority of the respondents (35 %) are Opinion that Essential SBI E-banking services.

Table - 9

ATM FACILITY USING RESPONDENTS

Sl. No	ATM Facility	No. of Respondents	Percentage
1	Depositing cash	25	25 %
2	Withdrawing cash	30	30 %
3	Transfer of funds	20	20 %
4	Check Account Balance	25	25 %
	Total	100	100

Source: Primary Data.

In the above mentioned table, it has been observed that ATM Facility use of the respondents on basis of sources of know about SBI E-banking services. From the above table, it is inferred that 30 % of the respondents are using ATM facility for withdrawing cash, 25% of the respondents are both purposes of using ATM facility for Depositing cash and Check Account Balances, and 20 % of the respondents are using ATM facility for Transfer of funds. It is inferred from the above table that Majority of the respondents (30 %) are using ATM facility for Withdrawing cash.

Table - 10

SBI E-BANKING USERS SATISFACTION LEVEL, WEIGHTED AVERAGE AND RANK

S. No	Parameters	Highly satisfied (4)	Satisfied (3)	Average (2)	Dissatisfied (1)	Highly dissatisfied (0)	Weighted average	Rank
1.	Bank services	24	65	11	0	0	31.3	2
		96	195	22	0	0		
2.	Safety&Security	27	63	10	0	0	31.7	1
		108	189	20	0	0		
3.	Transaction Speed	30	48	21	1	0	30.7	3
		120	144	42	1	0		
4.	Convenience	22	50	25	3	0	29.1	4
		88	150	50	3	0		
5.	Add on Services	9	39	40	7	5	24.0	5
		36	117	80	7	0		
6.	CRM	11	40	32	11	6	23.9	6
		44	120	64	11	0		
7.	Friendliness	11	35	37	10	7	23.3	7
		44	105	74	10	0		
8.	Software issues	10	38	31	16	5	23.2	8
		40	114	62	16	0		

9.	Bank charges	3	39	33	20	5	21.5	9.5
		12	117	66	20	0		
10.	Grievance handling method	5	40	30	15	10	21.5	9.5
		20	120	60	15	0		

Source: Primary Data.

In the above mentioned table, it has been observed that, the SBI E-banking users satisfaction levels was the best in Safety and Security is 1st rank, Bank Services is 2nd rank, Transaction speed is the 3rd rank, Convenience is the 4th rank, Add on Services is the 5th rank, CRM is the 6th rank, Friendliness is the 7th rank, Software issues is the 8th rank, and both Bank charges and Grievance handling method are the 9.5th rank.

Table - 11

EDUCATION AND ATM FACILITY

ANOVA

Hypothesis:

H₁: There is significant relationship between the Education and ATM Facility.

Education	Up to Higher Secondary	U.G	P.G	Professional Degree	ΣR_i	R_i²	X_{ij}²
ATM Facility	y						
Depositing cash	0	7	16	2	25	625	309
Withdrawing cash	2	6	18	4	30	900	380
Transfer of funds	0	8	6	6	20	400	136
Check Account Balance	1	7	10	7	25	625	199
C_i	3	28	50	19	100	2550	1024
C_{i2}	9	784	2500	361	3654		

$$\text{Correction Factor (CF)} = \frac{G^2}{N}$$

$$= \frac{(100)^2}{16} = 625$$

$$\text{Total Sum of Squares (TSS)} = \sum X_{ij}^2 - \text{CF}$$

$$1,024 - 625 = 399$$

$$\text{Sum of Squares Columns (SSC)} = \frac{\sum C_i^2}{r} - \text{CF}$$

$$\frac{3654}{4} - 625 = 288.5$$

$$\text{Sum of squares Row (SSR)} = \frac{\sum r t^2}{C} - CF$$

$$\frac{2550}{4} - 625 = 12.5$$

$$\text{Error Sum of Squares (ESS)} = TSS - (SSC + SSR)$$

$$399 - (288.5 + 12.5) = 98$$

ANOVA TABLE

Sources of Variance	Sum of Squares	Degrees of freedom	Mean Squares	F - calculated Value	F - Table Value
Between variable (r)	12.5	4 - 1 = 3	4.166	0.3826	3.8626
Between variable (c)	288.5	4 - 1 = 3	96.166	8.8322	3.8626
Error	98	15 - 6 = 9	10.888		
		16 - 1 = 15			

The table value for F (3,9) at 5% level of significance = 3.8626. The calculated value of F is less than table value. Hence, the alternative hypothesis is rejected, and there is no significant different between Education and ATM Facility.

The table value for F (3,9) at 5% level of significance = 3.8626. The calculated value of F is great than table value. Hence, the alternative hypothesis is accepted, there is a significant different between Education and ATM Facility.

SUGGESTIONS

1. Give proper training to customers for using SBI E-banking Services
2. Create a trust in mind of customers towards security of their accounts
3. Customers should be motivated to use SBI E-banking facilities more.

CONCLUSION

E-banking services are highly useful to customers as well as banks. To increase productivity, efficiency, service quality of banks, expansion of banks globally E-banking is major important of all commercial banks to adopt in their countries as well as their customers. It is found from this study that younger generation were using SBI E-banking services are more as compared to older generation because of new innovation in information technology and their adoption level is high in E-banking services. Above 40 age group category were using SBI E-banking services. Risk is one of the factor customer were consider while opening an Online bank account .They didn't feel secure in the E-banking. The respondents preferred ATM, E-banking, Mobile banking, SMS banking for their financial transactions.

REFERENCE:

1. Joshua.A.J.,Moli P Koshy(2018), "Usage Patterns of Electronic Banking Services by Urban Educated Customers:Glimpses from India", Journal of Internet Banking and Commerce, Vol.16, No.1.
2. Bader M. Almohaimmeed (2019): in a research titled-"Customer Behaviour towards Internet Banking: A Study of the Dormant Users of Saudi Arabia"
3. VijayakumarRajarathinam, Chandra Kumar Mangalam (2019), "Internet Banking User's Competence and its Influence on Usage Satisfaction", Journal of Internet Banking and Commerce, Vol.18, No.3.
4. Red. Prof. Dr. PolonaTominc and Ms. RichaPandit (2020): "Study of the Impact of Service Quality on Consumer Behaviour in Internet Banking Services". Harvard Business Review, 68, 105-11.
5. www.sbi.co.in

