

An Analysis of Services Provided By the Banks through E-Banking in Rajasthan with Special Reference to Udaipur City

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Abstract: Today, banks seem to be jumping on the bandwagon of Internet banking. Why is there a sudden increase of bank interests in the Internet? The first major reason is because of the improved security and encryption methods developed on the Internet. The second reason is that banks did not want to lose a potential market share to banks that were quick to offer their services on the internet. Another trend in e-banking is a shift of focus of banks from being product-centric to customer-centric. Access to the Internet has put wealth management decisions and demand side technology in customers' hands, and they can dictate the types of products and services they require, while the internet has enabled banks to deliver desired product/services more quickly.

Keywords: E-banking, Internet, Kiosk, P.C., Personal Digital Assistant (PDA), Automated Teller Machine (ATM).

1. INTRODUCTION

Electronic banking is an activity that is not new to banks or their customers. Banks have been providing their services to customers electronically for years through software programs. These software programs allowed the user's personal computer to dial-up directly. In the past however, banks have been very reluctant to provide their customers with banking via internet due to security concerns.

E-banking is defined as the automated delivery of new and traditional banking products and services directly to customers through electronic, interactive communication channels. E-banking includes the systems that enable financial institution customers, individuals or business, to access accounts, transact business, or obtain information on financial products and services through a public or private network, including the internet.

Customers access e-banking services using an intelligent electronic device, such as a personal computer (PC), personal digital assistant (PDA), automated teller machine (ATM), kiosk, or touch tone telephone. While the risk and controls are similar for the various e-banking access channels, this booklet focuses specifically on Internet-based services due to the Internet's widely accessible public network. Accordingly, this booklet begins with a discussion of the two primary types of Internet websites: Informational and transactional.

2. LITERATURE REVIEW

G. Kanabiran and P.C. Narayan discuss in their article the experiences of a private sector bank in deploying Internet banking and e-commerce in India. Strategic alignments of business and IT strategies, planning and implementation of e-banking initiatives and management of benefits have been captured, along with key contributions to development. Arne Horst Treiblmaier in this paper investigates the importance of antecedents of online loyalty such as trust, quality of the Web site, quality of the service and overall satisfaction. Rather than investigating which factors drive customers to use

online banking instead of offline banking, quality, this paper addresses the problem of how to keep customers online and loyal to a specific supplier. A survey among more than 2,000 customers of an Austrian online bank was conducted and a structural equation modeling approach was used to gain important insights into how customer retention in the online banking business can be ensured.

Satisfaction and trust were identified as important antecedents of loyalty. Additionally, the moderating role of consumer characteristics (gender, age, education level, employment status, monthly income, involvement, perceived risk and technophobia) was supported by the data.

Dr. Himani Sharma Today, e-banking is used as a strategic tool by the global banking sector to attract and retain customers.

The present paper is the outcome of an empirical study conducted with the objective of investigating bankers' views regarding e-banking. It covers bankers' perspectives on e-banking activities of respondents, impact of e-banking and promotional measures used by banks to promote E-banking. The survey data used in this research are collected through by questionnaire. The enquiry reveals that customers generally use e-banking services on persuasion of bankers. User-ship is mostly concentrated on professional, business class and males belonging to middle age. The bankers are convinced that e-banking helps in improving the relationship between bankers and customers and that it will bring patent improvement in the overall performance of banks. So far as promotional avenues are concerned, print media is at the top.

3. OBJECTIVES

1. Compare the difference in services of the banks.
2. To know about the current and future prospects of e-banking to the customers.
3. To know about the customer preferences of the services.
4. To study whether the customers are satisfied with their services or not.
5. To study the awareness of e-banking services.

4. RESEARCH METHODOLOGY

Research Methodology – Descriptive and Analytical Research

Research design- Qualitative and Quantitative

Sampling Methods – Convenience Sampling

Data Collection – Survey Method

Data Sources – Primary Data: Questionnaire;

Secondary Data: Books, Journals, magazines, Internet

Sample Size – 120 respondents from Udaipur city, Rajasthan

DISCUSSION DEMOGRAPHIC PROFILE:

This analysis included a segment on customer's profile, as an assortment of demographic and other factors were likely to influence the degree of customers of customer satisfaction with respect to the products and services offered by the bank. The demographic profile of the customers can be seen in table.

TABLE – DISCUSSION DEMOGRAPHIC PROFILE

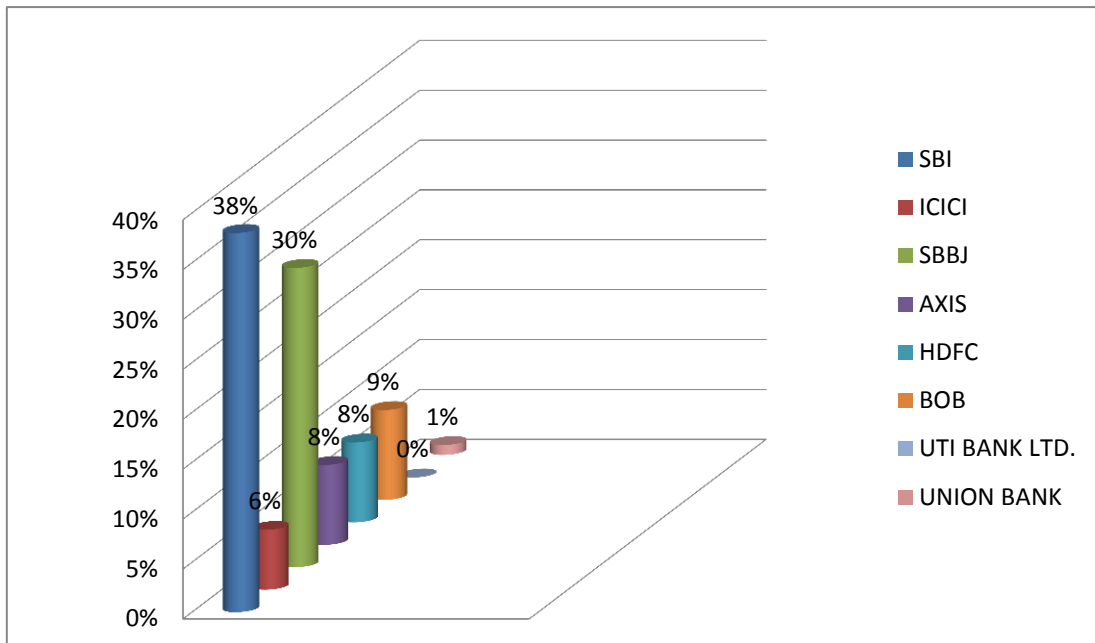
S. NO.	DEMOGRAPHIC	FREQUENCY	PERCENTAGE
1.	Gender:		
	Male	62	51.67
	Female	58	48.33

	Total	120	100
2.	Age (Years):		
	Less than 20	20	16.67
	21-30	35	29.16
	31-40	26	21.67
	41-50	30	25
	Above 50	9	7.5
	Total	120	100
3.	Marital Status:		
	Married	54	45
	Unmarried	58	48.33
	Other	8	6.67
	Total	120	100
4.	Education Level:		
	Graduation	34	28.33
	Post-Graduation	66	55
	Other	20	16.67
	Total	120	100
5.	Employment Status:		
	Self- Employment	18	15
	Wage-Employment	27	22.5
	Professionals	38	31.67
	Students	28	23.33
	Total	120	100
6.	Monthly Income in Rupees:		
	Less than 10,000	24	20
	10,001-20,000	40	33.33
	20,001-30,000	45	37.5
	Above 30,000	11	9.17
	Total	120	100

As we can be seen from table, the respondents had a relatively equal balance of males (51.67%) and females (48.33%). The sample customers were mostly in the age group of 21-30 years (App. 30%). It is also evident from the table that 16.67% of the respondents were youngsters (below 20 years). Most of the respondents were unmarried (48.33%), while 45% were married. The respondents were predominantly post-graduates (55%) and Graduates (28.33%). This implies that the respondents had high literacy levels. As far as occupation is concerned, the respondents were a mix students (23.33%), self-employed (15%), wage employed (22.5%), professionals (31.67%), and other (7.5%). The table further indicated that the majority of the respondents were earning between Indian Rs. 20,000 to 30,000 (37.5%) per month. Around 20% of the respondents had income of less than Indian Rs. 10,000 while 9.17% of the respondents earned more than Indian Rs. 20,000.

5. RESULT ANALYSIS

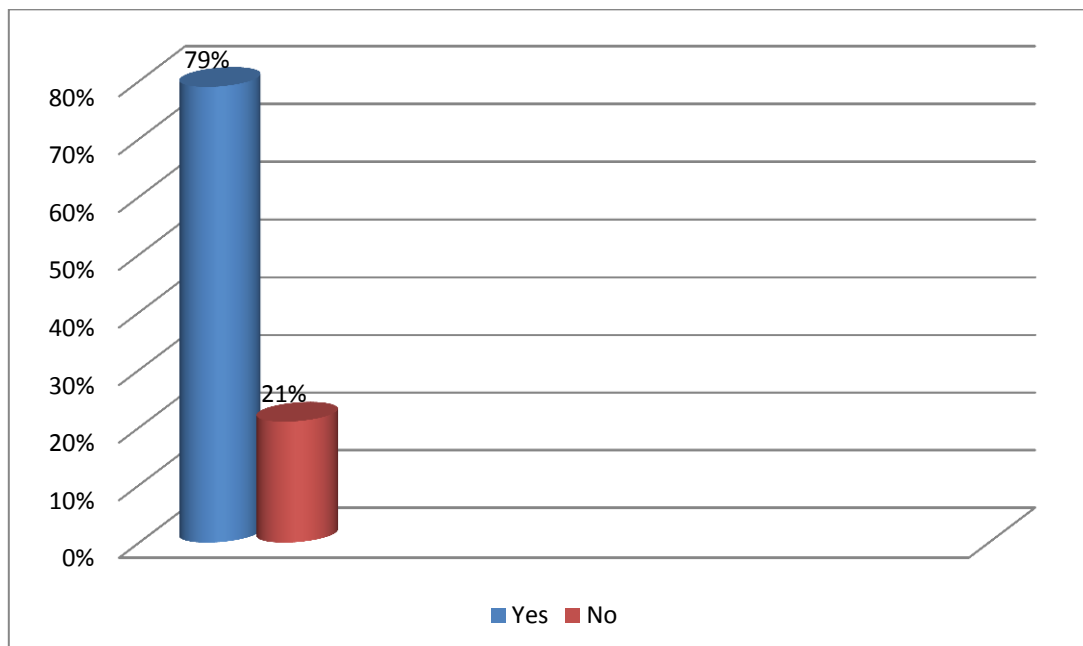
Q.1- Do you have an account if yes, in which bank?



Interpretation:

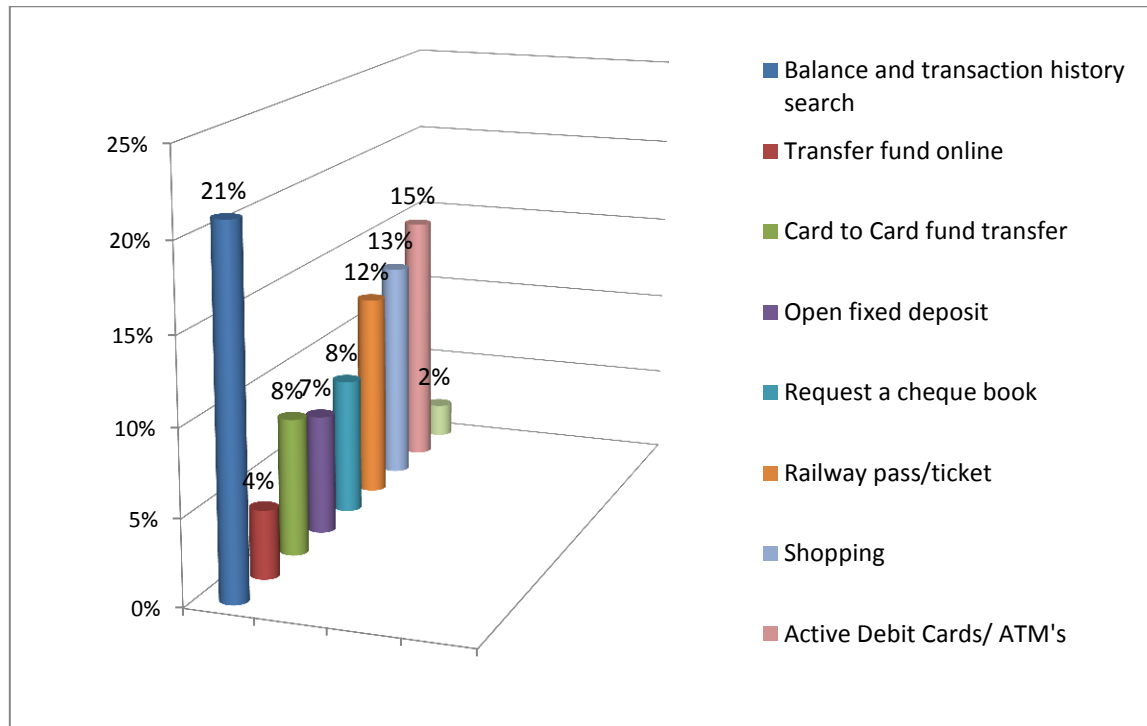
This chart shows that out of 120 respondents 6% have account in ICICI bank, 38% respondents have account in SBI, 8% respondents have account in HDFC, 0% respondents have account in UTI Bank Ltd. And 8% respondents have account in BOB.

Q.2- Are you utilizing E- banking services offered by you?

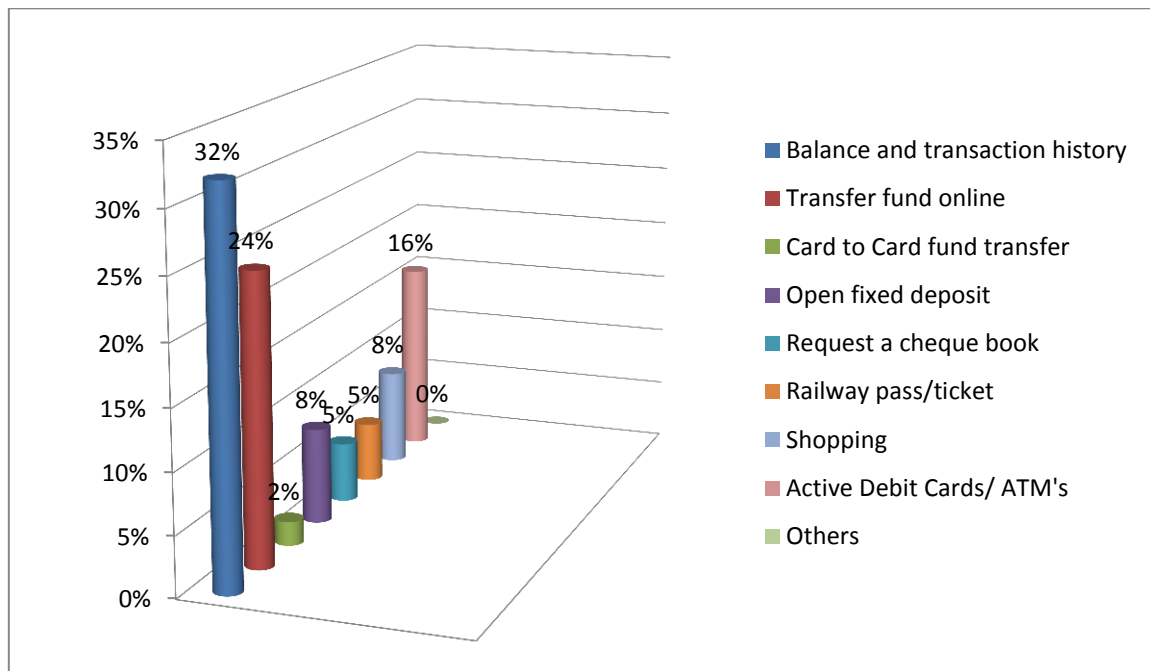


Interpretation –

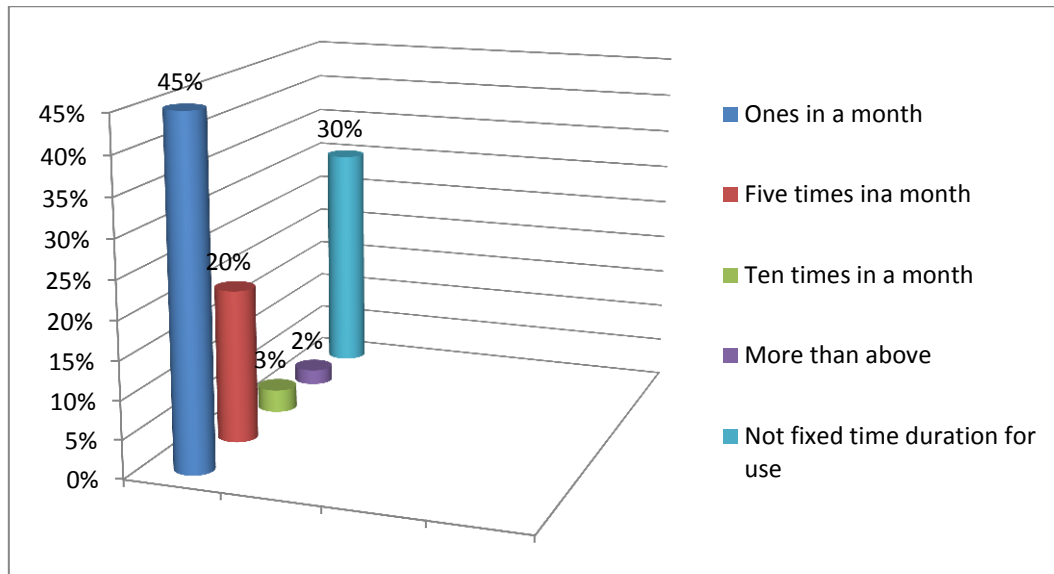
This chart shows that out of 120 respondents, 79% respondents are utilizing E-banking services and 21% respondents are not utilizing E-banking services offered by the bank.

Q.3- What are the E-banking services offered by your bank?**Interpretation-**

This chart shows that out of 120 respondents, mostly 21% respondents choose balance and transaction history search and 2% respondents choose other E-banking offered by their banks.

Q.4- Which is the services of E-banking by your bank that you are utilizing more frequently?**Interpretation-**

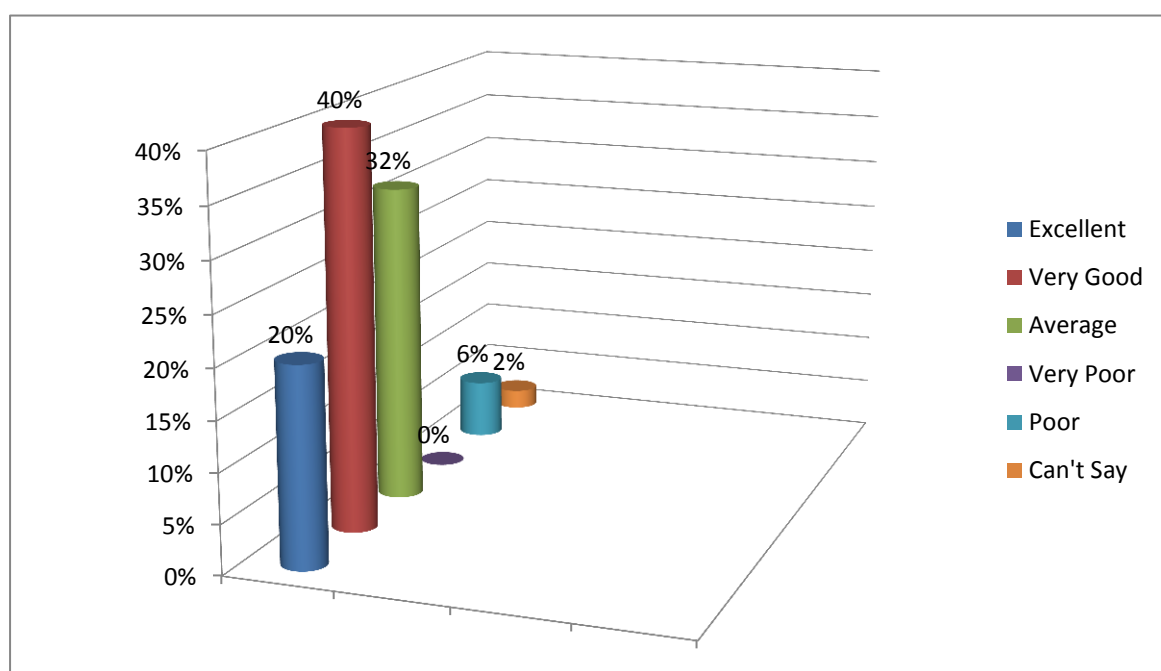
This chart shows that out of 120 respondents mostly 32% respondents are utilizing balance and transaction history search services most frequently.

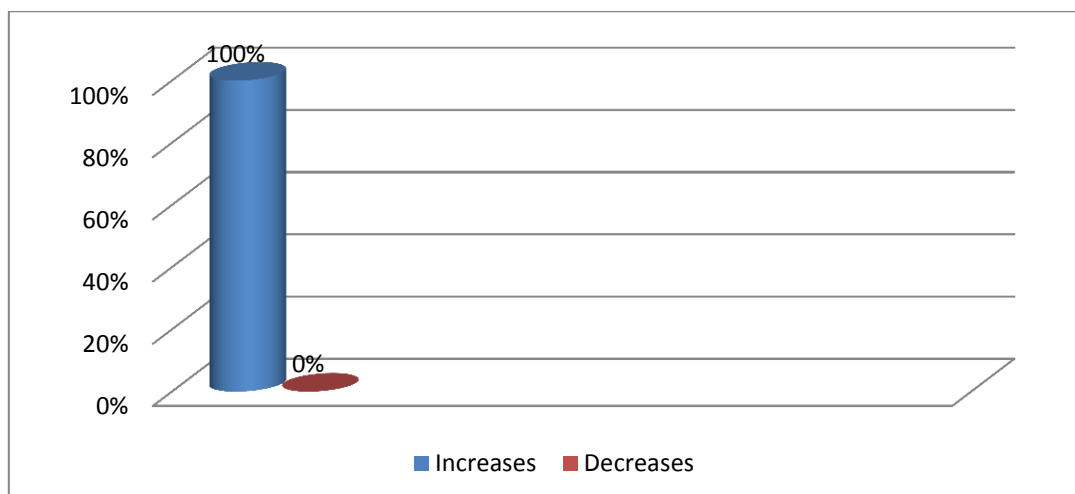
Q.5- How frequently in a month you are utilizing E-banking services?**Interpretation-**

This shows that out of 120 respondents, 45% utilizing E-banking services once in a month, 20% respondents utilizing E-banking services five times in a month, 3% respondents utilizing E-banking services ten times in a month, 2% respondents utilizing other E-banking services and 30% respondents utilizing E-banking services not fixed time duration.

Q.6- How is your E-banking services of this bank?**Interpretation –**

This chart shows that out of 120 respondents, 20% respondents says that E-banking services of the bank is excellent, 40% respondents says that the E-banking services of the bank is very good. 32% respondents says that the E-banking services of the bank is average, 0% respondents says that E-banking services of the bank is very poor and 2% respondents can't say about the E-banking services of the bank.



Q.7- Have you realized the E-banking services in your bank increase or decrease day by day?**Interpretation-**

This chart shows that out of 120 respondents, 100% respondents realized that E-banking service in bank increase and 0% respondents realized that E-banking services in bank decreases.

Q.8- What are the reasons for not utilizing E-banking services?**Interpretation:**

This chart shows that out of 120 respondents, 27% respondents not utilizing E-banking services because fear of fraud, 33% respondents not utilizing E-banking services because not too much awareness and 30% respondents not utilizing E-banking services for other reason.

6. FINDING

From this study, I found that most of the people have bank account and in that 38% have account in SBI and 30% have account in SBBJ.

- I found that most of the respondents say that the services of the bank are good.
- Out of the total respondents, 90% are aware about E-banking services, in that 79% respondents are utilizing E-banking services and 18% are not utilizing E-banking services because of fear of fraud.
- From this research, I found that most of the banks offers balance and transaction history search services and 35% respondents say that the bank provides very good services.

- I found that 55% respondents are satisfied with the portfolio of E-banking services and most of the people visited the bank other than in their account.
- I found that 32% respondents are utilizing E-banking services once in a month and most of people utilize the balance & transaction history search most frequently.

7. LIMITATIONS

1. The area was limited only to Udaipur City, Rajasthan. The result may have varied, if it was conducted somewhere else.
2. The sample size taken is only 120 due to time constraints, which may not result in very accurate results.

8. SUGESSTIONS

- Banks provide good services with cheaper service fees to their customer.
- Banks offered different E-banking services to the customers so the customers are satisfied with their services and they utilize easily.
- Banks provide security for their customers.
- Banks can improve their efficient E-banking protections and possibly mitigate or significantly decrease the risk of falling victim to cyber attack.

9. CONCLUSION

In the end, I choose to end on an optimistic note. In my opinion, this is an exciting time for E-banking researchers. The basic objective of our research was to analyze the awareness among customers for internet banking in Rajasthan. It gives direction to research tool, research types and techniques. Although the findings reveal that people know about the services but still many of them are non-users so the bank should by promotion try to retain the customers. Bank should look forward to have some tie-ups with other financial institutions to increase the services base. E-banking creates issues for banks and regulators alike. For our part we will continue our work, both national and international, to identify and remove any unnecessary barriers to E-banking. For their part, banks should have a clear and widely disseminated strategy that is driven from the top and takes into account the effects of e-banking, together with an effective process for measuring performance against it take into account the effect that e-provision will have upon their business risk exposures and mange these accordingly.

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