

International Multidisciplinary Research Journal

Golden Research Thoughts

Chief Editor
Dr.Tukaram Narayan Shinde

Publisher
Mrs.Laxmi Ashok Yakkaldevi

Associate Editor
Dr.Rajani Dalvi

Honorary
Mr.Ashok Yakkaldevi

Golden Research Thoughts Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Regional Editor

Manichander Thammishetty
Ph.d Research Scholar, Faculty of Education IASE, Osmania University, Hyderabad

International Advisory Board

Kamani Perera Regional Center For Strategic Studies, Sri Lanka	Mohammad Hailat Dept. of Mathematical Sciences, University of South Carolina Aiken	Hasan Bakfir English Language and Literature Department, Kayseri
Janaki Sinnasamy Librarian, University of Malaya	Abdullah Sabbagh Engineering Studies, Sydney	Ghayoor Abbas Chotana Dept of Chemistry, Lahore University of Management Sciences[PK]
Romona Mihaila Spiru Haret University, Romania	Ecaterina Patrascu Spiru Haret University, Bucharest	Anna Maria Constantinovici AL. I. Cuza University, Romania
Delia Serbescu Spiru Haret University, Bucharest, Romania	Loredana Bosca Spiru Haret University, Romania	Ilie Pinteau, Spiru Haret University, Romania
Anurag Misra DBS College, Kanpur	Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Xiaohua Yang PhD, USA
Titus PopPhD, Partium Christian University, Oradea,Romania	George - Calin SERITAN Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, IasiMore

Editorial Board

Pratap Vyamktrao Naikwade ASP College Devrukh,Ratnagiri,MS India Ex - VC. Solapur University, Solapur	Iresh Swami S. D. M. Degree College, Honavar, Karnataka	Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur
R. R. Patil Head Geology Department Solapur University,Solapur	N.S. Dhaygude Ex. Prin. Dayanand College, Solapur	R. R. Yalikal Director Managment Institute, Solapur
Rama Bhosale Prin. and Jt. Director Higher Education, Panvel	Narendra Kadu Jt. Director Higher Education, Pune	Umesh Rajderkar Head Humanities & Social Science YCMOU,Nashik
Salve R. N. Department of Sociology, Shivaji University,Kolhapur	K. M. Bhandarkar Praful Patel College of Education, Gondia	S. R. Pandya Head Education Dept. Mumbai University, Mumbai
Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai	Sonal Singh Vikram University, Ujjain	Alka Darshan Shrivastava Shaskiya Snatkottar Mahavidyalaya, Dhar
Chakane Sanjay Dnyaneshwar Arts, Science & Commerce College, Indapur, Pune	G. P. Patankar S. D. M. Degree College, Honavar, Karnataka	Rahul Shriram Sudke Devi Ahilya Vishwavidyalaya, Indore
Awadhesh Kumar Shirotriya Secretary,Play India Play,Meerut(U.P.)	Maj. S. Bakhtiar Choudhary Director,Hyderabad AP India.	S.KANNAN Annamalai University,TN
	S.Parvathi Devi Ph.D.-University of Allahabad	Satish Kumar Kalhotra Maulana Azad National Urdu University
	Sonal Singh, Vikram University, Ujjain	



A STUDY ON CUSTOMERS SATISFACTION TOWARDS E-BANKING SERVICES IN THANJAVUR DISTRICT

Dr. S. Prabhu

M.Com., MBA., M.Phil., Ph.D

Head & Assistant Professor , Department of Business Administration , Bharath College of Science and Management, Thanjavur .

ABSTRACT

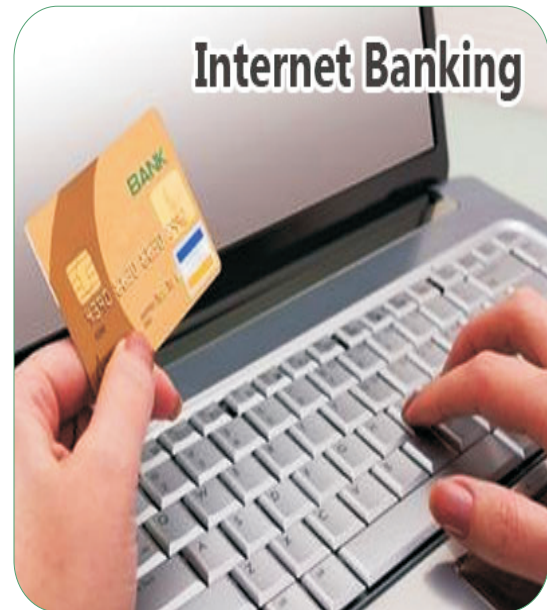
Information and Communication Technology (ICT) came into picture in the year 1980 in banking industry. There were different phases introduced during the evolution of ICT in the banking sector. New generation private sector banks was started by opening up in the third phase, these banks opening the branches with small network under the computerized environment and they introduced the networking concept and centralized operations. E-banking an account is a non specific term making utilization of electronic stations through phone, cell phones, web and so on for conveyance of saving money administrations and items. In India e-keeping money is of genuinely late starting point. The conventional model for saving money has been through branch managing an account.

KEYWORDS :Communication Technology, E banking, Customers Satisfaction.

INTRODUCTION

Information and Communication Technology (ICT) came into picture in the year 1980 in banking industry. There were different phases introduced during the evolution of ICT in the banking sector. In 1980, second phase of development took place for reduced the time on carrying out the activities as well as providing the service to the customer in the front office and back office operations were automated. This helped to a large extent to improving the customer service, reduction in processing time on the front office and back office operations.

New generation private sector banks was started by



opening up in the third phase, these banks opening the branches with small network under the computerized environment and they introduced the networking concept and centralized operations. The centralized operations led to the fourth phase of development after centralized banking system the banks have already captured substantial business, core banking solution was introduced and instead of branch-customer the bank customer concept was introduced. Core banking solution helps to avoid the problems of decentralized network, data base and related operational costs. In core banking Anywhere, Anytime and Anyhow (AAA mantra) was implemented under which the customer carried out his own required transactions through automated teller machine (ATM), mobile banking, internet

banking, and phone banking. Now banker can provide flexible options to the customers at very less operational costs through ATMs and internet banking.

E-BANKING

E-Banking an account is the term that implies and envelops the whole circle of innovation activities that have occurred in the keeping money industry. E-Banking money is a non specific term making utilization of electronic stations through phone, cell phones, web and so forth for conveyance of managing an account administrations and items. The idea and extent of e-keeping money is still in the transitional stage.

EVOLUTION OF GLOBALE-BANKING

E-banking came into being in UK and USA in 1920s. It turned out to be conspicuously mainstream amid 1960s through electronic assets exchanges and Mastercards. It has been evaluated that around 40 percent of keeping money exchange would be done through Net. The idea of online keeping money appeared in Europe and USA in the start of 1980s. It developed through three fundamental stages that can be compressed as takes after

E-BANKING IN INDIA

In India e-banking is of fairly recent origin. The conventional model for managing an account has been through branch keeping money. Just in the mid 1990s there has been begin of non-branch managing an account administrations. The great old manual frameworks on which Indian Banking relied on for a considerable length of time appear to have no place today. The credit of propelling web keeping money in India goes to ICICI Bank. Citibank and HDFC Bank took after with web saving money benefits in 1999. In 2000, in Singapore and South Korea almost 5 to 6 for each penny of high and center salary amass clients led managing an account exchange on the web yet it was just in one for every penny in India.

E-BANKING PRODUCTS AND SERVICES

Indian banks offer to their customers following e-banking products and services:

- + Automated Teller Machines (ATMs)
- + Internet Banking
- + Mobile Banking
- + Phone Banking
- + Tele banking
- + Electronic Clearing Services
- + Electronic Clearing Cards
- + Smart Cards
- + Door Step Banking
- + Electronic Fund Transfer

STATEMENT OF THE PROBLEM

The financial institutions are trying to provide all the services at the customer's door step. The customer has become the focal point either to develop or maintain stability in the business. Still many of the banks are facing challenges to understand the mindset of their clients due to often changing preferences and expectations of the customers. The main driver of this change is changing customer

need and expectations. Customer attitude has gone hand in hand with the development of ATMs, phone banking and net banking, banks aim to provide all banking product and service offering through electronic mode and their endeavor is to be customer centric. There are several major challenges and issues facing the online banking today.

The online banking services are provided by both the public sector and private sector banks, and obviously the range of services and the quality of the same differ between the public and private sector banks. Hence, the researcher has undertaken this study to examine the preferences and satisfaction of the customers towards e- banking services of commercial banks in Thanjavur District.

OBJECTIVES OF THE STUDY

In the light of the above background, the main objective of this study is to identify the banking services in Thanjavur district. The study is fulfilling the following objectives:

1. To study various aspects of E- banking services provided by the public and private banks.
2. To determine the preference of customers regarding the E-service quality in select banks
3. To analyze and compare satisfaction of the customers towards e-service quality in public and private sector banks in the study area.
4. To find out the problems faced by the customers while using E-banking services of select banks
5. To suggest suitable suggestions to come out with conclusions based on analysis

HYPOTHESIS OF THE STUDY

Ho1: "There is no significant association between demographic profile of the respondent and their perception on E-banking services."

Ho2: "There is no significant association between demographic profile of the respondent and their preference towards E-banking services."

Ho3: "There is no significant difference between public and private bank customers' opinion towards Comparison of E-Banking with Traditional Banking in various aspects"

SAMPLING METHODS

After identification of branches, the researcher visited banks under study. The personal judgment method has employed for the selection of banks, where two banks chosen for the study. The sample size was fixed at 600 customers. Convenience sampling technique was used to get the questionnaire filled by the customers. Out of 600 respondents, 300 for each sector bank were allotted and 535 respondents agreed to fill up the questionnaire. On further filtering, 509 respondents were found to be properly and completely filled. Out of which 254 from public and 255 from private sector banks, for calculation purpose it is rounded up to 250 from each sector banks. The researcher herself visited the respective branches of banks and data was collected within the premises of the bank

TYPE OF ACCOUNT HOLD BY THE RESPONDENTS

Respondents are classified according to their nature of account holding, i.e., savings bank account, current account, fixed deposit account, recurring deposit account, loan and other accounts. The following table gives details related to type of account hold by customers.

TABLE 1
TYPE OF ACCOUNT HOLD BY THE RESPONDENTS

Type of Account	Public Sector Bank	Private Sector Bank	Total
Savings Bank Account	49 (19.6)	61 (24.4)	110 (22.0)
Current Account	111 (44.4)	102 (40.8)	213 (42.6)
Fixed Deposit Account	28 (11.2)	26 (10.4)	54 (10.8)
Recurring Deposit Account	7 (2.8)	11 (4.4)	15 (3.6)
Loan and Other Accounts	55 (22.0)	50 (20.0)	105 (21.0)
Total	250 100.0%	250 100.0%	500 100.0%

Source: Primary data

It is concluded that most of the customers prefer public sector banks for holding current account, fixed deposit account and loan account on the other hand most of the sample respondents prefer the private banks for holding saving and recurring deposit accounts. Thus, the findings are pointed to the fact that the highest number of respondents holding current bank account both in public and private sector banks.

REASON FOR THE SELECTION OF BANK

A person may select a bank for saving and getting loan due to various reasons. Hence the researcher made an attempt to know how what factors are behind to select a bank by the respondents, data were gathered and result is presented in the following Table 2

TABLE 2
REASON FOR THE SELECTION OF BANK

Reasons	Public Sector Bank	Private Sector Bank	Total
Better Service	66 26.4%	56 22.4%	122 24.4%
Helpful Staff	105 42.0%	105 42.0%	210 42.0%
Convenient Place	27 10.8%	30 12.0%	57 11.4%
Influence of Friends and Relatives	24 9.6%	21 8.4%	45 9.0%
Most Popular and Others	28 11.2%	38 15.2%	66 13.2%
Total	250 100.0%	250 100.0%	500 100.0%

Source: Primary data

It could be observed that the highest preference was given in both sector banks to staff behavior i.e., helpful staff and the better service as the second important reason for selecting the bank.

TABLE 3
RESPONDENTS' GENERAL OPINION ABOUT E-BANKING SERVICES

E-Banking Services is	Public Sector Bank	Private Sector Bank	Total
Vital	47 18.8%	58 23.2%	105 21.0%
Essential	128 51.2%	111 44.4%	239 47.8%
Desirable	45 18.0%	52 20.8%	97 19.4%
Cannot say exactly	30 12.0%	29 11.6%	59 11.8%
Total	250 100.0%	250 100.0%	500 100.0%

Source: Primary data

It is clearly evident from Table 3 that 18.8 per cent of the respondent from public sector bank and 23.2 per cent of the private sector bank respondent stated that contribution of e-banking is vital, 51.2 and 44.4 per cent of respondents from public and private banks respectively feel as e-banking services are essential. 18 per cent of the respondent from public sector bank and 20.8 per cent of the private sector bank respondent stated that e-banking services are desirable. 12 per cent of customers belong completely to public sector banks and 11.6 per cent of customers belong to private sector banks cannot express exactly their views on e-banking services.

FINDINGS

1. It is revealed from the study that among the 500 representing customers of public and private sector banks, 69.2 per cent were males and 30.8 per cent were females.
2. Nearly 42 per cent of the customers on the whole, belonged to 31-40 years age group category. 20.8 per cent were in the age group of upto 30 years, 21.2 per cent in the age group of 41 to 50 years, and 15.6 per cent in the age group of above 50 years. It is concluded that most of the customers were belongs to second age group i.e., 31-40 years age group category.
3. It is noted from the study that 47.4 per cent of the total respondents came under the category of graduate level of education and they were 237 in number.
4. It is noted from the study that 23.6 per cent of the respondents come under the monthly income group of below ` 25,000, 58.8 per cent are in the group of ` 25,000 to ` 50,000 and remaining 17.6 per cent are in the last group of above ` 50,000.
5. It is noted from the study 62.8 per cent of the respondents were married they were 314 in number and 37.2 per cent of the total respondents were unmarried and they were 186 in number.
6. It is clear from the study 84.4 per cent of the total respondents from urban area they were 422 in number. 78 respondents were from rural area and they accounted 15.6 per cent on the total. It was observed from the study that majority of respondents were from urban area.

SUGGESTIONS

1. Banker ought to sort out preparing system to give legitimate preparing to clients for utilizing e-

keeping money and make a trust as a main priority of clients towards security of their records.

2. Make their destinations more clients cordial. Clients ought to be persuaded to utilize E-keeping money offices more by give a stage from where the clients can get to various records at single time without additional charge.

3. Banks ought to comply with the RBI standards and give offices according to the standards, which are not being trailed by the banks. While the client must be given the provoke administrations and the bank officer ought not have any dread on brain to give the offices according to RBI standards to the units going wiped out.

4. Banker ought to be made accessible web managing an account office in all country branches to concealing the rustic territories with ATMs, portable and tele saving money so that the general population in provincial regions can likewise benefit better administrations.

5. Online saving money is a mechanical progression, which nobody can wish away. In any case, there should be adequate shields to ensure the enthusiasm of the clients; The banks need to give more data relating to the utilization and utility of web based keeping money among the clients, since it will help them in chopping down their cost of operation;

CONCLUSION

The banking business is becoming more and more multifaceted as a result of liberalization and globalizations. With hostile marketing strategies for making business opportunities, banks have developed innovative products, keeping in view the needs of different classes of individual customers. Banks may pursue a feedback system to know the customers' expectations for improving the level of customer satisfaction to the maximum level. E-banking has become a necessary survival weapon and is fundamentally changing the banking industry worldwide. Today, the click of the mouse offers customers banking services at a much lower cost and also empowers them with unprecedented freedom in choosing vendors for their financial service needs.

REFERENCE BOOKS

1. Bhasin Niti, "Banking Development in India 1947 to 2007: Growth, Reforms & Outlook", New Century Publications, New Delhi, 2006, pp. 185-189.
2. Field, J.M., Heim, G.R. and Sinha, K.K. (2011), Managing quality in the e-service system: development and application of a process model, Production and Operations Management, Vol. 1 pp. 291-306.
3. Kamel, S (2005). The use of Information Technology to Transform the Banking Sector in Developing Nations. Information Technology Development, 11(4), 305–312.
4. Raul, R.K.; and Ahmed, J.U. (2007), Public Sector Banks in India- Impact of Financial Sector Reforms, Kalpaz Publications, Delhi.
5. Sukumar (2007), Customers satisfaction Survey in Voice & Data the Business of Communications Magazine, Cyber Media Publication April 2007.
6. Valarie A. Zeithaml, Mary Jo Bitner, "Service Marketing"- Integrating Customer Focus Across The Firm, 3rd edition, Tata McGraw-Hill Publication page 32-36.



Dr. S. Prabhu

M.Com., MBA., M.Phil., Ph.D

Head & Assistant Professor, Department of Business Administration, Bharath

College of Science and Management, Thanjavur.

at www.lsrj.in

Publish Research Article

International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- * International Scientific Journal Consortium
- * OPEN J-GATE

Associated and Indexed, USA

- EBSCO
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing

Golden Research Thoughts
258/34 Raviwar Peth Solapur-413005, Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
Website : www.aygrt.isrj.org