

# A Study On Customer Awareness Level For E-Banking Services In Tenkasi District

Dr. P. Ramalakshmi<sup>1</sup>, P. Mari<sup>2</sup>

<sup>1</sup>Assistant Professor Department of Commerce Sri Parasakthi college for women (Autonomous) Courtallam-627802 (Affiliated to Manonmaniam Sundaranar University Abishekapatti, Tirunelveli-627012) TamilNadu, India.

<sup>2</sup>Full Time Research Scholar, Reg. No ( 20211201012002) Department of Commerce, Sri Parasakthi college for women (Autonomous) Courtallam-627802 (Affiliated to Manonmaniam Sundaranar University Abishekapatti, Tirunelveli-627012) Tamil Nadu, India.

Email: <sup>2</sup>2020marip@gmail.com

**Abstract:** Internet Banking empowers anytime admittance to the customer to give the customer any time admittance to their banks. The E-Banking further need to find fundamental ways to instruct the customer with respect to the new innovation and quality administrations offered by the banking. A portion of these safe and security of E-banking services incorporate the Internet banking, real time gross repayment, bank to bank cash exchange, covering of bills, electronic funds transfer viewing account statement etc. Objective of to discover the customer awareness in regard E-Banking services nationalized and private banking. Information for this examination were gathered from primary and secondary sources. The information gathered from the primary source were analysed with the assistance of various statistical measures such as simple percentage analysis, Garrett ranking method, Chi-Square test analysis were utilized. The information gathered from 85 respondents in Tenkasi area. This paper highlights the customer awareness level for E-banking services.

**Keywords:** Online Banking, customer awareness, E-banking services

## 1. INTRODUCTION:

Banking is a one of a significant monetary mainstay of Indian economy. Everyday expanding change of data innovation world, it prompts improve e-banking administrations of public and private banks. E-banking administrations the well known innovation utilized by bank. E-banking meaning any client with a PC and a program can get associated with his financial site to play out any of the virtual financial capacities. Banking is improvement over conventional financial framework since it has decreased the expense of exchange handling. The accompanying terms all attitude to some type of electronic financial administrations, PC banking (PC), virtual banking, web based banking, home banking, distant electronic banking, telephone banking and e-banking administrations are frequently utilized conversely.

*Types of E-Banking Services:*

Internet Banking – Manage banking exchanges utilizing android telephones and web  
ATM balance – Automatic Teller machines–secure technique for making withdrawals, check balance

Tele Banking - By dialing telebanking number, client can get to ledger

E- Cheque - Electronic money is framework for taking care of cash withdrawals from money machines

Mobile Banking- Access your online financial balance to check adjusts, cover bills, and move reserves, cash move.

*Objective of the study:*

- ❖ To study the awareness levels of customers various of E-Banking services.
- ❖ To study the customer awareness of E-Banking services in public and private banks.
- ❖ To study the customer satisfaction in E-Banking services.

*Scope of the study:*

- ❖ The study is descriptive and analytical in nature. It focus is to examine the “ A Study on customer awareness level for E-banking services with special reference to tenkasi district”.
- ❖ The present study is confined to analyze the attitude of customer awareness level for E-banking services.

## **2. REVIEW OF LITERATURE:**

1. Tiffany (2018) in their study entitled on consumer awareness and usage of E-Banking transactions through mobile phones in thoothukudi Most important of e-banking services in time saved on customer using mobile banking. The reason for using of mobile banking services are easy money transfer facility, more consumer will use of mobile banking.
2. Abbokar Siddip (2017) in their study entitled on the customer awareness towards banking services, with reference to deposit and loan in mangaluru city. Customer awareness about consumer right is same in private bank and public sector banking services and concluded that customer have knowledge based on provided by loan in their banking.
3. Bhupendrasingh Hada (2016) in their paper entitled on “An Analytical study on online baning banking and customer satisfaction in public and private sector banks in India”. Explained factor influence online banking services more to private sector banking customer satisfaction as compared to public bank. Customer more aware of the different E-banking services offered by the banks and majority of private banks customer useful of E-banking facility and conclude that private sector are more customer aware while opening account of the internet banking services.
4. Ratish Gupta (2016) in their paper entitled on " An Analytical examination to administrations quality out in the open and private banks of India. He considered two banking from every classification and examined of administrations quality their presentation. That most significant assistance quality on consumer loyalty is trailed by responsiveness, dependability, substance and affirmation and administrations quality and presume that consumer loyalty are internet banking administrations quality in broad daylight and private banks.

### 3. RESEARCH METHODOLOGY

*Source of Data Collection:*

➤ **Tools of Primary Data:**

The primary data collected were systematically prepared through questionnaire and the interview schedule.

➤ **Tools of Secondary**

The secondary were collected from various journals, magazines, newspaper, books, unpublished records and website etc.

*Sample Size:*

➤ The total sample size for this research study is 85 respondents, who are customer that have done online banking services convenience and purposive sampling method is used to collect the primary data.

*Analysis and Interpretation:*

Table – 1  
 Gender Wise Classification

<b>Gender</b>	<b>No of Respondent</b>	<b>Percentage</b>
Male	37	44
Female	48	56
<b>Total</b>	<b>85</b>	<b>100</b>
<b>Age wise</b>		
Below 25 years	15	18
25-35 years	30	35
35-45 years	25	29
Above -45 years	15	18
<b>Total</b>	<b>85</b>	<b>100</b>

Source: Primary data

From the above table out of 85 respondents, 44 percentage of the respondents are male and 56 percentage of the respondents are female. Considering the age group, 18 percentage of the respondents are above 45 years, 35 percentage of the respondents of 25-35 years. Hence we conclude that the majority of the respondents 25-35 years.

Table - 2

Customer Awareness of E-Banking services in public and private banking

(a) Public Banking

<b>Sources</b>	<b>No of Respondents</b>	<b>Percentage</b>
ATM Banking	20	24
Internet Banking	25	29
Electronic fund Transfer	10	12
Mobile Banking	20	23
Electronic Payment System	10	12
<b>Total</b>	<b>85</b>	<b>100</b>

Source: Primary data

From the above table it clear that majority 29 percentage of the respondents felt that Internet banking an important of customer awareness of e-banking services, 24 percentage of the respondents select the ATM Banking to customer awareness of e-banking services, 23 percentage of the respondents select the Mobile banking to customer awareness of e-banking services, 12 percentage of the respondents select the electronic fund transfer and electronic payment system to customer awareness of e-banking services in public banks. Hence are conclude that the majority of the respondents are Internet banking services.

(b) Private banks

Sources	No of Respondents	Percentage
ATM Banking	20	24
Internet Banking	15	17
Electronic fund Transfer	10	12
Mobile Banking	30	35
Electronic Payment System	10	12
<b>Total</b>	<b>85</b>	<b>100</b>

Source: Primary data

From the above table it clear that majority 35 percentage of the respondents felt that mobile banking an important of customer awareness of e-banking services, 24 percentage of the respondents select the ATM Banking to customer awareness of e-banking services, 17 percentage of the respondents select the internet banking of e-banking services, 12 percentage of the respondents select the electronic fund transfer & electronic payment system to customer awareness of e-banking services in private banks. Hence the conclude that the majority of the respondents are Mobile Banking services.

*Garrett's Ranking Method*

Gerrett's ranking technique was used to rank the preference indicated by the respondents on different sources. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula.

$$\text{Percent position} = 100(R_{ij} - 0.50) / N_j$$

Table - 3

Factor	Total Score	Mean Score	Rank
Time management	7,796	1,299	I
Real time service	7,635	1,275	II
Easy to operate	7,560	1,260	III
Fast and reliable	1,211	1,211	IV
Low cost of charges services	1,205	1,205	V
Computer hackers	1,203	1,203	VI

*Computed data*

*Inference:*

From the above table, the researcher had given first rank to Time management with the Garrett score of 1,299, second rank was given to Real time service with the Garrett mean score of 1,275, third rank was assigned to easy to operate mean score of 1,260, fourth rank was given to Fast and reliable with the Garrett mean score of 1,211, fourth and fifth rank was assigned to

low cost of charges services and computer hackers respectively with the Garrett mean scores of 1,205, 1,203.

*Chi Square Test:*

Chi square test is a tool used to test the existence of the assumed hypothesis and its truthfulness. The formula to find Chi-square value is  $X^2 = \sum [(O-E)^2 / E]$ . The calculated value is to be compared with the Chi square table value for drawing inference

**H<sub>0</sub>** – There is no significant relationship between the e-banking services and gender of the customer respondents

Table - 4

Gender	Below 25 years	25-35 years	35-45 years	Above 45 years	Total
Male	5	20	10	10	45
Female	15	8	10	7	40
<b>Total</b>	<b>20</b>	<b>28</b>	<b>20</b>	<b>17</b>	<b>85</b>

Chi Square Tests

	Calculated value	Table value
There is significant relationship between the e-banking functionality and customer satisfaction	10.08	7.81

Inference: Since the calculated value (10.08) is higher than the table value (7.81) the null hypothesis is rejected.

It is concluded that there is significant relationship between the gender and E-banking functionality and customer satisfaction. Gender of the respondents play and important role in the E-banking functionality and customer satisfaction.

**4. CONCLUSION:**

This paper conclude a consumer awareness level for E-Banking services in Tenkasi district. The research report is based on primary data. Concludes that the most of the bank customers are aware public and private banking in e-banking services. The further have to take necessary of mostly customer aware of internet banking services offered by the public banks. E-Banking services all people used mostly time management and real time services in banking facility. Definitely it will help to retain the existing customer and to attract new customers new technology internet banking services.

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