



A study on consumer awareness towards E-Banking services through mobile phones in Coimbatore city

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Abstract

In recent days mobile communication users are high. More over mobile are used among the people in routine life. Meanwhile the peoples are using mode of transaction through mobile phones are quite high. Mobile transaction is one of the familiar concepts made by the users in world wide. Indian banking sectors has identified a high developments and changes which are taking place in information technology. In today's world most of the banks offer services through electronic system called e-banking. E-banking services create lots of changes in banking sectors. All the banking sectors provides e-banking services, the main questions has been raised whether the consumer are aware off all e-banking services provided by their banks. It is necessary to know the consumer awareness level towards e-banking. The present research is made to know the consumer awareness on e-banking services offered by the banks in Coimbatore city.

Keywords: E-banking awareness, E-banking services, Information Technology

Introduction

In present day's world is changing into increasing rate and technology is to be considered as the key factor for these changes around us. The highest use of internet and technology growth is based on technological system which are especially related to internet which help to interact with customer. In today's world the increasing changes in technology leads to develop e-banking services to various banks in Coimbatore city. Now a day's people are educated compare to olden days, today human life is compared to machine oriented and they doesn't have enough time to visit banks. Mobile phones usage is enlarged in broad manner. Slowly and steadily, customers are moving towards to new banking services like mobile banking and internet banking. E-banking refers to banking services issued by the banks over the internet. Some of the services like paying of bills, transfer of funds, viewing accounting details, etc., bank also pass their latest products and services over the internet. It can be performed through computer or related devices which connect through banking site via internet. Nowadays, you can also prefer internet banking on your mobile phones using 4G connection or Wi-Fi. For banking transaction there is no more limits to visiting the bank by customers for various functions like withdrawing and depositing money, account balance enquiry, stop payment etc., E-banking services allow customers to handle their accounts from any time at any place for minimal cost.

Objectives of the Study

- To study the consumer awareness level of e-banking in Coimbatore city.
- To analyze the new technical factor promotes consumer to use e-banking services.
- To find out the facilities available to customers in e-banking.
- To analyze the level of satisfaction of consumers.

Review of Literature

Sunil Kumar (2015) examines the study on consumer awareness and usage of e-banking. The result of his research was found that the consumers are not frequently using the e-banking services but they have strong desire to use the services in future. But the present study is being undertaking to analyze how the banks have been explore the flexibility to use mobile phones as an alternative channel to use banking services.

R. Elavarasi, Dr.S.T. Surulivel (2014) examine the mean age of e-banking user were mostly men as compared to women. The major finding is an increasing change in technological world and it leads to improve e-banking services in various banks. Today's human life has become machine oriented and they don't have enough time to visit bank like before. The consumer can access it anytime at anywhere with internet.

Gbadeyan, R. A., and O. O. Akinyosoye Gbonda (2011) researched on consumer choice of banks which is influenced by quality of e-banking services offered. It shows the various measures implemented in services to ensure more security like encrypted software, verification of customer ID cards, change of password and also using the alpha numerical password. The study has been concluded that e-banking services have become an important factor in the banking sectors and it will continue innovations made in information technology.

Research Methodology

The study is systematic in nature which is based on both primary and secondary data. This research follows the previous research methodology survey in related area. Questionnaire was build to study the preference of consumer towards e-banking services in Coimbatore city. The data was collect through the use of questionnaire and

convenience sampling.

Primary Data

The study was mainly build on primary data, which is collected by using questionnaire. The questionnaire was prepared by analyzing from various topic and utmost care was given to confirm the questions to be include in this research.

Secondary Data

The primary data was improved by secondary data. The secondary data was gathered from the e-banking websites. The data is also collected from leading journal like industrial researcher and economic survey report, The Indian journal of marketing.

Sample size

The sample size has been selected 150 randomly. The study is adopting to convenience sampling techniques. The sample has been undertaken only in Coimbatore city.

Tools

To analysis data the statistical tools are used which are given below:

1. Simple Percentage Analysis Method.
2. Chi-Square test

▪ **Simple percentage**

Analysis and Finding

Percentage means out of hundred. It is often referred by the symbol “%”. It is used if there are not a hundred items. The number is then scaled so it can be compared to hundred.

$$\text{Simple percentage} = \frac{\text{Noofrespondents}}{\text{Totalnoofrespondents}} \times 100$$

▪ **Chi-square**

A chi square (x²) statistic which is used to test the measures of expectations compare to actual observes (or) model result. The data used in calculate chi square must be random, raw, mutually exclusive, drawn from independent variables, and also large enough sample.

$$x^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Limitations of the Study

This study suffers from the following limitations.

- The questionnaire was conducted only in Coimbatore city. Future, the question method which is adopted for collecting the data in the study has its own limitations.
- In view of the time and monetary constrains it was not possible to connect more respondents.
- The consumer attitude may change in future.
- The sample size of only 150 is taken from large population in Coimbatore city.

Table 1: Demographic Profile of the Respondents

| Demographic Profile | Respondent | Percentage | |
|-------------------------|---------------------|------------|----|
| Age | 18 – 30 years | 88 | 59 |
| | 31 – 50 years | 36 | 24 |
| | 51 – 60 years | 20 | 13 |
| | Above 60 years | 6 | 4 |
| Gender | Male | 82 | 55 |
| | Female | 68 | 45 |
| Marital status | Married | 58 | 39 |
| | Unmarried | 92 | 61 |
| Type of family | Joint family | 60 | 40 |
| | Nuclear family | 90 | 60 |
| Family members | 1 – 2 members | 2 | 1 |
| | 3 – 4 members | 80 | 53 |
| | 4 – 5 members | 36 | 24 |
| | Above 5 | 32 | 21 |
| Monthly income | Below 10000 | 24 | 16 |
| | 10001 – 20000 | 74 | 49 |
| | 20001 – 50000 | 38 | 25 |
| | Above 50000 | 14 | 9 |
| Education qualification | Illiterate | 12 | 8 |
| | Under graduation | 60 | 40 |
| | Post-graduation | 42 | 28 |
| | Professional | 28 | 19 |
| | Diploma | 8 | 5 |
| Occupational status | Student | 58 | 39 |
| | Government employee | 12 | 8 |
| | Agriculturist | 4 | 3 |
| | Businessmen | 12 | 8 |
| | Other professional | 64 | 43 |
| Area of residence | Rural | 42 | 28 |
| | Urban | 60 | 40 |
| | Semi Urban | 48 | 32 |

Source: Primary Data

The above table denotes demographic profile of the respondents reveals that 59% of the respondents are in Age group of 18-30 years, 55% of male respondents are in gender, 61% of the respondents are unmarried, 60% of the respondents are nuclear family, 53% of the respondents are 3-4 members in their family members, 49% of the

respondents monthly income are falls on Rs.10,001-20,000, 40% of the respondents are under graduation in educational status,43% of the respondents are professional in occupational status, 40% of the respondents are urban in area of residence.

Table 2: Facilities of E-Banking

| Facilities of E-Banking | | Respondent | Percentage |
|-------------------------|--------------------------------|------------|------------|
| Category of bank | Public sector | 68 | 45 |
| | Private sector | 82 | 55 |
| Type of account | Saving account | 106 | 71 |
| | Current account | 36 | 24 |
| | Fixed account | 8 | 5 |
| | Demat account | 0 | 0 |
| | | | |
| Factor which promotes | Reduce time of transaction | 34 | 23 |
| | Cost effectiveness | 32 | 21 |
| | Easy usage | 58 | 39 |
| | Avail of technological service | 26 | 17 |
| Avail e-banking service | Convenience | 52 | 35 |
| | Business hours(10-5) | 36 | 24 |
| | 24/7 | 22 | 15 |
| | Other | 40 | 27 |
| Aware of e-banking | ATM | 54 | 36 |
| | E- Wallet | 8 | 5 |
| | E- payment | 20 | 13 |
| | Google pay | 54 | 36 |
| | Paytm | 14 | 9 |

Source: Primary Data

The above table Clear states the facilities of E-banking of the respondents reveals that 55%of the respondents are private sector in category of banks,70%of the respondents are using savings accounts in type of accounts,39% of the respondents are using easy access in promoting factors,35%of the respondents are convenience in avail of using e-banking,36%of the respondents are using ATM & Google pay in aware of e-banking services.

Null Hypothesis 1

There is no significance association between age and convenient of accessing E-Banking services through mobile phones.

Alternative Hypothesis

There is significance association between age and convenient of accessing E-Banking services through mobile phone. Level of significance =5% or 0.05

Table 3: Age and Convenient of Accessing E-Banking Services

| S. no | Age | Convenient of Accessing | | | | Total |
|-------|----------------|-------------------------|------------------|----------|--------------|-------|
| | | Satisfied | Highly Satisfied | Neutral | Dissatisfied | |
| 1 | 18 – 30 years | 40(0.02) | 24(0.82) | 22(3.77) | 2(1.54) | 88 |
| 2 | 31 – 50 years | 16(1.23) | 6(0.37) | 10(0.22) | 2(0.01) | 34 |
| 3 | 51 – 60 years | 12(1.54) | 2(1.06) | 2(1.43) | 2(1.12) | 18 |
| 4 | Above 60 years | 2(1.51) | 2(0.02) | 4(0.81) | 2(4.07) | 10 |
| Total | | 70 | 34 | 38 | 8 | 150 |

Source: Primary data

The above table clearly states that age and convenient of accessing E-Banking services through mobile phones. Chi – square Value: 19.52 Table Value: 25.0

Result

Thus, the X² value is less than the table value we accept the hypothesis. Therefore there is no significance relationship between age and convenient of accessing E-Banking services through mobile phones.

Null Hypothesis 2

There is no significance association between education qualification and aware of E-Banking services through mobile phones.

Alternative Hypothesis:

There is significance association between education qualification and aware of E-Banking services through mobile phones. Level of significance =5% or 0.05

Table 4: Education Qualification and Aware of E-Banking Services

| S. no | Education Qualification | Aware of E-Banking Services | | | | | Total |
|-------|-------------------------|-----------------------------|----------|-----------|------------|----------|-------|
| | | ATM | E-Wallet | E-Payment | Google Pay | Paytm | |
| 1 | Illiterate | 8(1.62) | 2(0.83) | 2(0.04) | 2(1.90) | 2(0.04) | 16 |
| 2 | Under Graduation | 14(0.41) | 2(0.61) | 8(0.01) | 18(0.11) | 10(0.74) | 52 |
| 3 | Post-Graduation | 14(0.02) | 2(0.22) | 8(0.54) | 16(0.48) | 2(2.80) | 42 |

| | | | | | | | |
|-------|--------------|---------|---------|---------|----------|---------|-----|
| 4 | Professional | 8(0.10) | 2(0.01) | 2(1.07) | 10(0.12) | 6(0.88) | 28 |
| 5 | Diploma | 4(6.66) | 2(1.80) | 2(0.02) | 2(0.88) | 2(0.03) | 12 |
| Total | | 48 | 10 | 22 | 48 | 22 | 150 |

Source: primary data

The above table states that the education qualification and aware of E-Banking services through mobile phones.

Chi – square Value: 21.94

Table Value: 36.4

Result

Thus, the X² value is less than the table value we accept the hypothesis. Therefore there is no significance relationship between education qualification and aware of E-Banking services through mobile phones.

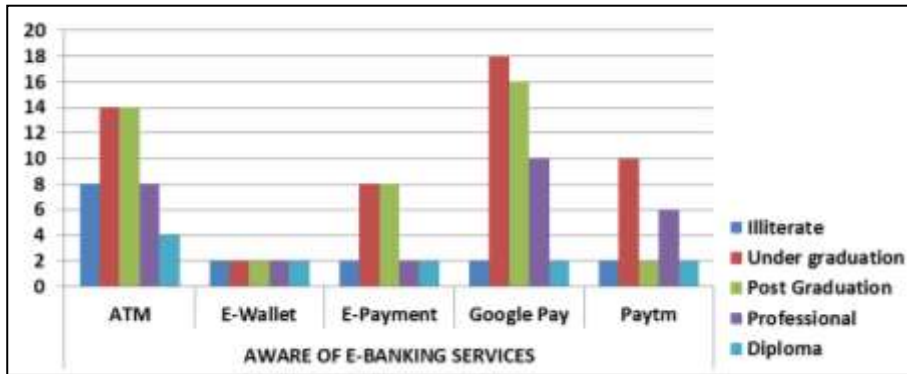


Fig 1: Education Qualification and Aware of E-Banking Services

Suggestions

- Bank should conduct necessary steps for creating awareness to rural peoples about the advantage of e-banking services.
- Bank should simplify too many steps in processing the transaction to the customer for easy accessibility.
- Bank should provide more advertisement through flex in bank so the customer may easily understand e-banking services.
- Bank should provide more security & privacy to the e-banking customers so they can easily trust to use e-banking services.

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Conclusion

Most of the services of e-banking are performed by both private and public are above the expectations of customers. Customer still consider E-banking is an alternative way to analysis their bank records. E-banking services increase customer satisfaction because customers don't have to go for bank to accessing their account, deposits & withdrawals propose. The main factor which influence customer to use e-banking for their comfort, convenience and for more facilities. E-banking are preferred choice which followed by ATM, mobile banking, internet banking, in term of frequency of usage for the benefit with across time saving which comes out by major benefit like bill payment, inexpensive, easy fund transfer and easy process etc. The result of the research shows that the customers are using few facilities of various e-banking services.

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