

Study On Satisfaction, Awareness, And Problems Experienced By The Customers While Availing Internet Banking Services In Kanyakumari District

***R. Anitha Kumari.**

Research Scholar (Reg. No. 19123101012004), Department of Commerce, Nanjil Catholic College of Arts and Science, Kaliyakkavilai, .Email : anitharameshcj82@gmail.com (Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Thirunelveli -12) Tamil Nadu, India.

***R. Shoba Rani .**

Head, Assistant Professor, Department of Commerce, Nanjil Catholic College of Arts and Science, Kaliyakkavilai, Email : shobenimin@gmail.com. (Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Thirunelveli -12) Tamil Nadu, India.

ABSTRACT

The present study attempts to examine the level of satisfaction of customers towards internet banking services and also the problems faced by the customers while availing of internet banking services. It aims to understand the awareness of the customers regarding internet banking services. The present study is exploratory, where a survey method was used to collect primary data from 600 customers of public sector banks and private sector banks in Kanyakumari district. Primary data has been collected to elicit the views and perceptions of customers' towards internet banking through a specially designed interview schedule. By Simple Random Method, five branches are selected from each bank in Kanyakumari district and by the Stratified Random Sampling Method, 12 customers are selected from each bank. Totally 60 customers from each bank and 300 customers from public sector banks and 300 customers from private sector banks are selected. It is found from the analysis that the respondents who are married have the maximum level of awareness towards internet banking services. It is found from the analysis that the respondents with college-level education have the maximum level of awareness towards internet banking services. It is concluded that most of the customers are aware of internet banking services. Finally, the researchers have concluded that the bank customers and the bankers have adapted to internet banking services in one way or other in tune with current requirements and also with current trends at the domestic and global level. This has made Indian banking carry out its operations financially and socially as well.

Keywords: Awareness, Satisfaction, Problems, and Internet Banking Services.

INTRODUCTION

Internet banking services can not only provide enormous benefits to customers in terms of ease and cost of transactions, but it also poses new challenges for banks in

supervising their financial systems and in designing and implementing necessary security measures and controls. In doing so, understanding security communication in e-banking issues is important for senior management because it would help them improve their approach to internet banking security.

STATEMENT OF THE PROBLEM

The customers have been facing difficulties due to lack of knowledge in the usage of e-channels, lack of proper training, outdated technology, security and transaction difficulties, more confusion for customers, more hidden costs, lack of ATM services, restriction in withdrawals, network problems, inadequate information to customers about product use and problem resolution procedures. The study deals with the awareness of the customers regarding internet banking services. Moreover, the study examines the level of satisfaction of customers towards internet banking services and it concludes with the problems faced by the customers while availing internet banking services.

SCOPE OF THE STUDY

The present study attempts to examine the level of satisfaction of customers towards internet banking services and also the problems faced by the customers while availing of internet banking services. It aims to understand the awareness of the customers regarding internet banking services.

OBJECTIVES OF THE STUDY

1. To know the level of satisfaction of customers towards internet banking services
2. To analyze the problems faced by the customers while availing internet banking services.
3. To analyze the awareness of the customers regarding internet banking services.

HYPOTHESES

The following hypotheses were framed for the present study:

H₀₁ - There is no significant association between the demographic profile of customers and level of satisfaction towards internet banking services

H₀₂ - There is no significant association between the demographic profile of customers and level of awareness towards internet banking services

H₀₃ - There is no significant difference in problems faced while using the internet banking services among different demographic profiles of customers

METHODOLOGY

The present study is exploratory, where a survey method was used to collect primary data from 600 customers of public sector banks and private sector banks in Kanyakumari district. Primary data has been collected to elicit the views and perceptions of customers towards internet banking through a specially designed interview schedule. There are 12 public sector banks and 10 private sector banks in Kanyakumari district. Among them randomly five banks that have more branches are selected as a sample of this study. By Simple Random Method five branches are selected from each bank in Kanyakumari district and by the Stratified Random Sampling Method, 12 customers are selected from each branch.

Totally 60 customers from each bank and 300 customers are selected from public sector banks and 300 customers are selected from private sector banks.

ANALYSIS AND INTERPRETATION

Table 1: Marital Status of the Respondents and their Awareness on Internet Banking Services

Marital Status	Awareness about Internet Banking Services			Total
	Highly Aware	Aware	Unaware	
Married	130 (27.6)	259 (55.0)	82 (17.4)	471 (100)
Unmarried	38 (29.5)	66 (51.1)	25 (19.4)	129 (100)
Total	168 (28)	325 (54.2)	107 (17.8)	600 (100)

Source: Primary data

It is found from Table 1 that out of the total 600 respondents, 168 (28%) are highly aware of internet banking services, while 325 (54.2%) are aware of internet banking services and 107 (17.8%) are unaware of internet banking services. Out of the total 471 sample respondents who are males, 130 (27.6%) are highly aware of internet banking services, 259 (55%) are aware of internet banking services and 82 (17.4%) are unaware of internet banking services. Out of the 129 unmarried respondents, 38 (29.5%) are highly aware of internet banking services, 66 (51.1%) are aware of internet banking services and 25 (19.4%) are unaware of internet banking services. It is found from the analysis that the respondents who are married have the maximum level of awareness towards internet banking services.

An attempt has been made to find out the relationship between the marital status of the sample customers and their awareness about internet banking services, the chi-square test was applied and the results of the test are presented in Table 2.

H₀: There is no significant relationship between the marital status of the sample customers and their awareness about internet banking services.

H₁: There is a significant relationship between the marital status of the sample customers and their awareness about internet banking services.

Table 2: Marital Status of the Sample Customers and their Awareness about Internet Banking Services – Chi-Square Test

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.619 ^a	2	.734
Likelihood Ratio	.617	2	.735
Linear-by-Linear Association	.000	1	.986
N of Valid Cases	600	-	-

Table 2 highlights that the computed Chi-square value for awareness on internet banking services among different marital statuses of the respondents is 0.619 which is not significant at the 'p' value of 0.734, the null hypothesis is accepted at 5 percent level of significance. It is inferred that there is no significant relationship between the marital status

of the respondents and their awareness of internet banking services.

Table 3: Educational Qualification of the Respondents and their Awareness on Internet Banking Services

Educational Qualification	Awareness about Internet Banking Services			Total
	Highly Aware	Aware	Unaware	
Up to Higher Secondary	14 (19.7)	42 (59.2)	15 (21.1)	71 (100)
Undergraduate	101 (40.6)	105 (42.2)	43 (17.3)	249 (100)
Professional	24 (15.9)	109 (72.2)	18 (11.9)	151 (100)
Postgraduate	28 (25.9)	52 (48.2)	28 (25.9)	108 (100)
Others	1 (4.7)	17 (81)	3 (14.3)	21 (100)
Total	168 (28)	325 (54.2)	107 (17.8)	600 (100)

Source: Primary data

It is observed from Table 3 that out of the 71 respondents who have studied up to higher secondary school level education, 14 (19.7%) are highly aware of internet banking services, while 42 (59.2%) are aware of them and 15 (21.1%) are unaware of internet banking services. Out of the 249 respondents who are undergraduates, 101 (40.6%) are highly aware of internet banking services, 105 (42.2%) are aware of internet banking services and 43 (17.3%) are unaware of internet banking services. Out of the 151 respondents who have a professional qualification, 24 (15.9%) are highly aware of internet banking services, 109 (72.2%) are aware of internet banking services and 18 (11.9%) are unaware of them. Out of the 108 respondents who are postgraduates, 28 (25.9%) are highly aware of internet banking services, while 52 (48.2%) are aware of them and 28 (25.9%) are unaware of internet banking services. Out of the 21 respondents who have other educational qualifications, one (4.7%) is highly aware of internet banking services, 17 (81%) are aware of internet banking services and 3 (14.3%) are unaware of such services. It is found from the analysis that the respondents with college-level education have the maximum level of awareness over internet banking services.

Satisfaction level on internet banking services among customers of different average monthly income

'ANOVA' test is applied with the following null hypothesis,

Null Hypothesis: There is no significant difference between the mean scores regarding satisfaction level on internet banking services concerning the average monthly income of customers in Kanyakumari district.

To test the significant difference between the mean score among the sample customers concerning average monthly income and satisfaction level on internet banking services, the ANOVA test is used and the result is also shown in Table 4.

Table 4: Satisfaction level on internet banking services among customers having different average monthly income

Particulars	Average monthly income (Mean Score)				F Statistics
	Less than Rs.20,000	Rs.20,001-40,000	Rs.40,001-60,000	Above Rs.60,000	
Account statement is easily viewed by the user when it needed in the bank website	3.8718	3.6557	3.8246	3.5258	1.701
The bank updates the technology regularly on their website	3.9872	4.1038	3.8947	4.0722	0.481
The high speed in access of internet banking services	3.7137	3.8019	3.5614	3.6495	0.478
Internet banking provides secure banking transactions	3.1752	3.1887	3.5088	3.4433	1.087
The internet banking service is easily started by a simple procedure in bank	3.4145	3.3113	3.7368	3.4021	0.971
Extra service charges have not been taken unnecessarily	3.9316	4.0094	4.0351	4.0515	0.795
More payment options are provided by the bank	3.6581	3.5943	3.4211	3.5876	1.694
Internet banking grievance cell provides more support to the customers	3.6923	3.6745	3.5088	3.6598	1.092
Internet banking transactions can be done faster than in-branch banking	3.6325	3.5755	3.6491	3.5464	0.592
Transaction fee amount of internet banking is considerable	3.5598	3.6445	3.6964	3.6289	0.698
Internet banking provides proficient service to customers	3.7051	3.7689	3.6667	3.7835	0.550
The bank provides financial security and confidentiality in internet banking.	3.8718	4.0849	3.9825	3.9088	2.743*
The bank authority care listen to queries	3.8803	4.0330	4.1228	3.9259	2.853*
The web page provides	4.1230	4.0425	4.0877	3.9381	0.560

details of its product and services					
Easy to understand the internet banking access in bank	3.8248	3.9717	3.9649	3.7010	2.851*

Source: Primary data

*-Significant at five percent level

Table 4 demonstrates that the web page providing details of its products and services and the bank updating the technology regularly in their website are the important satisfaction level on internet banking services among the customers who have an average monthly income below Rs. 20,000 as their mean scores are 4.1230 and 3.9872 respectively. The table further indicates that the bank updates the technology regularly on their website and the bank provides financial security and confidentiality in internet banking are the important satisfaction level on internet banking services among the customers who belong to the group of customers who have a monthly income between Rs.20,001-40,000 as their mean scores are 4.1038 and 4.0849 respectively. The table further shows that the bank authorities care and listen to queries and the web page providing details of its products and services are the important satisfaction level on internet banking services among the customers who belong to the monthly income group between Rs.40,001-60,000 as their mean scores are 4.1228 and 4.0877 respectively. The table further reveals that the bank updates the technology regularly on their website and extra service charges have not been taken unnecessarily are the important satisfaction level on internet banking services among the customers who belong to the monthly income group of above Rs.60,000 as their mean scores are 4.0722 and 4.0515 respectively.

Since the calculated 'F' value of satisfaction level on internet banking services namely the bank provides financial security and confidentiality in internet banking, the bank authorities care and listen to queries and the ease to understand the internet banking access in the bank are significant at 5 percent.

Problems faced while using the internet banking services by different Gender groups of the customers

To study the outcome of the variable that the gender groups of customers on problems faced while using the internet banking services, 't' test is applied with the following null hypothesis:

Null Hypothesis: There is no significant difference between the mean scores regarding problems faced while using the internet banking services concerning the gender groups of the customers in Kanyakumari district.

To test the significant difference between the mean score among the sample customers concerning gender groups and problems faced while using the internet banking services, the 't' test is used and the result is also depicted in Table 5.

Table 5 : Problems faced while using the internet banking services among different Gender groups of customers

Problems	Gender group [Mean Score]		t Statistics
	Male	Female	
Internet banking channels are creating more confusion for customers	4.2668	4.2489	0.212
Internet banking services charge more hidden cost	4.3989	4.3188	0.929
Smart card sometimes creates technical hurdles to making payments	4.2911	4.2620	0.367
Lack of ATM services, Crowd in peak hours, and restriction in withdrawal	4.2884	4.2445	0.457
Lack of infrastructure and unsuitable location of ATMs	4.3369	4.2969	0.431
Unauthorized access within the network and loss or damage of data by hackers	4.2561	4.1834	0.757
Inability to manage information properly and to deliver products or services	4.2615	4.0786	2.431*
Inadequate information to customers about product use and problem resolution procedures	3.8221	3.7773	0.757
Inaccurate processing of transactions and transactions have not been uploaded	4.1482	4.1266	0.172
Significant problem with networks connection	4.3558	4.1572	2.772*
E-channels are creating relationships among the bank employees	4.0081	3.9432	0.192
Data privacy and confidentially	4.0270	4.0917	0.577
Lack of knowledge regarding use of e-channels	3.9892	4.0437	0.791

Source: Primary data

*-Significant at five percent level

Table 5 indicates that internet banking services have more hidden charges and significant problems with networks connection are the important problems faced while using the internet banking services among the customers who are males as their mean scores are 4.3989 and 4.3558 respectively. This table further indicates that internet banking services have more hidden charges and lack of infrastructure and unsuitable location of ATMs are the important problems faced while using the internet banking services among the customers who are females as their mean scores are 4.3188 and 4.2969 respectively.

Since the 't' value of problems faced while using the internet banking services among different gender groups of the customers namely inability to manage information properly and to deliver products or services and significant problem with networks connections are significant at 5 percent. It can be concluded that gender-wise there is a significant difference

in problems faced while using the internet banking services namely the inability to manage information properly and to deliver products or services and significant problem with networks connection.

Problems faced while using the internet banking services among the different age groups of customers

To study the effect of the variable age group of customers on problems faced while using the internet banking services, 'ANOVA' test is applied with the following null hypothesis,

Null Hypothesis: There is no significant difference between the mean scores regarding problems faced while using the internet banking services concerning the age group of customers in Kanyakumari district.

To test the significant difference between the mean score among the sample customers concerning age groups and problems faced while using the internet banking services, the ANOVA test is used and the result is shown in Table 6.

Table 6: Problems faced while using the internet banking services among different age groups of the customers

Problems	Age Group (Mean Score)				F Statistics
	Below 25 years	25-35 years	35-45 years	Above 45 years	
Internet banking channels are creating more confusion for customers	4.3107	4.2801	4.3111	3.8824	2.796*
Internet banking services have more hidden charges	4.4068	4.4220	4.3333	4.0000	2.882*
Smart card sometimes creates technical hurdles to making payments	4.4011	4.2482	4.3139	3.9412	3.410
Lack of ATM services, Crowd in peak hours, and restriction in withdrawal	4.3277	4.2376	4.3556	4.1176	0.696
Lack of infrastructure and unsuitable location of ATMs	4.3051	4.3475	4.3000	4.2745	0.107
Unauthorized access within the network and loss or damage of data by hackers	4.1864	4.2447	4.2444	4.2549	0.113
Inability to manage information properly and to deliver products or services	4.1299	4.2411	4.2333	4.0588	0.550
Inadequate information to customers about product use and problem resolution procedures	3.8249	3.8794	3.8000	3.3333	2.126
Inaccurate processing of transactions	4.2486	4.0922	4.1111	4.0784	0.585

and transactions have not been uploaded					
Significant problems with networks connection	4.3842	4.3191	4.2667	3.7255	4.390*
E-channels are creating relationships among the bank employees	4.0056	3.9681	3.9889	3.9804	0.029
Data privacy and confidentially	4.0226	4.0248	4.0333	4.3333	2.152
Lack of knowledge regarding the use of e-channels	4.0452	3.9645	4.0111	4.1373	0.808

Source: Primary data

*-Significant at five percent level

Table 6 demonstrates that internet banking services have more hidden charges and smart cards sometimes create technical hurdles to make payments are the important problems faced while using the internet banking services by the customers who are below 25 years as their mean scores are 4.4068 and 4.4011 respectively. The table further indicates that internet banking services have more hidden charges and lack of infrastructure and unsuitable location of ATMs are the important problems faced while using the internet banking services among the customers who belong to the age group between 25-35 years as their mean scores are 4.4220 and 4.3475 respectively. The table further shows that lack of ATM services, the crowd in peak hours and restrictions in withdrawal and internet banking services have more hidden charges are the important problems faced while using the internet banking services among the customers who belong to the age group between 35-45 years as their mean scores are 4.3556 and 4.3333 respectively. The table further reveals that lack of infrastructure and unsuitable location of ATMs and data privacy and confidentially are the important problems faced while using the internet banking services among the customers who are above 45 years as their mean scores are 4.3333 and 4.2745 respectively. Since the calculated 'F' value of problems faced while using the internet banking services namely internet banking channels are creating more confusion for customers and internet banking services have more hidden charges and significant problems with networks connection are significant at 5 percent.

SUGGESTIONS

- Customers need to be given more sustained public education and awareness concerning the use of internet banking services such as proper maintenance of ATM cards, how to make various online transactions without giving room for Internet fraudsters, and ensuring more security for their online transactions
- The banks should introduce Mobile ATM services, for which a vehicle-carrying ATM with sufficient manpower should be kept and moved to prominent places such as bazaars, shopping complexes, and crowded important public places.
- The banks should build customer awareness and inform the customers on the uses of technology-based banking services. The Reserve Bank of India and banks should plan a coordinated campaign in partnership with the trainers and professionals to educate customers about operating internet banking services.

- Banks should implement awareness programs to customers on how to use modern and advanced banking technologies.

CONCLUSION

It is concluded that most of the customers have awareness about internet banking services. Finally, the researchers have concluded that the bank customers and the bankers have adapted to internet banking services in one way or other in tune with current requirements and also with current trends at the domestic and global level. This has made Indian banking carry out its operations financially and socially as well. In this respect, the Reserve Bank of India plays a very important role in giving confirmative directions to the banks to be digital technology conscious. Therefore, this will enable us to understand the role of internet banking services in commercial banks in the new electronic era.

REFERENCES

- ✓ Loannis Koskosas (2011). E-banking security: A communication perspective. Palgrave Macmillian Journals, Vol. 13, No.1/2, pp.81-99
- ✓ Sultan Singh and Deepak Kumar Sharma (2014). Analysis of Problems Faced by Customers during Use of Internet Banking. International Journal of 360o Management Review, Vol. 02, Issue 01, pp.1-11
- ✓ Puopiel Felix (2014). Prospects and Challenges of Electronic Banking in Ghana: The Case of Zenith Bank, Sunyani. International Journal of Advances in Management, Economics and Entrepreneurship, Vol.1, No.1, pp.6-14
- ✓ Lilesh Gautam and Sanjeev Kumar Khare (2014). E-Banking in India: Issues and Challenges. Scholars Journal of Economics, Business and Management, Vol.1, No.(2), pp.54-56
- ✓ Edward Attah-Botchwey (2014). Electronic Banking and the Challenges of the Ghanaian Business Environment. *International Journal of Humanities and Social Science*, Vol.4, No.9; pp.274-284