

# AN ANALYSIS OF USERS' VIEWS TOWARDS INTERNET BANKING SERVICES PROVIDED BY PUBLIC SECTOR BANKS IN TIRUNELVELI DISTRICT

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## Abstract

A bank is a financial institution that accepts deposits and channels those deposit into lending activities. With the increase in competition, the banks are focusing more on users' delight through first- class services. The net banking offer allows and users perform a variety of banking features conveniently. To meet this challenge the actual e- banking services provided by a bank needs to support expected functionalities involved in this domain. The present paper critically studies the internet banking outline involving public sector banks in Tirunelveli district.

**Keywords:** Internet, e-banking services, public sector banks, online banking

## I. INTRODUCTION

Banks play a critical role in building the economy of the individual as well as of the nation. The well-established banking sector is critical to growth, job creation and wealth creation, poverty eradication, business activities and double digits. Today corporate banking donations are becoming more and more complex and complex. The advent of ATMs has modified the shape of the former places of in the banking sector. Consumers no longer need to go to offices to conduct routine financial transactions such as investments, withdrawals, check collections, balance checks etc. E-banking and online banking have opened up new avenues for "easy banking". Online banking has additionally led to a discount in banking fees by using up to one-tenth of the banking sector. Banks and financial institutions in India are in the process of enabling the web to

enable their services to provide their customers with online banking. The Reserve Bank of India has developed an online banking strategy that should be followed by banks that are about to enter the online banking business.

## II STATEMENT OF THE PROBLEM

How to online banking with multi-service customers such as 24-hour banks, money transfers, balance check, account statements, online purchases etc. Bank customers, in order to be fully satisfied with online banking services, must have a high level of knowledge and awareness of the various services offered. That bank and bankers ought to be capable to discover the type of carrier required by way of patron and function it satisfactorily. The researcher tried to research customers about online banking offering at public sector banks in the Tirunelveli district.

## SCOPE OF THE STUDY

This study demonstrates the quantity of patron recognition of online banking as well as their satisfaction and attitude toward online banking with innovative and efficient technology. This helps to see details about the growth of the banking industry with technological advances. It also encourages the use of online being's several services available on online banking. In the end this will assist clients and the banking industry in accepting the benefits of online banking.

## OBJECTIVES OF THE STUDY

- To pick out operational troubles confronted through customers while making use of internet banking services and
- To examine the level of awareness of the customers about internet banking services in public sector banks in India.

## LIMITATIONS OF THE STUDY

- Time and value were the prominent boundaries of the study.
- The accuracy of the research result depends on the accuracy of the answers given by the respondents.

## III METHODOLOGY

### Primary data

Primary data is data gathered for the first time and is inherently original. Primary records used to be collected from the study.

### Secondary data

The second information is information collected by someone. This information is accrued from articles, magazines and websites and so on.

### Sampling Method

The purposive sampling technique has been used.

## IV REVIEW OF LITERATURE

**Dr. A. Arunachala rajan, R. Mohana (2021)** made an attempt to study Customers Awareness towards E-banking Services with reference to Thoothukudi City. The data were collected from 110 respondents through structured questionnaire. E-banking is playing a major role in today's banking field. The finding exposes that people know about the services and used for their convenience, user friendly, security and so on.

**Bhupendra Singh Hada (2020)** undertook study on “Impact of Internet Banking on the customer satisfaction: evidence from the Indian banking sector” to investigate Greater part of public and private sector customers were aware of the internet banking services provided but the respondents of private banks were more aware of the same. More than half of the customers of both the sectors of banks have been using the e-banking services for more than 18 months. Also maximum have received the information regarding the service by the customer executives. After going through the result of the study, it was seen that 73% of the respondents of the public sectors were aware of the internet banking service and 70% of those of the private banks were aware. They suggested to the users of internet banking of both public and private sectors are satisfied with the services but not to a very high degree. This study will enable the Indian banking service to develop and plan their services accordingly.

## II. ANALYSIS AND INTERPRETATION

**Table 5.1: Demographic profile of customers of internet banking services**

Particulars	No. of respondents	Percentage
<b>Gender</b>		
Male	193	77.2
Female	57	22.8
<b>Total</b>	<b>250</b>	<b>100</b>
<b>Age group</b>		
Up to 30years	16	6.4
31-40years	100	40
41-50years	69	27.6
51and Above	65	26
<b>Total</b>	<b>250</b>	<b>100</b>
<b>Educational Qualifications</b>		
Upto School level	25	10
Under Graduate	102	40.8
Post Graduate	53	21.2
Professional	25	10
Others	45	18
<b>Total</b>	<b>250</b>	<b>100</b>
<b>Occupation</b>		
Government employee	38	15.2
Private employee	109	43.6
Businessman	34	13.6
Professional	31	12.4
Retired People	22	8.8
Others	16	6.4
<b>Total</b>	<b>250</b>	<b>100</b>
<b>Income level</b>		
Up to Rs. 20,000	25	10
Rs. 20,001 -Rs.40,000	81	32.4

Rs. 40,001 -Rs. 60,000	68	27.2
Rs. 60,001 -Rs. 80,000	54	21.6
Above Rs.80,000	22	8.8
<b>Total</b>	<b>250</b>	<b>100</b>

**Source: Primary Data**

Table 5.1 suggests the demographic variance of the respondents 77.2 percent of the respondents are male and only 22.8 percent female respondents, 40 per cent of respondents are 31-40 years of old, 27.6 percent of the respondents are 41-50 years of old, 26 percent of respondents aged 51 and above years..40.8 percent of respondents are under graduate, 21.2 percent of respondents have post graduate, 10 percent are professional respondents, 17.5 percent of respondents are others and 10 percent have reached school level. Of the 160 respondents, 43.6 percent of respondents are private employee, 15.2 percent of the respondents are government employee, 12.4 percent of the respondents are professional and 13.6 percent of respondents are businessman, 8.8 percent of respondents are retired people and others 6.4 percent of respondents. Of 160 respondents, 32.4 percent of respondents received a monthly income of between Rs. 20001- 40000 and 27.2 percent of respondents are earning monthly income of Rs. 400001 - 60000, 21.6 percent of respondents earn Rs. 60001-80000, and 10 percent of respondents are earn up to Rs.20000 and only 8.8 percent of the respondents received a monthly income of greater than Rs. 80000.

**PROBLEMS WITH INTERNET BANKING SERVICES**

To address the troubles confronted by means of online bank users, 15 issues are considered, based on research. By identifying the most important problem facing public sector banks while utilizing online banking services in the Tirunelveli region. These are, 'Online banking is now not secure, and it is no longer easy', 'Internet banking does now not work well', 'Lack of records about online banking', 'Limited area for personal advice on banking use', 'Jobs failed then again rate deducted' , Amount deducted higher than as soon as per transaction ', 'Money is no longer credited to my account but deducted from sender account ', 'Bad internet connection ', 'ATM machine running out of money ', 'Too many steps processing transactions', 'Ignore name username / password ', 'Unable to retrieve Single Password (OTP) due to trade of cellular number, 'Forget password, extend in retrieving new password 'and 'Complaint and response management are sad.

**Table5.2: Problems with Internet Banking Services**

S.No	Particulars	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)	Mean	S.D	Rank
1	Online banking is not a safe, secure and convenient place	137	94	19	0	0	4.47	0.64	I
2	Internet banking does now not properly working	0	38	59	63	90	2.18	1.08	XV
3	Lack of understanding about Online banking	84	66	69	19	12	3.06	2.52	XIV
4	Lack of direct banking	56	78	84	22	10	3.59	1.05	XI
5	Limited scope for personal advice on bank transactions	53	56	63	47	31	3.21	1.31	XIII
6	Transaction failed but the other hand the fee is deducted	66	50	81	38	16	3.46	0.96	XII
7	Amount deducted extra than as quickly as per transaction	84	66	91	9	0	3.90	0.91	IX
8	Money is now not credited on my account but deducted from sender's bank account	66	75	69	31	9	3.63	1.11	X
9	Bad internet connection	72	103	75	0	0	3.99	0.76	VII
10	ATM machine out of cash	91	75	84	0	0	4.02	0.87	VI

11	Too many steps in processing transaction	97	81	72	0	0	4.10	0.81	IV
12	Ignoring username/password	75	84	91	0	0	3.93	0.83	VIII
13	Cannot OTP due to Change of cellular Number.	109	72	69	0	0	4.16	0.83	III
14	If you forgot password, delay getting a new password	116	75	59	0	0	4.34	0.1	II
15	Complaint management and poor response	78	103	69	0	0	4.03	0.79	V

**Source: Primary data**

Table 5.2 specifies the ranking of problem factors, first rank is given to the statement 'Internet banking is now not in a safe, secure and convenient' with a mean score of 4.47, second rank allotted to 'For forgotten password, delay in getting new password', third rank for 'Unable to get OTP due to alter of Mobile number, fourth rank to 'Too many steps in processing transaction and last rank given to the statement 'Internet banking does not work properly with a mean score of 2.18.

**Table 5.3: Level of Knowledge to Internet Banking Services**

Variable	Level	Respondents	Percentage
Awareness about Internet Banking	Low	56	22.00
	Moderate	98	39.20
	High	44	17.00
	Very high	52	21.8
	<b>Total</b>	<b>250</b>	<b>100.00</b>

**Source: Primary data**

Table 5.3 shows that to determine the level of online banking awareness, study was conducted and found that of the respondents, 22 percent of respondents had low level of information about online banking services, 39.20 percent of respondents had a moderate level of information, and 17 percent had high level of information about the online banking and the remaining 21.8 percent have very high level of information about the online banking services in this study. It turned out that the majority of respondents (39.20%) had a moderate level of awareness about the online banking services. It is

therefore suggested that public sector banks in research should make their clients aware of online banking services compared to the current standard.

## FINDINGS

- ❖ 77.2 per cent of respondents are male and 40 per cent of respondents are 31-40 years old
- ❖ 40.8 percent of respondents are undergraduates and 43.6 percent of respondents are private employees
- ❖ 32.4 percent of respondents earn monthly income of between Rs. 20001-40000
- ❖ Most respondents felt that online banking was unsafe secure and convenient

## SUGGESTIONS

- ❖ Banker should direct users to their protected passwords and user name while simultaneously using online banking services
- ❖ Banks should conduct more awareness programs to encourage greater awareness of the various reasons for the development of online banking system.

## III. CONCLUSION:

Obviously it is in the interest of banks to provide a basis for their customer to have confidence in using online banking. In this study, it is clear that most respondents use an online banking system to help themselves. Currently, due to fast competition, consumer happiness is seen as the most important factor in the banking industry. Banks are therefore on the verge of becoming proficient information technology in order to transform the service system into a customer and increase their satisfaction. All online banking products and services are well-received to be accepted by consumers.

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