

Farmers' Attitude Towards E-Banking

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ABSTRACT

In our bustling lives, we are attempting to beat the clock, and attempting to spare it wherever conceivable. E-banking is a framework through which the clients can do their exchanges electronically. This most recent advancement has become an imperative device for the present business. The word advancement isn't just for specific classes of individuals yet additionally for the whole populace of the nation. In any case, farmers are considered as the retrogressive class of our general public. E-banking didn't arrive at this root level. The current paper endeavors to look at the farmer's demeanor towards e-banking. Even though a variety of multiple e-banking delivery channels are operating, the scope of the study is confined to our popular e-banking delivery channels namely; ATM, internet banking, and mobile banking. The study was undertaken at Thiruvananthapuram district, Kerala. The primary data were collected by using a structured schedule. A simple random sampling method was used for sample selection. The responses were measured on 5-point Likert's scale. The analysis of primary data

was carried out with percentage analysis, arithmetic mean, standard deviation, cross-tabulation, chi-square test and ANOVA. The e-banking delivery channels are very little well known among most of the farmers. Many services are available through various e-banking channels. But farmers are aware of very few of them. The results indicated that the farmers' usage and experience of e-banking delivery channels is dependent on their age and education. The discoveries of the examination demonstrate that farmers are less aware of e-banking facilities. E-banking is transforming into mainstream among more youthful ages since they are utilizing cell phones and web offices more than others. ATM is familiar among them but still, they have fear about online fund transactions. What's more, they have no kind of preparation or course to comprehend the advantages and arrangement of e-banking.

Keywords: E-banking, attitude, ATM, internet banking and mobile banking

INTRODUCTION

This is a time of innovative development. Regardless of the sector, the element of technology has become imperative. Especially in the banking sector. There is no uncertainty that e-banking is perhaps the best accomplishment in the financial business. E-banking is a framework through which the clients can do their exchanges electronically. This most recent advancement has become a basic instrument for the present business. It incorporates Automated Teller Machine (ATM) or Direct Deposit of cheques into the current or investment accounts, Master card, mobile banking, and web banking. Since e-banking is one of the key administrations offered by banks, it is an amazingly secure stage. Online exchanges can be performed whenever of the day as advantageous. Holding up in long lines at the bank likewise completely wiped out. Also, mobile banking is presently accessible for most banks; this made the transfers and payments easier. It makes an approach to attack our nation's turn of events. The E-banking framework was presented in India in 1991. However, in Kerala, this framework was actualized by ICICI bank in 1997.

Farmers are one of the most compelling individuals in our nation's monetary development or the nation's development. Those farmers are still at the base of society. E-

banking didn't reach at this root level yet and still, farmers are utilizing conventional financial strategies. They are very little mindful of the advantages of e-banking. The advancement of farmers is a key to India's financial turn of events, as they are one of the significant supporters of our GDP. A large number of the farmers have no information on ongoing improvements in different fields, for example, IT and banking. They despite everything depend on the information passed by their predecessors. Therefore, they have to waste their time and effort to a great extent. Along these lines, mindfulness about new improvements is a lot of important.

OBJECTIVES OF THE STUDY

- To assess the awareness level of e-banking delivery channels among farmers.
- To assess the satisfaction level of e-banking delivery channels among farmers.
- To find the activities performed by farmers through e-banking delivery channels.
- To analyse the experiences of farmers while using e-banking delivery channels.

RESEARCH METHODOLOGY

Thiruvananthapuram district in Kerala state is selected for the study. For collecting primary data, the respondents were personally interviewed using a structured schedule based on the objectives of the study. 140 respondents were selected from the list of farmers using simple random sampling. The responses were measured on 5-point Likert's scale. The secondary data were collected from various journals, reports etc. Analysis consists of three parts. The awareness of E-banking delivery channels, usage and satisfaction level of E-banking delivery channels and finally experience of farmers regarding E-banking delivery channels. Even though a variety of multiple e-banking delivery channels are operating, the scope of the study is confined to our popular e-banking delivery channels namely; ATM, internet banking, and mobile banking. The analysis of primary data was carried out using percentage analysis, arithmetic mean, standard deviation, cross-tabulation, chi-square test and ANOVA.

RESULTS AND DISCUSSION**1. Awareness of E-banking Delivery Channels**

Below tables show the awareness of selected e-banking delivery channels namely, ATM, internet banking and mobile banking on the basis of the gender, age and education of respondents.

Table 1
Gender-wise Awareness of E-banking Delivery Channels

Delivery Channels	Male		Female	
	Mean	SD	Mean	SD
ATM	4.5568	0.9079	4.1731	1.2943
Internet Banking	3.4205	1.4119	2.8462	1.5766
Mobile Banking	3.5909	1.4435	2.8462	1.5766

Source: Primary data

Table 1 shows the gender wise awareness of e-banking delivery channels among the respondents. The mean values reveal that all respondents irrespective of gender have better awareness regarding ATM. Most of the male respondents are partly aware of internet banking and mobile banking.

Table 2
Age-wise Awareness of E-banking Delivery Channels

Age Group	ATM		Internet Banking		Mobile Banking	
	Mean	SD	Mean	SD	Mean	SD
Below 30 years	5.000	0.000	4.80	0.412	4.872	0.350
Between 30-40 years	5.000	0.000	4.764	0.436	4.801	0.402
Between 40-50 years	4.724	0.445	3.677	0.979	3.677	0.979
Between 50-60 years	4.520	0.707	2.760	1.153	3.020	1.322

Above 60 years	2.826	1.614	1.087	0.288	1.087	0.288
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Source: Primary data

Table 2 describes the age-wise awareness of e-banking delivery channels among the respondents. From the table it is clear that farmers of the age group above 60 are unaware of the ATM delivery channel. All others have awareness about ATMs. The age group of below 30 and 30-40 have very good awareness of internet banking and mobile banking. Farmers of the age group of 40-50 and 50-60 are partly aware and the farmers of above 60 are totally unaware of internet and mobile banking.

Table 3

Education-wise Awareness of E-banking Delivery Channels

Education	ATM		Internet Banking		Mobile Banking	
	Mean	SD	Mean	SD	Mean	SD
Illiterate	1.000	0.000	1.000	0.000	1.000	0.000
Primary Education	3.750	0.965	1.750	1.055	1.917	1.311
High School	4.448	0.882	3.035	1.509	3.121	1.499
Intermediate	4.833	0.377	3.809	1.174	3.952	1.248
Degree	5.000	0.000	4.000	1.225	4.000	1.225
PG & Others	5.000	0.000	4.125	0.641	4.376	0.518

Source: Primary data

Table 3 illustrates the education-wise awareness of e-banking delivery channels among the respondents. It can see that the awareness level is low among less educated farmers and it is high in the case of well educated farmers.

2. Usage of E-banking Delivery Channels

Below tables show the analysis of the usage of selected e-banking delivery channels by the respondents namely, ATM, internet banking and mobile banking.

Table 4

Usage of E-Banking Delivery Channels

Delivery Channels	User		Non-user	
	Frequency	Percentage	Frequency	Percentage
ATM	101	72.1	39	27.9
Internet Banking	78	55.7	62	44.3
Mobile Banking	71	50.7	69	49.3

Source: Primary data

Table 4 illustrates the usage of e-banking delivery channels by the respondents. From the table, it is clear that the majority (72.1%) of farmers are using ATMs and 55.7% of farmers are using Internet banking. The usage level of mobile banking is only 50.7%.

The following null hypothesis is to be tested and the results are shown in table 5.

H₀: Farmers' usage of e-banking delivery channels is independent of their age.

Table 5

Results of Chi-square test - Age-wise Analysis

Delivery Channels	DF	Chi-Square value	P value
ATM	4	68.994	0.000
Internet Banking	4	61.305	0.000
Mobile Banking	4	67.046	0.000

Source: Primary data

It is clear from the table that, for all three e-banking delivery channels such as ATM, internet banking, and mobile banking the p-value is less than 0.05. Therefore, it can be concluded that the usage of the e-banking delivery channel is dependent on age. Thus the null hypothesis gets rejected.

The following null hypothesis is to be tested and the results are shown in table 6.

H₀: Farmers' usage of e-banking delivery channels is independent of their education.

Table 6

Results of Chi-square test - Education wise Analysis

Delivery Channels	DF	Chi-Square value	P value
ATM	5	40.798	0.000
Internet Banking	5	26.081	0.000
Mobile Banking	5	22.795	0.000

Source: Primary data

The results of the Chi-square test reveal that p-values of all the channels are less than 0.05. Hence education is dependent on the usage of ATM, internet banking, and mobile banking.

3. Satisfaction Level of E-banking Delivery Channels

Table 7 shows the satisfaction level of respondents while using the e-banking delivery channels, ATM, internet banking and mobile banking.

Table 7

Satisfaction Level of E-banking Delivery Channels

Delivery Channels	Mean	Standard Deviation
ATM	4.2214	0.99689
Internet Banking	3.0643	1.16428
Mobile Banking	3.2714	1.22822

Source: Primary data

It is clear from Table 7 that the respondents are satisfied with the channel ATM with a mean value of 4.2214. The respondents have no opinion on other channels such as internet banking and mobile banking as they have little awareness about these channels.

4. Activities Performed through E-banking Delivery Channels

Table 8 illustrates various transactions performed by the respondents through the selected e-banking delivery channels by the respondents namely, ATM, internet banking and mobile banking.

For the channel ATM, the activities such as cash withdrawal, balance enquiry, cas/cheque deposit and mini statements are considered. In the case of internet banking, money transfer, balance enquiry, bill payment, ticket booking and online shopping are considered. Regards to mobile banking, money transfer, balance enquiry, bill payment, account statement enquiry, cheque status enquiry, recent transaction history and cheque book request are considered.

Table 8

Activities Performed through E-banking Delivery Channels

Delivery Channels	Transactions	Frequency	Percentage
ATM	Cash withdrawal	101	59.80
	Balance enquiry	48	28.40
	Cash/ Cheque deposit	6	3.60
	Mini statements	14	8.20
Internet Banking	Money transfer	41	29.90
	Balance enquiry	36	26.30
	Bill payment	23	16.80
	Ticket booking	18	13.10
	Online shopping	19	13.90
Mobile Banking	Money transfer	41	30.40
	Bill payment	24	17.80
	Balance enquiry	35	25.90
	Account statement enquiry	24	17.80
	Cheque status enquiry	3	2.20
	Recent transaction history	6	4.40

	Cheque book request	2	1.50
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Source: Primary data

Table 8 shows the transactions performed by the respondents through e-banking delivery channels. It can be seen from the table that through ATMs, cash withdrawal is the most frequently performed transaction. In the case of internet and mobile banking, respondents mostly use these channels only for money transfer and balance inquiry. They rarely use the remaining services.

5. Experience of Farmers with regard to ATM

Table 9 describes the experiences of respondents while using the e-banking delivery channel, ATM. The following null hypothesis is to be tested.

H0: Farmers’ experiences regarding ATMs are independent of their age.

Table 9

Results of ANOVA- Age-wise

Analysis

Variables	Sum of Squares	Mean Sum of Squares	F value	P value
Long standing queue	14.087	3.522	2.791	0.29
Running out of Money	41.377	10.344	22.778	0.000
Running out of order	41.377	10.344	22.778	0.000
ATM not releasing card	2.106	0.526	0.868	0.485

Source: Primary data

The result clearly shows that p-value of two variables, running out of money and running out of order, are less than 0.05 indicating that the various age groups significantly differ in these matters. In all other cases, the differences are found to be insignificant.

The following null hypothesis is to be tested and the results are shown in table 10.

H₀: Farmers' experiences regarding ATMs are independent of their education.

Table 10

Results of ANOVA- Education wise Analysis

Variables	Sum of Squares	Mean Sum of Squares	F value	P value
Long standing queue	10.684	2.137	10.684	0.152
Running out of Money	25.687	5.137	8.941	0.000
Running out of order	25.687	5.137	8.941	0.000
ATM not releasing card	1.007	0.201	0.325	0.897

Source: Primary data

The results of the analysis show in table 10 that the p-value of two variables, running out of money and running out of order is less than 0.05. It means the difference that exists between the education groups on these two variables is statistically significant. For the other two variables, the differences were found to be insignificant.

6. Experience of Farmers with regard to Internet Banking

Table 11 shows the experiences of respondents while using internet banking. The following null hypothesis is to be tested.

H₀: Farmers' experiences regarding internet banking are independent of their age.

Table 11

Results of ANOVA- Age-wise Analysis

Variables	Sum of Squares	Mean Sum of Squares	F value	P value
Slothful working	65.562	17.141	41.047	0.000
Erroneous transactions	4.953	1.238	3.288	0.013
Suspicion on the security of transactions	77.036	19.259	41.462	0.000
Unhandy website	4.962	1.241	3.854	0.005

Source: Primary data

The result clearly shows that the p-value of all the variables are less than 0.05, indicating that the various age groups significantly differ in their experience of using internet banking in all these matters.

The following null hypothesis is to be tested and the results are shown in table 12.

H₀: Farmers' experiences regarding internet banking are independent of their education.

Table 12
Results of ANOVA- Education wise Analysis

Variables	Sum of Squares	Mean Sum of Squares	F value	P value
Slothful working	22.916	4.583	6.020	0.000
Erroneous transactions	2.268	0.454	1.136	0.345
Suspicion on security of transactions	30.331	6.066	7.430	0.000
Unhandy website	0.812	0.162	0.457	0.807

Source: Primary data

From the table, it is clear that for the variables, slothful working and suspicion on security of transactions, the p-value is less than 0.05. That means for these two variables the different education groups are significantly different in their experience of using internet banking. For the remaining variables, differences are found to be insignificant.

7. Experience of Farmers with regard to Mobile banking

Table 13 shows the experiences of respondents while using mobile banking. The following null hypothesis is to be tested.

H₀: Farmers' experiences regarding mobile banking are independent of their age.

Table 13

Results of ANOVA- Age wise Analysis

Variables	Sum of Squares	Mean Sum of Squares	F value	P value
Sophisticated operations	69.394	17.348	34.646	0.000
Fuzzy instructions	21.999	5.500	10.828	0.000
Paucity of commensurate information	28.413	7.103	38.159	0.000
Suspicion on security of transactions	67.032	16.758	31.017	0.000

Source: Primary data

The result from table 13 clearly shows that the p-value of all the variables are less than 0.05, indicating that the various age groups significantly differ in their experience of using mobile banking in all these matters.

The following null hypothesis is to be tested and the results are shown in table 14.

H₀: Farmers' experiences regarding mobile banking are independent of their education.

Table 14

Results of ANOVA- Education wise Analysis

Variables	Sum of Squares	Mean Sum of Squares	F value	P value
Sophisticated operations	21.607	4.321	5.019	0.000
Fuzzy instructions	6.632	1.326	2.117	0.067
Paucity of commensurate information	4.505	0.901	2.462	0.036
Suspicion on security of transactions	22.790	4.558	5.212	0.000

Source: Primary data

The results in table 14 show that p-value of three variables, sophisticated operations, paucity of commensurate information, suspicion on security of transactions is less than 0.05. It means that there is a significant difference between the education groups on these variables. For other variables the differences found to be insignificant.

CONCLUSION

In light of the above discoveries, it may very well be presumed that the farmers are very little mindful of e-banking delivery channels. They have a decent familiarity with ATMs though it is low in the internet and mobile banking. Further variability of awareness in ATM is high among different age, and education groups. Money withdrawal is the principal action performed through an ATM. They have no idea about the printing of mini statements and cash/cheque deposits through ATMs. Through the internet and mobile banking, farmers performed just a couple of activities like money transfer, bill payment, and so on. E-banking is becoming mainstream among younger ages since they utilise cell phones and web offices more than others. Sometimes ATMs may run out of order and run out of money. This circumstance makes a few unsettling influences among farmers. What's more, moreover, they are defying security and system issues while using the internet and mobile banking. It tends to be inferred that among farmers e-banking isn't a lot mainstream.

Therefore, it is necessary to educate them about the mechanism for using these channels. Farmers should be made aware of all such systems. At the same time understand how all these systems add value to their banking needs. In terms of internet banking and mobile banking, farmers are very worried about the security of their information. It is this fear that pushes them away from these kinds of systems. Banks must ensure the security and confidentiality of such services when they are distributed to the community.

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