

**DOES ELECTRONIC BANKING IS TORNADO DURING LOCKDOWN PERIOD?**

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**ABSTRACT:**

*E-Banking is a road map of E-Commerce that essentially deals with the functioning of Information and Communication Technology in Corporate Financial Management. The advancement and promotion of E-banking has appear a very long way with millions spent on preparation of technological transform just to make banking services easily accessible to their customers/users from anywhere, any point, at anytime on fingertip.*

*Electronic commerce is mainly dependent on online banking in 21<sup>st</sup> century and are closely interrelated with internet based transactions and e-marketing, national & cross border trade as well as worldwide commercial practices, which manages the competence of best choice based buying and selling of commodities via e-wallet for both consumers and merchants in an digital business environment, payments take the form of money exchange in an electronic mode therefore called Electronic Payment. E-Payment system is beneficial to e-commerce to capture wide geographical distinguish markets easily and in a short span of duration. The emergence of high technology makes E-payment settlements on time through the internet and form E-business environment without ant barriers.*

*E-banking is a distant delivery outlet for banking services ranging from opening an account, transferring funds to more difficult form of online dealings like financial product sale, like brokerage and insurance to bill payments and direct debits etc.*

*By taking the sample size of 316 respondents from Hubli-dharwad Municipal Corporation, a comparative study has been made to know the impact of e-banking and e-commerce among the customers and merchants as well as the online technological influence among the study area.*

**Keywords:** E-banking, E-commerce, smart cards, Digital Wallet, E-cash, E-cheque. Digital - marketing etc.,

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## **INTRODUCTION**

The term electronic commerce or e-commerce refers to any sort of business transaction that involves the transfer of information through the internet.

By definition it covers a variety of business activities which use internet as a platform for either information exchange or monetary transaction or both at times.

E-commerce means using the Internet and the web for business transactions and/or commercial transactions, which typically involve the exchange of value (e.g., money) across organizational or individual boundaries in return for products and services.

Hence, e-tailing is a subset of e-commerce, which encapsulates all “commerce” conducted via the Internet. It refers to that part of e-commerce that entails the sale of product merchandise and does not include sale of services, namely railway tickets, airlines tickets and job portals.

## **BEGINNING OF E-COMMERCE**

The history of E-commerce begins with the invention of the telephone at the end of last century. EDI (Electronic Data Interchange) is widely viewed as the beginning of ecommerce if we consider ecommerce as the networking of business communities and digitalization of business information. Large organizations have been investing in development of EDI since sixties. It has not gained reasonable acceptance until eighties. The meaning of electronic commerce has changed over the last 30 years.

Originally, electronic commerce meant the facilitation of commercial transactions electronically, using technology such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allowing businesses to send commercial documents like purchase orders or invoices electronically. The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce. Another form of E-commerce was the airline and railway reservation system.

Online shopping, an important component of electronic commerce was invented by Michael Aldrich in the UK in 1979. The world’s first recorded business to business was Thomson Holidays in 1981. The first recorded Business to consumer was Gateshead SIS/Tesco in

1984. During the 1980s, online shopping was also used extensively in the UK by auto manufacturers such as Ford, General Motors and Nissan. The systems used the switched public telephone network in dial-up and leased line modes.

## **E-COMMERCE**

### **THREATS TO PRESENT DAY E-COMMERCE AND ITS SOLUTION**

#### **Major threats to present day e-commerce are:**

i. Money Thefts E-commerce services are about transactions, and transactions are very largely driven by money. This attracts hackers, crackers and everyone with the knowledge of exploiting loopholes in a system. Once a kink in the armour is discovered, they feed the system (and users) with numerous bits of dubious information to extract confidential data (phishing).

This is particularly dangerous as the data extracted may be that of credit card numbers, security passwords, transaction details etc. Also, Payment gateways are vulnerable to interception by unethical users. Cleverly crafted strategies can sift a part or the entire amount being transferred from the user to the online vendor.

ii. Identity thefts Hackers often gain access to sensitive information like user accounts, user details, addresses, confidential personal information etc. It is a significant threat in view of the privileges one can avail with a false identity. For instance, one can effortlessly login to an online shopping mart under a stolen identity and make purchases worth thousands of dollars.

He/she can then have the order delivered to an address other than the one listed on the records. One can easily see how those orders could be received by the impostor without arousing suspicion. While the fraudsters gains, the original account holder continues to pay the price until the offender is nabbed.

iii. Threats to the system Viruses, worms, Trojans are very deceptive methods of stealing information. Unless a sound virus-protection strategy is used by the ecommerce Solutions firm, these malicious agents can compromise the credibility of all ecommerce web solution services. Often planted by individuals for reasons known best to them alone, viruses breed within the systems and multiply at astonishing speeds. Unchecked, they can potentially cripple the entire system.

**Solutions: The following precautionary steps might prove to be helpful:**

**i. Authentication:**

Most notable are the advances in identification and elimination of non-genuine users. E-commerce service designers now use multi-level identification protocols like security questions, encrypted passwords (Encryption), biometrics and others to confirm the identity of their customers. These steps have found wide favour all around due to their effectiveness in weeding out unwelcome access.

**ii. Intrusion Check:**

The issue of tackling viruses and their like has also seen rapid development with anti-virus vendors releasing strong anti-viruses. These are developed by expert programmers who are a notch above the hackers and crackers themselves. Firewalls are another common way of implementing security measures. These programmes restrict access to and from the system to pre-checked users/access points.

**iii. Educating Users:**

E-commerce is run primarily by users. Thus, E-commerce service providers have also turned to educating users about safe practices that make the entire operation trouble free. Recent issues like phishing have been tackled to a good extent by informing genuine users of the perils of publishing their confidential information to unauthorized information seekers.

**RESEARCH METHODOLOGY:** Studied have been carried out on E-Payment and E Commerce system Questions are related to E-Payment system as well as E-Commerce in which given options are Agree, Disagree, Strongly disagree, strongly agree and Neutral.

**Data collection:** The study is based on primary data which is collected by the help of questionnaire technique meeting the samples from Hubli-Dharwad Twin Cities.

**Sample size:** 316 samples have been selected for the study between twin cities.

**Table No.-01**  
**Categorization of Respondents on the basis of Gender**

<b>Gender</b>	<b>Total</b>	<b>Percentage</b>
Male	158	50.00
Female	158	50.00
Transgender	Nil	Nil
<b>Total</b>	<b>316</b>	<b>100.00</b>

Source: Primary data

The table 01 reveals that the out of 316 sample respondents 158 samples are male and 158 are female.

**Table No.-02**  
**Categorization of Respondents on the basis of Age**

Age	Respondents			Respondents			Overall Respondents		
	Male	% age	Rank Male	Female	% age	Rank Female	Total	% age	Grand Rank
<b>Under 18</b>	12	07.60 (42.86)	5	16	10.13 (57.14)	4	28	08.86 (100.00)	4
<b>18-29</b>	34	21.52 (52.31)	3	31	19.61 (47.69)	3	65	20.44 (100.00)	3
<b>30-34</b>	44	27.85 (41.90)	2	61	38.61 (58.10)	1	105	33.23 (100.00)	1
<b>45-59</b>	53	33.54 (55.21)	1	43	27.22 (44.79)	2	96	30.38 (100.00)	2
<b>60+</b>	15	09.49 (68.18)	4	07	04.43 (31.82)	5	22	06.96 (100.00)	5
<b>Total</b>	<b>158</b>	<b>100.00</b> <b>(50.00)</b>	<b>Total Rank = 5</b>	<b>158</b>	<b>100.00</b> <b>(50.00)</b>	<b>Total Rank = 5</b>	<b>316</b>	<b>100.00</b> <b>(100.00)</b>	<b>Total Rank = 5</b>

Source: Primary data

The table 02 depicts that the out of 316 respondents' majority of sample size is fall in the age group of 30-59 among male and female categories which covers nearly 64 percent. 20.44 percent of respondents are from the age group of 18-29. These are the millennial age group peoples who involved themselves in buying and selling of various products and services in different ways. In this age peoples economically keep them busy to meet themselves and dependents needs, demands and responsibilities.

**Table No.-03**  
**Categorization of Respondents on the basis of Education**

Education Level	Male	% age	Rank Male	Female	% age	Rank Female	Total	% age	Grand Rank
Uneducated	13	08.23 (40.63)	6	19	12.03 (59.37)	5	32	10.13 (100.00)	6
Primary	18	11.39 (46.15)	5	21	13.29 (53.85)	4	39	12.34 (100.00)	4
Up to SSLC	21	13.29 (45.65)	3	25	15.82 (54.35)	3	46	14.57 (100.00)	3
PUC	36	22.78 (52.17)	2	33	20.89 (47.83)	2	69	21.84 (100.00)	2
Under Graduation	51	32.28 (53.13)	1	45	28.48 (46.87)	1	96	30.38 (100.00)	1
Post Graduation	19	12.03 (55.88)	4	15	09.49 (44.12)	6	34	10.75 (100.00)	5
<b>Total</b>	<b>158</b>	<b>100.00</b> <b>(50.00)</b>	<b>Total Rank = 5</b>	<b>158</b>	<b>100.00</b> <b>(50.00)</b>	<b>Total Rank = 5</b>	<b>316</b>	<b>100.00</b> <b>(100.00)</b>	<b>Total Rank = 5</b>

Source: Primary data

The table 03 shows the education of respondents in the study, out of 316 sample size the major respondents are found graduates and pre university level at 30.38 percent and 21.84 percent. The post graduates are about 10.75 percent in the study. Though the educational qualification plays a vital role in technological usage and adoptions, the lower educated people those who are aware and involved in huge transactions with banking as well as other are in use of smart payment by using e-wallet. Hence, the education and technological awareness is the important variable which causes for adoption of smart banking devices for making the cashless transaction.

**Table No.-04**  
**For what are the reasons you have never used internet banking**

Why not internet banking	Male	% age	Rank Male	Female	% age	Rank Female	Total	% age	Grand Rank
Never heard of internet banking	8	14.81 (40.00)	3	12	16.90 (60.00)	3	20	16.00 (100.00)	3
Concerned about Security	15	27.78 (42.86)	2	20	28.17 (57.14)	2	35	28.00 (100.00)	2
Don't get on with the technology	19	35.19 (45.24)	1	23	32.39 (54.76)	1	42	33.60 (100.00)	1
Not available Through my bank	07	12.96 (43.75)	4	09	12.68 (56.25)	4	16	12.80 (100.00)	4
Others	05	09.26 (41.67)	5	07	09.86 (58.33)	5	12	09.60 (100.00)	5
<b>Total</b>	<b>54</b>	<b>100.00</b> (42.20)	<b>Total Rank = 5</b>	<b>71</b>	<b>100.00</b> (57.80)	<b>Total Rank = 5</b>	<b>125</b>	<b>100.00</b> (100.00)	<b>Total Rank = 5</b>

Source: Primary data

The table 04 shows the about 35.19 percent males and 32.39 percent females are not using internet banking due to the reason of lack of technological knowledge therefore, they do not opt the e-payments or internet banking, about 28 percent of respondents are feels that the security is the basic problem for using internet banking. On the other hand, 12.80 percent and 9.60 percent of sample size is opined they do not avail such facilities and other reasons. 16 percent of people involved in banking system, but they are not heard about the internet banking, because this particular group is from the group of uneducated.

**Table No.-05**  
**How often do you use cash?**

Use of cash	Male	% age	Rank Male	Female	% age	Rank Female	Total	% age	Grand Rank
Everyday	158	100.00 (61.48)	1	99	62.66 (38.52)	1	257	81.33 (100.00)	1
Three to six times a week	Nil	Nil	Nil	31	19.62 (100.00)	2	31	09.81 (100.00)	2

One to two times a week	Nil	Nil	Nil	24	15.19 (100.00)	3	24	07.59 (100.00)	3
Once a fortnight	Nil	Nil	Nil	4	02.53 (100.00)	4	4	01.27 (100.00)	4
Once every few months	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil
Don't know	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil
<b>Total</b>	<b>158</b>	<b>100.00</b> <b>(50.00)</b>	<b>Total Rank = 6</b>	<b>158</b>	<b>100.00</b> <b>(50.00)</b>	<b>Total Rank = 6</b>	<b>316</b>	<b>100.00</b> <b>(100.00)</b>	<b>Total Rank = 6</b>

Source: Primary data

The table 05 reveals the use of cash by an individual in his usual course of work for making payments for the distinguish purpose. Among the 318 respondents almost 257 member respondents are use cash every day, all the male respondents use cash regularly. 81.33 percent respondents are carried cash transactions it includes both the methods of payments such as cash as well as card i.e. e-payments. It can be say that the less cash economy can be seen but it is very difficult to build cashless economy.

In India, the major population is residing in rural and major economic crisis is seen in the country, the banking system is losing its efficiency and the government is planned as well merging banks. In this entire situation, when metropolitan cities are facing the internet problem, lower internet connection, no proper work of e-machine causes difficulty in urban area.

**Table No.-06**  
**How often do you use your bank debit card?**

Usage of debit card	Male	% age	Rank Male	Female	% age	Rank Female	Total	% age	Grand Rank
Everyday	05	04.46 (71.43)	5	02	02.11 (28.57)	5	07	03.38 (100.00)	5
Three to six times a week	28	25.00 (53.85)	2	24	25.26 (46.15)	2	52	25.12 (100.00)	2
One to two times a week	46	41.07 (50.55)	1	45	47.37 (49.45)	1	91	43.96 (100.00)	1
Once a fortnight	25	22.32 (55.55)	3	20	21.05 (44.44)	3	45	21.74 (100.00)	3
Once every few months	08	07.15 (66.67)	4	04	04.21 (33.33)	4	12	05.80 (100.00)	4
Don't know	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil
<b>Total</b>	<b>112</b>	<b>100.00</b> <b>(54.11)</b>	<b>Total Rank = 5</b>	<b>95</b>	<b>100.00</b> <b>(45.89)</b>	<b>Total Rank = 5</b>	<b>207</b>	<b>100.00</b> <b>(100.00)</b>	<b>Total Rank = 5</b>

Source: Primary data

The table 06 reveals the use of bank debit card by the banking customers in their routine life, 43.96 percent of respondents are use their debit cards one to two times during the week. 21.74 percent of customers use fortnightly, 25.12 percent of customers uses three to six times a week. Daily users of debit cards are found very less only 3.38 percent. The utilization of debit card is based upon their transaction made or depends upon on the customers' involvement in the economic transactions.

The Reserve Bank of India rule imposed on customers regarding usage of debit or credit cards thrice a month has put maximum pressure on customers to take chance in case of e-card, if they cross three to five times the commission or extra amount.

**Table No.-07**  
**What is your go to payment option?**

<b>Payment options</b>	<b>Male</b>	<b>% age</b>	<b>Rank Male</b>	<b>Female</b>	<b>% age</b>	<b>Rank Female</b>	<b>Total</b>	<b>% age</b>	<b>Grand Rank</b>
Cards	112	70.89 (54.11)	3	95	60.13 (45.89)	3	207	65.51 (100.00)	3
Cash	158	100.00 (50.00)	1	158	100.00 (50.00)	1	316	100.00 (100.00)	1
Cheques	139	87.97 (57.44)	2	103	65.19 (42.56)	2	242	76.58 (100.00)	2
Online banking	76	48.10 (55.07)	5	62	39.24 (44.93)	4	138	43.67 (100.00)	5
Mobile banking	95	60.13 (61.29)	4	60	37.97 (38.71)	5	155	49.05 (100.00)	4
PayPal	73	46.20 (75.26)	6	24	15.19 (24.74)	7	97	30.70 (100.00)	6
Other, please specify	45	28.48 (60.81)	7	29	18.35 (39.19)	6	74	23.42 (100.00)	7

Source: Primary data

Above table 07 exhibits the payment made by individuals while making transaction through options available to him by using cash and electronic modes, inclusive of internet and smart banking techniques such as credit and debit cards, e-banking, mobile banking, PayPal and other payment system comes together 65.51 per cent, 43.67 per cent, 49.05 per cent, 30.70 per cent and 23.42 per cent of respondents. Majority of people use the cheques and cash payments for transactions.

The study very clearly depicts the respondents who are using e-wallets are not cent per cent depends on e payments, for local and general payments they have to go for cash based system. Even in general and local hospitals and medicals cash is necessary, in



vegetable markets, buses, city transportations, auto rickshaws, milk vendors, news paper distributors and so on are purely dependent on cash transactions.

**Table No.-08**  
**Which, if any, do you use when making purchases in store?**

Options to purchases	Male	% age	Rank Male	Female	% age	Rank Female	Total	% age	Grand Rank
Cash	158	100.00 (50.00)	1	158	100.00 (50.00)	1	316	100.00 (100.00)	1
Debit card (using chip)	95	60.13 (56.21)	3.5	74	46.84 (43.79)	3.5	169	53.48 (100.00)	3.5
Debit card (swipe)	95	60.13 (56.21)	3.5	74	46.84 (43.79)	3.5	169	53.48 (100.00)	3.5
credit card (using chip)	20	12.66 (52.63)	5.5	18	11.39 (47.37)	5.5	38	12.03 (100.00)	5.5
Credit card (swipe)	20	12.66 (52.32)	5.5	18	11.39 (47.37)	5.5	38	12.03 (100.00)	5.5
Mobile payment app	112	70.89 (54.11)	2	95	60.13 (45.89)	2	207	65.51 (100.00)	2
None of the above	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil

Source: Primary data

Table 08 reveals regarding making of payments while shopping or purchasing, the present study reveals, all the respondents respond that along with cash they uses e-payments also. Debit cards and credit cards are used to make e-payments at 53.48 per cent each and by mobile payment app is used at 65.51 per cent.

**Table No.-09**  
**Overall analysis of e-payment (digital and online payment) system**

machinery	Male	Percentage	Female	Percentage	Total	Percentage
<b>E-payment systems save you time and money.</b>						
Strongly disagree	Nil	Nil	Nil	Nil	Nil	Nil
Disagree	Nil	Nil	Nil	Nil	Nil	Nil
Agree	86	76.79 (59.72)	58	61.05 (40.28)	144	69.57 (100.00)
Strongly agree	26	23.21 (41.27)	37	38.95 (58.73)	63	30.43 (100.00)
<b>Total</b>	<b>112</b>	<b>100.00 (54.11)</b>	<b>95</b>	<b>100.00 (45.89)</b>	<b>207</b>	<b>100.00 (100.00)</b>
<b>E-payment systems are better than cash.</b>						
Strongly disagree	Nil	Nil	Nil	Nil	Nil	Nil
Disagree	Nil	Nil	Nil	Nil	Nil	Nil

Agree	80	71.43 (54.79)	66	69.47 (45.21)	146	70.53 (100.00)
Strongly agree	32	28.57 (52.46)	29	30.53 (47.54)	61	29.47 (100.00)
<b>Total</b>	<b>112</b>	<b>100.00 (54.11)</b>	<b>95</b>	<b>100.00 (45.89)</b>	<b>207</b>	<b>100.00 (100.00)</b>
<b>A digital customer has to be alert to security issues when using e-payment system.</b>						
Strongly disagree	Nil	Nil	Nil	Nil	Nil	Nil
Disagree	Nil	Nil	Nil	Nil	Nil	Nil
Agree	10	08.93 (66.67)	05	05.26 (33.33)	15	07.25 (100.00)
Strongly agree	102	91.07 (53.13)	90	94.74 (46.87)	192	92.75 (100.00)
<b>Total</b>	<b>112</b>	<b>100.00 (54.11)</b>	<b>95</b>	<b>100.00 (45.89)</b>	<b>207</b>	<b>100.00 (100.00)</b>
<b>E-payment offers a great choice for consumer and merchant in the way they send and receive payment.</b>						
Strongly disagree	Nil	Nil	Nil	Nil	Nil	Nil
Disagree	Nil	Nil	Nil	Nil	Nil	Nil
Agree	84	75.00 (53.50)	73	76.84 (46.50)	157	75.85 (100.00)
Strongly agree	28	25.00 (56.00)	22	23.16 (44.00)	50	24.15 (100.00)
<b>Total</b>	<b>112</b>	<b>100.00 (54.11)</b>	<b>95</b>	<b>100.00 (45.89)</b>	<b>207</b>	<b>100.00 (100.00)</b>
<b>E-payment transaction costs are hidden from users.</b>						
Strongly disagree	Nil	Nil	Nil	Nil	Nil	Nil
Disagree	14	12.50 (53.85)	12	12.63 (46.15)	26	12.56 (100.00)
Agree	84	75.00 (56.00)	66	69.48 (44.00)	150	72.46 (100.00)
Strongly agree	14	12.50 (45.16)	17	17.89 (54.84)	31	14.98 (100.00)
<b>Total</b>	<b>112</b>	<b>100.00 (54.11)</b>	<b>95</b>	<b>100.00 (45.89)</b>	<b>207</b>	<b>100.00 (100.00)</b>
<b>Problems will not arise if your debit card is lost or stolen.</b>						
Strongly disagree	24	21.43 (43.64)	31	32.64 (56.36)	55	25.57 (100.00)
Disagree	59	52.68 (56.19)	46	48.21 (43.81)	105	50.72 (100.00)
Agree	29	25.89 (61.70)	18	18.95 (38.30)	47	22.71 (100.00)
Strongly agree	Nil	Nil	Nil	Nil	Nil	Nil

<b>Total</b>	<b>112</b>	<b>100.00</b> <b>(54.11)</b>	<b>95</b>	<b>100.00</b> <b>(45.89)</b>	<b>207</b>	<b>100.00</b> <b>(100.00)</b>
<b>E-payment system can be easily understood and readily adopted.</b>						
Strongly disagree	Nil	Nil	Nil	Nil	Nil	Nil
Disagree	Nil	Nil	Nil	Nil	Nil	Nil
Agree	85	75.89 (59.03)	59	62.11 (40.97)	144	69.57 (100.00)
Strongly agree	27	24.11 (42.86)	36	37.89 (57.14)	63	30.43 (100.00)
<b>Total</b>	<b>112</b>	<b>100.00</b> <b>(54.11)</b>	<b>95</b>	<b>100.00</b> <b>(45.89)</b>	<b>207</b>	<b>100.00</b> <b>(100.00)</b>

Source: Primary data

Table 09 explains the overall analysis of e payment i e digital and online payment system. The 69.57 per cent of respondents believe that the use of electronic payment techniques saves their time and money and 30.43 per cent of respondents are strongly agreed that the e-wallet is benefitted to them by saving their maximum time as well as unnecessary expenditures incurred on collection, travelling and petty cash outgoings from pockets. They are positively reacting towards online banking system.

92.75 per cent of respondents are strongly agreed that e-payment systems are better than cash payments because the accountability in e-payments is very easily recorded in itself without any extra keeping of records. The debit and credit transaction carried through the electronic methods recorded during the transaction.

The respondents feels and they gives special attention towards the issue of security in electronic mode of transaction. The issue of security code and maintenance of password is very crucial issue.

75.85 per cent of respondents agreed and 24.15 per cent of respondents are strongly agreed that the e- payment offers a great choice for consumers and merchants in the way they send and receive payment.

The 72.46 per cent peoples agreed and 14.98 per cent peoples strongly agreed about the e-payment costs are hidden from users. Around 12.56 per cent respondents are not agreed that the costs are hidden from them. The costs such as commission, service charges, extra benefit costs, online payment costs might be charged to the customers by service providers.

The problem might be faced by the e-wallet users during they lost the debit or credit cards of or any electronic cards.

## **FINDINGS**

- ❖ Millennial age group dominates on usage of electronic mode of payment, the education and technological awareness play vital role in the e-commerce and e-payment system.
- ❖ Use of electronic wallet is more beneficial and saves time & cost.
- ❖ Highly depending on e-wallet is problematic in rural economy of India, where the cash transactions are carried out and e facilities are not available.
- ❖ The problems of safety, security processing system along with internet disconnections are occasionally faced by the many customers.
- ❖ Extra cost is one of the reasoned after transaction i e the hidden cost involved makes the transaction costlier than the actual prices.

## **SUGGESTION**

- ❖ To improve the internet connections and speed up the networking system in urban and rural India to make standardized electronic payment.
- ❖ Arrangement of awareness programmes and meeting the proper information regarding utilization of e-payment benefits may increase the users of e-wallet and e-banking or online banking system in the country.
- ❖ Governance on technology and proper & systematic code of conduct should be set off by the administrative body in banking.

## **CONCLUSION**

It can e say that the banks should have to put cost efficient electronic access channel for traditional banking products, they are offering internet based services and products to their customers which are reliable and secure.

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