

ENHANCING CUSTOMER AWARENESS ON E-BANKING

#1GARIDEPALLI GOPI, PG Student,

#2GOSU DISENDRA, PG Student,

Department of Master of Business Administration,

SAI SPURTHI INSTITUTE OF TECHNOLOGY, SATHUPALLI, KHAMMAM, TELANGANA.

ABSTRACT

Online banking services have seen phenomenal growth due in large part to the growing adoption of digital technology, which has caused significant changes in the banking business. As the number of institutions that provide online banking services increases, it is important for customers to be knowledgeable about the options available to them and the best ways to keep their money secure. The need of educating consumers on how to make the most of online banking to better their financial situations is highlighted in this abstract. Online banking, mobile banking, electronic fund transfers, and digital wallets are just few of the e-banking services briefly described in the abstract. The simplicity, speed, and convenience of these services for customers is highlighted, as is the value they provide to their lives. Many of the benefits of doing one's banking online are highlighted. In doing so, it highlights how these services allow for paperless transactions, round-the-clock account access, and flexible financial management. Elaborating on these benefits, the abstract highlights the potential of e-banking to improve the customer experience and enable better financial decision-making.

Keywords: Electronic banking; Internet banking; Credit/debit cards; Transparency; Accuracy; Cost saving; Customer's awareness and Satisfaction

1. INTRODUCTION

According to American Banker, more and more companies are using the Internet for marketing and internal communications. The banking industry has also undergone transformations in recent years, as evidenced by the rise of the catchphrase "e-banking" to describe the widespread adoption of online banking. These days, most financial transactions may be completed without ever setting foot inside a bank, thanks to the ubiquitous availability of the Internet and other means of electronic communication and processing. According to the Online Banking Report, just about a third of all consumer financial transactions are currently conducted at a branch or main bank office. Healy has provided an example for the entire banking sector on how to turn things around and win back customers.

E-banking is considered as a modern upgrade from older forms of electronic distribution, and it has the potential to offer several advantages to financial institutions. It was predicted that the

financial services industry would spend \$2 billion on innovative electronic banking systems. Sixty-six percent of banks stated they would invest in online banking technology in addition to telephone banking technology, while thirty-four percent said they would not. From customer satisfaction and acceptance to service offerings and value added for both customers and financial institutions, as well as worries about personal data security, financial returns, operational risks, and competition from non-financial businesses, the current literature on e-banking covers a broad range of topics. Industry leaders such as Boss et al. recognize that the Costanzo online banking platform is a new and improved electronic delivery tool for banks, and that it works in tandem with other technologies such as automated teller machines and telephone transaction processing centers. There are still many major hurdles that need to be overcome before e-commerce and internet banking can truly take off. Priority has been placed on lessening the potential

for security breaches. Fast and reliable delivery of goods and services in the realm of electronic commerce (including online banking) has proven challenging for both buyers and sellers. Even Furash is disappointed by the scarcity of options for internet purchasing. In the past, customers (who aren't computer "genius" like most older people) have been hesitant to conduct business (including banking transactions) online out of fear that they will be at a disadvantage due to their lack of computer expertise.

Objectives

- The survey's goal is to collect demographic data about E-bank customers, such as age, gender, marital status, education level, and household income.
- Seeking insights about the expanding preference for online banking.
- Determine the level of satisfaction existing online banking users have.
- Conduct a survey to gauge public opinion on the many concerns raised by E-banking users.
- The objective is to make online banking more accessible and appealing to customers.

2. REVIEW OF LITERATURE

Research by Tiffany (2018) shows that Thoothukudi residents are familiar with and make use of mobile e-banking. Customers' time is the most important commodity, making mobile banking the most valuable e-banking option. The ease with which consumers can send and receive funds is driving an increase in the popularity of mobile banking services.

Abbokar Siddip (2017) investigated customers' familiarity with deposits and loans in the Indian city of Mangaluru. Customers of both private banks and public sector banks can be assumed to have a similar level of understanding of their consumer rights thanks to the data collected from their loans.

Bhupendrasingh Hada's "Online Banking and Customer Satisfaction in India's Public and Private Sector Banks: An Analytical Study" (2016) provides an in-depth look at these topics.

while compared to consumers of public banks, private bank customers are more affected by the variables you've highlighted while using online banking services. Increased media coverage of banks' electronic banking options has made private sector customers better educated when deciding which option best suits their needs when creating an account for online banking services.

Ratish Gupta's 2016 book examines the state of banking in India, both publicly and privately. He compared the quality of services offered by two banks in each group. Customer loyalty is most likely affected by the quality of financial services provided by online, 24-hour institutions and by private banks.

It was in 2001 that the phrase "Black et.all" was first used. The purpose of the research was to get insight into how customers perceive internet banking and the factors that impact their purchasing decisions. How people feel about online banking, and what might be done to make it more popular. Results show that online banking is highly correlated with demographic variables such as education, gender, and income. The research concluded that consumers would be more interested in embracing internet banking provided they have the skills necessary to do so. Online banking requires more resources (a computer and an Internet connection) and time investment from customers, as stated by Janeetal (2004).

Riquelme (2006) found that the vast majority of customers in his sample were either satisfied or very satisfied with the online system's functionality. It would appear that online businesses succeed in making their customers happy when they offer a wide variety of products, extensive information, and responsive support all in one place.

Raja, JOC (2012). E-Banking Scenario in the Banking System. The goal is to use secondary data to investigate the range of online banking options provided by financial institutions worldwide. There's a rundown of the many advantages of working with us, a look at how internet banking stacks up against traditional

banking, and a discussion of the various security measures taken by different financial institutions to ensure the safety of online banking transactions. In addition, it assesses the advantages of online banking for the banking industry throughout the current global financial crisis.

Consumer Acceptance of Electronic Banking: A study comparing consumers in developed and developing countries found that consumers in the former were more likely to use internet banking.

Consumer loyalty, as discussed by John Reynolds in his 2007 article "Consumer Loyalty," might help firms figure out how to market their electronic banking services more effectively.

According to Huang Habit's (2005) Electronic Money and e-Banking Service, public acceptance is key to the growth of E-banking. The most crucial finding is that, while there are some shared characteristics among E-banking clients, there are also notable distinctions in the various types of E-banking service evaluations.

(2002) Chandar, Happiness with the Quality of Bank Services: An author who wasn't bound by consumer studies looked into the connection between service quality and happy bank customers all around the country. These variables were found to be both autonomous and strongly coupled, as evidenced by the research. Infrastructure, human resources, service delivery mechanism, and public accountability are all areas where these central models diverge greatly from one another. The study's conclusions make a great jumping-off place for contemplating banking's future.

How Customers Feel About Online Banking, Polatoglu and Ekin, 2001 Provided by the bank: an empirical study of customers' opinions regarding online banking. They included both internal factors such as marketing initiatives and external factors such as customers' impressions of internet banking's relative ease, security, and benefits. Each of these factors was related to the adoption rate. According to the numbers, not only does internet banking reduce costs for financial

institutions, but it also makes banking more easy for users.

According to "retail bank service strategy," written by Leader and Byers in 2001, changes in distribution channels are driven by customers' altering views rather than banks' cost structures. They also point out that virtual banks can only turn a profit if the number of consumers who prefer electronic media is nearly twice as great as the number of customers who prefer traditional bank offices.

3. RESEARCH METHODOLOGY

The primary purpose of this research is to assess how comfortable and satisfied commercial bank clients in the Hyderabad area are with using electronic banking services. The information used in this study came from both primary and secondary resources. Ninety random customers were selected from the pool of people who use online banking. The choices are made completely at random. The information was gathered between 2022's spring and summer. Simple percentages, averages, the F-Statistic, the chi-square test, and probability analysis were used to assess the data collected from the main source. Books, journals, newspapers, the internet, and magazines were all mined for secondary material that was used to build Table 1.

Results and Discussion

In Table 2, we see that 16.67% of respondents are older than 50, whereas 40% are between the ages of 26 and 25, and 40% are between the ages of 25 and 25. As can be seen in Table 3, whereas women make up 38.89% of the responses, men make up 61.11. Sixty-four percent of respondents in the poll had spouses, while 36 percent are single. Out of a total of 90 respondents, 13.33% are non-literate, 22.22% have only completed primary/secondary education, 26.67% have only completed college, and 20% have completed graduate/professional studies.

Table 1 provides a breakdown of the respondents' ages. Important context information. Percentages are shown in the figures between brackets.

Age in Group (in years)	No. of Respondents
Up to 25	36 (40)
Between 26-50	39 (43.33)
Above 50	15 (16.67)
Total	90 (100)

Table 2 shows the breakdown of the sample population by gender. Important context information. Percentages are shown in the figures between brackets.

Gender	No. of Respondents
Male	55 (61.11)
Female	35 (38.89)
Total	90 (100)

Table 3: The marital status of the sample is broken down in Table 3. Important context information. Percentages are shown in the figures between brackets.

Marital Status	No. of Respondents
Married	58 (64.44)
Unmarried	32 (35.56)
Total	90 (100)

Table 4: The educational backgrounds of the respondents are broken down in Table 4. Important context information.

Educational Qualification	No. of Respondents
Illiterate	12 (13.33)
School level	20 (22.22)
College level	24 (26.67)
Professional	18 (20.00)
Diploma	16 (17.78)
Total	90 (100)

Table 5 shows that 17.78% of respondents did not go on to earn a college degree. The numbers in brackets represent a percentage of the total number of subject matter experts. Approximately 54.44% of respondents are employed full-time by an organization, 13.33% are self-employed, 8.89%

are farmers, and 12.22% are professionals, as stated in the data. (Table 6) The percentage of student homeowners is 18.89%. As can be seen from Table 7, 36.67 percent of respondents made less than Rs 1,000,000 per year, 52.22 percent made between Rs 1,000,001 and Rs 3,000,001, and 11.11 percent made more than Rs 1,672,22. The table demonstrates how widespread the use of online banking has become. Over ninety-three percent of people said they were happy with their mobile banking experience. Customers appear to be pleased with both the ATM satisfaction rate of 88.89% and the internet banking satisfaction rate of 78.89%. The customer satisfaction rates for both accepting credit cards and debit cards and for the electronic fund transfer service are exceptionally good. Chi-square testing ($\chi^2=53.1$, $df=8$, $P=0.000$) shows a positive correlation between customers' levels of satisfaction and their preference for specific electronic banking services. Most people are aware of financial advisors and are happy with the services they receive, as seen in Table 8. When asked why they utilize online banking, locals in the Hyderabad area cited a desire for ease, safety, high-quality service, and efficiency. Commercial banks' internet banking services are quite popular since they are quick, easy to use, inexpensive, and accessible. Consumers are most interested in Table 5: Distribution of sample respondents by occupation because it emphasizes social status (95.56% prefer it), security (50.0%), control (40.0%), time out (58.19% prefer it), and information exchange (90.0%). Percentages are shown in the figures between brackets. Table 5: Occupation breakdown of the sample population. Primary information. Percentages are indicated by the numbers within brackets.

Occupation	No. of Respondents
Employee	49 (54.44)
Business	12 (13.33)
Agriculture	8 (8.89)
Professional	11 (12.22)
Student	17 (18.89)
Total	90 (100)

Table 6: The income distribution of the sample population is shown in Table 6. Important context information.

Income	No. of Respondents	Percentage
Up to Rs.1,00,000	33	36.67
Rs 1,00,001 to Rs 3,00,000	47	52.22
Above Rs 3,00,000	10	11.11
Total	90	100.00

Table 7 shows the most popular online banking services used by our sample of 90 customers. Important context information.

Customer preference	Satisfied	Percentage	Not Satisfied	Percentage
Mobile Banking	84	93.33	6	6.67
E-Cheques	69	76.67	21	23.33
Phone Banking	61	67.78	29	32.22
Credit /Debit cards	78	86.67	12	13.33
ATM	80	88.89	10	11.11
Electronic fund transfer	73	81.11	17	18.89
Tele banking	54	60	36	40
Internet Banking	71	78.89	19	21.11
SMS Banking	59	65.56	31	34.44

Table 8: Preferences of Online Banking Customers (N = 90) Table 8.

Motivating Factors	No. of Respondents	Percentage
Time saving	73	81.11
Accuracy	49	54.44
Ubiquity	31	34.44
Easy and convenient access	68	75.56
Cost saving	77	85.56
Transparency	63	70.00
Social status	86	95.56
Confidentiality	50	55.56
Exchange of information	81	90.00
Service quality	67	74.44
Security	45	50.00
Speed	88	97.78
Control over funds	36	40.00
Time out feature	53	58.89
Total	90	100.00

Table 9: Commercial banks in the Hyderabad, Telangana area are ranked by the overall satisfaction of their customers with their e-banking services, as shown in Table 9.

Service Quality Factors	Average Score Respondents	F-Statistic
Time factor	3.1032	1.1361
Reliability	2.1736	3.1432*
Queue management	2.1438	1.6413
On-line bill payments	2.3710	1.4351
Easy to use and user friendliness	3.2134	0.4751
Anytime and anywhere banking facility	3.6415	3.2185*
Convenience way of operating banking transactions	2.8124	3.6141*
*Significant at 5% level.		

Table 10 shows the predicted requirements of respondents for future use of electronic banking services.

Future Expectations	No. of Respondents	Percentage
Reasonable cost	16	17.78
Expected neither technique intervention nor quality services	53	58.89
Security	21	23.33
Total	90	100.00

Difficulty	No. of Respondents	Percentage
Risky	11	12.22
Less Knowledge	45	50
High Fees	7	7.78
Complex to use	27	30
Total	90	100.00

Customer Perception on Service Quality Factors

The widespread availability of online banking has caused a shift in how people get their hands on cash and handle their financial affairs. According to, reliability is an essential aspect of high-quality i-banking services. One of the biggest draws of online banking is the amount of time it can save you [15]. Most people use online banking to make bill payments or send money to loved ones. More people will use the online banking service if it is simple to navigate. Users of internet banking frequently highlight the flexibility of being able to check their balances from any computer. The key to providing customers with a smooth online banking experience is managing wait times. Complete satisfaction is represented by a score of 5, moderate satisfaction by 4, discontent by 3, and strong dissatisfaction by 2 for each of the aforementioned dimensions of the service's quality. Table 9 displays the average percentage of consumers that are happy with various aspects of the service they received. Customers are asked to rate their satisfaction with each SQF on a scale from 1 to 5. The mean values of the SQF and F-statistics are provided. The findings show that customers are satisfied with the services in terms of reliability, availability (they can access banking services at any time), and the simplicity (they can complete financial transactions quickly and easily). These components had mean values of 3,143, 2,815, and 3,614 respectively.

Table 11: How Easy It Is To Use Online Banking

Table 10 shows that different 'F' values indicate statistical significance at the 5% level for the three service quality aspects of reliability, 24/7 banking availability, and convenience of banking operations. This table summarizes the expectations of prospective customers. While only 23.3% of consumers want the bank to guarantee their safety, 58.89% of those polled stated they'd rather avoid using computers and other technological aids altogether when they bank. In Table 11 below, you'll see the percentage of people who thought that banks should charge appropriate rates for their services. Unfamiliarity with the nuances of using an online banking service is the most common barrier to using E-banking (50%). Thirty percent of respondents found it difficult to use internet banking services, and 11.22 percent regarded it unsafe.

4. CONCLUSION

The ability to use a bank's online banking service is essential in the modern world. Banking services are now available at the click of a mouse, giving customers' unparalleled freedom to choose providers for their financial service needs at greatly reduced rates. To maintain market share, banks need to invest in technological advancements and the development of innovative products and services. While the traditional banking system will be maintained, banks have come to realize that they must offer online banking services in order to remain competitive in the emerging E-Economy. The most prosperous financial institutions will be those who successfully leverage e-banking to forge deeper connections with their clientele. There's no denying that the widespread accessibility of E-Banking opens the door to novel expansion

possibilities and that transacting business online ushers in novel approaches to commerce. Most people with a bank account are familiar with the concept of internet banking, but others may be hesitant to actually use it. The bank must therefore implement strategies to comfort anxious customers and broaden the public's understanding of E-Banking.

REFERENCES

1. R. Tiffany, R& Sangeetha, V. “ A Study on Consumer Awareness And Usage of EBanking Transaction Through Mobile phones in Thoothukudi (2018), Shanalx International Journal of Commerce, vol.6, no. SI, 2018, pp. 151-157.
2. S. B. Verma, S. K. Gupta and M. K. Sharma, “E-Banking and Development of Banks”, New Delhi: Deep & Deep Publications Pvt. Ltd. (2007).
3. S. Singh, “Internet Banking Services as Tool of CRM: A Study in the National Capital Region”, NICE Journal of Business, vol. 5, no. 1, (2010), pp. 87-96.
4. SathyaSwaroopDebashish (2002), E-banking in india Volume 6 , No. 1 , pp 18
5. American Banker (2000) Web Banks Beat Branches on Ratios but there's No Competition.
6. Beer Stan (2006) Customers Preference on Internet Banking Survey.
7. Kevin B (2001) Has dot.com Banking Peaked? ABA Banking Journal. pp: 73-75.
8. Boss S, McGranahan D, Mehta A (2000) Will the Banks Control Online Banking? The McKinsey Quarterly.
9. Jim B (2002) Online Banking by the Numbers.
10. Chris C (2000) Pioneer Internet-Only Bank Has a new Strategy. American Banker, p: 1.