A Study On Customer Satisfaction And Preference Towards Net Banking Services In Private Sector Banks With Reference To Tirunelveli District

P. Supriya,

Research Scholar (Commerce), Sri Sarada College for Women((An Autonomous Institution),Tirunelveli-11

Email Id: supriyasp39@gmail.com

Dr R. Muthulakshmi,

Associate Professor& Head –Commerce, Sri Sarada College for Women (An Autonomous Institution)

Tirunelveli-11

ABSTRACT

Banking in India originated in the last decades of the 18th century. The banks were The General Bank of India which was started in 1786. The three were merged in 1921 to form Imperial Bank of India, Which upon India's independence becomes the State Bank of India. But, the banking functions became an effective force only after the first decade of 20th century. The first NET BANKING SERVICES was implemented by ICICI Bank. Later on the other banks also introduced the NET BANKING SERVICES to the customers.

Key words: Bank account, net banking, private sector

INTRODUCTION

Banking in India originated in the last decade of the 18th century. The first banks were The General Bank of India which started in 1786, and the Bank of Hindustan, both of which are now defunct. The oldest bank in existence in India is the state bank of India, which originated in the Bank of Calcutta in June 1806, which almost immediately became the bank of Bengal. This was one of the three presidency banks, the other two being the Bank of Bombay and the Bank of Madras, all three of which were established under charters from the British East India Company. For many years the Presidency banks acted as quasi-central banks, as did their successors. The three banks merged in 1921 to form the Imperial bank of India, which, upon India's independence, became the State Bank of India. DEVELOPMENT BANK OF INDIA The banking functions become an effective force only after the first decade of 20th century. To understand the history of modern banking in India, one has to refer to the "English Agency Houses" established by the East India Company. This Agency House, were basically trading firms and carrying on banking business part of their main business. The East India Company laid the foundations for modern banking in the first-half of

International Journal of Scientific Engineering and Applied Science (IJSEAS) – Volume-7, Issue-2, February2021
ISSN: 2395-3470
www.ijseas.com

the 19th century with the establishment of the three following banks: (i) Bank of Bengal in 1809 (ii) Bank of Bombay in 1840 (iii) Bank of Madras in 1843 These banks are also known as "Presidency Banks" and they function well as independent units.During the last part of 19th century and early phase of 20th century, the Swedish moment induced the establishment of a number of banks with Indian management. INTRODUCTION OF NET BANKING SERVICES The credit of launching internet banking in India goes to ICICI Bank. Citibank and HDFC Bank followed with internet banking services in 1999. Several initiatives have been taken by the Government of India as well as the Reserve Bank to facilitate the development of e- banking in India. The Government of India enacted the IT Act, 2000 with effect from October 17, 2000 which provided legal recognition to electronic transactions and other means of electronic commerce. The Reserve Bank is monitoring and reviewing the legal and other requirements of e-banking on a continuous basis to ensure that e-banking would develop on sound lines and e-banking related challenges would not pose a threat to financial stability. A high level Committee under chairmanship of Dr. K.C. Chakrabarty and members from IIT, IIM, IDRBT, Banks and the Reserve Bank prepared the „IT Vision Document- 2011-17‟, for the Reserve Bank and banks which provides an indicative road map for enhanced usage of IT in the banking sector. Indian commercial banks have adopted several initiatives and e-banking is one of them. The competition has been especially tough for the public sector banks, as the newly established private sector and International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS), 2015, Vol 2, No.5, 70-74. 71 foreign banks are leaders in the adoption of e-banking. Indian banks offer to their customers following e-banking products and services. STATEMENT OF THE PROBLEM Here the necessity for selecting a problem in research is defined. The problem is stated as to what extent the respondents are satisfied with NET BANKING SERVICES and FACILITIES, the difficulties faced by them in getting the required information and which factors are creating more influence on the respondents.

OBJECTIVES OF THE STUDY

This study is undertaken with the following objectives

- To study the socio economic characteristics of the sample respondents.
- To know the respondents preference towards net banking in private sector banks.
- To know the customer preference of net banking in private sector banks.

International Journal of Scientific Engineering and Applied Science (IJSEAS) – Volume-7, Issue-2, February2021
ISSN: 2395-3470
www.ijseas.com

- To analyze the factors which influence the respondents to make net banking through private sector bank?
- To know the satisfaction level of respondents regarding net banking in private sector banks.
- To offer suggestions and recommendation for further improvement of net banking services in private sector banks.
- To offer suggestion based on the result on the study.

SCOPE OF THE STUDY

A study on customer opinion towards net banking services with reference to various private sector banks. The private sector banks provide various utility services of net banking facilities to their customers. The purpose of this study is to analyze the satisfaction level of the customer towards net banking services. The research will cover the customer opinion on net banking services which will be helpful for further development and growth of banking industries.

REVIEW OF LITERATURE

1. Rathamani.P (2002)10 in his study on "customer satisfaction towards private sector banks" determines the changing dynamics of banking industry driven by the growth of increase in personal consumption of customer on account rising income and increasing family incomes.

2. John.s.Gabriel (2005)2 "challenges faced on by private sector banks" said that banking industry mainly focus on the consumer his needs and requirements rather than profit maximization.

3. Mukta kamplikar (2005)3 in his study entitled "managing the evidence of services includes people process and physical evidence the human actors who play a point in service that affect quality the actual set of steps and the efficiency of these environment".

4. Vijaykumar.T (2007)4 in his studied entitled "the challenge of customer relationship approach for net banking" customer company relationships are increasingly topical for business practioners and researchers the main tasks are identifying, establishing, maintaining, enhancing and terminating relationship with customers with the objective of achieving mutual satisfaction.

5. Chakarabarty (2009)5 in his study "customer service in banking industry is of the view that in a service industry like banks the quality of customer services hold great significance particularity in the context of sustained business growth".

METHODOLOGY

1. **Primary Data:** Primary data are collected from 215 respondents through systematically prepared questionnaire.
2. **Secondary Data**

The secondary data and literature for the study purpose were collected from the number of reference books, journals and website.

Analysis and Data Interpretation:

Table-1: Socio-Economic profile

Gender	No of Respondents	Percentage
Male	121	56.3
Female	94	43.7
Total	**215**	**100**
Age	**No of Respondents**	**Percentage**
20-30 years	43	20.0
30- 40 years	63	29.3
40- 50 years	46	21.4
50-60 years	36	16.7
Above 60 years	27	12.6
Total	**215**	**100**
Education	**No of Respondents**	**Percentage**
S.S.L.C	28	13.0
HSC	30	14.0
UG	36	16.7

International Journal of Scientific Engineering and Applied Science (IJSEAS) – Volume-7, Issue-2, February2021
ISSN: 2395-3470
www.ijseas.com

PG	34	15.8
ITI	48	22.3
Professional	39	18.1
Total	**215**	**100**
Monthly income	**No of Respondents**	**Percentage**
Below Rs. 10,000	37	17.2
Rs. 10000- Rs. 20000	38	17.7
Rs. 20000- Rs.30000	46	21.4
Rs.30000- Rs. 40000	49	22.8
Above 40000	45	20.9
Total	**215**	**100**

Source: Primary data

The above table shows that 56.3 percent of the respondents are male and 43.7 percent of the respondents are female.

The above table shows that 20.0% of respondents are come under the age group of 20-30years, 29.3% of respondents are come under the age group of below 30-40 years, 21.4% of respondents are come under the age group of 40-50years, and 16.7% of respondents are come under the category of above 50-60 years and 12.6% of respondents are come under the category of above 60 years.

The above table shows that 13.0% of respondents are come under the category of Below S.S.L.C, 14% of respondents are come under the category of HSC, 16.7% of respondents are come under the category of UG, 15.8% of respondents are come under the category of PG, 22.3% of respondents are come under the category of ITI and 18.1% of respondents are come under the category of Professional.

The above table shows that 17.2% of respondents are come under the category of below Rs.10000, 17.7% of respondents are come under the category of Rs.10000- Rs.20000, 21.4% of respondents are come under the category of Rs.20000- Rs.30000, 22.8% of respondents are come under the category of above Rs.30000-40000 and 20.9% of respondents are come under the category of Above Rs.40000.

International Journal of Scientific Engineering and Applied Science (IJSEAS) – Volume-7, Issue-2, February2021
ISSN: 2395-3470
www.ijseas.com

Table No.2

CHI-SEQUARE ANALYSIS

Test of Dependency between Age and Perception regarding the service of the bank

		Perception regarding the service of the bank			
		Good	Average	Poor	Total
Age	20-30	25	15	3	43
	30-40	37	16	10	63
	40-50	23	18	5	46
	50-60	17	10	9	36
	Above 60	9	12	6	27
Total		111	71	33	215

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.511a	8	.174

Degrees of Freedom = (5-1) (3-1) = 8

Level of Significance = 5 %

Calculation Value (X2) = 11.511

Table Value (X2 0.05) = 15.507

Ay X2 > X2

Since, there is no significant difference between the Age of the respondents and Perception regarding the service of the bank of independent so the null hypothesis is accepted.

FINDINGS

➢ 56.3% of the respondents are male.

➢ 29.3% of the respondents are belonging to the age group of 30 – 40 years.

➢ 22.3% of the respondents are education qualification in ITI.

➢ 22.8% of the respondents are income is 30000-40000.

➢ Since, there is no significant difference between the Age of the respondents and Perception regarding the service of the bank of independent so the null hypothesis is accepted.

SUGGESSTIONS

✓ Banker must concentrate in avoidance of fake web sites to the net banking services.
✓ The banker should guide the customers to their secured passwords and user name while using net banking services.
✓ There is no enough awareness regarding safety and security of using net banking services. So the banker must give more awareness to their securities.
✓ Transaction of funds must be increased. Service charge shall be reduced in net banking services and one or two banks providing free service charges for using net banking services.

CONCULSION

Now a day's people are avoiding to go bank instead of this hesitation the banker itself providing safety and security of the particular login ID and passwords for using NET BANKING SERVICES to their customers to pay ease of bill payments, transaction of fund, online RE-CHARGING, booking tickets through online etc. If the above suggestions are fulfilled then it will be helpful for the improvements of NET BANKING.

REFERENCES

1. P.Rathamani "customer satisfaction towards private sector bank marketing management,p.8-8.9,march 2006.

2. John.S.Gabriel "challenges faced on private sector banks"2005

3. Mukta kamplikar "managing the evidence of services in banks" vinimaya vol 26, oct-dec 2005

4. Vijaykumar.T the challenge of customer relationship approach for retail banking srm management digests April 2007.

5. Charabarty customer services in banking industry world, p.7-20, September 2001. Web sites: www.icici.com,www.hdfc.in,www.kvb.in,www.google.com,www.wikipedia.com