



# A STUDY ON CUSTOMER'S ATTITUDE TOWARDS INTERNET BANKING SERVICES PROVIDED BY PUBLIC SECTOR BANKS IN TIRUNELVELI DISTRICT

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## Abstract:

A bank is a monetary organization that accepts deposits and channels those deposit into lending activities. With the increase in competition, the banks are focussing more on users' satisfaction through quality services. The internet banking offer allows and users performs a variety of banking features conveniently. To congregate this confronts the actual e- banking services provided by a bank needs to support expected functionalities involved in this domain. The current paper significantly studies the internet banking outline involving public sector banks in Tirunelveli district.

**Key words:** Internet, e- banking services, public sector banks, Technology

**DOI Number:** 10.48047/nq.2022.20.19.nq99503

**Neuroquantology 2022; 20(19):5302-5307**

## I. INTRODUCTION

Internet banking has been huge growth in India with the use of latest technology. With the growth of net banking many consumers of India adopted net banking services. Many financial organisations are struggling to adapt net banking to online channels and to the smaller screens of mobile devices. Unfortunately, banks can no longer

afford to wait to invest in digital transformation as customers are increasingly willing to switch banks to net banking such as bill pay, mobile payments and application for loans and so on. Though the advanced technology and innovation in the financial and banking sector, Internet banking has become more familiar to the customers of traditional banks. Internet banking has offered by the



retail banking in many developed countries and customers can make transactions without having to leave their home or workplace. In addition net banking can help customers to manage their finances more efficiently.

## II. 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 reasons to prefer the net banking services. 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.

### 2.1 OBJECTIVES OF THE STUDY

- ❖ To study the socio-economic characteristics of the sample respondents
- ❖ To know the preference for selection of the Internet banking services
- ❖ To offer suggestions and recommendations for further improvement of net banking services

### 2.2 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. REVEIW OF LITERATURE

**Hani A. Al Haliq & Ahmad A. Al Muhirat (2017)** This research aims to examine the extent of consumer loyalty with electronic saving money (e-keeping money) benefits in the Saudi maintaining money area and to address issues with nature of administrations by concentrating on the accompanying: (i) simplicity of utilize; (ii) data security and resolute

quality and its part in affecting client reception of electronic administrations; (iii) the instruments of checking and control over these administrations. The examination utilized scientific and enlightening approach, gathering essential in sequence through an overview. It examined different parts of electronic administrations gave by banks in Saudi Arabia to reveal more insight into these administrations and client desires, while additionally considering present day thinks about in this field as optional information. The results demonstrate that Saudi banks have prevailing with regards to accomplishing noteworthy consumer loyalty by enhancing their electronic administrations, encouraging electronic exchanges, enhancing handling execution and improving the particulars of electronic administrations. In addition, they have proficient successful correspondence with their clients and in addition the speed of applications. Even though, there is a nonappearance of mindfulness and direction for clients about the e-managing an account framework. The consequences of this examination prompt to a few proposals for enhancing the electronic administrations gave by banks in Saudi Arabia to upgrade consumer loyalty.

**Inder Pal Singh S/o Roop Singh\*, Dr. Payal Bassi (2017)** Bank plays a very important role in the economic development of a country. A bank is a funds associated foundation that acknowledges stores and channels those deposits into loaning exercises either straightforwardly or through capital markets. A bank interfaces patrons which have capital deficiencies to those clients with capital surpluses. The saving cash industry in India is confronting sure difficulties i.e. difficulties of value administration, consumer loyalty, client retention, customer satisfaction, Quality service assumes a remarkable part in accomplishing consumer loyalty, and creating brand dedication in keeping

money partition. At the present time internet is widely used by various private and public sector banks to provide various banking services to the customers.

**Revathi. S and Saranya A.S (2016)** in their article "Dimensions of Service Quality and Customer Satisfaction: Banking Sector" suggested that changes in economic environment have generated an increased interest on customer service in banking sector. Customer satisfaction was identified as a leading indicator of future behaviour and financial performance in this sector. An effort has been made to relate Service Quality and Customer Satisfaction with the sample of 673. The data was collected through questionnaire from customers of Public Sector Banks, Private Sector Banks, and Foreign Banks in Chennai. The analysis used for the study was correlation, t-test and ANOVA. The results indicated that

there is a positive relationship between the dimensions of service quality and customer satisfaction.

#### IV. METHODOLOGY

##### 4.1 SAMPLE TECHNIQUE

Convenience sampling was adopted, whereby respondents who were easily accessible were chosen. This was done with a view to cost and time savings.

##### 4.2 QUESTIONNAIRE DESIGN

The questionnaire is carefully designed to meet the requirements of the research. For the present study a total of 160 respondents in and around Tirunelveli district were surveyed using a well structured and presented questionnaire.

##### 4.3 TOOLS FOR ANALYSIS

The gathered data has been analysed by following statistical tools:

- ❖ Simple percentage
- ❖ Garrett Ranking technique

#### V. ANALYSIS AND INTERPRETATION OF DATA

##### 5.1 Demographic profile of users of internet banking services

TABLE: 1

Particulars	No. of respondents	Percentage
<b>Gender</b>		
Male	112	70
Female	48	30
<b>Total</b>	<b>160</b>	<b>100</b>
<b>Age group</b>		
Up to 30 years	10	6.25
31 -40 years	60	37.5
41 -50 years	48	30
51 -60 years	32	20
Above 61 years	10	6.25
<b>Total</b>	<b>160</b>	<b>100</b>
<b>Educational Qualifications</b>		
Up to School level	16	10
Under Graduate	66	41.25
Post Graduate	34	21.25
Professional	22	13.75
Others	22	13.75
<b>Total</b>	<b>160</b>	<b>100</b>
<b>Occupation</b>		
Government employee	24	15
Private employee	70	43.75
Businessman	20	12.50
Professional	22	15.00



Retired People	12	7.50
Others	10	6.25
<b>Total</b>	<b>160</b>	<b>100</b>
<b>Income level</b>		
Up to Rs. 20,000	16	10
Rs. 20,001 - Rs.40,000	48	30
Rs. 40,001 - Rs. 60,000	48	30
Rs. 60,001 - Rs. 80,000	32	20
Above Rs.80,000	16	10
<b>Total</b>	<b>160</b>	<b>100</b>

**Source: Primary Data**

The above table shows the demographic variables of the respondents 70 percent of the respondents are male and only 30 percent of the respondents are female, 37.5 per cent of the respondents are 31-40 years of age, 30 percent of the respondents are 41-50 years of age, 20 percent of the respondents are 51-60 years of age, and 8 percent of the respondents are up to Rs. 20,000 and above Rs. 80,000. 41.25 percent of the respondents are under graduate, 21.25 percent of the respondents are post graduate, 13.75 percent of the respondents are professional, 13.75 percent of the respondents are others and 10 percent of the respondents are up to school level. Out of 160 respondents, 43.75 percent of the respondents are private employee, 15 percent of the respondents are government

employee and professional, 12.50 percent of the respondents are businessman, 7.5 percent of the respondents are retired people and 6.25 percent of the respondents. Out of 160 respondents, 30 percent of the respondents are earning monthly income between Rs. 20001- 40000 and Rs. 400001 - 60000, 20 percent of the respondents are earning Rs. 60001-80000, and 10 percent of the respondents are earning up to Rs.20000 and above Rs. 80000.

### 5.2 PREFERENCE FOR SELECT THE BANK

The following table shows that the preference of select the bank for the following reasons such as easy accessibility, quick withdrawal and so on. Table.2 exhibits the preference of selecting the bank by using Garret ranking method.

**TABLE: 2**  
**Preference for Selecting the Banks**

Particulars	Ranks										Total
	I	II	III	IV	V	VI	VII	VIII	IX	X	
a. Nearest of House/office	18	28	34	26	12	10	20	4	4	4	160
b. Easy access	30	20	18	10	20	14	16	10	10	12	160
c. Safety returns	22	10	28	14	18	18	12	14	14	10	160
d. Salary/Pension credited	10	14	14	19	12	22	8	8	26	28	160
e. Friendliness of employees	22	16	24	14	12	16	10	16	16	14	160
f. Loan purpose	20	14	20	14	12	20	12	14	16	18	160
g. Efficient service	26	14	6	16	16	16	16	16	16	18	160
h. Quick withdrawal	12	24	8	16	18	6	20	20	18	18	160
i. Better rate of interest	0	18	4	16	16	14	28	34	16	14	160
j. Savings and investment purpose	0	2	4	16	24	24	18	24	24	24	160
<b>Total</b>	160	160	160	160	160	160	160	160	160	160	



**Source: Primary data**

Garret percentages were calculated by using the following formula.

$$\text{Per cent Position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Where,  $R_{ij}$  = Rnk given for the  $i$ th items by the  $j$ th individual.

$N_j$  = Number of items ranked by the  $j$ th individual

The percent position of each rank thus obtained by referring to the table given by Garret. Then for each factors the scores of individual respondent was added and divided by the total number of respondents. The mean scores and ranks are given in table.

**TABLE: 3**  
**Preference of Selecting the Bank - Garrett Ranking Results**

PARTICULARS	TOTAL	AVERAGE	RANK
a. Nearest of House/office	7450	46.56	VI
b. Easy access	8844	55.27	I
c. Safety returns	8502	53.13	II
d. Salary/Pension credited	7380	46.12	VII
e. Friendliness of employees	6384	39.90	X
f. Loan purpose	8054	50.33	IV
g. Efficient service	8086	50.53	III
h. Quick withdrawal	7764	48.52	V
i. Better rate of interest	7110	44.43	VIII
j. Savings and investment purpose	6516	40.72	IX

**Source: Primary data**

The above table explains that, out of ten reasons, easy access is ranked as first (55.27), safety returns is ranked as second (53.13), efficient service is ranked third (50.53), loan purpose is ranked as fourth (50.33), quick withdrawal ranked as fifth (48.52), nearest of house/office is placed as sixth rank (46.56), Salary/Pension credited got seventh rank (46.12), better rate of interest is ranked eighth (44.43), savings and investment purpose is placed with ninth rank (40.72) and the last rank is Friendliness of employees with the score of 39.9.

**5.3 SUGGESTIONS:**

- The banker should guide the users to their secured passwords and user name while using internet banking services
- The bankers have to conduct a number of awareness programs to

inculcate much knowledge in several grounds of the upgraded internet banking technology.

**VI. 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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