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Impact on Employee's Awareness of E-Banking Services with special reference to Selected Commercial Banks in Viluppuram District

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ABSTRACT

E- Banking is such consistent towards all banking performance and covers the whole fright of knowledge initiatives that have occupied place in banking countryside. E- Banking refers to undertaking of banking transaction through protected internet applications. It is the provisions of information or services by a bank to its customers all the way through electronic devices. This electronic banking technology is eliminated all operating costs and established the new services rendered through the banks. This paper is the consider result of identifying employees awareness level towards e-banking and also the impact of employees of selected commercial banks in Viluppuram district. This study was covered well-known that employee's awareness on E-banking.

Keywords: e-banking, Employee's, awareness, Commercial banks, etc

1. INTRODUCTION

E banking is the word that defines all transfers that occur between businesses, organizations, and people and their banks. Some banks, first developed in the mid-1970s, providing electronic banking to clients in 1985. The absence of online customers. The Internet boom in the late 1990s made transactions on the internet more comfortable for individuals. E-banking has grown beneath the Internet amid the dot-com crash. On the other side, E-Banking allows clients to carry out fundamental banking operations through PC or LAPTOP by sitting at their office or at home. Customers can access the site of the bank to check their banking information and carry out account operations as required. The banking of today is no longer limited to subsidiaries. Additional distribution channels are given to customers that are more convenient and cost-effective for banks. This has led to a reduction in geographical limits, simple access to the customer, reliable and safe services. The services of e-banking include ATM, bank card currency, online banking and digital clearing facilities.

It discusses various aspects relating to the conventional and virtual banks, e banking services, internet security and the cost benefit considerations Web banking enables E finance by providing financial services through electronic channels. It also describes E money system through prepaid

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payment mechanism banking is more popular among various banks and customers through its advanced features like convenient accessibility, cost effectiveness, more number of ATM counters, anytime-anywhere banking and improved quality of services. Employees are benefited on e banking because of its time saving and easy handling transactions. In This study investigators attempt to identify the perception level of employees towards e banking.

2. IMPORTANCE OF THE STUDY

E-Banking has better importance in these days, proper evaluation of banking system and the effectiveness among employees are wants to be considered thoroughly. Thus the paper had some relevance because no more study on employee awareness on E- banking in selected commercial banks in Viluppuram district has been conducted.

3. STATEMENT OF THE PROBLEM

In spite of all the advancements of E-Banking it has several risks and problems. This study is an endeavour to measure the efficiency of E-Banking between branch employees of selected commercial banks in Viluppuram District. The study seeks to determine the awareness level of employees towards e-banking. It also analyse the impact of e-banking on commercial banks in Viluppuram District

4. OBJECTIVES OF THE STUDY

- To study the level of awareness and the usage of e-banking services in the present study area.
- To examine the factor influences in employee's awareness of E-Banking Services

5. HYPOTHESIS OF THE STUDY

- **Ho**: There is no significant relationship among the bank employees in their awareness towards selected banks.
- **Ho:** There is no significant among employees performance of selected banks.

6. METHODOLOGY OF THE STUDY

For the collection of data both primary & secondary data sources are used .Data are collected through structured questionnaire & interview method. Primary data are collected from thirty employees of Selected Commercial banks like, SBI, Andhra Banks, TMB, IOB and HDFC as sample randomly from Vellore district. Secondary data has been collected from online articles, and research papers.

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7. RESULTS AND DISCUSSIONS

Demographic characteristics of the research sample are given in the table. There are more female employees than male employees. About half of the sample reports their work experience in SBI of more than 5 years. 30 and under age holders only has more respondents, 54 university scholar only has the electronic banking perceptions.

DEMOGRAPHIC FACTOR OF THE RESPONDENTS

		FREQUENCY	PERCENT
GENDER			
Valid	Male	51	40.8
	Female	74	59.2
	Total	125	100.0
AGE			
Valid	30 and under	76	60.8
	31-40	38	30.4
	41-50	11	8.8
	Total	125	100.0
EDUCATION			
Valid	High school or less	10	8.0
	College	35	28.0
	University	54	43.2
	Master or Doctorate	26	20.8
	Total	125	100.0
EXPERIENCE			
Valid	Less than 1 year	22	17.6
	1-3 years	27	21.6
	3-5 years	24	19.2
	More than 5 years	52	41.6
	Total	125	100.0

TABLE NO 1

EMPLOYEES' AWARENESS OF ELECTRONIC BANKING IMPLICATIONS

IMPLICATIONS OF ELECTRONIC BANKING	MEAN	STD. DEVIATION
Improve bank's image	3.25	1.366
Provides competitive advantage	3.62	1.325
Offer innovative advantages	3.46	1.365
Bring minimization of queuing in branches	3.40	1.301
Increase sales of bank products	2.59	1.192
Helps for cost reduction	2.71	1.120

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Improve market transparency	3.62	1.325
Attracts young customers	2.66	1.184
Attracts new customers	2.82	1.221
Offer fast and efficient services	2.58	1.213
Provides advantage of time for customers	2.49	1.209
Provides advantage of time for bank	2.83	1.287
Increase job satisfaction	3.02	1.289

TABLE NO 2

The results of study also reveal that some implications are perceived as more positive than other implications. These are especially, improve bank's image (3.25), offer innovator's advantages (3.46), Bringing minimization of queuing in branches (3.40), Increase sales of bank products (2.59), Helps for cost reduction (2.71), Improve market transparency(3.62), Attracts young customers (2.66), While the results showed that there is a positive and high level perceptions of e-banking implications, branch employees stated that they have nearly positive perception (3.62) that e-banking increase perception level. Perhaps, this rate can be reflection that e-banking implications affect employee's job satisfaction. Also, this perception can be considered by bank manager's human resource managers in job satisfaction applications.

OVERALL IMPROVEMENT IN SERVICES OF COMMERCIAL BANKS

EXTENT OF IMPROVEMENT	RESPONDENTS	PERCENT
To large extent	32	26%
To some extent	25	20%
A little	20	16%
Very little	30	24%
Not at all	18	14%
Total	125	100%

TABLE NO 3

The table shows that 26% of the respondents agree that e-banking leads to overall improvements in performance of banks .And 14%employees not at all agree with it

EMPLOYEES' AWARENESS ON PERSONNEL POLICIES OF COMMERCIAL BANKS

S.NO.	STATEMENTS	MEAN	SD	T- VALUE	P- VALUE
1.	Management is having well defined personnel policies	3.88	.737	20.61	<.001 **
2.	Personnel policies are employees growth and development oriented	3.93	.817	19.79	<.001 **
3.	Personnel policies are fair to all category of Employees	3.92	.833	19.20	<.001 **
4.	No discrimination in the implementation of personnel policies	3.78	.867	15.63	<.001 **
5.	Personnel policies are communicated to the Employees	4.02	.832	21.18	<.001 **

** Significant at 1% level

TABLE NO 4

Table 4 shows the awareness of employees of PSBs towards personnel policies of the bank. The t values for the variables, namely, 20.61, 19.79, 19.20, 15.63, and 21.18 are significant at 1% level. This shows that there is significant difference among the mean responses given by the employees on personnel policies of Commercial banks. Hence the null hypothesis is rejected. Furthermore, the mean values for all the five variables are higher than the average mean score of 3. This indicates that the employees of Commercial banks. Have positive perception towards personnel policies of Commercial banks. Among the five variables, the mean score of personnel policies are communicated to the employees (mean score: 4.02) ranked first. This shows that Commercial banks in India are clearly communicating the personnel policies to their employees. Similarly, the variables personnel policies are employees growth and development oriented, and personnel policies are fair to all category of employees have secured mean score higher than average 3. Therefore, it can be concluded that employees of Commercial banks in Viluppuram district have positive awareness towards personnel policies of Commercial banks.

ASSOCIATION BETWEEN THE FACTORS OF CONSUMER FULFILMENT TOWARDS E-BANKING SERVICES

CORRELATIONS						
FACTOR	TANGIBILITY	RELIABILITY	SECURITY	EFFICIENCY	RESPONSIVENESS	CUSTOMER SATISFACTION
Tangibility	1	0.453**	-0.022	0.010	0.957**	0.720**
Reliability		1	0.202**	0.236**	0.410**	0.513**
Security			1	0.625**	-0.029	0.332**
Efficiency				1	-0.028	-0.022
Responsiveness					1	0.670**
Customer Satisfaction						1

**. Correlation is significant at the 0.01 level (2-tailed).

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In details, factors like Tangibility, Reliability, Security, Efficiency, Responsiveness and Customer Satisfaction were inter-correlated so as to find out the relationship among these factors. It is noticed that the factor “Tangibility” is found to have highest correlation (r = 0.957) with “Responsiveness” and next to this is the “Tangibility” factor with the “Customer Satisfaction” with the value of (r=0.720). Next to this, the factor “Responsiveness” is found correlated with the factor “Customer Satisfaction with the value of (r=0.670) followed by “Security” with the “Efficiency” with the value of (r=0.625) and “Reliability” factor with “Responsiveness” with the value of (r=0.410). The lowest correlation is found among the issue “Security” and the “Consumer Fulfilment” with the value of (r = 0.332) and with the “Reliability” with the value of (r=202). In addition, it is also noticed that some factors were not found correlated with any of the factor taken up consideration in this study either at 1% or at 5% level of significance. They are 1) Tangibility and Security and Efficiency 2) Security with Responsiveness and Efficiency with Responsiveness and Customer Satisfaction. Overall, it is noticed that there exist a very good inter-correlation within the accepted limit is found between the factors.

8. FINDINGS OF THE STUDY

The use of technology in banking improves the service contribution to the customers. The banks must increase their competence so as to bring more effectual facilities to the consumers. Banks need to pay more courtesy in endorsing the e-banking facility among the consumers and the general public. Banks must take more steps to familiarize the e-banking habits among the age group below 25 years. This can be done through the instructive organizations. Also the banks must pay courtesy in cumulative the quality level of the e-banking services. The banks may help the customers gain more info on the e-banking services. In the research the researcher had recognized that more than 90 per cent of the customers are exploiting the ATM/Debit card services and the pertinent problems faced by the customers concerning ATM/Debit card is the number of ATMs not adequate, inappropriate locations of ATMs, Technical hurdles of ATMs. The banks should establish public displays and talk shows and make the services available to all customers. Thus customers’ interest would be stimulated Banks need to progress their e-banking services so that their service will not be out of date, thus leading to that customer choose other e-banks which are better developed and modern. Banks need to distinguish the possible of new invention and utilize them, besides applying new inventions, it is significant that banks also progress their services and to monogram even further in order to content their customers. The banks have to be precise, reliable, helpful and considerate to try to win customers’ sureness by providing acceptable security.

9. CONCLUSION

The paper was undertaken with the objective of studying employee’s awareness level towards the new concept of e-banking and effectiveness of e-banking by studying its impact on banks. The study was done on the basis of 17 implications of e-banking. There is positive attitude by employees towards e-banking. Through this study majority of branch employees opined that e-banking leads to better employee customer- relationship.

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