Think India Journal
ISSN: 0971-1260Vol-22, Special Issue-21
National Conference on
Recent Advances in Commerce, Management and Computer Science (NRCACMC-2020) sponsored by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

A Study on Customer's Attitude and Satisfaction Towards Online Banking Services in Vellore City

Dr. Leelavathi.R
Assistant Professor, Department of Commerce
Vivekanandha College for Women,Namakkal
&
Mr. N. Saravanan
Ph.DResearch Scholar,Department of Commerce
Vivekanandha College for Women,Namakkal

ABSTRACT

Online banking offerings is an internet primarily based carrier that allows bankers and bank clients' to get entry to their account. The researcher has taken effort to examine together the customers mind-set in the direction of on line banking offerings in Vellore City. It is a contribution to observe the effect of a web banking provider on purchaser mind-set and pleasure in bank. This look at additionally gives focus approximately online banking services and purchaser's facing issues within the banking institution via this online banking carrier. The researcher has selected 500 respondents purposively who were using on-line banking offerings in various banks for her comfort. The present examine is descriptive and empirical observe in nature. For the motive of evaluation, the records has been amassed from 500 respondents who were the use of online banking services in selected banks of Vellore City. The gear and techniques were applied for the analyses like Descriptive Analysis, Chi-rectangular Test, Regression Analysis and Step-sensible Analysis.

1. INTRODUCTION

Online banking offerings is a web based carrier that allowsbankers and financial institution customers' to get right of entry to their account. It lets inthe client to go online to the banks website with the help ofa financial institution issued consumer identity and an encrypted password.The achievement of the banking institution depends on thepurchaser attitude, pleasure and consumer notion onbanking services. At gift, there were 27 scheduled publicregion banks, 14 personal zone banks and few foreign banksfunctioning in India. It is

Copyright © 2019Authors

analyzed that online banking carrierplays as a dynamic and industrious role within the growth andpower of a banks. In Vellore, maximum of the financial institution customershad been using online banking services for non-public and commercial enterprisepurpose. The financial institution clients' mind-set has been understoodas found out predispositions that mission wonderful or terriblebehavior constantly towards various items of the arena.So, the researcher has taken attempt to reveal the customers'mind-set and perception towards on line banking offerings. Ingift have a look at, the researcher has chosen decided on non-public andpublic region bank customers that who're using on-line banking offerings in Vellore City.

2. REVIEW OF LITERATURE

A review of earlier studies is a text written by someone to consider the critical points of present study facts including substantive findings as well as theoretical and methodological contributions to an Online Banking Services.

Kesaven (2007) said that the mostly used E-Banking services are inter-account transfer, payment to others personal account, transferring by credit card, recharging mobile phones among other type of money transfers. The study has concluded that the banking service with the technology development does not impact the banking transactions of the customers in the bank.

Malika (2012) had discussed about the customer perception towards E-Banking in Ferozepur District. This research paper discovered usefulness and willingness of ebanking services in more analysis. Hence, the study concludes that the consumers have high perception on the ATM and bill payment services transversely various income groups in this present study.

Hassan (2012) in this study identifies the determinants that mainly affect the customer service quality www.eprawisdom.com Volume - 6, Issue- 4, April 2018 A 97 perception of internet banking amongst genders and different age groups. The sample of 120 internet banking customers was used to gather data, which was further utilized to find out how 8 major determinants affect the customer service quality perception of internet banking. This research was conducted to find out the effects of different dimensions on the service quality perception of internet banking.

Copyright © 2019Authors

Gautam (2013) had made an attempt to exemplify the attitudes of Indian consumers towards the internet and normal banking services. The 347 respondents have used to assess the level of awareness about the banking services and their attitude towards banking services. The study concluded that some fruitful insights for the banking institutions in Indian market to frame marketing strategies.

Khandelwal (2013) had studied about the internet banking services and it increasingly more persons were switched to electronic platforms for executing financial transactions. This research paper was focused on consumers towards adoption of E-banking services. This study concluded that how the consumers had accepted online banking service and to improve the usage were focused in this study.

3. NEED FOR THE STUDY

Indian banking industry has been developed through the technology and quality service to their customers. For quality service, the banking institution implies more banking services like online banking services. The task of the bankers is to mould customer perception so as to occupy the desired position for their bank. The changes in technology and challenges are uncontrollable in day to day human life. In that way, the technology has been developed by human innovative thoughts in all industry include banking industry.

The bank customers are familiarly using online banking services for their banking transactions. There is more competition and changes occurred in customer perception and innovative technology has been used to satisfy the customers. Hence, the researcher has taken effort to study together the customer's attitude towards online banking services in Vellore City.

4. OBJECTIVES OF THE STUDY

- To have a look at the origin, growth and theoretical factors of on line banking services in India.
- To analyze the consumer mindset towards nice of provider supplied through online banking offerings.
- To take a look at the effect of different factors of best carrier dimensions on the overall patron delight towards online banking services.

Copyright © 2019Authors

Think India Journal
ISSN: 0971-1260Vol-22, Special Issue-21
National Conference on
Recent Advances in Commerce, Management and Computer Science (NRCACMC-2020) sponsored by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

5. SCOPE OF THE STUDY

The scope of the study also covers the key factor which influences the customer to use online banking services and prefer banking transactions. Banking institutions adopt innovative customized strategies to meet customers' requirements in terms of products and services, etc. The bank customers of Vellore City are mostly using online banking services and other banking services for textile business and personal needs. The customers' attitude of the banking services differs from the situation. Hence, the present study focuses on customers' perception and attitudes towards online banking services in Vellore City.

6. METHODOLOGY

In this present study, the researcher has selected 500 respondents purposively who were using online banking services in various banks for her convenience. The present study is descriptive and empirical study in nature. The attitude of the sample respondents on the various aspects of the online banking services which they used and their satisfaction towards various aspects of the online banking service of banks in Vellore City. For the purpose of analysis, the data has been collected from 500 respondents who were using online banking services in selected banks of Vellore City. The study was conducted from the year 2015-2019. The various analyses are used for the study and ranged from the simple descriptive statistics, testing of hypotheses by multivariate techniques. The tools and techniques were utilized for the analyses like Descriptive, Correspondence and Association Analysis, Chi-square Test, Regression Analysis and Step-wise Analysis.

7. TABLE AND ANALYSIS

Table – 1 Demographic Variables of the Sample Respondents

Sl. No	Variable	Classification	Frequency	Percentage
1	Gender	Male	284	56.8
		Female	216	43.2
2	Age	Below 18 years	8	1.6
		18-30 years	294	58.8

Copyright © 2019Authors

		31-40 years	173	34.6
		Above 40 years	25	5
3	Education	School Level	10	2
		Graduate level	123	24.6
		Post Graduate Level	160	32
		Professional Degree	207	41.4
4	Marital Status	Single	138	27.6
		Married	362	72.4
5	Occupation	Student	70	14
		Employed	197	39.4
		Business	210	42
		Retired	23	4.6
6	Family Monthly Income	Below Rs.10,000	68	13.6
		Rs.10,001-Rs.30,000	326	65.2
		Rs.30,001-Rs.50,000	71	14.2
		Above Rs.50,000	35	7
7	Size of the Family	Small	47	9.4
		Medium	401	80.2
		Big	52	10.4
Total			**500**	**100**

Source: Primary Data

The demographic variables are determines the customers attitude of online banking

Copyright © 2019Authors

services for overall satisfaction in banking institutions. In this present study, the majority of 284(56.8percent)malerespondentsareusingonlinebanking services in Vellore City. The respondents who are fall under theagegroupbetween18-30yearshaveusingonlinebanking services at greater than other category of respondents. The majority of professionals were using these online banking services and products for their personal works and their profession. The majority of 362 (72.4 percent) of the respondents are married respondents from 500 respondents and they have been using online banking services more than the unmarried respondents. The present study classifies the occupational status of the respondents for determine the online banking service usages of different people. The online banking service mostly attracts the businessmenfor theirbusinesstransactionsinthispresent study.Themonthly income is depends on the economic condition of the country and the occupation of the respondents. The majority of the persons who are earnings between Rs.10,001-Rs.30,000 in Vellorecity.Themajorityoftherespondentswhoareholding medium family size and this group of family members were using online banking services. The results provide that the nuclearfamilymemberswereusingtheonlinebankingservices morethanjointfamilymembersintheirhome.Simultaneously, thenuclearfamilymembershaverequiredindividualbanking service for their family. In the present study, the majority of the respondents were situated in urban area and they were usingonlinebankingservicesforthepersonalandsomeother purpose.

Table – 2: Attitude Derived by the Respondents on the Services Offered by the Online Banking Services

Level of Attitude	No. of Respondents	Percentage %
Low	199	39.80
Medium	291	58.20
High	10	2.00
Total	**500**	**100.00**

Copyright © 2019Authors

Think India Journal
ISSN: 0971-1260Vol-22, Special Issue-21
National Conference on
Recent Advances in Commerce, Management and Computer Science (NRCACMC-2020) sponsored by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

Source: survey Data

The above Table-2 reveals that most of the respondents have medium level attitude with the online banking services in Vellore City. The level of attitude is based on the public sector and private sector banks by commercial banks and the quality services in Vellore City. The factors are influencing the attitude of customerofOnlinebankingserviceinVellorecityisgivenin table-4.24. In order to find out the influence ofvarious personal factors relating to the sample respondents (independentvariables)ontheirattitudeontheonlinebanking servicesofferedbythecommercialbanks(dependentvariable) null hypotheses were formulated that the personal factors relating to the sample respondents do not significantly influence their attitude on the quality of services offered by the banking services were tested with the help of Chi-square test.

Table–3:FactorsInfluencingtheAttitudeDerivedbytheCustomersofOnlineBankingServicesin Vellore City - Chi-squareTest

Sl.No	Variables	Calculated Value	P Value	D.F	Significant
1	Gender	1.977	0.00	2	**Significant**
2	Age group	42.509	0.00	6	**Significant**
3	Marital Status	1.825	0.401	2	*Not Significant*
4	Literacy Level	78.087	0.00	6	**Significant**
5	Occupational Status	1.158	0.00	6	**Significant**
6	Type of Family	77.756	0.00	2	**Significant**
7	Size of the family	16.46	0.002	4	**Significant**
8	Monthly Income	17.258	0.008	6	**Significant**
9	Area of	64.432	0.00	4	**Significant**

Copyright © 2019Authors

Think India Journal
ISSN: 0971-1260Vol-22, Special Issue-21
National Conference on
Recent Advances in Commerce, Management and Computer Science (NRCACMC-2020) sponsored by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

	Residence				
10	Type of Bank	1.044	0.00	2	**Significant**
11	Type of Bank Account	64.599	0.00	2	**Significant**
12	Regular Use of OBS	1.39	0.499	2	*Not Significant*
13	Period of Using OBS	94.406	0.00	6	**Significant**
14	Frequency of Using OBS	87.471	0	6	**Significant**
15	Source of Awareness of OBS	1.556	0	6	**Significant**
16	Using Online banking Services	43.787	0	6	**Significant**
17	Using OBS products in banks	25.807	0	6	**Significant**
18	Mode of Using OBS	2.177	0	6	**Significant**
19	Message Services for OBS	55.716	0	2	**Significant**
20	Opinion about OBS	2.375	0	4	**Significant**

Table value at 5% Level

Theabovetable-3showsthattheresultofChi-square

Copyright © 2019Authors

testindicatesthatfactorssuchasGender,Agegroup,Literacy Level, Occupational Status, Type of Family, Size of the family, Monthly Income, Area of Residence, Type of Bank, Type of Bank Account, Period of Using OBS, Frequency of Using OBS, Source of Awareness of OBS, Using Online banking Services, Using OBS products in banks, Mode of UsingOBS,MessageServicesforOBS,OpinionaboutOBS. The factors of the respondents significantly influence the attitudederivedbytherespondentsonOnlinebankingservice provided by the private sector and public sector banks in Vellore City. The literacy level of respondents is highly significantly used the Online banking services for learning andotherinformativethingsintheworkplaceandhome.The age and message service are always differently shows the attitude change of various respondents in this study. But the above table shows that most of the respondent's age, gender, education, message services and income are also determine thepreferenceoftheOnlinebankingservicesofpublicsector and private sector banks in Vellore City.

8.MAJOR FINDINGS OF THE STUDY

- The majority of male respondents are using online bank that's (56.8percent).
- The majority of the agegroupbetween18-30yearshaveusingonlinebanking services at greater than other category of respondents.
- The majority of professionals were using these online banking services and products for their personal works and their profession.
- The majority of 362 (72.4 percent) of the respondents are married respondents from 500 respondents and they have been using online banking services more than the unmarried respondents.
- The present study classifies the occupational status of the respondents for determine the online banking service usages of different people.
- The online banking service mostly attracts the businessmenfor theirbusinesstransactionsinthispresent study.
- Themonthly income is depends on the economic condition of the country and the occupation of the respondents.
- The majority of the persons who are earnings between Rs.10,001-Rs.30,000 in

Copyright © 2019Authors

Vellorecity.

- Themajorityoftherespondentswhoareholding medium family size and this group of family members were using online banking services.

9. SUGGESTIONS

The researcher has counseled that commercial banks ought to have to develop and go together with the flow modern-day on line banking merchandise to fulfill the ever converting needs of the customers. Many of the newly formed private and public region banks are privy to the importance of such a step and therefore are having an energetic company social duty branch for online banking offerings. Online banking offerings must be formulated through the banks to step into the rural regions for extending their services to rural areas. The banks want to accumulate client's remarks after offering the service and this can assist to improve the satisfactory of the net banking issuer supplied by way of the economic banks.

9. CONCLUSION

The Online banking offerings of commercial banks had been growing concept in India and internationally. Nowadays, the customers who are using the net offerings to financial institution deposits, cash transfers, payments bills and a few different enterprise transactions constantly achieved through the net access. It bridges the space between the savers and borrowers with extra purchaser pleasure, exact purchaser mindset and notion towards on line banking services. Hence, the existing have a look at achieved through the researcher has recognized the attitude alternate and belief of the clients at the diverse on line banking offerings which have been provided through the private and non-private area banks in Vellore City

REFERENCE

1. Kesavan (2007). E-Banking Services in Indian Banking Sector.Journal of Banking and management.

2. Furst, K., Lang, W. &Nolle D. E. (2000). Who offers Internet Banking?.Quarterly Journal. Office of the Comptroller of the Currency, Vol. 19(2), pp. 27-46.

Copyright © 2019Authors

3. Shilpan Vyas (2010). Impact of E-Banking on Traditional Banking Services.School of Computer Science and Information Technology, Singhania University, Rajasthan, pp.1-11.

4. Taimoor Hassan (2012). Customer Service Quality Perception of Internet Banking.International Journal of Learning & Development, Vol. 2(2), pp.86-100.

5. VikasGautam (2013). Measuring Attitudes of Consumers: An Empirical Exploration in Indian Context with Reference to Banking Services.International Center for Business Research, Volume 2, www.ICBR.net.

6. Vijay Prakash, Divya Natarajan (2014), Impact of Corporate Social Responsibility Initiatives of Indian Banking Sector, International research journal of business and management (Irjbm), Volume 7 (12), pp.29-35.

7. ShilpiKhandelwal (2013). E-Banking- Factors of Adoption in India.International Journal of Management (IJM). Volume 4, Issue 2, pp. 1-8.

8. Arunkumar, A study on attitude and intention towards Internet banking with reference to Malaysian consumers in kiang valley region, The International Journal of Applied Management and Technology, Volume 6(1), pp.115-146.

9. Vijay (2016), An Impact Study on Corporate Governance Practices in Banking Sector in India, EPRA International Journal of Economic and Business Review, Volume 4(12), pp.124-128.

Copyright © 2019Authors