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IMPACT ON CONSUMER AWARENESS AND ATTITUDE TOWARDS E-BANKING IN HDFC IN SALEM

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ABSTRACT

In modern days banking sector is the one of pillars of the financial system; a deal with the customers banking transaction is a very huge process of maintains of hectic records due to globalization, technology improvement, innovation, the E-channels spread in worldwide and increase the efficiency of banks by enabling them to deliver the bank services. Use of this bank without branch network that offer the services in online banking, telephone banking , ATM and interbank network alliances like mail and mobile banking. The proposed paper makes attempt to highlight the awareness and requirement of customers who use the services through direct banking facility in HDFC.

1. INTRODUCTION

A bank provides good services in direct banking channels to the customer for their banking transactions. A bank without any branch network that offers its services remotely via online banking and telephone banking and may also provide access via ATMs (often through interbank network alliances), mail and mobile . In HDFC bank operates in a highly automated environment in terms of IT and communication system. All the bank's branch have online connectivity which enables to offer speed funds transfer facilities to their customers through Using an ATM, customers can access their bank deposit or credit accounts in order to make a variety of transactions such as cash withdrawals, check balances. In online banking, the customer would go to the financial institution's website, and enter the online banking facility using the customer number and password. Telephone banking reduces the cost of handling transactions by reducing the need for customers to visit a bank branch for non-cash withdrawal and deposit transactions. Mobile banking, which involve the use of a mobile device to pay for goods or services, to the use of a debit or credit card to effect an EFTPOS payment?

NET BANKING

Online banking (or Internet banking or E-banking) in HDFC allows customers to conduct financial transactions on a secured website operated by the bank , the customer can call to phone banking in their city to register for net banking. Use of net banking customer account for their comfort. Online Banking Advantage This service offers you the following benefits View latest account balance or get detailed account statements. Pay your utility bills (your mobile phone, electricity and telephone bills) through the Internet using the online banking facility. Pay your credit card dues directly to the bank through the net. Request for a new Term Deposit, Roll over current term deposit. Now a day's fast booming channels is Mobile banking. The service that allow you to do a banking transaction on your mobile without make a call and use of a smartphone or other cellular device for banking activities the transactions involves such as checking account balances,

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transferring funds between accounts, bill payment and finding an ATM while away from a computer.

2. THE ADVANTAGES OF MOBILE PHONE BRANCHLESS BANKING

- Very mobile, the users and the agents.
- Open up to 24 hours a day depends on the agent.
- No need for a bank account, only a mobile phone number.
- Almost no paperwork (administration).
- Generate low income for thousands of agents.
- Suitable for many people with low income.

ATM

Automate Teller Machines or 24 hours tellers the electronic terminals that make banking at any time in anywhere. ATMs include many functions which are not directly related to the management of one's own bank account, such as withdraw of cash, make deposit, funds transfer through ATM. ATMs do provide a larger set of functions, such as check cashing, ticket sales or money orders.

ATM ADVANTAGE

Cash withdrawal	Withdraw up to Rs.50, 000/- per day from your account
Balance Enquiry	Know your ledger balance and available balance
Mini Statement	Get a printout of your last 8 transactions and your current balance
Deposit Cash / Cheques	Available at all full function ATMs. Customers can deposit both cash and cheques.
Funds Transfer	Transfer funds from one account to another linked account in the same branch.
PIN Changes	Change the Personal Identification Number (PIN) of ATM or Debit card.
Payments	Pay the electronic bill, cellular bills etc.,

3. OBJECTIVES OF THE STUDY

- To study the awareness and usage of direct banking facility in HDFC bank.
- To know for which customers transactions are using more in direct banking channels.
- To find out the satisfaction level of the customer in direct banking.

4. SCOPE OF THE STUDY

The main aim of the study is to find the customer awareness about direct banking channels and to know which type of direct banking transaction are using more by HDFC customer.

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5. METHODOLOGY

This is a descriptive study. The study is based on primary data and secondary data. Primary data have been collected through questionnaires. Secondary data have been gathered from books, journals and website of HDFC.

PROFILE OF THE RESPONDENTS

TABLE NO 1
THE PROFILE OF THE RESPONDENTS

PROFILE VARIABLES	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Gender	Male	70	70%
	Female	30	30%
	Total	**100**	**100**
Age	Below 25	35	35%
	26-30	54	54%
	Above 30	11	11%
	Total	**100**	**100**
Educational status	Graduate	40	40%
	Post graduate	14	14%
	Professional	34	34%
	Others	12	12%
	Total	**100**	**100**
Occupation	Employment	86	86%
	Businessand profession	8	8%
	House wife	5	5%
	Students	1	1%
	Others	100	100
Monthly income	Below 25000	24	24%
	25001 to 50000	62	62%
	Above 50000	14	14%
	Total	**100**	**100**

Includes gender, age, education, occupation, marital status and monthly income and depicted in table: 1
Source: primary data

It is reveled from table1 that 70 per cent of the respondents were male.54 percent of the respondents fell in the category of 26 to 30 year of age. 40 percent have undergone graduate. 86 percent were employed. 62 percent of respondents have monthly family income between 25001 to 50000.

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CUSTOMER'S USAGE IN DIRECT BANKING CHANNELS

TABLE NO 2
(I)ATM OPTIONS CUSTOMER USED

S.NO	PARTICULAR	NO OF RESPONDENT	PERCENTAGE
1	Mini Statement and Balance enquiry	33	33%
2	Mini Statement, Balance enquiry and Password change	17	17%
3	With fund transfer	13	13%
4	With cheque book request	10	10%
5	All the Above	27	27%
6	Total	100	100%

From above table show the inferred that 33% of the respondents are using the ATM for seeing the Mini statement and Balance enquiry only rather than cash withdrawal and 10% of the respondents using mini statement, Balance enquiry and Cheque book.

TABLE NO 3
NET BANKING SERVICE USING IN YEAR

S.NO	PARTICULAR	NO OF RESPONDENT	PERCENTAGE
1	Less than 1 year	27	27%
2	1-2 year	26	26%
3	3 year	10	10%
4	4 year	3	3%
5	More than 4 year	14	14%
6	Not Using	20	20%
7	Total	100	100%

From the above table shows that 27% of the respondents are using the Net Banking in less than 1 year and 3% of respondents are 4years

TABLE NO 4
NET BANKING OPTIONS CUSTOMER USED

S.NO	PARTICULAR	NO OF RESPONDENT	PERCENTAGE
1	A\c Summary	11	11%
2	A\c Summary and Third party Transfer	29	29%
3	A\c Summary and Bill Pay	11	11%
4	A\c Summary and Third party Transfer and Bill Pay	15	15%
5	All the Above	14	14%
6	Not Using	20	20%
7	Total	100	100%

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From the table shows the that 29% of the respondents are using the net banking for see the A/c summary and Third party fund transfer only and least of them are 11% are using for account summary.

TABLE NO 5
PHONE BANKING SERVICE USING IN YEAR

S.NO	PARTICULAR	NO OF RESPONDENT	PERCENTAGE
1	Less than 1 year	33	33%
2	1-2 year	15	15%
3	3 year	8	8%
4	More than 4 year	13	13%
5	Not using	31	31%
6	Total	100	100%

From the table shows that 33% of the respondents are using the Phone Banking in less than 1 year and least 8% of the respondents are using 3 years.

TABLE NO 6
PHONE BANKING OPTIONS CUSTOMER USED

S.NO	PARTICULAR	NO OF RESPONDENT	PERCENTAGE
1	Balance enquiry	25	25%
2	Balance enquiry and Card blocking	27	27%
3	With Credit card enquiry	6	13%
4	With loan enquiry	2	2%
5	All the Above	9	9%
6	Not using	31	31%
7	Total	100	100%

From the table shows that 27% of the respondents are using the phone banking for Blocking the card and Balance enquiry and least of them are using for with loan enquiry are 13%.

CONSUMER AWARENESS IN DIRECT BANKING CHANNELS

TABLE NO 7
AWARE OF OPTION NOT USED IN ATM

S.NO	PARTICULAR	NO OF RESPONDENT	PERCENTAGE
1	Fund Transfer	10	10%
2	Mobile number registration	20	20%
3	Net banking registration	30	30%
4	Cheque book request	7	7%
5	Password change	13	13%
6	Recharge	6	6%
7	Bill pay	14	14%
8	Total	100	100

From the table shows that 30% of the respondents are aware about the Net Banking registration, but not used and least is that 6% of respondent are aware about Recharge, but not used.

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TABLE NO 8
AWARE OF OPTION NOT USED IN NET BANKING

S.NO	PARTICULAR	NO OF RESPONDENT	PERCENTAGE
1	Credit card	8	8%
2	Upgrade the card	5	5%
3	Demat account	20	20%
4	Updating of Pan card	3	3%
5	Insurance	28	28%
6	Loan	4	4%
7	Thirty party Transaction	4	4%
9	Bill pay	3	3%
10	Opening the FD,RD	5	5%
11	Not using	20	20%
12	Total	100	100

From the table shows that 28% of the respondents are aware about the Insurance, but not used and least is that 3% of respondent are aware about Upgrade the card, but not used.

TABLE NO 9
AWARE OF OPTION NOT USED IN PHONE BANKING

S.NO	PARTICULAR	NO OF RESPONDENT	PERCENTAGE
1	FD enquiry	3	3%
2	Cheque Status	5	5%
3	Credit card Request	7	7%
4	Loan enquiry	3	3%
5	Statement Request	11	11%
6	Card request	32	32%
7	Last 5 Transaction	8	8%
9	Not using	31	31%
10	Total	100	100%

From the table shows that 32% of the respondents are aware about the card request, but not used and least is that 3% of respondent are aware about Fixed Deposit enquiry, but not used.

TABLE NO 10
PURPOSE OF USING THE DIRECT BANKING CHANNEL

S.NO	PARTICULAR	NO OF RESPONDENT	PERCENTAGE
1	Time Saving	62	62%
2	Time saving and less charge	12	12%
3	More secured	3	3%
4	More convenience	19	19%
5	All the Above	4	4%

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6	Total	100	100%

From the table shows that the 62% of the respondents are using the Direct Banking Channels for Time saving on and least 4% of the respondent are using all the above

SATISFACTION L EVEL

TABLE NO 11
SATISFACTION LEVEL OF SERVICES IN DIRECT BANKING

S.NO	PARTICULAR	NO OF RESPONDENT	PERCENTAGE
1	Highly satisfied	15	15%
2	Satisfied	64	64%
3	Ok	19	19%
4	Dissatisfied	2	2%
5	Irated	0	0%
6	Total	100	100%

From the table shows that 64% of the respondents are satisfied with Direct Banking Channel services and least of them are Dissatisfied 2%.

TABLE NO 12
SATISFACTION LEVEL OF SERVICES ISSUE SOLUTION IN DIRECT BANKING

S.NO	PARTICULAR	NO OF RESPONDENT	PERCENTAGE
1	Highly satisfied	6	6%
2	Satisfied	35	35%
3	Ok	40	40%
4	Dissatisfied	2	2%
5	Irated	2	2%
6	No issues	15	15%
7	Total	100	100%

From the table shows that 40% of the respondents are moderately satisfied about the solution given for the issue by the bank and least of them are irritated and dissatisfied are 2%.

FINDINGS

- The profile of the respondents reveled 70 per cent of the respondents were male.54 percent of the respondents fell in the category of 26 to 30 year of age. 40 percent have undergone graduate. 86 percent were employed. 62 percent of respondents have monthly family income between 25001 to 50000.
- In the consumer s usage : ATM- inferred that 33% of the respondents are using the ATM for seeing the Mini statement and Balance enquiry only rather than cash withdrawal and 10% of the respondents using mini statement, Balance enquiry and Cheque book for net banking revealed that 29% of the respondents are using the net banking for see the A/c summary and Third party fund transfer only and least of them are 11% are using for account summary. phone banking reveled shows that 27% of the respondents are using the phone banking for Blocking the card and Balance enquiry and least of them are using for with loan enquiry are 13%.

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- Consumer awareness: In ATM revelved that 30% of the respondents are aware about the Net Banking registration, but not used and least is that 6% of respondent are aware about Recharge, but not used. 28% of the respondents are aware about the Insurance, but not used and least is that 3% of respondent are aware about Upgrade the card, but not used. 32% of the respondents are aware about the card request, but not used and least is that 3% of respondent are aware about Fixed Deposit enquiry, but not used. 62% of the respondents are using the Direct Banking Channels for Time saving on and least 4% of the respondent are using all the above.

SUGGESTION

- To give the toll free numbers to contact the customer care for any account enquiry.
- To reduce the thirty party transfer charges in same bank, but other district branch.
- To make sure to give the statement of account regarding the credit card and loans.
- To make the ATM machine to cash deposit and pass book entry system.
- To give alert, if there is no cash in ATM machine to avoid the customer dissatisfaction.

5. CONCLUSION

In this study trying to achieve the objectives through analysis of all existing models of bank and its brand image. The awareness should be made among to use various direct banking in HDFC, so that they enjoy all the facility in this bank. Although the ATM services are good in the ATM machine give the intimation should be made enough cash is not available, so that customer cash is not excess debited in their account. Although the Net banking services is secured and time saving the customer are not facilitate to use it anytime anywhere. The customer should allow to transfer whatever they required by using Net banking services at first time.

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