



CUSTOMER PERCEPTION OF INTERNET BANKING WITH REFERENCE TO THANJAVUR DISTRICT – AN ANALYTICAL STUDY

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ABSTRACT

Internet banking system is helping the bank customers to do their banking transactions through online. The customers could use their personal computers and smart phone for it, which helps to check the bank balance, paying any loan and go for financial instruments and fixed deposits. Internet banking helps the businessmen to make payment very fast and reliable, it is secure, it save time and money. The objectives of the study are (i) to present the socio economic profile of the customers.(ii) to assess the level of customer perception of online banking and (iii) to offer suggestions to the customers regarding online banking. Thanjavur District has taken for this study, convenient sampling method adopted to collect the data for this study. 250 samples were taken for this study at the study area. All the sample respondents were equal weightage while collect the data. The respondents were ensured that whether they are using internet banking before issue the questionnaire. Likert five point scale used to measure the perception of online banking. Researcher concluded that Online banking system has no time restrictions, during day time business people and other employees are doing their regular work, while leisure they could pay money through online banking system. It is more benefit to all community people, the same time the customers should be aware of online frauds with the help of bankers. The educational instaurations and other social service centers should educate the people to create awareness.

KEY WORD: Online banking, fund transfer and online fraud.

INTRODUCTION

Internet banking system is helping the bank customers to do their banking transactions through online. The customers could use their personal computers and smart phone for it, which helps to check the bank balance, paying any loan and go for financial instruments and fixed deposits. Internet banking helps the businessmen to make payment very fast and reliable, it is secure, it save time and money. These activities are possibility to use internet application in one of the various domains of commerce. The tools which are available in internet helps the customers to do their banking activities.

The web portal helps to do it, the customer have to get ID to do it. There is no boundary and operational timing for this online banking, it is possible at minimum cost. There is competition between private sector banks and publish sector banks. Both are trying to retain their customers, so that these types of facilities offering to the customers at minimum cost. Internet banking system first introduced by private sector banks, followed by public sector and foreign banks were introduced. Private banks were entered into the banking industry after the public sector banks, so that they establishing network in remote corners of the country is a very difficult task. The internet applications helps to connected the customers through internet applications at any time and price.



The private sector banks took this internet applications as a weapon of competitive advantage to corner the great monoliths like Indian Banks, State bank of India etc. Private sector banks are pioneer in travel around the adaptability of internet applications in delivering services to customers. It is very faster than traditional banking operations, and it enable the conformation about the transactions to the customers both sending and receiver. This system does not transfer any physical currencies, it transfer the information about the value of currencies from one account to another account.

STATEMENT OF THE PROBLEM

The internet banking facilities provides all the details through electronic devices, if need proof the customers could take printout of the document. No such authorized signature over there to produce as proof. The customer were struggle while started using internet banking, later they understand the concept and process of internet banking. The customer has to educate to use the internet banking. Many customers are afraid of using internet banking. The receiver account number of IFSC need to transfer fund, they are scared to enter through computers. The uneducated peoples and school level education people are using their ATM cards only for cash withdraw, they don't use to swipe for their purchase. The study focus the customers perception and utilization of internet banking facilities in the study area.

OBJECTIVES OF THE STUDY

The following are the objectives of the study.

1. To present the socio economic profile of the customers.
2. To assess the level of customer perception of Internet banking.
3. To offer suggestions to the customers regarding Internet banking.

RESEARCH METHODOLOGY

Thanjavur District has taken for this study, convenient sampling method adopted to collect the data for this study. 250 samples were taken for this study at the study area. All the sample respondents were equal weightage while collect the data. The respondents were ensured that whether they are using internet banking before issue the questionnaire. Likert five point scale used to measure the perception of online banking. The score were grouped into three categories, i.e. low, medium and high. The three categories were compared with socio economic profile of the sample respondents. The data were collected during the month of August 2018.

ANALYSIS AND INTERPRETATION

Percentage Analysis

The following table shows the percentage analysis out put of sample respondents from the study area. Out of 250 sample respondents one hundred and sixty six (66.40%) respondents are male and the remaining eighty four (33.60%) respondents are female. Majority (66.40%) of the respondents are male.

Out of 250 sample respondents, eighty eight (35.20%) respondents are come under the age group of up to 35 years. One hundred and seven (42.80%) respondents are come under the age group of 36 years to 50 years and the remaining fifty five (22.80%) respondents are come under the age group of above 50 years. Majority (42.80%) of the respondents are come under the age group of 36 years to 50 years from the sample respondents at the study area.

Out of 250 sample respondents, one hundred and seventy eight (71.20%) respondents are married and the remaining seventy two (28.80%) respondents are unmarried. Majority (71.20%) of the respondents are married.

Table 1 : Socio Economic Profile of the Sample respondents

Sl. No.	Variables		Number of Respondents	Percentage
1	Gender	Male	166	66.40
		Female	84	33.60
2	Age group	Up to 35 years	88	35.20
		36 years to 50 years	107	42.80
		Above 50 years	55	22.00
3	Marital Status	Married	178	71.20
		Unmarried	72	28.80
4	Occupation	Students	28	11.20
		Government employee	46	18.40
		Private Employee	105	42.00
		Business	28	11.20
		Retired and house wife	43	17.20
5	Educational qualification	School level	24	9.60
		Under graduate	128	51.20
		Post Graduate	61	24.40
		Diploma and others	37	13.60
6	Monthly Income	Up to Rs. 25,000	85	34.00
		Rs. 25,001 to Rs. 40,000	119	47.60
		Above Rs. 40,000	46	18.40

Source : Survey data

Out of 250 sample respondents, twenty eight (11.20%) respondents are students, forty six (18.40%) respondents are Government employees. One hundred and five (42.00%) respondents are private employees. Twenty eight (11.20%) respondents are doing business and the remaining forty three (17.20%) respondents are retired and house wife. Majority (42.00%) of the respondents are private employees in the study area.

Twenty four (9.60%) respondents are studied school level, one hundred and twenty eight (51.20%) respondents are under graduates. Sixty one (24.40%) respondents are post graduates and the remaining thirty seven (13.60%) respondents are diploma and other degree holders. Majority (51.20%) of the respondents are under graduates in the study area.

Eighty five (34.00%) respondents monthly income is up to Rs. 25,000. One hundred and nineteen (47.60%) respondents monthly income is between Rs. 25,001 and Rs. 40,000 and the remaining forty six (18.40%) respondents monthly income is above Rs. 40,000. Majority (47.60%) of the respondents monthly income is between Rs. 25,001 and Rs. 40,000 in the study area.

Level of Customers Perception

Table 2 : Gender and level of customer perception

Sl. No.	Gender	Number of respondents	Level of Customers Perception		
			Low	Medium	High
1	Male	166	27	71	68
2	Female	84	17	39	28
	Total	250	44	110	96

Source : Computed data

Out of one hundred and sixty six male respondents, majority (71) of the respondents felt medium level of perception of Internet banking. Out of eighty four female respondents, majority (39) of the respondents felt medium level of perception of Internet banking.

Table 3 : Age group and level of customer perception

Sl. No.	Age Group	Number of respondents	Level of Customers Perception		
			Low	Medium	High
1	Up to 35 years	88	11	28	49
2	36 years to 50 years	107	24	36	47
3	Above 50 years	55	24	19	12
	Total	250	59	83	108

Source : Computed data

Out of eighty eight respondents those are come under the age group of up to 35 years, forty nine respondents are felt high level of customer perception of Internet banking. Out of one hundred and seven respondents those are come under the age group of 36 years to 50 years, forty seven respondents are come under the age group of 36 years to 50 years. Out of fifty five respondents those are above 50 years old, twenty four respondents were felt low level of customer perception.

Table 4 : Marital Status and level of customer perception

Sl. No.	Marital Status	Number of respondents	Level of Customers Perception		
			Low	Medium	High
1	Married	178	17	105	56
2	Unmarried	72	7	24	41
	Total	250	24	129	97

Source : Computed data

Out of one hundred and seventy eight sample respondents those are married, one hundred and five respondents are felt medium level of customer perception of online banking. Out of seventy two respondents those are unmarried, forty one respondents are felt high level of customer perception of Internet banking.

Table 5 : Occupation and level of customer perception

Sl. No.	Occupation	Number of respondents	Level of Customers Perception		
			Low	Medium	High
1	Students	28	8	7	13
2	Government employee	46	24	11	11
3	Private Employee	105	17	26	62
4	Business	28	6	8	14
5	Retired and house wife	43	12	7	24
	Total	250	67	59	124

Source : Computed data

Out of twenty eight respondents those are students, thirteen respondents are felt high level of customer perception of Internet banking. Out of forty six respondents those are Government employees, twenty four respondents are felt low level of customer perception of Internet banking. Out of one hundred and five sample respondents those are private employees; sixty two respondents felt high level of customer perception of Internet banking. Out of twenty eight respondents those are doing business, fourteen respondent felt high level of customer perception of Internet banking. Out of forty three sample

respondents those are retired and house wife, twenty four respondents are felt high level of customer perception of Internet banking.

Table 6 : Educational Qualification and level of customer perception

Sl. No.	Educational Qualification	Number of respondents	Level of Customers Perception		
			Low	Medium	High
1	School level	24	5	8	11
2	Under graduate	128	20	46	62
3	Post Graduate	61	3	7	51
4	Diploma and others	37	9	14	14
	Total	250	37	75	138

Source : Computed data

Out of twenty four sample respondents those are school level studies, eleven respondents felt high level of customer perception of Internet banking. Out of two hundred and twenty eight respondents, those are under graduates, sixty two respondents felt high level of customer perception of Internet banking. Out of sixty one respondents, those are post graduates, fifty one respondents are felt high level of customer perception of Internet banking. Out of thirty seven respondents, those are diploma holders and other degree holders, fourteen respondents are felt high and medium level of customer perception of Internet banking.

Table 7 : Monthly Income and level of customer perception

Sl. No.	Monthly Income	Number of respondents	Level of Customers Perception		
			Low	Medium	High
1	Up to Rs. 25,000	85	57	11	17
2	Rs. 25,001 to Rs. 40,000	119	18	37	64
3	Above Rs. 40,000	46	7	6	33
	Total	250	82	54	114

Source : Computed data

Out of eighty five sample respondents, those monthly income is up to Rs. 25,000, fifty seven respondents are felt low level of customer perception of Internet banking. Out of one hundred and nineteen sample respondents, those monthly income between Rs. 25,001 and Rs. 40,000, sixty four respondents are felt high level of customer perception of Internet banking. Out of forty six sample respondents those monthly income is above Rs. 40,000, thirty three respondents felt high level of customer perception of Internet banking.

FINDINGS

The following are the findings of the study from the study area.

1. Majority (66.40%) of the respondents are male. Majority (42.80%) of the respondents are come under the age group of 36 years to 50 years from the sample respondents at the study area. Majority (71.20%) of the respondents are married.
2. Majority (42.00%) of the respondents are private employees in the study area. Majority (51.20%) of the respondents are under graduates in the study area. Majority (47.60%) of the respondents monthly income is between Rs. 25,001 and Rs. 40,000 in the study area.
3. Majority of the male (42.77%) and female (46.43%) respondents felt medium level of perception of Internet banking.
4. Majority of the respondents those are come under the age group of up to 35 years (55.68%) and the age group between 36 years to 50 years (43.93%) are felt high level of perception of Internet banking. Twenty four respondents those are come under the age group of above 50 years (43.64%) are felt low level of perception of Internet banking.

5. Majority of the married (58.99%) respondents felt medium level of perception of Internet banking and majority of unmarried (56.94%) respondents felt high level of perception of Internet banking
6. Majority of the students (46.43%), private employees (59.07%), business people (50.00%) and retired and house wife (55.82%) are felt high level of perception of Internet banking in the study area. Majority (52.17%) of the government employee felt low level of perception of Internet banking in the study area.
7. School level, under graduate, post graduate and diploma and other degree holders are felt high level of customer perception of Internet banking in the study area.
8. The respondents having monthly income level of up to Rs. 25,000 are felt low level of customers perception of Internet banking. The respondents having monthly income of Rs. 25,001 to Rs. 40,000 and above Rs. 40,000 are felt high level of customers perception of Internet banking.

SUGGESTION

The researcher has given the following suggestions from the study area.

1. Online banking is cheaper than the traditional banking, the customer should understand the online banking process and do practice to do in future. They may depended educated people to learn the online banking.
2. The security is very important while doing online banking, the customers should read the security tips while using online banking.
3. Many fake websites are there to get the money, so that the customer should clarify their doubt with the bankers.

CONCLUSION

Technology updation gives lot of advantages to the customers, because of increased population and road traffic, public are unable to move one place to another place soon. The conveyance expenses are also high, the business people are do like to do online banking because they know the value of time and money. Online banking system has no time restrictions, during day time business people and other employees are doing their regular work, while leisure they could pay money through online banking system. It is more benefit to all community people, the same time the customers should be aware of online frauds with the help of bankers. The educational instaurations and other social service centers should educate the people to create awareness.

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