



ELECTRONIC BANKING - A STUDY ON THE PERCEPTION OF BANK EMPLOYEES WORKING IN THE NATIONALIZED BANKS IN TIRUNELVELI DISTRICT

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ABSTRACT

This research article focuses its attention on the perception of bank employees working in the nationalized banks in Tirunelveli district on the electronic banking. In order to achieve this, the researcher used survey method of research. Using a self-constructed tool, the data were collected from 800 bank employees in 8 taluks of Tirunelveli district using simple random sampling technique. Mean, Standard Deviation and F test were applied to analyze the data. From the findings of the study, it revealed that significant difference is found in the perception of bank employees on the transaction data, factors contributing better services, difficulties in working with E-channels and core banking solution with respect to certain demographic variables like age, annual income and years of experience.

KEYWORDS: *land-scape, inhabitants, culture and tradition.*

INTRODUCTION

The present banking era is electronic based. Almost majority of the customers have been using electronic banking and Internet banking to make their receipts and payments in an easygoing manner. Nowadays, doing electronic transactions and other financial services by the customers and the bank employees are generally very much popular and those transactions are stored in the cloud space in the global communication networks, which are very much safe not only on the part of the banks but also on the part of the customers. The extensive use of ATMs, Payment applications, electronic gadgets made use of the electronic banking in an efficient as well as secure manner. This saves the time and money of the customers. Several banks provide various banking services exclusively through ATM's like fund transfer, passbook entries, balance enquiry etc.

NEED AND SIGNIFICANCE OF THE STUDY

The concept of E-banking is being popular nowadays. All sort of people including the younger generation in the rural areas are using cell phones, computers and Internet in an extraordinary manner. So, they know the value of electronic media and its usage in every walk of their life. People of the present era are using the electronic gadgets to meet their day-today transactions.

Moreover, the present central government as well as the state government stressed the people to accommodate the novel ways of payment modes like BHIM App, PAYTM, Mobile Banking and Internet Banking etc. This can be helpful for the government agencies to monitor the money inflow and outflow among the general public.

During Demonetisation, people are suffering a lot with a traditional banking method. During that period, the finance department instructed the banks to stop all the payment and receipts, and stipulates the money transaction. Even, the people, who are engaged with their family functions like marriage, cannot make use of their own money that are invested or saved with the bankers. Those who are familiar with the electronic banking, mobile banking are very happy in meeting their day-today transaction on those days. Even now, the people who are very low in their socio-economic background are not using the electronic banking. They use traditional method of banking. This may develop unwanted stress and strenuous working atmosphere for the bank employees too. Even though, the employees of the nationalized banks clarifies the doubts of the customers on electronic banking, they are not ready to learn the modern concept and use it for their banking needs.

Realizing these things, the investigator would like to conduct a study on the bank employees' perception on electronic banking especially on the transaction data, factors contributing better services of different banking system, difficulties to work with E-channels and core banking solution.

TITLE OF THE STUDY

ELECTRONIC BANKING - A STUDY ON THE PERCEPTION OF BANK EMPLOYEES WORKING IN THE NATIONALIZED BANKS IN TIRUNELVELI DISTRICT

Operational Definitions

Electronic Banking

By 'Electronic Banking', the researcher means all the money transactions including payments and receipts made through electronic medium like ATMs, Pay applications like PAYTM, Google Pay, BHIM app, Online portals, card payments in Point of Sale Terminals, NEFT, RTGS, ECS etc.

Perception

By 'Perception', the researcher means the views or opinion of bank employees regarding electronic banking services offered in the nationalized banks.

Bank Employees

By 'Bank Employees', the researcher means the employees working in the nationalized banks.

Nationalized Banks

By 'Nationalized Banks', the researcher means the banks that are enacted by special ordinances and governed by the Reserve Bank of India.

Tirunelveli District

By 'Tirunelveli district', the investigator refers to the one of the 32 revenue districts of Tamilnadu state. This district is located in the southern part of Tamil Nadu. It borders Virudhunagar District to the north, Thiruvananthapuram, Kollam, Pathanamthitta and Idukki districts of Kerala to the west, Kanyakumari District to the south and Thoothukudi District to the east.

OBJECTIVES

1. To find the significant difference in their perception of the transaction data regarding E-banking in nationalized banks with respect to their age, annual income and years of experience.
2. To find the significant difference in their perception of the factors contributing better services of different banking system in nationalized banks with respect to their age, annual income and years of experience.
3. To find the significant difference in their perception of the difficulties faced by employees to work with E-channels in nationalized banks with respect to their age, annual income and years of experience.

4. To find the significant difference in their perception of the core banking solution in nationalized banks with respect to their age, annual income and years of experience.

METHOD AND PROCEDURE

The researcher used survey method of research. The study was conducted in Tirunelveli district. In Tirunelveli district, there are 16 taluks. Among those taluks, the researcher selected only 8 taluks. From each taluk, 100 bank employees were selected using simple random sampling technique. Self-constructed questionnaire was used to collect data from the bank employees. The questionnaire comprises of four areas of electronic banking namely transaction data, factors contributing better services, difficulties faced by bank employees to work with E-channels and core banking solution. Mean, Standard Deviation and F test were used for analyzing the data.

ANALYSIS OF DATA

1. Transaction Data

As a part of the e-banking on nationalized banks, the employees were asked to express their opinion on transaction data which consisted of 6 questions with four different answers. The respondents were asked to choose the most relevant answer, which is more appropriate to them. The ratings were assigned to the selected options as 1 for the first response, 2 for the second response, 3 for the third response and 4 for the last response. The higher the rating, more agreeable will be the respondent to that question. The mean ratings were found out for all the employees together for each question.

Employees' perception of transaction data based on the age

Ho: There is no significant difference between the respondents of different age group in their perception of the transaction data regarding E-banking in nationalized banks.

Table 1: 'F' Test result showing the difference in the perception of Bank Employees of different age group on Transaction Data

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	54.943	4	13.736	0.722	0.577 S
Within Groups	15127.006	796	19.028		

Note: S denotes significant at 5% level

Source: computed

From the above table, it is inferred that the calculated F value (0.722) is greater than the table value (0.577) at 5% level of significance. Hence, the hypothesis is rejected.

Employees' perception of transaction data based on the annual income

Ho: There is no significant difference between the respondents of different annual income in their perception of the transaction data regarding E-banking in nationalized banks.

Table 2: 'F' Test result showing the difference in the perception of Bank Employees of different annual income on Transaction Data

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	48.789	3	16.263	0.855	0.464 S
Within Groups	15133.159	797	19.012		

Note: S denotes significant at 5% level

Source: computed

From the above table, it is inferred that the calculated F value (0.855) is greater than the table value (0.464) at 5% level of significance. Hence, the hypothesis is rejected.

Employees' perception of transaction data based on the experience

Ho: There is no significant difference between the respondents having different years of experience in their perception of the transaction data regarding E-banking in nationalized banks.

Table 3: 'F' Test result showing the difference in the perception of Bank Employees of different years of experience on Transaction Data

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	37.034	3	12.345	0.649	0.584
Within Groups	15144.915	797	19.026		S

Note: S denotes significant at 5% level

Source: computed

From the above table, it is inferred that the calculated F value (0.649) is greater than the table value (0.584) at 5% level of significance. Hence, the hypothesis is rejected.

2. Factors Contributing Better Services

As a part of the e-banking on nationalized banks, the employees were asked to express their opinion on factors contributing better services, which consisted of 4 questions with 3 different answers such as traditional banks, e-banks and both. The respondents were asked to choose the most relevant answer, which is more appropriate to them. The ratings were assigned to the selected options as 1 for the first response, 2 for the second response and 3 for the third response. The higher the rating, more agreeable will be the respondent to that question. The mean ratings were found out for all the employees together for each question.

Employees' perception of factors contributing better services based on the age

Ho: There is no significant difference between the respondents of different age group in their perception of the factors contributing better services of different banking system in nationalized banks.

Table 4: 'F' Test result showing the difference in the perception of Bank Employees of different age on Factors Contributing Better Services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36.327	4	9.082	1.698	0.149
Within Groups	4252.628	796	5.349		S

Note: S denotes significant at 5% level

Source: computed

From the above table, it is inferred that the calculated F value (1.698) is greater than the table value (0.149) at 5% level of significance. Hence, the hypothesis is rejected.

Employees' perception of factors contributing better services based on the annual income

Ho: There is no significant difference between the respondents of different annual income in their perception of the factors contributing better services of different banking system in nationalized banks.

Table 5: 'F' Test result showing the difference in the perception of Bank Employees of different annual income on Factors Contributing Better Services

	<i>Sum of Squares</i>	df	Mean Square	F	Sig.
Between Groups	7.286	3	2.429	0.452	0.716
Within Groups	4281.669	797	5.379		NS

Note: NS denotes not significant at 5% level

Source: computed

From the above table, it is inferred that the calculated F value (0.452) is less than the table value of (0.716) at 5% level of significance. Hence, the hypothesis is accepted.

Employees' perception of factors contributing better services based on the experience

Ho: There is no significant difference between the respondents having different years of experience in their perception of the factors contributing better services of different banking system in nationalized banks.

Table 6: 'F' Test result showing the difference in the perception of Bank Employees of different years of experience on Factors Contributing Better Services

	<i>Sum of Squares</i>	df	Mean Square	F	Sig.
Between Groups	10.733	3	3.578	0.666	0.573
Within Groups	4278.222	797	5.375		S

Note: S denotes significant at 5% level

Source: computed

It is inferred from the above table that the calculated F value (0.666) is greater than the table value (0.573) at 5% level of significance. Hence, the hypothesis is rejected.

3. Difficulties Faced by Employees to work with E-Channels

As a part of the e-banking on nationalized banks, the employees were asked to express their opinion on difficulties faced by employees to work with E-channels, which consisted of 8 questions with 5 different answers such as strongly agree, agree, neutral, disagree and strongly disagree. The respondents were asked to choose the most relevant answer, which is more appropriate to them. The ratings were assigned to the selected options as 5 for strongly agree, 4 for agree, 3 for neutral, 2 for disagree and 1 for strongly disagree. The higher the rating, more agreeable will be the respondent to that question. The mean ratings were found out for all the employees together for each question.

Employees' perception of difficulties faced by employees to work with E-channels based on the age

Ho: There is no significant difference between the respondents of different age group in their perception of the difficulties faced by employees to work with E-channels in nationalized banks.

Table 7: 'F' Test result showing the difference in the perception of Bank Employees of different age group on Difficulties Faced by Employees to work with E-Channels

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	214.633	4	53.658	0.651	0.626
Within Groups	65486.086	796	82.372		S

Note: S denotes significant at 5% level

Source: computed

It is inferred from the above table that the calculated F value (0.651) is greater than the table value (0.626) at 5% level of significance. Hence, the hypothesis is rejected.

Employees' perception of difficulties faced by employees to work with E-channels based on the annual income

Ho: There is no significant difference between the respondents of different annual income in their perception of the difficulties faced by employees to work with E-channels in nationalized banks.

Table 8: 'F' Test result showing the difference in the perception of Bank Employees of different annual income on Difficulties Faced by Employees to work with E-Channels

	<i>Sum of Squares</i>	df	Mean Square	F	Sig.
Between Groups	172.805	3	57.602	0.700	0.552
Within Groups	65527.914	797	82.321		S

Note: S denotes significant at 5% level

Source: computed

From the above table it is inferred that the calculated F value (0.700) is greater than the table value (0.552) at 5% level of significance. Hence, the hypothesis is rejected.

Employees' perception of difficulties faced by employees to work with E-channels based on the experience

Ho: There is no significant difference between the respondents having different years of experience in their perception of the difficulties faced by employees to work with E-channels in nationalized banks.

Table 9: 'F' Test result showing the difference in the perception of Bank Employees of different years of experience on Difficulties Faced by Employees to work with E-Channels

	<i>Sum of Squares</i>	df	Mean Square	F	Sig.
Between Groups	117.751	3	39.250	0.476	0.699
Within Groups	65582.968	797	82.391		NS

Note: NS denotes not significant at 5% level

Source: computed

It is inferred from the above table that the calculated F value (0.476) is less than the table value (0.699) at 5% level of significance. Hence, the hypothesis is accepted.

4. Core Banking Solution

As a part of the e-banking on nationalized banks, the employees were asked to express their opinion on core banking solution, which comprises of 6 questions with 5 different answers such as strongly agree, agree, neutral, disagree and strongly disagree. The respondents were asked to choose the most relevant answer, which is more appropriate to them. The ratings were assigned to the selected options as 5 for strongly agree, 4 for agree, 3 for neutral, 2 for disagree and 1 for strongly disagree. The higher the rating, more agreeable will be the respondent to that question. The mean ratings were found out for all the employees together for each question.

Employees' perception of core banking solution based on the age

Ho: There is no significant difference between the respondents of different age group in their perception of the core banking solution in nationalized banks.

Table 10: 'F' Test result showing the difference in the perception of Bank Employees of different age group on Core Banking Solution

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	124.192	4	31.048	0.648	0.628
Within Groups	38098.683	796	47.923		S

Note: S denotes significant at 5% level

Source: computed

It is inferred from the above table that the calculated F value (0.648) is greater than the table value (0.628) at 5% level of significance. Hence, the hypothesis is rejected.

Employees' perception of core banking solution based on the annual income

Ho: There is no significant difference between the respondents of different annual income in their perception of the core banking solution in nationalized banks.

Table 11: 'F' Test result showing the difference in the perception of Bank Employees of different annual income on Core Banking Solution

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	127.495	3	42.498	0.888	0.447
Within Groups	38095.380	797	47.859		S

Note: S denotes significant at 5% level

Source: computed

It is inferred from the above table that the calculated F value (0.888) is greater than the table value (0.447) at 5% level of significance. Hence, the hypothesis is rejected.

Employees' perception of core banking solution based on the experience

Ho: There is no significant difference between the respondents having different years of experience in their perception of the core banking solution in nationalized banks.

Table 12: 'F' Test result showing the difference in the perception of Bank Employees of different years of experience on Core Banking Solution

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.927	3	2.309	0.048	0.986
Within Groups	38215.948	797	48.010		NS

Note: NS denotes not significant at 5% level

Source: computed

It is inferred from the above table that the calculated F value (0.048) is less than the table value (0.986) at 5% level of significance. Hence, the hypothesis is accepted.

FINDINGS

1. Significant difference is found in the perception of bank employees on the transaction data regarding E-banking in nationalized banks with respect to different age groups, annual income and years of experience.
2. Significant difference is found in the perception of the factors contributing better services of different banking system in nationalized banks with respect to different age groups and years of experience.

3. Significant difference is found in the perception of the difficulties faced by employees to work with E-channels in nationalized banks with respect to different age groups and annual income.
4. Significant difference is found in the perception of the core banking solution in nationalized banks with respect to different age groups and annual income.

CONCLUSION

From the findings of the present study, it is concluded that the bank employees of different age groups, with different annual income and with different years of experience have perceived better in the concept of electronic banking particular to transaction data, factors contributing better services and core banking solution in nationalized banks. Similarly, they have numerous difficulties to work with the E-channels while adopting or monitoring the electronic banking transactions for their respective customers. Hence, remedial measures and training must be provided for the bank employees to facilitate the modern system of banking - electronic banking.

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