

A Study of Customer Preference towards E-Banking

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Abstract – In the current outline, E-banking has changed the life of many people as well as business men. It has sophisticated the works of banks. This paper highlights the significant relationship between the satisfaction and trust towards the E-Banking services study conducted in Raipur City Chhattisgarh. Primary data and secondary data both has been collected. To analyze the data, Chi-square test has been utilized. Non probability sampling has utilized for conducting this study. From the above study it has been concluded that maximum number of customers has been satisfied with the different types of e-banking services.

Keywords: E- Banking, Satisfaction, Trust, Bank, Customer Preference

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INTRODUCTION

One of the major parts of banking sector is E-Banking. E-Banking uses the browser for the using software's related to E-Banking Services. For customers, E-Banking provides present knowledge, 24X7 services related to banking[1]. The basic services provided by E-Banks are depositing, withdrawing from various accounts to another account, payment of bills and checking account balances[2]. Various types of loans, brokerages, trading and other financial services are also being included in the basic services [3].

E-Banking provides retail and extensive banking services related to banking. It comprises single and amalgamated customers, and added bank transfers, payments and settlements, documentary collections and credits, amalgamated and household exchange, business card and some others illustrate E-Banking as web-based Banking[4].

Internet Banking means a consumer can run their bank account with the help of using internet using personal computer[5]. In other words, added, internet banking service allows consumers to run and access financial exchanges accounts from their internet empower computers with having internet connection to banks' web sites, according to them[6]. Internet banking added the system that allows financial institution customers, individuals or businesses, run accounts, transact business, or get instruction on financial products and services on public or private network including Internet[7].

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The growth of E-Banking services has made it possible for the customers to transact from various location across the globe and the opportunity of the internet have made it possible that one can do most banking transactions from a remote location even without walking into a natural commercial system i.e the appeal of E-Banking Bruene [8].

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BANK PROFILE

SBI

The SBI is an universal, statutory body, which is a public sector a banking firm and financial hub. Its headquartered is in Mumbai and Maharashtra. SBI has been ranked as 216th in the list of inheritance

universal which is the world's biggest corporations of 2018.

ICICI

The full form of(ICICI) is Industrial credit and investment corporation of India ,an Indian financial institution ,owned subsidiary in 1994.In 1999,from non Japan Asia ICICI has become the first Indian company, or financial institution to be listed on the NYSE(New York stock exchange).

CBI

Central Bank of India(CBI), which is the oldest primary banks which plays a major role in financial services throughout the India. It is government owned bank. It was established in Mumbai which is considered as the measure centre of of India and Mumbai,the capital of Maharashtra. Central bank of India is the part of one of 18 Public Sector banks in India to get re-capitalised in 2009.

HDFC

HDFC Bank Limited (Housing Development Finance Corporation) headquartered is in Mumbai, Maharashtra. It is an Indian financial services company. HDFC Bank is the India's biggest private sector bank lender by assets. In feb 2016, HDFC bank is a biggest bank in India by market funding.

AXIS

The third largest private sector bank in India is Axis bank. The Bank offers the full rainbow of financial services to customer divisions covering Large and Mid-Corporates, MSME(Micro small medium enterprises, Agriculture and retail businesses.

UCO

Indian government has main global commercial bank called to be United Commercial Bank.It offers banking services to the customers and has its main office in Kolkata, West Bengal, India. Over all 4000 branches and 3000 ATMs are there.as per strength.

UBI

Union Bank of India is given banking and financial services to its consumers. It is an Indian based bank. The Bank provided brand and utility in three group: Depositing, credit and Advances, and Reimbursement and assembly. Its portion include treasury operations, corporate and wholesale Banking, retail banking operations and other banking operations.

RESEARCH METHODOLOGY

This study is carried out to judge the priority and pride about E-banking services provided by various banks

in district Raipur of Chhattisgarh .Non probability sampling has been utilized. The sample selected comprises of 132 .The Sample customers chosen from various banks & taken fo study and their trust on the online transactions and their level of satisfaction with the online services. The sampling is convenience Sampling [9]. Statistical measure has been applied for analyzing the data collected from the primary sources. Chi square test has been used. The secondary data has been used. The examples of secondary data were collected data through books, journals, newspapers, internet and periodicals[10].

H0: There is no relation between Satisfaction and trust to customer's preference E-banking

H1: There is relation between Satisfaction and trust towards customer's preference to E-banking.

INTRODUCTION OF CHI SQUARE TEST

The chi-square test is called to be a statistical test that can be utilized to determine whether observed frequencies are significantly distinctive from expected frequencies. Based on the result of the chi-square test we will take decision either reject or fail to reject the null hypothesis. After collecting the data the analyzer could first manually monitor the frequency distribution of marital status and education category within the help of sample. The analyzer could then execute a Chi-Square test to conform or provide additional context for these observed frequencies. Chi-Square has been calculated with the help of formula which is as follows:

$$\chi^2 = \sum (O_{ij} - e_{ij})^2 / e_{ij}$$

Chi Square test has been utilized by market researcher, when they think themselves in one of the following position.

- It wish to evaluate how firmly an observed distribution related with an expected distribution. This is indicated to as a "goodness-of-fit" test.
- It needs to evaluate even if two random variables are not dependent each other.

Format of Questionnaire

Demographic Profile of respondents:

Name.....

Gender: Male/Female

Occupation.....

Age.....

Educational Qualification.....

- 1) In which bank do u have the account
- 2) What is the frequency of using E-banking services?
- 3) Are u aware of E-banking services: Yes/No
- 4) Are u satisfied with the services given by E-Banking Highly Satisfied/Satisfied Neutral
- 5) Do u trust bank on.

Security of all transaction

Online Services

Table 1: Customer feedback

	Trust →	Good	Average	Poor	Total
Satisfaction ↓					
	Highly Satisfied	22	20	14	56
	Satisfied	10	14	12	36
	Moderate	15	14	11	40
	Total	47	48	37	132

Sample of 132 users of various banks is taken for study and their trust on the online transactions and their level of satisfaction with the online services.

Calculation:

$E_{1,1} = 56 * 47 / 132 = 19.939$
 $E_{1,2} = 56 * 48 / 132 = 20.36$
 $E_{1,3} = 56 * 37 / 132 = 15.69$
 $E_{2,1} = 36 * 47 / 132 = 12.81$
 $E_{2,2} = 36 * 48 / 132 = 13.09$
 $E_{2,3} = 36 * 37 / 132 = 10.09$
 $E_{3,1} = 40 * 47 / 132 = 14.24$
 $E_{3,2} = 40 * 48 / 132 = 14.54$
 $E_{3,3} = 40 * 37 / 132 = 11.21$

Table 2: Chi Square Method

Row, Column	Oij	Eij	(Oij-Eij) ²	(Oij-Eij/Eij) ²
1,1	22	19.39	6.81	3.51
1,2	20	20.36	.1296	0.0064
1,3	14	15.69	2.86	0.1822
2,1	10	12.81	7.89	0.616
2,2	14	13.09	.8281	0.0632
2,3	12	10.09	3.65	0.3617
3,1	15	14.24	.5776	0.0405
3,2	14	14.54	.2916	0.0200
3,3	11	11.21	.0441	0.0039
				Σ=4.80

As studied resulting data presented below and at 5% level if significance is examined whether the relationship between the trust online banking services and degree of satisfaction exists or not. Critical value at 5 % level of significance is 9.488 > 4.80. So H1 hypothesis has been accepted.

CONCLUSIONS:

It can be strongly concluded that relation exists between trust and satisfaction for the online banking services users as value ranges between -9.488 to +9.458.

The above table declare that there is no significant relation between age of the customers and their ease to manage the transactions of banks through services of e-banking. Hence, the computed value higher than the prescribed table value (p>0.05). Hence the research hypothesis is rejected and the null hypothesis is accepted.

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