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**ONLINE BANKING – ADVANTAGES,  
CHALLENGES AND THREATS**

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# Online Banking – Advantages, Challenges and Threats

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**Abstract – Web based banking is one of the most critical advancements in the financial business in its long history. In any case, notwithstanding the numerous advantages that web based banking gives to clients, there are additionally various significant concerns and difficulties confronting internet banking advertisers. Conventional financial propensities, security, specialized issues, value-based troubles and little promoting spending plans are generally significant difficulties that web based financial advertisers should accommodate on the off chance that they are to prevail in this field. Notwithstanding, interest for this industry stays solid. All things considered, online banks will just develop further developed and fruitful in their endeavors to address their promoting difficulties. Notwithstanding, regardless of the advantages of web based banking, there are likewise various unmistakable issues and difficulties in the web based financial area. These are significant both for the banks that offer internet banking, yet in addition for their customers, who rely upon the banks to work adequately. Web based financial advertisers need to know these difficulties so as to have the option to explore them successfully.**

**Keywords: Online Banking, Key Challenges, Advantages, Marketers**

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## INTRODUCTION

Monetary advancement and innovation insurgency have empowered the improvement of new and more proficient conveyance and preparing channels, just as more inventive items and administrations in the financial segment. Banking establishments face rivalry from one another, yet in addition from non-bank budgetary mediators and elective wellsprings of financing, for example, capital business sectors. Another vital test confronting banking establishments today is the developing and changing needs and desires for purchasers, joined with expanded degrees of instruction and expanded riches. Purchasers are turning out to be progressively perceiving and more engaged with their budgetary choices. Thus, they are requesting a more extensive scope of items and administrations at more serious costs through more proficient and advantageous channels.

## THEORETICAL FRAMEWORK OF E-BANKING

Mechanical advancements have a significant task to carry out in human and expert life all in all. This period can securely be ascribed to the insurgency in innovation. The fast development of data innovation has overwhelmed the lives of a great many individuals. Fast mechanical progressions have carried significant changes to the worldwide financial and business atmosphere. Examination on purchaser mentalities and the appropriation of Internet banking has indicated that there are a few factors that foreordain buyer

perspectives towards web based banking, for example, demography, inspiration and hacking, and the assurance of individual data. Electronic banking may require the most purchaser contribution, as it requires the buyer to keep up and communicate routinely with extra innovation (PC and Internet association). Buyers who use e-banking use it consistently and need to get a specific degree of solace with the innovation to continue utilizing it.

Client selection is a perceived issue for monetary organizations' vital plans. A few examinations have researched why people pick a specific bank. Significant elements for customer decision incorporate accommodation, administration offices, notoriety and loan fees. Clients have less an ideal opportunity to spend on exercises, for example, visiting a bank and in this manner need a more elevated level of comfort and availability. The administration quality ascribes that Internet banks must proposal to urge customers to change to and keep utilizing on the web exchanges are seen to be handiness, usability, dependability, responsiveness, security and nonstop improvement. In another investigation, they found that singular desires for exactness, security, network speed, ease of use, 4 and client inclusion and accommodation were the most significant quality ascribes in the apparent value of Internet-based e-retail banking.

E-banking is a savvy gracefully channel for monetary organizations. Buyers are exploiting the numerous

advantages of e-banking. Admittance to one's records whenever and from any area on the World Wide Web is a comfort obscure a brief timeframe back. Accordingly, the presence of a bank on the Internet is changed from 'broucheware' status to 'e-banking' status once the bank has put forth an innovation combination attempt to empower the client to get to data about their particular record relationship.

The six essential drivers of e-banking are incorporated,

- Improve admittance to clients
- Facilitate the arrangement of more administrations
- Increase client reliability;
- Attracting new clients
- Provide administrations offered to contenders
- Reducing Customer Attrition

## GLOBAL PERSPECTIVE OF E-BANKING

E-banking is a blend of administrations including Internet banking, portable banking, ATM booths, Fund Transfer System, Real Time Gross Settlement (installment and repayment framework), Credit/Debit/Smart/Kisan Cards, Cash Management Services and Data Warehousing, MIS Operational Data and Customer Relationship Management. E-banking can likewise build rivalry among banks and empower banks to enter new business sectors and along these lines grow their geological reach. Some even observe e-banking as an open door for nations with immature money related frameworks to move into cutting edge stages. Clients in such nations can get to administrations all the more effectively from banks outside their own nations through remote correspondence frameworks that are growing quicker than customary 'wired' correspondence organizations. Later advancements in e-banking are the remote web banking applications in some cases alluded to as m-banking (portable banking). With the mix of the two latest innovative progressions – web and cell phone – another assistance (portable information 7 help) is subsequently made conceivable and the financial business is attempted the primary such remote web business exchange. It is accepted that m-banking will give another new channel to banking administrations, especially in distant zones where the Internet is as yet inaccessible. Vital ramifications and client impression of m-banking administrations are investigated with an attention on the making of purchaser esteem and a superior comprehension of the estimation of m-banking administrations saw by the client. The ongoing Reserve Bank of India (RBI) Directive on monetary consideration (banking for the average person) is a key driver for the development of such arrangements in India.

## E-BANKING AND ITS EVOLUTION

A single tick of the mouse opens up our general surroundings. The Internet is one of the best innovations, consistently expanding its significance as a compelling correspondence channel and giving boundless, expedient and productive help because of its geological bit of leeway and ease. The banking and monetary segment is changing itself in eccentric manners, fuelled in a significant route by progressions in data innovation. E-banking administrations are progressively being utilized by little and enormous associations around the globe. Business banking has been persistently advancing since the 1980s with innovation upgraded items and administrations, for example, multi-work ATMs, telebanking, electronic exchanges and electronic money cards. Throughout the most recent decade, the Internet has unmistakably assumed a basic part in offering on the web types of assistance and making a totally new channel.

## KINDS OF E-BANKING

E-banking is a high-request structure that gives various dissemination channels and exists as a bigger stage than just Internet banking. Nonetheless, Internet banking is the most broad type of e-banking.

1. **Enlightening** — That's the fundamental degree of Internet banking. Commonly, the bank has showcasing data about the items and administrations of the bank on an independent worker. The danger is moderately low, as data frameworks for the most part don't have a way between the worker and the bank's inward organization. This degree of Internet banking can be given by or moved operations to the bank. While the danger to a bank is generally low, the worker or site might be defenceless against change. Proper controls should along these lines be set up to forestall unapproved modification of the worker or site of the bank.
2. **Informative** — This sort of Internet banking framework takes into consideration some communication between the financial framework and the client. Communication might be restricted to email, account question, advance applications, or static record updates, for example, name and address changes, and so forth. Since these workers may have a way to the bank's inward organizations, the danger with this arrangement is higher than with data frameworks. Proper controls must be set up to forestall, screen and caution the administration of any unapproved endeavor to get to the bank's inner organizations and PC frameworks. Infection controls are likewise getting significantly more basic in this condition.
3. **Value-based** — This degree of Internet banking empowers clients to complete

exchanges. Since the way commonly exists between the worker and the bank's interior organization or outsourcer, this is the most dangerous engineering and should have the most grounded controls. Client exchanges may incorporate getting to accounts, taking care of tabs, moving assets, and so on.

## **E-BANKING SECURITY**

The security of data might be probably the best worry for clients of the Internet. The absence of security can prompt genuine harms. Instances of the possible weakness of the e-banking framework are on-line exchanges, the exchange of assets and the stamping of electrical cash, and so on. Clients may partake in e-banking exchanges on the Internet by means of a dial-up modem or with devoted Internet associations.

Security infringement might be sorted into the accompanying three classifications:

- 1) Infringement with genuine 'criminal expectation, for example, extortion , robbery of industrially touchy or money related data.
- 2) Violation of 'easygoing programmers', for example, the evacuation of sites or 'forfeiting of administration'- instigating sites to crash, and
- 3) 'Systems plan imperfections or potentially set up' prompting a security penetrate, for instance, that certifiable clients can see/execute represents different clients.

### **E-banking administration clients:**

From the client's perspective, e-banking permits clients to play out a wide scope of banking exchanges electronically by means of the bank's site whenever and anyplace. Likewise, clients are not, at this point restricted to bank opening times; travel and holding up times are not, at this point fundamental and admittance to banking data is promptly accessible. Security is a significant issue for E banking, as clients are worried about their mystery budgetary and value-based data. Be that as it may, new strategies and techniques are being embraced to guarantee security and protection.

### **Imminent clients of e-banking administrations:**

The examination fills in as a managing light for forthcoming clients of e-banking administrations as it distinguishes the quantity of advantages of e-banking to clients..

### **Academicians and Researchers:**

The financial area assumes a significant part in the improvement of the economy. This examination will

feature the status of e-banking administrations gave by nationalized and private area banks. This will support scholastics and specialists to comprehend the status of e-banking administrations gave by banks in a particular zone and to direct such investigations the nation over so as to achieve an adjustment in the financial division. This won't just open up new roads of exploration, yet will likewise assist with understanding the E banking situation and discover answers for reinforce the financial segment.

## **ADVANTAGES OF ONLINE BANKING**

Most banks offer internet banking administrations that permit you to cover your tabs , move cash, and access your record exchange log from your internet browser. Banking from the solace of your couch, whenever of day or night, causes all that you to do with your funds somewhat simpler. Here are five of the upsides of web based banking.

### **Cover Your Tabs Online**

You can utilize your bank's site to cover your tabs on the web and never stress over losing your check via the post office. A large portion of the banks have a segment where you set up payees. You must round out the data once, and afterward you can simply pick that payee each time you need to pay from that organization.

Most banks will permit you to make a common programmed installment of a similar sum each month. This element is useful for costs, for example, a vehicle installment or protection strategy that don't change from month to month.

On the other hand, you may approve a payer, for example, an electrical utility or a home loan supplier, to charge consequently the measure of cash you owe from your record. You can set up a programmed charge by first heading off to the organization's site and making an online login on the off chance that you haven't just done as such. You will at that point need to go to the charging or installment segment of the site and snap on a connection that makes reference to programmed instalments. You should give the quantity of the check account you need the cash to be charged from, just as the directing number of your bank.

### **View You're Transactions**

Internet banking empowers you to get to your record history and exchanges from anyplace. This is the speediest method to check whether your record has been cleared by an exchange. It additionally permits you to discover all the more rapidly about any unapproved exchanges, so you can question them immediately.

Numerous banks will show you your forthcoming exchanges. These are exchanges that were started on or after the end of business on the past business day and have hence not yet been finished.

### Move Money between Accounts

At the point when you do it on the web, you can rapidly move cash between accounts. It's more helpful than setting off to a bank face to face or utilizing a mechanized telephone utility, which expects you to give data when provoked.

In the event that you move cash between various sorts of records to a similar bank, the exchange should occur around the same time. In the event that you move cash to another financial balance, it might take as long as three days.

In the event that you have more than one reserve funds objective, state, you can consider opening different bank accounts and effectively moving cash from your registration record to your home installment and the expense of a wedding. Investment accounts will in general have lower least parity necessities than financial records, and a few banks needn't bother with one by any stretch of the imagination, so you won't need to begin with a ton of cash.

### Bank on Your Phone With a Mobile App

Most banks offer a versatile application that makes it simpler for you to exploit internet relying upon your telephone. You can rapidly look at your records when you're shopping, move reserves so you don't wind up overdrawing, or ensure a trader doesn't charge you twice.

Banking applications normally permit you to check by utilizing a camera on your telephone to take photographs of the front and back of the check. Typically, you need to compose something like "For versatile store just at [name of bank]" on the rear of the check also.

### Sync with Your Budget Applications

Many planning applications, for example, Mint and Pocket Guard, can be synchronized with your internet banking data. This component makes it a lot simpler to adhere to your financial plan.

In the event that you have a mate or join forces with whom you share bank and Visa accounts, you should look for an application that permits you to effortlessly adjust your information with one another. Better Haves, Home Budget, and Honey dew, for instance, are planning applications explicitly intended for couples or family units.

## DIFFICULTIES IN INTERNET BANKING

The difficulties related to e-banking exist in Indian situation are examined beneath:

**Security Risk:** Security issues and other related viewpoints have gotten one of the key worries of the financial division (Prema C, 2011). A huge extent of clients are hesitant to embrace e-banking offices with regards to wellbeing and security concerns (Kuisma T, Laukkanen T and Hiltunen M). As indicated by the IMAI Report (2006), 43 percent of Internet clients actually don't acknowledge the utilization of Internet banking in India because of security chances. It is hence an essential test for banks to persuade shoppers regarding this angle, which may additionally expand the utilization of web based banking.

**Security/Confidentiality hazard:** Risk of divulgence of non-exposure or classified data and wholesale fraud caution is one of the principle reasons that limit buyers while choosing electronic financial administrations. This is accepted by an enormous number of purchasers that their character would be undermined by the selection of web banking administrations. As indicated by the examination, (Andrews S and Shen A., 2000) customers are worried about their protection in the manner that the bank can bargain their privacy by utilizing their data for promoting and other considerable purposes without the assent of shoppers.

**The Trust Issue:** Trust is a significant obstruction to electronic banking for most clients. Conventional banking is regularly utilized by clients because of absence of confidence in internet banking exchanges. They imagine that there is a danger in web based financial exchanges that prompts various cheats and tricks (Ingle An and Pardeshi R, 2012). While buyers utilize web based financial administrations, there is consistently an uncertainty or question in their brains about the effective finishing of the exchange until an affirmation message is gotten.

**Client Understanding:** Knowledge or comprehension of purchaser e-banking is still on the lesser side in the Indian setting. Banks can't give full data on the utilization, advantages and offices of web based banking. Subsequently, one of the most huge hindrances to the extension of electronic banking is the less readiness of new advancements among clients. (Karimzadeh M, Alam D, 2012).

**Mechanical Illiteracy:** For the situation of versatile banking, a large number of the lower-class portable clients cannot comprehend the specialized guidelines and guidelines and, accordingly, discover them hard to work. Customers by and large buy handsets, considering their spending plan, and those handsets here and there offer highlights that are horrible taking everything into account, and this turns into a restriction in the execution of e-banking..

**Preparing the Employees:** Training for bank workers is a simpler undertaking on account of private part banks, as they have youthful unique PC proficient staff, while on account of public division banks, preparing for representatives is a mind boggling task, as current staff are generally less PC educated. Regardless of this reality, they have had the option to do a lot of good in the wake of taking a shot at it for longer than 10 years at this point.

**Client Education:** For the situation of private banks, e-banking offices have been made accessible to clients from the good 'ol days. Be that as it may, on account of old public area banks, it is very hard to persuade their clients of the value of this program. Formal instruction among clients concerning e-banking is a troublesome errand. Considering this, banks have selected to give financial impetuses, for example, a Free Debit card, Free Net Banking offices, to furnish clients with steady and opportune data on their month to month E-Mail accounts, and so on., to change clients to these rising financial administrations.

**Confined Business:** Another test for e-banking is that all financial exchanges cannot be done on the web or by other electronic methods; for a couple of administrations, for example, stores and withdrawals, one needs to move toward banks truly. In spite of the fact that it has been noticed that a few banks have mechanized their strategy and their clients (front end) yet at the same time many follow the customary cycle (back end). This confines clients in a manner because of restricted mindfulness and specialized obstacles.

**Cost of Technology:** Initial speculation costs are high regarding the expense of PCs and other hardware required for electronic financial exchanges. Upkeep costs for these gadgets, for example, modems, switches, the whole IT arrangement, are additionally high. Simultaneously as that.

## **SECURITY THREATS TO INTERNET BANKING:**

### **Phishing –**

In spite of the fact that passwords can likewise be acquired through less refined methods, for example, listening in, speculating, dumpster jumping, and shoulder-surfing, phishing is a typical type of cybercrime that is commonly done by email or texting, giving connections or guidelines that direct the beneficiary to a false site taking on the appearance of an authentic one. The unsuspected client enters individual data, (for example, client names, passwords, Social Security Numbers, and Mastercard/account numbers) which is then gathered by the programmer. Specifically compelling to phishing tricks are internet banking, installment administrations and long range interpersonal communication locales. As indicated by the Gartner overview alluded to earlier<sup>6</sup>, phishing assaults keep on making money related harm buyers

and budgetary organizations, with a pattern towards higher-volume and lower-esteem assaults. The review found that in excess of 5,000,000 US buyers lost cash to phishing assaults in the a year between September 2007 and 2008, an expansion of 39.8% over the earlier year.

### **Secret word Database Theft –**

Taken client certification is a significant item and, much of the time, digital wrongdoing rings are utilized exclusively to get and offer this data to the most elevated bidder or to get to client accounts all alone. Programmers take client information and passwords from one site administrator to hack different locales. Since numerous individuals utilize a similar client ID and secret key mix on various locales, the assailant may hack extra records that the client has. The Sinowal Trojan is a notable assault dispatched a couple of years back by a digital wrongdoing bunch liable for taking login testaments from around 300,000 online ledgers and almost the same number of Visa accounts. Toward the finish of 2009, Microsoft Hotmail 7, Google Gmail, Yahoo and AOL were the casualties of phishing assaults which uncovered a great many email client IDs and passwords..

### **Man-in-the-Middle (MitM) –**

In this kind of danger, the assailant can effectively infuse messages of his own into the traffic between the client's machine and the confirming worker. One way to deal with MitM assaults includes pharming, which includes the utilization of malignant organization frameworks, for example, noxious remote passageways or bargained DNS workers, to divert clients from the authentic webpage they are attempting to admittance to pernicious, deceitful sites that entrance client information and follow up for clients to perform vindictive exercises.

### **Secret word Stealing and Identity Theft -**

These sorts of assaults depend on the capacity of the aggressor to trick clients into surrendering their own data and accreditation. Since clients are commonly helpless against these kinds of assaults, any technique that depends on a qualification that can be uncovered is helpless against social building assaults. Note, notwithstanding, this does exclude a physical exchange, as clients can be handily tricked by telephone or email and the Internet to reveal individual data, yet simply like the keys to their home or ATM card, individuals are more averse to hand over somebody they don't have the foggiest idea about their physical brilliant card or token gadget. Then again, equipment based secure stockpiling and shrewd cards are non-adaptable and along these lines less powerless against social designing. The status of programming based secure stockpiling and programming based shrewd cards is profoundly reliant on usage. Numerous mainstream usage permit the client to reorder the accreditation, making

it adaptable and subsequently defenseless. Be that as it may, it is conceivable to keep the client from doing as such (without master hacking abilities), in which case the arrangement gives some level of insurance.

## SURVEY OF LITERATURE

Rangarajan Committee – II (2012), By March 2000, 827 parts of the Public Sector Banks had been recognized for full branch computerization, of which around 4620 had been modernized as of March 99. In the interim, the systems administration of the as of now modernized branches additionally accepted direness, and a portion of the banks started to interconnect their mechanized branches utilizing rented phone lines or Very Small Aperture Terminals (VSATS). This is planned to give clients a more exhaustive assistance and, simultaneously, to furnish saves money with better brought together authority over branch activities. Starting at now, new private segment and unfamiliar banks have an edge over open part banks with regards to actualizing innovative arrangements.

Handbook (2013) "Web banking" alludes to frameworks that empower bank clients to get to records and general data on banking items and administrations through a PC ( PC) or other savvy 48 gadget. Web banking items and administrations may incorporate discount items for corporate clients just as retail and buyer trustee items. By the day's end, items and administrations got through web banking can reflect items and administrations offered through other bank conveyance channels.

ICMR (2002), As more banks have entered the web banking field, rivalry between banks has additionally expanded. This constrained the banks to zero in on catching new business sectors and clients and receiving cutting edge innovation on the Internet. In the light of these turns of events, industry watchers noticed that "Web banking has made some amazing progress. In spite of the fact that it had far to go contrasted with worldwide guidelines, it was starting to be viewed as a substitute for the conventional financial framework set up later on. Banks have rushed to receive quickly advancing electronic and media communications advancements to convey a wide scope of significant worth added items and administrations to their clients. In the mid-1990s, direct dial-up associations, PCs, telebanking and robotized teller machines (ATMs) got regular in most created nations.

Nitsure, R.R. (2013), This article distinguishes the E-Banking Challenges and openings in the financial division. E-banking can possibly change the financial business as it fundamentally lessens exchange and conveyance costs. This article talks about a portion of the issues of creating nations with 50 low infiltration of data and broadcast communications innovation and an absence of acknowledgment of the benefits of e-banking activities. Significant concerns, for example,

the 'computerized partition' among rich and poor, the diverse working conditions for public and private segment banks, security and confirmation issues, administration and guideline and the absence of financing of little and medium-sized ventures ( SMEs) are featured.

Picado, Gonzalez and Eckelman (2014), This examination explored consumer loyalty utilizing QFD, and investigation into administration quality and consumer loyalty has gotten critical in the administration enterprises. This investigation builds up a contextual analysis that considers both outside and inward help the executives issues and ensuing assistance developments dependent on the Quality Function Deployment Framework (QFD). The use of the Customer Window Quadrant (CWQ) and the Action Plan Matrix in the examination of the client and administration components comprises an alternate methodology for QFD. A portion of the advantages and weaknesses of the QFD cycle are examined comparable to existing assistance quality and client ideal models. Toward the day's end, proposals and headings are offered for future applications, with specific enthusiasm for the issues of e-bank administration the executives.

Asghar (2014), The examination shows that web based banking and the web channel are setting down deep roots. Monetary administrations depend on various dispersion channels and e-banking is the channel of things to come. Examples of overcoming adversity about e-banking have been formed by a blend of advancement and experience. Both of these components must be utilized by the budgetary administrations part for their potential benefit so as to create the ideal outcomes. Win-win execution of e-banking requires not just high Internet entrance rates and stable foundation, yet in addition, all the more critically, for organizations to understand the ground-breaking income chance of this business arm vis-à-vis the conventional blocks and cement working framework. It is subsequently basic that all e-banking executions are flawlessly incorporated with the center 'customary' administrations, making on the web experience really comprehensive for the client.

Anthony (2015), This article examines the significance of ease of use in the e-banking area and recognizes regular ease of use issues and approaches to address them. It is broadly perceived that internet banking creates more income per client and costs less per exchange than some other station, including phone banking. Empowering news from Forrester Research shows that the quantity of European web based financial organizations will twofold to 130 million by 2007. In light of the Human Computer Interaction ( HCI) standards, web ease of use has become a perceived achievement factor for all e-business, including internet banking. Clients most appreciate those destinations that give clear data, simple perusing and connecting with client experience. However, normally, individuals will incline toward the individuals who are the simplest to utilize and offer the

best help. Banks intending to take advantage of the expansion in web based financial volumes ought to consider the ease of use and openness of all parts of their webpage to be invited.

Lichtenberg (2013) On the other hand, it reasons that there are huge advantages to firms from putting resources into IT. Utilizing Cobb-Douglas creation capacities, he found an expanding rate of profitability in PCs. They additionally found that one data framework (IS) worker is proportionate to six non-IS representatives as far as minor profitability.

Brynjolfsson and Hitt (2014) Caution, notwithstanding, is that these discoveries don't mirror the monetary hypothesis of equalization, which infers that expanded IT use doesn't suggest expanded gainfulness. Be that as it may, later firm-level examinations show a more sure image of the commitment of IT to efficiency. These discoveries bring up various issues about the inability to quantify yield by neglecting to represent improved varieties

**OBJECTIVES OF THE STUDY**

1. Study developments in the banking sector.
2. To determine the extent of customer satisfaction on e-banking.
3. To examine the legal framework for e-banking services. And the security threat to internet banking

**RESEARCH METHODOLOGY**

The present chapter analysis of the data collected was attempted in accordance with the objectives set out above. Hypotheses were also tested on the basis of the findings of the study. In this study, the Interview Schedule was administered to bankers from various Scheduled Commercial Banks offering e-banking technology in India.

**DESCRIPTIVE ANALYSIS ON BANKS:**

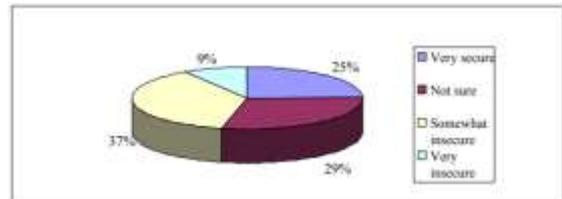
Percentage analysis is one of the statistical measures used to describe the overall characteristics of the sample or population. Percentage analysis involves the calculation of the variables selected for the study.

**Table 1 Security on Financial Information Available In E-Delivery Channels**

Response	Respondent banks	Percentage
Very much secure	36	37.11
Not sure	28	28.87
Somewhat insecure	24	24.74
Very much insecure	9	9.28
Total	97	100.00

**Source: Primary data**

The table clearly shows that the 37.11 percent of the respondent banks (36) felt very secure with their financial information available on the net. While 28.87 per cent of the respondent banks felt that they were somewhat uncertain, 9.28 per cent of them felt very uncertain. It is therefore clear from the above analysis that most of them felt very secure with their financial information available on e-delivery channels.



**Figure: 1 Security on Financial Information Available In E-Delivery Channels**

**DATA ANALYSIS**

**Descriptive Analysis on Clients**

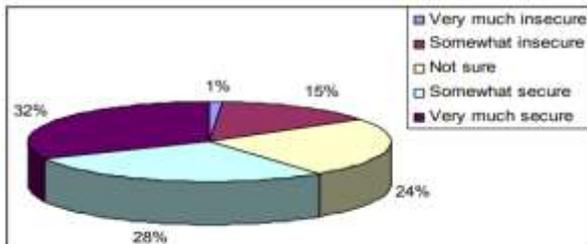
Percentage analysis is one of the statistical measures used to describe the overall characteristics of the sample or population. Percentage analysis involves the computing of the variables selected in the study and its finding will make it easy for the reader to interpret.

**Table 2 Security On Financial Information Available In Net**

Security of financial information available in net	Frequency	Percentage
Very much insecure	4	1.0
Somewhat insecure	60	14.6
Not sure	100	24.3
Somewhat secure	116	28.2
Very much secure	132	32.0
Total	412	100.0

**Source: Primary data**

The above table shows that the respondents have confidence in the security of the financial information available in the net. Respondents of 32 percent said they felt very secure. In addition, 28 per cent of respondents said they felt certain things were secure, and 24 per cent said they were not sure about the security of the financial information available on the net. Only 1 % of the respondents said they felt very precarious. It shows that most of them have confidence in the security of the financial information available on the net.



**Figure: 2 Securities on Financial Information Available In Net**

## CONCLUSION

This research explores the problems of e-banking in India from a banking perspective and from a client perspective. E-banking is going to be very important for India, registering an increasing percentage of the younger generation population with computer literacy. Since research on e-banking challenges is still in its infancy and the relevant literature is scarce, the insights gained in this study may provide a basis for future research on self-service technology and make useful recommendations to the banker to improve e-banking services with the customer as a co-creator of value. E-banking or mobile banking or any other technology that improves interaction and reduces costs while being efficient is more than a showdown. Banks should move to use it either willingly or by compulsion, either now or later, to meet the competition or to meet the expectations of the client. There is a need to scan and analyse the market, respond to customer needs and raise awareness of the advantages of internet banking. In internet banking, any query or transaction is processed online from anywhere and at any time.

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