

## Customers Awareness Towards E-Banking Services With Special Reference To Thoothukudi City

Dr. A. Arunachala rajan <sup>a</sup>, R.Mohana<sup>b</sup>

<sup>a</sup> Assistant Professor and Head of Commerce with CS, PG and Research Centre in Commerce, Kamaraj College, Thoothukudi – 628 003. (Affiliated to Manonmaniam Sundaranar University, Tirunelveli - 627 012.)

<sup>b</sup> Ph.D. Research Scholar, Register No: 18212101012015 PG and Research Centre in Commerce, Kamaraj College, Thoothukudi – 628 003. (Affiliated to Manonmaniam Sundaranar University, Tirunelveli - 627 012.)

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**Abstract:** E- Banking services or Electronic banking services are referred to banking transactions which are transacted using electronic modes or equipment. The most important and core component of electronic banking is the internet. The account holders can conduct financial and non- financial transactions even after standard business hours and on weekends applicable by various banks in India. The present study is to identify customer's awareness towards E-Banking services with special reference to thoothukudi city

**Keywords:** Electronic banking, Customer Awareness, preference

### 1. Introduction

Electronic banking is a procedure of investment in which reserves are moved over an interchange of electronic signs relatively than over an interchange of currency, payments, or further kinds of broadside forms. Allocations of reserves follow among economic institutes such as groups and recognition combinations. They similarly arise amid economic organizations and marketable institutes such as provisions. Every time someone draws money from an automated teller machine ATM or pays for provisions using a debit card, the funds are transferred via electronic banking. Electronic investment placed the basis for quickness and accessibility in single and profitable investment. The range of private processer use has further additional level of suitability and rapidity to the manner. Electronic banking permits trades of maximum groups to do their investment at any hour of the day, anyway of the bank's operational times. If clients select to do such effects as assignment funds or pay bills, they can frequently do so from everywhere Internet access is accessible.

### 2. Review Of Literature

Prof. Amit P. Wadhe, Prof Shamrao Ghodke (2013) Consumers are conscious that mobile banking is now accessible in India. But very few are familiar with numerous banking communications that we can do with the help of Mobile banking. Consumers are concerned because they have overheard about it from everywhere & consider that M-Banking will allow them to do banking transactions anytime. Banks take more efforts in success to consumers & provide information about mobile banking then more consumers will use mobile banking. Mobile banking will also decrease the rate of banks.

Mrs. M.Esther Krupa, Dr.R.Rajasekaran (2015) had discussed about the banking sector in India is undergoing major variations due to competition and the arrival of skill. The customer is looking for quality services which can afford him/her satisfaction. The customer had to actually visit the bank office in direction to carry out banking processes. E-banking is playing a vital role in today's banking field. The study has revealed that publics in usually are aware of the concept of Electronic Banking. As e- banking is still moderately new in India, the purpose to use e- banking is quiet very limited. The finding exposes that people know about the services but still many are not aware of all the services and do not use them.

### 3. Objectives

- To know the profile of the respondents.
- To find the awareness of customers about the usage of e-banking services.
- To identify the reason for preferring E-Banking services.

### 4. Limitations Of The Study

- The size of the sample is only 100 respondents
- The study is conducted in thoothukudi city only.

**5. Research Methodology**

The study is created on primary and secondary data. The data collected from 110 respondents in Thoothukudi city. Convenience sampling technique has been used to select the sample respondents.

**6. Analysis And Interpretation**

**Table: 1** Demographical Profile of the Respondents

Characteristic		Respondents	Percentage
Gender	Male	67	61
	Female	43	39
	Total	110	100
Age	Up to 25 years	16	15
	26 to 35 years	28	25
	36 to 45 years	43	39
	Above 46 years	23	21
	Total	110	100
Educational Qualification	Up to higher secondary	9	8
	Graduate	56	51
	Post graduate	27	25
	Professional	18	16
	Total	110	100
Annual Income	Below Rs. 1,00,000	36	33
	Rs.1,00,001 to Rs. 3,00,000	52	47
	Rs.3,00,001 to Rs.5,00,000	17	15
	Above Rs.5,00,001	5	5
	Total	110	100
Marital status	Married	83	75
	Unmarried	27	25
	Total	110	100

Source: Primary data

The table displays that 61% of the respondents are male, 39% of the respondents are in age group of 36 to 45 years, 47% of the respondents income level is Rs.1,00,001 to Rs.3,00, 000 and 75% of the respondents are married people.

**Table: 2** Customer preference for using E-Banking services

Customer preference	SA	A	N	DA	SDA	TOTAL	MEAN	RANK
Mobile Banking	115	64	42	4	2	227	2.06	I
Internet Banking	35	48	12	4	2	101	0.92	V
SMS Banking	25	16	6	2	1	50	0.45	VI
Credit / Debit card	30	60	27	2	1	120	1.09	IV
ATM	65	68	30	2	2	167	1.52	II
Electronic Fund Transfer	95	44	24	2	1	166	1.51	III
Tele Banking	15	12	6	2	1	36	0.33	VII

Source: primary data

The table displays that mobile banking is a high mean score 2.06 for customer preferring E-banking service followed by internet banking with the mean score of 0.92, SMS banking with the mean score of 0.45, credit / debit card with the mean score of 1.09, ATM with the mean score of 1.52, Electronic fund transfer with the score of 1.51 and Tele banking with the score of 0.33.

**Table: 3** Reason for using E-Banking services

Variable	SA	A	N	DA	SDA	TOTAL	MEAN	RANK
Accessibility	70	76	21	2	1	170	1.54	III
Convenience	105	72	36	6	4	223	2.03	I
User friendly	15	8	15	2	1	41	0.37	VII
Easy to use	40	16	30	2	2	90	0.82	V
Security	60	64	12	2	1	139	1.26	IV
Online shopping	80	84	30	4	1	199	1.81	II
Bank service	25	12	24	6	2	69	0.63	VI

Source: primary data

The table displays that accessibility with the mean score 1.54 for using E-banking service followed by convenience is a high mean score of 2.03, user friendly with the mean score of 0.37, easy to use with the mean score of 0.82, security with the mean score of 1.26, online shopping with the score of 1.81 and bank service with the score of 0.63.

**Spearman Rank Correlation**

Rank X	Rank Y	D= R(X)-R(Y)	D <sup>2</sup>
1	3	-2	4
5	1	4	16
6	7	4	16
4	5	-1	1
2	4	-2	4
3	2	1	1
7	6	1	1
N= 7			∑D <sup>2</sup> =43

$$R = 1 - \frac{6 \sum D^2}{N^3 - N}$$

$$R = 1 - \frac{6(43)}{(7^3 - 7)}$$

Rank = 0.23

**7. Findings**

- Most 61% of the defendants are male
- Majority 39% of the defendants belong to the age group 36 – 45 years.
- Majority 51% of the defendants are graduates.
- Majority 47% of the defendants annul income level is Rs. 1, 00,001 to Rs.3, 00,000.
- Majority 75% of the respondents are married people.
- Mobile banking is a high mean score of 2.06 for customer preferring E-Banking Service.
- Most of the respondents believed for using E-Banking service is convenient one.

**8. Conclusion**

E-banking is generating lot of modifications in the banking industry. Though all banking sector are providing e-banking, the customers are aware of the e-banking services offered by their banks. E-banking skill is convenient to customers as well as banks and further groups. To increase productivity, efficiency, service quality of banks, development of banks worldwide e-banking is main significant of all commercial banks to implement in their countries as well as their customers.

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