

International Journal of Scientific Research and Reviews

Issues and Challenges Faced by Online Banking Customers of India

Melba Kani R

Department of Management Studies, Mar Ephraem College of Engineering and Technology

ABSTRACT

The current work investigate customer's perception in the adoption of electronic banking services, and to examine the impact of problems in technology enabled banking services on the behaviour of commercial bank branch customers in Tamilnadu. Multi stage stratified random sampling method was adopted for the study. The study population comprised of 462 commercial bank branch customers selected for the study. The study was conducted using questionnaires, which were distributed to commercial banks in Tamilnadu. The results showed that, most of the customers were facing problems using online banking services. Confirmation message was not received, due to network problem, lack of knowledge or skill to handle sophisticated level of technology by employees. This work also analysed the issues for not adopting the internet banking and outcome of this work will be an aid for the improving the e banking services for customer satisfaction.

KEY WORDS: E-banking, Commercial Banks, Adoption, Online banking, Customers, Awareness level.

***Corresponding Author**

Dr. R. Melba Kani

Assistant Professor,

Management Studies,

Mar Ephraem College of Engineering and Technology,

Elavuvilai, Malankara Hills -629171,

Kanyakumari District, Tamilnadu,

Mobile no.: 9442988239,

Mail ID: melbakani75@gmail.com

1. INTRODUCTION

In banking sector, there is a tremendous change due to the innovation in technology that results in electronic banking. Electronic banking is highly service oriented that offers quick response when compared with manual system of banking. The ICT (Information and Communication Technology) in association with banking industry is introducing wide range of new products and services for customer satisfaction. The local brand names are used for attracting the domestic customers as a part of the marketing strategy. Internet banking refers to the accessing of bank services by customers through computers and mobile phones through the internet. Shukla (2011) states that electronic banking offers good services to customers, since they can access and perform transactions from any place. The privacy has to be maintained for the financial security. All the above clearly indicate that, Indian's banking Industry has undergone great developments like any other banking market in the world. Hua G (2013) found that customers are using internet banking for digital fund transfer and foreign exchange transactions. The banks need to improve customized services for different market segments, since the necessities of each region differ. Li (2007) proposed that number of on-line banking customers would increase at various speeds relative to the increase in internet connectivity, personal computer connectivity and mobile connectivity. Rahmath Safeena (2010) proposed that electronic banking offers friendly environment for bank transactions. Customer retention is vital and online banking enhances the customer satisfaction and maintains the customers.

Awareness levels of customers on E-Banking Services are as follows: Erdener Kaynak (2005) found that the awareness level of rural people for e banking services is low when compared to the urban bank customers. With respect to age group of customers, Swaminathan (2012) states that middle age people, private employees and business people are having good awareness for e banking. The technology improvements can be utilized by the banks for improving the customer satisfaction. Vidya M (2014) revealed that the demand for value added services are much needed in our country, however it is not utilized by all sections of society

Adoption of E-Banking Services: Chowdhary (2000) states that every area of service sectors currently offering on-line banking services like on-line reservations railway tickets, airway bookings, on-line admissions, hotels and added aggressive tests etc. that have resulted in augmented productivity, cost savings, higher level of employee satisfaction and increased level of customer services etc.. The study summarized that information technology leveraged services selling is the request of the day and can stay in future as well. Kumar (2008) found that although information technology is introduced in banking however compared to the automation level adopted in some of the developed countries, it's imperative to further more improve and stabilize the mechanization

techniques in Indian banking system. Singh (2010) classified the customers into 5 categories and based on the customer nature, services have to be rendered for meeting the demands.

Customer Satisfaction on E-Banking Services: Venkadasala Moorthy (2013) highlighted that there is a direct link between customer satisfaction and customer expectation. The feedback and suggestions of the customers have to be continuously monitored for improving the quality of service. Shah A. (2012) explained the features that promotes the adoption of internet banking in terms of bank and customers.

RESEARCH METHODOLOGY

According to a report drafted by The Boston Consulting Group (BCG), in a report titled “ENCASHING ON DIGITAL”, the demand for internet banking will reach 150 million mark by 2020 from the current 45 million users. Most of the people are not using internet banking because of complexity in operation, lack of technology usage, fear about security and hidden service charges.

Table 1: Global scenario of Online Banking

Sl. No.	Particulars	Percentage
1	Online banking channels used by Indians	51
2	Indian customers prefer to access services via their bank’s website, and the same number would prefer to use a mobile app rather than talk to a human agent.	21
3	Indian respondents will change banks if they have had a bad experience	37
4	Would let friends and family know about their issues	44
5	Respondents are satisfied by the level of banking service they receive	93
6	They have never faced any customer satisfaction related issues	22
7	Wanted to be alerted about a problematic or possible fraudulent	58
8	Want to be alerted if their credit card is up for renewal	49
9	Want to receive information on a new launch or service	47
10	Want to receive personal offers	44

Source: The Avaya Banking Survey 2017 covered 5,004 panellists in the UAE, Australia, the UK and India

The present study has the following objectives:

- To analyze the customer’s perception in the adoption of e-banking services.
- To examine the impact of problems in technology enabled banking services, on the behaviour of commercial bank branch customers.
- To offer suggestions to overcome the problems in technology enabled banking services, based on the findings in the near future.

The hypothesis formulation is as follows:

H₀ = There is no significant relationship between age and awareness level of customers using online banking services.

H₁ = There is a significant relationship between age and awareness level of customers using online banking services.

H₀ = There is no significant relationship between age and problems faced in using online banking services by customers.

H₁ = There is a significant relationship between age and problems faced in using online banking services by customers.

A pilot study was conducted covering 30 customers to analyse the problems faced by customers in filling the questionnaire and to find out the flaws in getting the required information for the study. Based on the requirements of the research study, the questionnaire was suitably restructured after pilot study and used for collecting requisite information to meet the objectives of the study.

Sample Design: The study is an empirical study based on survey method. Multi stage stratified sampling technique was adopted to collect details through questionnaire from online banking customers.

The total number of commercial bank branches located in in India stood at 1,38,850 as on 30th September 2016, as per the banking statistics published by Reserve Bank of India.

Table 2: Total Commercial Bank Branches in India

Sl No.	Bank Branch population group	Total Branches
1	Metropolitan	28,301
2	Urban	25,624
3	Semi-Urban	37,336
4	Rural	47,577
Total		1,38, 850

Source- Reserve Bank of India.

Table 3: Total Commercial Bank Branches in Tamilnadu

Sl. No.	Bank	No. of Branches				
	Group wise Consolidation	Rural	S. Urban	Urban	Metro	Total
1	State Bank Group	354	436	296	278	1364
2	Nationalized Banks	1611	1709	1097	808	5225
3	Other Public Sector Banks	15	48	31	18	112
4	Private Sector Banks	747	1195	589	530	3061
5	Regional Rural Banks	305	209	23	0	537
6	Foreign Banks	0	0	4	18	22
grand total		3032	3597	2040	1652	10321

Total Commercial bank branches in Tamilnadu: 10321 Source- Reserve Bank of India

Sample Size:

There are 4 bank branch population groups in Tamilnadu. They are metropolitan, urban, semi-urban and rural respectively. There were 1652 bank branches in metropolitan, 2040 bank branches in urban, 3597 bank branches in semi-urban, 3032 bank branches in rural. In each bank branch population group, sample size of 25 bank branches from urban, 30 bank branches from semi-urban, 17 bank branches from urban, 5 bank branches from rural has been taken for the study. From

the selected sampling bank branches, based on customer profile prospective six customers from each bank comprising of 462 customers were selected from each bank branch population groups has been taken as samples for the study. The below table clearly shows sampling method of online banking customers in Tamilnadu.

Table 4: Sampling method of Online Banking Customers in Tamilnadu

Sl. No.	Bank Branch population groups	No. of banks	No. of banks selected for the study	No. of customer selected for the study
1	Rural	3032	25	25*6=150
2	Semi-Urban	3597	30	30*6= 180
3	Urban	2040	17	17*6=102
	Rural	1652	5	5*6=30
	Total	10321		462

Source- Reserve Bank of India

The study is based on both primary and secondary data. A well-structured questionnaire is prepared and distributed to the customers and employees for collecting the primary data after suitable pilot testing. The secondary source of information has been collected from various published and non-published works including magazines, government reports, journals and websites, etc. Statistical tools such as Averages, ANOVA, Weighted average method and Factor analysis have been used for analysis and interpretation of the data collected.

REAL TIME ANALYSIS OF CUSTOMER'S PERCEPTION IN THE ADOPTION OF E-BANKING SERVICES

This study is found to be important as a result of the customers are the background of banking activity. Without meeting the customers' expectations and needs, no business can thrive, let alone succeed. In order to meet the requirements, a study on the customers was done to find their attitude and behaviour towards various e-banking services

Table 5 shows that among the e-banking customers, the male represents the major proportion of 76.8 per cent and the female constitutes only 23.2 per cent. From the study, it is well known that the male customers have the highest awareness and interest in using the e-banking services. 18.6 per cent of the customers belong to the age group of 36 to 45 and 23.6 per cent of the customers belong to the age group of 18 to 25, 20 per cent of the customers belong to the age group of 46 to 55. Since, the age difference did not play an important role in e-banking usage, as per the study, it inferred from the study that most of the customers surveyed are under the age group of 18 to 25.

Based on the study results depicted in the above table, 392 customers are married and only 70 are unmarried which implies 84.8 per cent and 15.2 per cent respectively. Undoubtedly the result implies that majority of the e-banking customers are married. From the present study, there is no doubt that the majority of the e-banking customers are found to be married.

From this study, the literacy level of the users of e-banking customers are found to be higher in case of post graduates which accounts to 30.7 per cent. Graduates and professional degree holders which are 24.5 per cent and 21.4 per cent respectively only 5.6 percent of the customers have reached the higher secondary level. But for using e-banking services a basic qualification is required because they do the service effectively.

Table 5: Demographic profile of Customers

Gender of the Online Banking Customers			
Sl. No.	Gender	No. of Customers	Percentage
1.	Male	355	76.8
2.	Female	107	23.2
Total		462	100
Age group of Online Banking Customers			
Sl. No.	Age group (in yrs.)	No. of Customers	Percentage
1.	18 – 25	81	17.5
2.	26 – 35	109	23.6
3.	36 – 45	86	18.6
4.	46 – 55	125	20
5.	Above 55	61	13.2
Total		462	100
Marital Status of online Banking Customers			
Sl. No.	Marital status	No. of Customers	Percentage
1.	Unmarried	70	15.2
2.	Married	392	84.8
Total		462	100
Educational Qualifications of online -Banking Customers			
Sl. No.	Educational Qualifications	No. of Customers	Percentage
1.	12 th	26	5.6
2.	Graduate	113	24.5
3.	Post Graduate	142	30.7
4.	Professional Degree	99	21.4
5.	Others	82	17.8
Total		462	100
Occupation of online -Banking Customers			
Sl. No.	Occupation	No. of Customers	Percentage
1.	Student	83	18.0
2.	Business men	152	32.9
3.	Employee	153	33.1
4.	Retired	34	7.4
5.	House wife	31	6.7
6.	Unemployed	9	1.9
Total		462	100
Income of online -Banking Customers			
Sl. No.	Income (in Rupees)	No. of Customers	Percentage
1.	Below 2 lakh	21	4.5
2.	2 - 4 lakhs	31	6.7
3.	4 - 6 lakhs	56	12.1
4.	6 - 8 lakhs	145	31.4
5.	8 - 10 lakhs	63	13.6
6.	Above 10 lakhs	36	7.7
Total		354	100

Source: Primary Data

Nowadays, students, workers, employees are using e-banking services due to their indispensable necessity. E-banking has become a part of life. In the present study, 33.1 per cent of the customers are employees, 32.9 per cent of them are business men, 18 per cent students, 7.4 per cent retired, 6.7 per cent house wives and 1.9 per cent are unemployed. The study shows that the employed persons are using the e-banking services to the maximum.

The total customers dealing with e-banking services, maximum 31.4 per cent of the customers belong to the yearly income group of 6 to 8 lakhs, 13.6 per cent customers belong to 8 to 10 lakhs, 12.1 per cent belong to 4 to 6 lakhs, 7.7 per cent belong to above 10 lakhs, 6.7 per cent belong to below 2 to 4 lakhs income group and 4.5 per cent customers below 2 lakhs income group, 108 customers are students they are not earning an income. It is inferred that compared to other income group customers belonging to the income group of 6 to 8 lakhs use the e-banking services to a maximum extent.

Real time Analysis of Customers Awareness Level on Online Banking Services

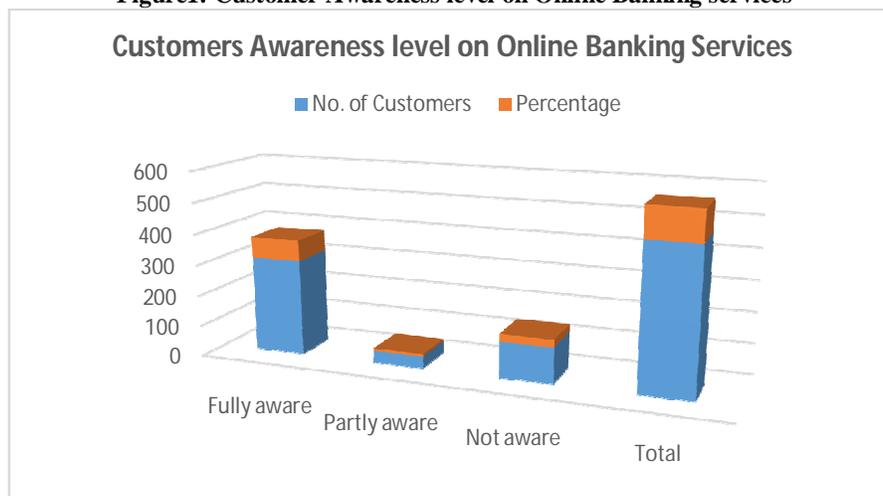
As in the case of any innovation the awareness of the technology enabled banking self-services is an important pre-condition for the usage of the service. This awareness is pertaining to not only being aware of the online banking but also to customers awareness that their banks are providing this particular service and awareness regarding the usage and the resultant use benefits.

Table 6: Customers Awareness level on Online Banking Services

E-Banking Services	Awareness level	No. of Customers	Percentage
Online Banking	Fully aware	309	67
	Partly aware	38	8
	Not aware	115	25
	Total	462	100

Source: Primary Data

Figure1: Customer Awareness level on Online Banking services



Source: Primary data

The awareness level of internet banking services is fairly high with 67 per cent of the customers being aware of the services. This might be due to the fact that the internet banking is offered by almost all commercial bank branches. The wide advertisement and publicity given to this service by some of the banks also might have helped in creating relatively higher awareness levels.

Validation of Behavioural Change of Customers in Using Online Banking Services

Consumers can have identifiable behavioural change towards e-banking services. When customers face various problems in using e-banking services, customers change their bank branch or stop usage or change ATM card /credit card or change their transactions from net banking to mobile banking.

Table 7: Behavioural Change of Customers in using Online Banking Services

E-Banking Services	Behavioural Change	No. of Customers	Percentage
Online Banking	Nil	305	95.3
	Change of Bank Branch	7	2.2
	Change of Net Banking to Mobile Banking	8	2.5
	Total	320	100

Source: Primary data

The above table infers that maximum 95.3 per cent of the customers have not made any behavioural change on online banking services of their bank branch, because most of the customers are highly satisfied with their bank branch online banking services. Secondly 2.5 per cent of the online banking customers changed from net banking to mobile banking services of their bank branch, only 2.2 per cent of the online banking customers change their bank branch. The above table clearly describes that most of the customers are satisfied in e-banking services. The customer’s behaviour on e-banking services changes as the bank branch has made any changes with latest technology and affordable charges.

Reasons for not using Online Banking Services by the Customers

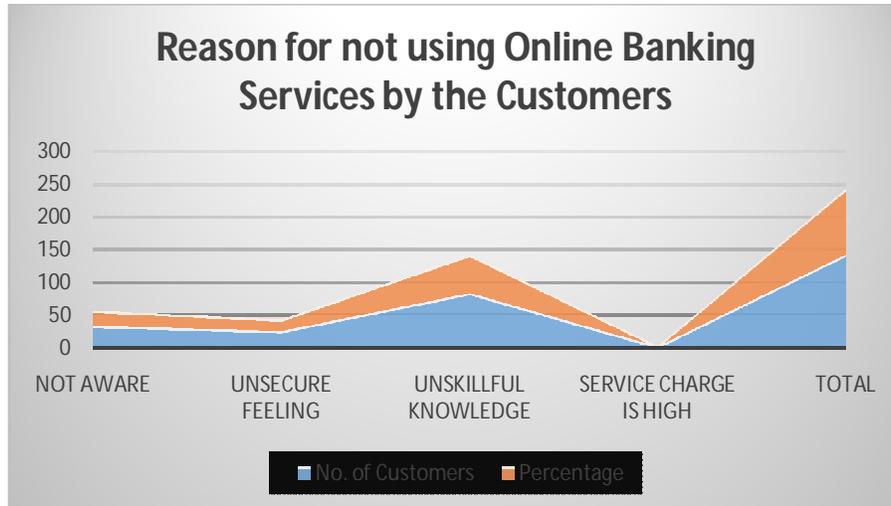
Banks offer many type of e-banking services. But consumers are not ready to adopt e-banking services they are likely to feel discomfort and insecurity in using these services and may be less optimistic and innovative about these technology products.

Table 8: Reason for not using Online Banking Services by the Customers

E-Banking Services	Particulars	No. of Customers	Percentage
Online Banking	Not Aware	33	23.2
	Unsecure Feeling	25	17.6
	Unskilful Knowledge	83	58.5
	Service Charge is high	1	0.7
	Total	142	100

Source: Primary Data

Figure. 2 Reason for not using Online Banking Services by the Customers



From Table 8; it is inferred that 58.5 per cent of the customers state that unskilful knowledge of online banking services, 17.6 per cent of the customer’s reason for not using online banking services insecure feeling. Maximum 66.8 per cent of mobile banking customers state that they are not aware of mobile banking services and only 3.3 per cent of mobile banking customer’s reason for not using mobile banking services is unsecure feeling. The most prominent reason for not using online banking is the concern about security of transactions.

Awareness Level of Customers Using Online Banking Services –Anova Test

Online banking fulfils the customers daily banking needs by the way of convenient transactions. It has been assured that it is an easy-to-use, secured and convenient banking experience providing element in the overall banking mechanism. These are the reasons for the Indian customers moving towards new banking services like online banking & mobile banking. This in turn creates huge level of customer awareness towards online banking services.

H₀ = There is no significant relationship between age and awareness level of customers using e-banking services.

H₁ = There is a significant relationship between age and awareness level of customers using e-banking services.

Table 9: Age and Awareness level of Customers using Online Banking Services - ANOVA Test

Sl. No.	Age Category (in years)	N	Mean	Std. Deviation	Test Statistics	P Value
1.	18 - 25	109	2.06	0.797	53.659	0.000
2.	26 - 35	81	1.62	0.930		
3.	36 - 45	86	1.00	0.000		
4.	46 - 55	125	1.00	0.000		
5.	Above 55	61	1.49	0.868		
Total		462	1.42	0.764		

Source: Computed from table No. 5

The above table reveals that the impact of age on the awareness level of online banking services in Kanyakumari District. There was a statistically significant difference between the groups at the $p < 0.05$. The effect size, calculated using eta squared, was 0.03. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for 18-25 age group ($M=2.06, SD=0.797$), 26-35 age group ($M=1.62, SD=0.930$), 36-45 age group ($M=1.00, SD=0.000$), 46-55 age group ($M=1.00, SD=0.000$), above 55 age group ($M=1.49, SD=0.868$). Hence there is a relationship between age and awareness level of customers on online banking services. Multiple comparisons show that between the age group of 18 to 25 and 26 to 35 there is more awareness from than the other age groups.

Age and Problems Faced by Customers in Using Online Banking Services Anova Test

Electronic and telecommunication networks are delivering a wide range of value added products and services. The basic level service is the banks’ websites which disseminate information on different products and services to customers and the higher end transactional websites allow the customers to operate on their accounts also. Customers’ faith in a system and privacy related problems are always the dominating issues in online banking services.

H₀ = There is no significant relationship between age and problems faced in using online banking services by customers.

H₁ = There is a significant relationship between age and problems faced in using online banking services by customers.

Table 10: Age and Problems faced by Customers using Online Banking Services - ANOVA Test

Sl. No.	Age (in years)	N	Mean	Std. Deviation	Test Statistics	P Value
1.	18 - 25	109	0.37	0.572	98.184	0.000
2.	26 - 35	81	0.80	1.005		
3.	36 - 45	86	2.55	1.469		
4.	46 - 55	125	2.36	1.521		
5.	Above 55	61	2.36	2.206		
Total		462	1.65	1.666		

Source: Computed from table No. 5

The above table explores the age and the problems faced by customers in using online banking services in the Kanyakumari District. There was a statistically significant difference between the groups at the $p < 0.05$. The effect size, calculated using eta squared, was 0.05. Post-hoc comparisons using the Tukey HSD test indicated that the mean score of for 18-25 age group ($M= 0.37, SD=0.572$), 26-35 age group ($M= 0.80, SD=1.005$), 36-45 age group ($M=2.55, SD=1.469$), 46-55 age group ($M=2.36, SD=1.521$), above 55 age group ($M=2.36, SD=2.206$). Hence there is a significant difference between the age of the customers and their various problems faced in e-banking services.

Customer Satisfaction Level on Online Banking Services - Factor Analysis

Customer satisfaction with online banking services has risen its importance significantly over the recent years. Online banking for customers was established in the mid of 1990 since then it has been steadily becoming more important. This achievement has given the customers a lot of convenience and time management. The banker’s job in this recent scenario is to assure the satisfaction of the customers.

Table 11: Customers Satisfaction level on online Banking Services - Factor Analysis

Factors	Particulars	Component	Eigen Value	% of Variance	Cumulative %
Factor 1	Satisfaction with Network Access	0.899	2.928	35.233	35.233
	Satisfaction with Website Contents	0.874			
	Satisfaction with Online Transactions	0.846			
	Online Banking is easy to Access and Convenient	0.784			
	Satisfaction with the Accuracy of Services	0.692			
	Satisfaction with Safety and Security of Online Banking Services	0.691			
Factor 2	The Complaint Resolution of Bank’s Online Banking is fast and Satisfactory.	0.823	1.999	18.660	41.894
	Satisfaction with learning to use Online Banking Services	0.801			
	Satisfaction with Customer Service in Online Banking Services	0.791			
Factor 3	Satisfaction with Shopping Facilities of Online Banking Services	0.818	1.812	16.100	69.994
	Satisfaction with facility to pay utility bills	0.769			
	Satisfaction with overall Service Quality in Online Banking Services	0.693			

Source: Primary data

From the above table 4.20, the rotated factor loadings for the twelve statements (variables) of satisfaction of customers towards online banking services provided by commercial banks are observed. It is clear from the above table that all the twelve statements have been extracted into three factors which has been explained as 69.994 cumulative per cent of the data. The identified variables are clubbed into various groups of factors which influence the satisfaction of the customers in online banking services are discussed below.

The first factor is designed as “**Network Security**” on the basis of the loaded variables. Six variables in this category are identified with high factor loading. The factors such as network access, website contents, online transactions, easy to access with convenience, accuracy of services and safety and security have been clubbed as the first factor. The Eigen value for the first factor is 2.928

and percentage of variance is 35.233. Thus, network security is the identified as the most dominating factor to influence the customers' satisfaction towards the online banking services rendered by the commercial banks.

The second factor is narrated as “**Customer Care Service**” on the basis of the loaded variables. Three variables in this category are identified with high factor loading. The factors are complaint resolution, learning to use and customer service. The Eigen value for the factor is 1.999 and percentage of variance is 18.660. Thus, the customer care service is identified as an important factor to influence the customers' satisfaction towards the ATM services rendered by the banks.

The third factor is highlighted as “**Quality of Service**” on the basis of the loaded variables. Three variables in this category are identified with factor loading. The factors like shopping facilities, facility to pay utility bills and over all service quality. The Eigen value for the factor is 1.812 and percentage of variance is 16.100. Because safety and security is the most needed function for online banking services. From the above factor analysis, it is clear that network security is the most dominating factor in the study, followed by customer care service and quality of service. Thus the factor should be considered with high amount of caution so as to maintain the level of satisfaction of the customers in online banking services.

INFERENCES FROM THE STUDY

- Out of 462 e-banking customers covered in the study, the male constitute the major proportion of 76.8 per cent and the female constitutes only 23.2 per cent. Since the male have the highest awareness level and the interest in using the e-banking services, most of them are found to be male.
- The age group of majority customers using e-banking services lies between, 26 to 35 which forms 23.6 per cent and 18.6 per cent of the customers belong to the age group of 36 to 45. The age difference does not play a vital role in e-banking usage.
- Majority of the e-banking customers belong to the married category, only 15.2 per cent of the sample customer remain unmarried at the time of the survey. Most of the customers surveyed comprises under the married category.
- It is found that maximum of e-banking users are post graduates which accounts for 30.7 per cent; 24.5 per cent of the customers are graduates and 21.4 per cent of the customers are professionals. Only 5.6 per cent of the customers have reached up to a higher secondary level. For using e-banking services basic knowledge is required to operate effectively.
- When an enquiry was made on the income of the e-banking customers, maximum of 31.4 per cent customers belong to the yearly income group of Rs. 6 to Rs. 8 lakhs. Only 4.5 per cent

customers belong to below Rs. 2 lakhs income group. It is inferred that when compared to other income group those customers belonging to the income group of Rs. 6 lakhs to Rs. 8 lakhs use the e-banking services to a maximum extent.

- It is revealed that 33.1 per cent of the customers are employees, 32.9 per cent of them are businessmen and 1.9 per cent are unemployed, Employed persons seems to have high knowledge about e-banking services.
- It is inferred that most of the customers, 59 per cent prefer bank branches for their convenience of the location, 7.6 per cent of the customers prefer for the image of the bank branch. The reasons for customers selecting their most frequented bank branch is their overall satisfaction level with services offered by the bank. Depending upon the above factors, it is found that the reason for selecting bank branch vary from customers to customer based on their convenience.
- Most of the customers visit their bank branch quarterly. Only 1.5 per cent of customers visit their bank branch once in a week. It is inferred that most of the customers are much aware about e-banking services and prefer to do all the transactions through e-banking.
- From the factor analysis it is clear that among the satisfaction level of online banking services, network security is the most dominating factor followed by customer care service and quality of service. It is found that network security offered through online banking services play a vital role in providing customer satisfaction.
- Relationship exists between gender and awareness level of customers using mobile banking services. The study shows that male customers are more aware of mobile banking services.
- Relationship exists between gender and satisfaction level of customers using mobile banking services. Male customers are more satisfied than the female customers using mobile banking services.
- There is a relationship between age group and awareness level of customers using online banking services. The study shows that the age group of 18 to 25 and 26 to 35 were more aware than the other age groups.
- There is significant difference between the age of customers and various problems faced in e-banking services.
- Problems faced by customers using ATM services were ranked and the first rank is given to machine out of cash. Second rank to network failure, third rank to forgot ATM pin number, last rank to no power backup. The bank has to regularly fill the cash on the basis of cash demand, to avoid the problem of machine out of cash.

- High amount of credit card interest rate and service charges are the major problems faced by customers using credit card services and credit card damage is the second major problem faced by customers using credit card services. Bank should avoid high amount of credit card charges such as interest rate and service charges, for the effective use of credit card services by more number of customers.
- Problems faced by online banking customers were ranked and the customers assign first rank to confirmation message not received, second rank to network problem, last rank to forget password. So the bank should use advanced technology software to deliver the messages promptly which may also avoid e-banking related fraudulent activities.

The following are the suggestions for the improvement of online banking Facility by the customers

- It is suggested that the banks should reduce the service charges for their products and services offered at nominal charges as large number of banking activities naturally provide a fairly larger share of income.
- The language of website should be clear and easy to understand. Required information should be given on the main page rather than on further links. To increase the usage of e-payment modes banks should reduce the fees charged on clearing and interbank fund transfer services.
- Lack of knowledge or skill exists to handle sophisticated level of technology by employees therefore management should introduce compulsory training programs, to handle more complex procedures of e-channels.
- The most important aspect is management of IT. The banks should make efforts to manage IT with the support of successors. Because, better and enhanced IT usage help to improve efficiency and enable the banks to compete around the globe.
- The e-banking system should be enhanced to make the online enquiry and online payment much easier to the customers.

CONCLUSION

This research study explores the problems of e-banking services from banker's perspective and customer's perspective. Being a developing country like India, E- banking is an essential one for the people to improve their living standards, since the manual banking transactions consumes energy, time and wastage of money for travel etc. Almost all the services are being now offered online and for enjoying the services, online transaction is a vital one. The banks have to educate the customers especially from rural areas about the benefits of e banking facility. The government also encourage

the people for the adoption of e banking for all money transactions and the existing problems may be solved by acquiring the customer feedback and suggestions and resolving it for the betterment of society.

REFERENCES

1. Aladwani, A.M. Online banking: a field study of drivers, development challenges, and expectations *International Journal of Information Management*, 2001; 21: 213–225
2. Ankit S Factors Influencing Online Banking Customer Satisfaction and Their Importance in Improving Overall Retention Levels: An Indian Banking Perspective, *Information and Knowledge Management* 2011; 1
3. Daniel, E Provision of Electronic Banking in the UK and the republic of Ireland. *International Journal of Bank Marketing* 1999; 13(3): 319-340.
4. Dheenadhayalan V, “Automation of banking sector in India”, *Yojana*, February, 2010; 32-40.
5. Erdener Kaynak, Talha D. Harcar, “Consumer attitudes towards online banking: a new strategic marketing medium for commercial banks”, *International Journal of Technology Marketing*, 2005; 1(1): 62-78.
6. Gerrard, P., Cunningham, J. B. and Devlin, J. F. Why Consumers are not using Internet banking: a qualitative study, *Journal of Services Marketing*, 2006; 20(3):160-168.
7. Hua G “An Experimental Investigation of Online Banking Adoption in China”. *Journal of Internet Banking and Commerce*. 2013; 14(1): 23-45.
8. Jayawardhena, “Changes in the Banking Sector- the case of internet banking in UK”. *Internet Research: Electronic Networking Applications and Policy*, 2000;10(1): 19-30.
9. Karjaluo, H., Mattila, M. and Pentto, T. “Electronic banking in Finland –consumer beliefs and reactions to a new delivery channel”, *Journal of Financial Services Marketing*, 2002; 6(4): 346-61.
10. Khalil M online service quality and customer satisfaction: A case study of Bank Islam Malaysia Berhad. 2011
11. Kumar, R. and Sinha A. B. "An overview of E-banking in India", *Professional banker*, October issue, 2009; 35-37.
12. Kumbhar VM Factors affecting the customer satisfaction in e-banking: some evidences from Indian banks, *Management research and practice* 2011; 3: 1-14.
13. Li, Pikkarainen, T., Karjaluo, H. “An Examination of Individual’s Perceived Security and Privacy of the Internet in Malaysia and the Influence of This on Their Intention to Use E-

- Commerce: Using An Extension of the Technology Acceptance Model” *Journal of Internet Banking and Commerce*, December 2007: 12(3).
14. Lichtenstein, S., & Williamson, K. Understanding Consumer Adoption of Internet Banking: An Interpretive Study in the Australian Banking Context. *Journal of Electronic Commerce Research*, 2006; 7(2): 50-66.
 15. Miran IH, Rasha AEA Investigating e-banking service quality in one of Egypt’s banks: a stakeholder analysis. *The TQM Journal* 2013; 25: 557-576.
 16. Mishra.A., Internet banking: knowledge is prevention”, <http://www.ccaoi.in/11/links/fwnewsletter15th%20Jan%20%20Sivurity%20Neu'sletter.pdf> accessed on 20.08.2013, 2011.
 17. Musiime, A., Ramadhan, M., Internet banking, consumer adoption and customer satisfaction. *Afr. J. Market. Manage.* 2011; 3(10): 261–269.
 18. Perumal V and Shanmugam B, “Internet banking: boon or bane?”, *Journal of Internet Banking and Commerce*, 2004; 9: 3, accessed January 26, 2015,
 19. Prakash A and Malik G “Empirical study of internet banking in India”, *CURIE, BITS Pilani*, 2008; 1(3): 83-92.
 20. Qureshi TM, Zafar MK, Khan MB (2008). Customer Acceptance of Online Banking in Developing Economies. Retrieved on [January, 2010] from World Wide Web: <http://www.arraydev.com/commerce/jibc/2008-04/Tahir%20Masood.pdf>.
 21. Raman SR, Alam N, Mphil MK (2008). Information Technology in Malaysia: E-service quality and Uptake of Internet banking. Retrieved on [January, 2010] from World Wide Web: http://www.arraydev.com/commerce/JIBC/2008-08/JIBCArticle_MuraliRaman.pdf
 22. Rahmath Safeena “Customer Perspectives on E-business Value: Case Study on Internet Banking”, *Journal of Internet Banking and Commerce*, April 2010; 15: 1
 23. Sharma "Customer awareness regarding banking services: An empirical study", *Vinimaya*, 1993; 33-40.
 24. Singh. B. Malhotra Pooja, “An Analysis: of Internet banking offerings and its determinants in India”, *Journal of Internet Research*, 2010; 20(1): 421-468.
 25. Shah A. “Market Research on Factors Affecting Customers Adoption of Internet Banking” *International Journal of business and Management Tomorrow* October, 2012; 1(1): 1-19,
 26. The Avaya Banking Survey 2017 covered 5,004 panelists in the UAE, Australia, the UK and India.
 27. Venkadasala Moorthy A “Customer Service - A Study about the Present Practices and Challenges”, *Bank Quest*, 2013; 82(4): 36 – 41.