

CUSTOMER PREFERENCES IN MODE OF BANKING IN THE DIGITAL SCENARIO "CUSTOMER SATISFACTION IN E-BANKING: COMPARATIVE STUDY IN SELECTED BANKS IN SOUTH BANGALORE IN KARNATAKA STATE."

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Banks are playing a pivotal role in the financial sector of India or any country for that matter. Financial investment in various sectors is very much required for the economic development of a country. The policy makers at the helm give much importance to the public sector banks in mobilizing small saving from the general public and extending loans to the priority sectors for balanced regional development of the country. In general parlance E-banking is a term used for delivery of banking services and products through electronic channels, such as the telephone, the internet, the cell phone, etc. The concept and scope of E-banking is closely associated with evolution of usage of internet for commercial purposes. It facilitates an effective payment, transfer, settlement and accounting system thereby enhancing efficacy of conduction of business on web portals.

Significance of Research

1. The study intends to highlight the concept of customer satisfaction in modern banking business done through internet.
2. It aims to assess the online services provided by banking sector from customer's perspective.

Objectives of the Research

1. To study the satisfaction levels of customers of through traditional and e-banking.
2. To study the e-banking services offered by ING Vysya Bank is now Kotak Mahindra Bank

Hypothesis

1. "There is significant difference in satisfaction levels of Bank customers through traditional banking and e-banking".

Scope of Research

1. The target customer in this research is bank customer using traditional and e-banking.
2. Research is confined to Geographical boundaries of southern Bangalore in the state of Karnataka.

Research Methodology

The descriptive and analytical research methodology will be applied. The method allows assessment of customer satisfaction in e-banking. The research study will be done through a survey method.

Sources of Data: This study will be conducted to pursue research objectives. For carrying out research both primary and secondary data will be used. The primary data collected from the respondents who are using banking services and the secondary data collected through e-Journals, Magazines, Internet, Books and Digital Media. Information collected from published National & International articles and literature will also be referred. Information published on the banks websites, RBI's published data and Indian baking association will be used.

Random and convenient sampling method will be applied to collect the data from the respondent. The sampling size is 350 banking customers. The sample is drawn from the total population of south Bangalore of Karnataka State.

Tools of research - Information collected through Primary and secondary source are analyzed and interpreted with the help of suitable statistical tools. Data reliability and validity will be tested through Croanbach Alpha. Chi-square test method is used to test the hypothesis as the sample size was large and also to reach results to utmost accuracy.

Sampling Methodology - Sampling design is the process of obtaining the results about an entire population by evaluating only a part of it. For the purpose of this research 350 banking customers.

Sampling size: 350 respondents

Sample unit : Customers using banking services viz Businessmen, Employees, Professionals, students and others.

Sampling area: South Bangalore of Karnataka state.

Review of Literature

As banks develop their strategies for giving customers access to their accounts through various advanced services like e-banking, mobile banking and net banking, they should also regard this emerging platform as a potential catalyst for generating operational efficiencies and as a vehicle for new revenue sources

1. Dr. K. Ratna Manikyam, 2014- Over 85% of the finished payment transactions are electronic and traditional way of doing banking at the branch level has relatively little importance to electronic banking users. Many banks, including PSU banks, would have online ATMs, phone banking, virtual banking, e-banking, Internet banking, etc. by 2020. Indian banking is at the threshold of a paradigm shift and a significant development has been achieved by banks in offering a variety of new and innovative e-banking services to customers . The customers of public sector, private sector and foreign banks in Ludhiana district of Punjab are interested in e-banking services, but at the same time are facing problems like inadequate knowledge, poor network, lack of infrastructure, unsuitable location, misuse of ATM cards and difficulty to open an

account. Slow transaction speed was found to be most frequent problem faced, closely followed by availability of the server while using e-banking. Various instances of hacking and phishing attacks reported throughout India. Cyber crimes prove that banking has several loopholes that can be easily exploited and users need to be extra cautious while making online transactions.

2. N.Jamaluddin,2013 - Concern about security is one of the major factors affecting the adoption of online banking The significance of user perceptions about security issues of e-banking cannot be ignored.
3. Donald R. Moscato etc 2012 - Information technology has given rise to innovative banking. Under the regime of banking sector reforms, IT Act of 1999 gave new dimensions to the Indian banking sector. IT has created transformation in banking structure, business process, work culture and human resource development.

Data Analysis

Researcher has attempted to find out bank customer preference in operating their account and choice of setting the transaction i.e., traditional and e-mode. "There is positive relationship between Gender and Mode of Banking in terms of customer satisfaction".

Gender	Mode of Banking		Total
	E-Banking	Traditional Banking	
Female	61	114	175
Male	114	61	175
Total	175	175	350

From the above table researcher is expressing opinion of customer usage in traditional banking and e-banking. Here 65% of female are used to traditional method of banking and 35% are using e-banking. However male are reflected just opposite to the female.

Conclusion

Bank and Banking industries are playing vital role in any business transaction. It is up to the customer to choose the appropriated mode of transition. One can use traditional and other may choose electronic mode. In this research article researcher is trying to express that, there is visible preference for e-banking by the male customers when compared to female customers.

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