



A REVIEW ON CUSTOMERS PERCEPTION TOWARDS E-BANKING SERVICES- A COMPARATIVE STUDY

Dr. Sowmya Praveen K¹

¹Post Doctoral Fellow in commerce,
Srinivas University,
Mangalore
OrcidID: 0000-0002-1124-8488

Dr. C.K. Hebbar²

²Research Professor, Srinivas University,
Mangalore
OrcidID: 0000-0002-3711-9246

ABSTRACT

This paper highlights the comparative study of customers perception towards E-Banking services. E-banking is an electronic banking system, an individual can do the banking transactions through electronic gazettes. In today's highly competitive world, in India, there are lot of nationalized banks, private banks and foreign banks are available. All these banks are providing fabulous services to the customers. E-Banking provides lot of benefits to the customers. Due to the competition in the banking environment, today customers are having the choice to select the banks. The bank which provides good and fast services, will get the greater number of customers. Hence this study is conducted to know the comparative study of customers perception towards E-Banking services.

KEY WORDS: E-Banking, Perception, benefits and difficulties

1.0 INTRODUCTION

Indian banks are working under intense competition from new generation banks and foreign banks. It is due to advancement of information and technology, which makes the dramatic changes in the banking segment. E-banking is an automated payment system, that helps customers of a bank or other financial institutions to conduct a financial transaction. E-Banking is similarly called as virtual banking, online banking, web banking or internet banking. In today's competitive world, people prefer instant rather than traditional procedure. Hence people prefer to use E-Banking systems, rather than traditional banking system. In India there are lot of public sector banks, private sector banks, co-operative banks and foreign banks are available, which provides banking services to the customers. Hence customers are having the choice to select the banks.

1.1 OBJECTIVES

The purposes of the study are mentioned below;

- To know about E-Banking system
- To study the customer perception towards E-Banking services

1.2 METHODOLOGY

This study is based on secondary data. The information's are collected from various peer reviewed journals, books, websites and magazines.

1.3 PURPOSE OF THE STUDY

E-Banking is an important buzzing word in banking field. Now a days all the banks are providing E-Banking services. There are lot of competitions in banking sector. Therefore, customer plays a major role, because they have the choice to select the banks. E-banking provides lot of benefits to customers, but at the equivalent time customers also faced some difficulties as well. Hence this makes me to do a comparative study of customers perception towards E-Banking services.

1.4 REVIEW OF LITERATURE

Fozia, M. (2013), The aim of this paper is to determine the customer's perception toward the e-banking services. 196 customers were engaged for the study to derive the conclusions.. Analysis of variance technique is used to study the significant relationship between the occupation and customer perception of e-banking services and significant relationship between the age and customer perception of E-Banking services. The result of the study shows that diverse age group of customer and different occupation group of customers have dissimilar perception toward the e-banking services. The results



also show that the demographic factors have a significant impact on online banking behaviour, especially work and age. Finally, this article suggests that understanding customer perceptions of e-banking in commercial and private banks will help bankers better understand their customers needs.

Surabhi Singh (2017), he examines in his study that, the present examination was intentional with the objective to assess the degree of use of services especially the IT enabled services in these banks and to analyse the component factors affecting client satisfaction with the quality of services. The study was conducted in public, private and foreign banks of Delhi. Multistage random sampling is used for sampling. It was proposed to conduct the study in five areas of Delhi such as East, West, North, South and Central Delhi in Delhi. One of the above bank branches in each region of Delhi will be randomly selected. While choosing a branch, we pay attention to provision of at least 5 IT support services. This step is compared to Intra Bank. Survey shows that the clients of nationalized banks are dissatisfied with the behaviour and infrastructure of their employees, while respondents of private and foreign banks are dissatisfied with high prices, accessibility and communication.

Sawanth K (2016), This study was assumed by customers of two local and foreign banks in Oman. An effort has been made to learn and analyse the important factors affecting the service quality of banks in Oman. The major discoveries of the study are the level of customer satisfaction of local banks is better than the foreign banks in Oman. The eminence of service provided by local banks is better than foreign banks.

Madhava K (2020), A try has been made by evaluating the services concentrated by banks through the e-banking services. The e-banking service carries lot of convenience, customer centricity, increased service quality and cost effectiveness. This paper scrutinizes the patron satisfaction on the Electronic Banking Services of Public Sector and Private Sector Banks in Puducherry Region. The model size of the study is 478, the data is assembled from both the primary and secondary information. The outcome of the learning shows that customers of Public Sector Banks have lesser perception of the various dimensions of e-service quality compared with the private sector Banks. This paper recommends that the wider use of ICT based applications in banking services will make better banking solutions.

Yogeswaran G (2015), this study was undertaken on topic customer perception towards amenities provided by public sector and private banks- A comparative study. The services of ICICI Bank and SBI Banks are taken into consideration. According to this study, public sector banks face tough competition from private sector banks for the

quality of their services. Public sector banks should focus on providing their clients with up-to-date information on the new services they provide. The study also reveals that, public sector banks need to change their policies, customer service standards and service efficiency.

Dhar K Ravi (2009), this study focuses on the opportunities and perceptions of customers for the quality of banking services in the public and private sectors. The study also identifies two factors that influence customer expectations and perceptions of the quality of banking services. Samples were collected from 400 Madhya Pradesh clients in India. As a result, it can be seen that there is a big difference between the expectations of the clients of commercial and private banks. The results also highlight a significant difference between in the perception of clients by public and private banks. The study also states that, public sector banks must focus on narrowing differences in perceptions of customer expectations and quality of service in order to compete in international markets.

1.5 SUGGESTIONS

The suggestions of the study are as follows:

1. Both private and public sector banks should motivate all age group customers.
2. When compared with the public sector banks, private sector banks should reduce the transaction charges.
3. Public sector banks should give more focus on increasing the services to their clients.

1.6 CONCLUSIONS

This study was undertaken with the aim of knowing the perception of the customers towards E-Banking services. Different banks provide the services in different ways. Most of the public sector banks were providing poor facilities to their customers. But the private sector banks give better services. In terms of charges, private sector banks are charging more amount compared with the public sector banks. Hence it is concluded that, both public sector and private sectors banks should provide good services at reasonable rate to their customers. Customers are the king of the market. So, banks need to serve the customers in good way.

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