

Review Article

PERCEPTION TOWARDS THE PROBLEMS OF E-BANKING AMONG THE NEW USERS AT THIRUVANANTHAPURAM DISTRICT

Dhanya B K<sup>1</sup>, Dr. V .P Velmurugan<sup>2\*</sup>

<sup>1</sup>Research Scholar, Faculty Of Management Studies, Noorul Islam Centre For Higher Education, Kumaracoil, Kanyakumari District, Tamilnadu, India, E-mail :bk.dhanya2@gmail.com

<sup>2\*</sup>Associate Professor, Faculty Of Management Studies, Noorul Islam Centre For Higher Education, Kumaracoil, Kanyakumari District, Tamil Nadu, India, \*E-mail:velmurugan@niuniv.com

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ABSTRACT

E-Banking is treated as an explanation for the changes taking place in the banking sector. E-Banking is the most ingenious service offered by the banks to its customers. The change from traditional banking to e-banking has been a spectacular transformation. The fruition of e-banking on track was from the use of Automatic Teller Machines (ATM), Direct Bill Payment (DBP) and Electronic Fund Transfer (EFT). E-Banking was accepted with time with mounting consciousness and education. The triumph of e-Banking not only depends on the know-how but also on, to the large extent the outlook, loyalty and attachment of the working at all levels and how far the customers bring in the benefits from e-Banking services. The banks must be vigilant and careful about these things, Moreover, the e-banking services can be personalized, the Websites should be premeditated in a more user responsive manner, banks can either opt for a no transaction fee model or charge a minimal fee for every transaction.

**Keywords-** e-Banking, Automatic Teller Machines, Electronic Fund Transfer, SBI, Corporation bank.

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INTRODUCTION

People are very busy now and management of time is the ultimate goal for any precious decision-making process. In this modernized world, if we are waiting in a queue by spending the valuable time which will guide us to go rearward. So the customers don't want to squander their costly time in offline banking and the electronic revolution has made it promising. E-Banking is treated as an explanation for the changes taking place in the banking sector. E-Banking is the most ingenious service offered by the banks to its customers. The change from traditional banking to e-banking has been a spectacular transformation. The fruition of e-banking on track was from the use of Automatic Teller Machines (ATM), Direct Bill Payment (DBP) and Electronic Fund Transfer (EFT). E-Banking was accepted over time with mounting consciousness and education. Many people, whether residing city or village, educated or uneducated, employed or unemployed are shifting to e-Banking and are eagerly accommodating the utility of this decision. It facilitates customers to control their financial records from any place at any time for minimum cost. In India, the e-Banking service is carried out in a successful way to gratify the customers of the relevant banks.

NEED AND SIGNIFICANCE OF THE STUDY

The banking services have been active during the current era due to the initiation of the Internet in the banking sector. One of the chief motives for electronic products being introduced was that the banks were trailing their market share. E-Banking has supported the banks in keeping their customer and market share by plummeting the cost in many areas, particularly those allied with providing services to the customer and also to augment their likeness. The customers are also benefited from these services and these services help the customer to hoard their money. But unfortunately, one of the most imperative confronts of the Internet as a service delivery channel is providing and continuing the service eminence. Thus service

eminence through the internet is an input of quality e-Banking service offered by the banks to the customer which lead confidence and hence becomes satisfaction and finally lead to trustworthiness as an output. Owing to the precariousness in e-banking services due to many reasons even beyond the control of the banks, it is perceived that the allegiance of the new customers has turned out to be extremely impulsive and today's new customers are raising voices against the banks frequently, even it is available through social media and the present study settles on the customers' outlook on the problems of e-Banking.

STATEMENT OF THE PROBLEM

The world is shifting at an astounding rate and know-how is considered to be the input for these changes around us. Many banking activities are handled electronically due to the acceptance of e-Banking at home as well as at the workplace. E-Banking can be seen as a strictly global phenomenon that has made time and distance extraneous to many transactions. The renovation from the customary banking towards e-banking has been a 'leap' change. Despite the many advantages as referred, it is not free from criticism. Many complaints have been lodged by the users/beneficiaries if e-Banking services, especially the new users. In this regard, an attempt has been done by the researcher to examine the perception of the problems of e-Banking among the new users at Thiruvananthapuram District.

SCOPE OF THE STUDY

The rationale of this research paper is to settle on towards the problems of e-Banking among the new users at Thiruvananthapuram District. In this fast-changing environment, e-Banking is distorted from physical business to electronic business. The present study emphasizes the customers' discernment regarding e-banking services through a survey conducted. Thus, in the present study, new customers are selected as the respondents from the Thiruvananthapuram district. Here new customers mean those people who have been using e-Banking facilities for the last 6 months only.

**OBJECTIVE OF THE STUDY**

1. To evaluate the problems of e-Banking among the new users at Thiruvananthapuram District.

**HYPOTHESIS OF THE STUDY**

1. There is no significant difference in the problems of e-Banking among the new users at Thiruvananthapuram District.

**METHODOLOGY OF THE STUDY**

The present research is descriptive in nature and the questionnaire is used as a tool to collect the primary data. The data is collected from the new customers from the Thiruvananthapuram district, who have been using e-Banking facilities for the last 6 months only. The sample size is fixed as 50 and the Judgmental sampling technique was used. The data was mainly collected from the customers of SBI and Corporation bank in Thiruvananthapuram district by dividing the total sample size equally. The statistical techniques include Discriminant Analysis.

**RESULT AND DISCUSSION**

**Table 1.1 Problems of e-Banking among the new users- Tests of Equality of Group Means**

| Problems of e-Banking   | Wilks' Lambda | F     | df1 | df2 | Sig. |
|---|---------------|-------|-----|-----|------|
| Incapable of login  | .961          | 1.944 | 1   | 48  | .170 |
| Low speed   | .991          | .455  | 1   | 48  | .503 |
| The transaction failed but the amount is deducted                             | .934          | 3.419 | 1   | 48  | .071 |
| The amount is deducted more than once for a single transaction                | .974          | 1.267 | 1   | 48  | .266 |
| Too much time to complete the transaction                                     | .999          | .052  | 1   | 48  | .820 |
| Transaction errors  | .999          | .032  | 1   | 48  | .858 |
| Forgetting username / password  | .998          | .110  | 1   | 48  | .741 |
| Unable to obtain One Time Password (OTP) due to change of Mobile No.          | .939          | 3.125 | 1   | 48  | .083 |
| Receiving unknown e-mails which ask for ID and Password                       | .998          | .115  | 1   | 48  | .736 |
| Loss time due to having to switch to a different payment method.              | .993          | .352  | 1   | 48  | .556 |
| Inadequate knowledge and support from the bank                                | .995          | .257  | 1   | 48  | .614 |
| The information contents and texts on the website are difficult to understand | .999          | .035  | 1   | 48  | .852 |
| Complaint and feedback management is poor                                     | .987          | .649  | 1   | 48  | .425 |
| The charges are lofty   | .992          | .364  | 1   | 48  | .549 |
| Help menu and demo are not sufficient to learn.                               | .999          | .043  | 1   | 48  | .837 |
| Technological difficulty  | .986          | .691  | 1   | 48  | .410 |
| Failure to guide the customer to resolve problems                             | .995          | .249  | 1   | 48  | .620 |
| Connection lost while processing the transactions                             | .999          | .030  | 1   | 48  | .863 |
| Lack of training and guidance for the use of IB                               | .876          | .000  | 1   | 48  | .658 |
| Lack of confidence in handling automated transactions                         | .931          | 3.534 | 1   | 48  | .066 |
| Lack of regulatory framework for IB transactions                              | .987          | 1.200 | 1   | 48  | .623 |

Source:- Primary Data

From the above table, the researcher has identified the 22 problems which may confront by the new banking customers, when they use the e-Banking facilities. Here, the customers are equally divided between SBI and Corporation Bank. It noted

from the table that both the categories of customers found no statistical difference in the problems of e-Banking at Thiruvananthapuram District.

**Table 1.2 Problems of e-Banking among the new users- Eigenvalues**

| Function | Eigenvalue        | % of Variance | Cumulative % | Canonical Correlation |
|----------|-------------------|---------------|--------------|-----------------------|
| 1        | .850 <sup>a</sup> | 100.0         | 100.0        | .678                  |

a. First 1 canonical Discriminant functions were used in the analysis.

Source:- Primary Data

From the above table, it is clear that Canonical Correlation value obtained for the relationship is 67.8%, which is found moderate positive affiliation between the SBI and Corporation Bank

customers in the problems of e-Banking at Thiruvananthapuram District.

**Table 1.3 Problems of e-Banking among the new users- Wilks' Lambda**

| Test of Function(s) | Wilks' Lambda | Chi-square | df | Sig. |
|---------------------|---------------|------------|----|------|
| 1                   | .540          | 23.074     | 21 | .340 |

Source: - Primary Data

From the above table, it is clear that Chi-square value obtained for the association ship is 23.074 and the p-value is 0.340, which is found no significant between the SBI and Corporation Bank customers in the problems of e-Banking at Thiruvananthapuram

District. This implies that problems of e-Banking at Thiruvananthapuram District between the SBI and Corporation Bank customers are independent of each other.

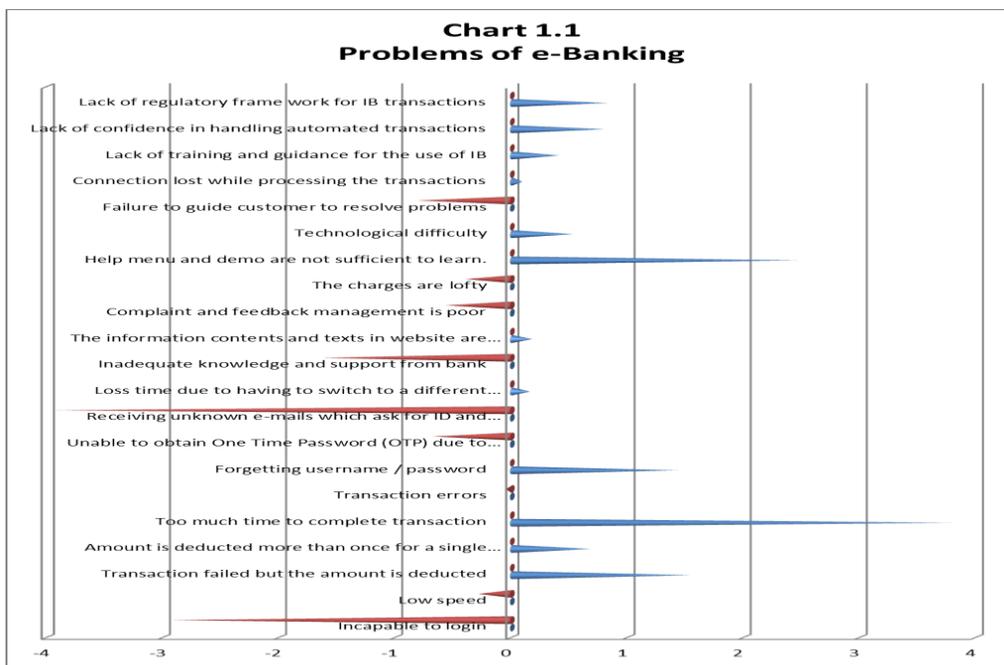
**Table 1.4 Problems of e-Banking among the new users- Standardized Canonical Discriminant Function Coefficients**

| Problems of e-Banking   | SBI         |      | Corporation Bank |      |
|---|-------------|------|------------------|------|
|   | Coefficient | Rank | Coefficient      | Rank |
| Incapable of login  | --          |      | -2.943           | 2    |
| Low speed   | --          |      | -.295            | 8    |
| The transaction failed but the amount is deducted                             | 1.544       | 3    | --               |      |
| The amount is deducted more than once for a single transaction                | .674        | 7    | --               |      |
| Too much time to complete the transaction                                     | 3.800       | 1    | --               |      |
| Transaction errors  | --          |      | -.055            |      |
| Forgetting username / password  | 1.428       | 4    |                  |      |
| Unable to obtain One Time Password (OTP) due to change of Mobile No.          | --          |      | -.690            | 5    |
| Receiving unknown e-mails which ask for ID and Password                       | ---         |      | -3.949           | 1    |
| Loss time due to having to switch to a different payment method.              | .153        | 11   | --               |      |
| Inadequate knowledge and support from the bank                                | --          |      | -1.643           | 3    |
| The information contents and texts on the website are difficult to understand | .171        | 10   | --               |      |
| Complaint and feedback management is poor                                     | --          |      | -.574            | 6    |
| The charges are lofty   | --          |      | -.408            | 7    |
| Help menu and demo are not sufficient to learn.                               | 2.465       | 2    | --               |      |
| Technological difficulty  | .526        | 8    | --               |      |
| Failure to guide the customer to resolve problems                             | --          |      | -.820            | 4    |
| Connection lost while processing the transactions                             | .087        | 12   | --               |      |
| Lack of training and guidance for the use of IB                               | .407        | 9    | --               |      |
| Lack of confidence in handling automated transactions                         | .796        | 6    | --               |      |
| Lack of regulatory framework for IB transactions                              | .826        | 5    | --               |      |

Source: - Primary Data

The problems of e-Banking at Thiruvananthapuram District between the SBI and Corporation Bank customers are now separated with the support of the statistical test Discriminant Analysis. According to the customers of SBI, the most severe problem is Too much time to complete the transaction (CV=3.800), followed by Help menu and demo are not sufficient to learn (CV=2.465), Transaction failed but the amount is deducted (CV=1.544) and Forgetting username/password (CV=1.544).

According to the customers of Corporation Bank, the most ruthless problem is Receiving unknown e-mails which ask for ID and Password (CV= -3.949), followed by Incapable to login (CV= -2.943), Inadequate knowledge and support from bank (CV= -1.643) and Failure to guide customer to resolve problems (CV= -.820).



### CONCLUSION

The triumph of e-Banking not only depends on the know-how but also on, to the large extent the outlook, loyalty and attachment of the working at all levels and how far the customers bring in the benefits from e-Banking services. Nowadays, the bank will be just a click away from customer around the clock. Conversely, various problems are incurred in e-banking services include various risk and crimes to the customers. Therefore the banks must be vigilant and careful about these things, Moreover, the e-banking services can be personalized and this will build customer allegiance, the Websites should be premeditated in a more user responsive manner so that time spent online enlarges which may lead customers to gain new and diverse services of the banks. The information can be preserved in an integrated database. Banks can either opt for a no transaction fee model or charge a minimal fee for every transaction or have a minimal monthly fee for unlimited transactions. Training of consumer will help to improve the usage of e-Banking.

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