A STUDY ON THE POPULARITY OF INTERNET BANKING AMONG THE STUDENTS WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

India’s the fastest developing country in the world and after the demonetization, There is a surge in E-Banking sector of India. E banking is now a key component of today’s digitalized world. This study we collected data about past of e-banking in India analyst present situation of e-banking in India by taking surveys and tried to predict the future of e-banking sector in India. The term E-Banking covers both computer and telephone banking. These two types of banking involve the usage of passwords it came into existence due to innovation in technology on competition among the existing banking organization who displace their banking products and services to the customers which can be delivered through the internet, it’s products and services divorce risk associated with electronic banking services and its solution to tackle these challenges the studies ways on exploratory research mainly on quality to analysis

Keywords: Demonetization, E-Banking Services.

I. INTRODUCTION

Internet banking has become an integral part of the banking system of India. India expects a Internet penetration in coming years particularly in the electronic commerce. Researches indicate that Internet banking has a significant impact on the business Models. Internet banking has also attracted the attention of, regulators and law makers in the developing nations since the late1990s. That become a comparatively new medium of delivering or distributing internet services Banks can deliver customer services and the core services such as remittance and funds transfer through internet rather than by physically investing the bank premises. Internet banking offers several types of the services through which the customers of the banks can request for the getting information and also can carry out most of the internet banking transactions through their smart devices and computers. Internet banking is considered as one of the most important of fields of E-Commerce. Across the world it has been expanding and developing across different dimensions of business. Some banks also allow customers to open up new accounts and apply for credit cards through online banking portals.

OBJECTIVES OF THE STUDY

- To analyze the awareness of the customers towards the internet banking facilities
- To analyze the level of satisfaction about Internet banking services
- To identify the factors that influences the customer in using internet banking services
- To analyze the different types of internet banking and to know the rules and regulations of Internet banking.

SCOPE OF THE STUDY

Internet banking helps in indispensable services which are made available to the customers without them having to personally visit the bank. The Scope of the study is to give a detailed account of the services offered by the bank in the banking sector through internet banking. The purpose of the study is to analyze the satisfaction level of the customer towards internet banking services.

LIMITATIONS OF THE STUDY

- This study is limited to the students with in the Coimbatore city.
- The study was conducted among 70 respondents only.
- The time duration of the research is limited.
II. REVIEW OF LITERATURE

PREMA C (2011), The users of the Internet banking and mobile banking are in general found to be spending more hours using computers and internet than non-users of these services. The hours of computer usage the frequency of internet usage and hours of internet browsing were found to be significantly higher among users as compared to non-users of technology enabled banking self-service. It concludes that Banks can target those customers whose usage of computers, internet and other technology products are relatively on the higher side.

GRONROOS (1998), There is a steady and positive relationship that gathers both the E-Service quality and customer satisfaction.

ASIYANBI and ISHOLA (2018), demonstrated that satisfaction degree of customers in the banking sector increases when using the Electronic banking services.

FAKHOURY & AUBERT (2015), Banking sectors in most developed countries have pioneered the area of e-services and have been actively involved in its continuous improvement. The objective was to try to meet the ever-changing needs and lifestyles of the modern clients.

WILLIAMSON (2006), online banking is a highly profitable channel for financial institutions. it provides customers convenience and flexibility and can be provided at a lower cost than traditional branch banking.

III. RESEARCH METHODOLOGIES

Research methodology is a careful and systematic study in some field of knowledge which undertakes to facts or principles. This study is to analyze the popularity of internet banking among the students.

RESEARCH DESIGN

This study will analyze the popularity of internet banking among the students. This discusses the method used in gathering the necessary information, procedure for collection and analysis of data collected.

AREA OF STUDY

This study is undertaken in Coimbatore city.

SAMPLE SIZE

Sample size measures the number of individual samples measured or observations used in a survey. A sample size of 70 respondents was taken to conduct the study.

SOURCES FOR DATA COLLECTION

- Primary data are those collected by the researcher directly from the sources through interviews, surveys etc. The primary data was collected from 70 correspondents using a structured questionnaire.
- Secondary data is research data that has previously been gathered and can be accessed by researchers. Secondary data for his study was also collected through secondary data such as internet

SAMPLING TECHNIQUE

- The sampling technique used for the project is convenience sampling method. convenience sampling is a type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

STATISTICAL TOOLS

- Percentage analysis

FREQUENT USAGE OF INTERNET BANKING

<table>
<thead>
<tr>
<th>FREQUENT USAGE OF INTERNET BANKING</th>
<th>NO OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Less than an hour</td>
<td>14</td>
<td>20.00%</td>
</tr>
<tr>
<td>b) More than an hour</td>
<td>7</td>
<td>10.00%</td>
</tr>
<tr>
<td>c) Once in a while</td>
<td>4</td>
<td>5.71%</td>
</tr>
<tr>
<td>d) Whenever it is needed</td>
<td>45</td>
<td>64.29%</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>70</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>
From the above table, it is interpreted that 20% of the respondents use Internet Banking for a period of less than an hour, 10% of the respondents use Internet Banking for more than an hour, 5.71% of the respondents use Internet Banking once in a while, 64.29% of the Respondents use Internet Banking whenever it is needed.

Therefore, the Majority of the respondents (64%) use Internet Banking Whenever it is needed.

Table 1: Purpose Of Internet Banking

<table>
<thead>
<tr>
<th>PURPOSE OF INTERNET BANKING</th>
<th>NO OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Paying Bills</td>
<td>29</td>
<td>41.43%</td>
</tr>
<tr>
<td>b) Transfer of Funds</td>
<td>21</td>
<td>30.00%</td>
</tr>
<tr>
<td>c) Ticket payments</td>
<td>4</td>
<td>5.71%</td>
</tr>
<tr>
<td>d) Shopping</td>
<td>16</td>
<td>22.86%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>70</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

From the above table, it is interpreted that 41.43% of the respondents use Internet Banking for Paying Bills, 30% of the respondents use Internet Banking for Transfer of Funds, 5.71% of the respondents use Internet Banking for Ticket payments and 22.86% of the respondents use Internet Banking for shopping.
INFERENCE
Therefore, the Majority of the respondents (41%) use Internet Banking for Paying Bills.

Table 2: Reason For Choosing Internet Banking

<table>
<thead>
<tr>
<th>REASON FOR CHOOSING INTERNET BANKING</th>
<th>NO OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Online Advertisements</td>
<td>10</td>
<td>14.29%</td>
</tr>
<tr>
<td>b) Reference</td>
<td>11</td>
<td>15.71%</td>
</tr>
<tr>
<td>c) Family and friends</td>
<td>25</td>
<td>35.71%</td>
</tr>
<tr>
<td>d) Others</td>
<td>24</td>
<td>34.29%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>70</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

(Source: Primary data) INTERPRETATION
From the above table, it is interpreted that 14.29% of the respondents chose Internet Banking due to efficient Online Advertisements, 15.71% of the respondents chose Internet Banking due to References, 35.71% of the respondents chose Internet Banking due to Family and Friends and 34.29% of the respondents chose Internet Banking due to Other reasons.

INFERENCE
Therefore, the Majority of the respondents (36%) use Internet Banking due to Family and Friends.

Table 3: No Of Transactions Made Per Day

<table>
<thead>
<tr>
<th>TRANSACTIONS MADE PER DAY</th>
<th>NO. OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) One</td>
<td>48</td>
<td>68.57%</td>
</tr>
<tr>
<td>b) Two</td>
<td>13</td>
<td>18.57%</td>
</tr>
<tr>
<td>c) Five</td>
<td>4</td>
<td>5.71%</td>
</tr>
<tr>
<td>d) More than Five</td>
<td>5</td>
<td>7.14%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>70</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

(Source: Primary data) INTERPRETATION
From the above table, it is interpreted that 68.57% of the respondents make one transaction, 18.57% of the respondents make two transactions per day, 5.71% of the respondents make five transactions per day and 7.14% of the respondents make more than five transactions per day.
**INFERENCE**

Therefore, the Majority of the respondents (68%) make one transaction per day.

**IV. FINDINGS**

**SIMPLE PERCENTAGE ANALYSIS**

- The Majority (73%) people belong to the age group of 18-21 years.
- The Majority (63%) of respondents are female
- The Majority (91%) of the respondents are Unmarried
- The Majority of the respondents (70%) are Below 20,000
- The Majority of the respondents (73%) are Under Graduates
- The Majority of the respondents (58%) who have a family consisting of 2 to 4 members.
- The Majority of the respondents (90%) Internet Banking
- The Majority of the respondents (66%) are using Google Pay
- The Majority of the respondents (64%) use Internet Banking Whenever it is needed
- The Majority of the respondents (41%) use Internet Banking for Paying Bills
- The Majority of the respondents (36%) use Internet Banking due to Family and Friends
- The Majority of the respondents (68%) make one transaction per day
- The Majority of the respondents (63%) are satisfied
- The Majority of the respondents (87%) feel that Internet Banking is popular than Traditional Banking
- The Majority of the respondents (30%) feel that Internet Banking is popular than Traditional Banking because of its Speed

**V. SUGGESTIONS**

- It is clear from the study that the respondents on the whole intend to prefer Internet Banking to most of their operations than the Traditional way of Banking wherein the Account holder comes in person to the Bank to complete the transactions.
- Based on the recent technological advancements, few banks have started to accept cardless deposits at their CDMs (Cash Deposit Machine) and they even provide cardless withdrawals at their respective ATMs (Automated Teller Machine) which are authorized beforehand through their Internet Banking Facility.
- Recent Surveys shows Rapid Increase in the usage of Mobile phones of Individuals and Rapid population growth which leads to more users who shall in future become a customer in any bank. This requires any to bank to both expand its volume of operations through obtaining new customers and also providing better services to retain its existing customers.
VI. CONCLUSION

Internet banking is changing the banking industry and is having the major effects on banking relationships. The net banking, thus, "now is more of a norm rather than an exception in many developed countries" due to the fact that it is the economical way of providing banking services. Banking is now no longer confined to the traditional brick and mortar branches, where one has to be at the branch in person, to withdraw cash or deposit a cheque or request a statement of accounts. Providing internet banking is increasingly becoming a need to have than a nice to have services. The mobile and wireless market has been one of the fastest growing markets in the world. The arrival of technology and the escalating use of mobile and smart phone devices, has given the banking industry a new platform. Connecting a customer anytime and anywhere to their money and needs is a must have service that has become an unstoppable necessity. This worldwide communication is leading a new generation of strong banking relationships. The banking world can achieve superior interactions with their public base if they accommodate all their customer needs.

VII. REFERENCES