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Impact On Consumer Perception Towards E-Banking Services Of ICICI Bank In Tiruchirappalli District

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ABSTRACT

Electronic banking is the most inventive service offered by the banks. The transformation from traditional banking started from the use of automatic teller machines, (ATM), direct bill payment, Electronic Fund Transfer (EFT). The revolutionary online banking is being accepted by the customers with growing awareness and education. Many people are shifting to e-banking and are readily accepting the usefulness of this option. It allows customers to manage their accounts from any place at any time for minimum cost. Electronic banking is the latest in the series of technology wonders in the recent past, involving use of internet for delivery of products and services. The electronic banking has been evolving the environment with the development of the world web. The development of information technology has been a big boon to banking industry. It has helped the banking industry in several ways, especially in improving its customer relations. Banking industry has undertaken various activities due to the introduction of electronic media in its operations.

Keywords: Time Saving, Improving customer relationship, Cost effective, Inventive and Effective services.

1. INTRODUCTION

Electronic Banking (E-banking) or Internet banking means any user with a personal computer and a browser can get connected to his bank's website to perform any of the virtual banking functions. In internet banking system, the bank has a centralized database that is web-enabled. All the services that the bank has permitted on the internet are displayed in menu. Once the branch offices of bank are interconnected through terrestrial or satellite links, there would be no physical identity for any branch. It would be a borderless entity permitting anytime, anywhere and anyhow banking. Banks through internet have emerged as a strategic resource for achieving higher efficiency. More recently in India, the e-banking service is carried out in an effective way to highly satisfy the customers in this modernized world, hence we are waiting in a queue spending the precious time which will lead us to go backward hence the customers don't want to waste their precious time for waiting in a queue.

2. REVIEW OF LITERATURE

A literature review is an evaluative report of information found in the literature related to selected area of study. The review should describe, summarize, evaluate and clarify this literature. It gives a theoretical base for the research and helps the author to determine the nature of the research.

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- **Dr. A. John Ditto (2017)** The study focus on customer perception and satisfaction towards net banking concluded that Competition has already set in and public sector and private sector players should take steps to recapture the market according to the perception of the net banking customers. The future growth of the banking sector will depend on how effectively the customers are able to come up with product designs suitable to our context and how effectively they are able to change the perceptions of the Indian consumers and make them aware of the banking products. The future growth of banking sector also depends on how technology and communication oriented banks are going to be.
- **Amutha D (2016)** The research report is based on primary data. According to the study, the researcher concludes that the most of the bank customers are aware about all the banking services in Tuticorin District of Tamilnadu. The banks further have to take necessary steps to educate the customers regarding the new technology and other services offered by the banks. Banks may extend customer meeting time with bank officials and also friendly approach is necessary. Definitely it will help to retain the existing customers and to attract new customers. It will automatically improve the banking service and development of banks in India and also in abroad. The research report is useful to know the consumer awareness of e-banking system and what types of risk involved in e-banking system.
- **Vandana Tandon Khanna & Neha Gupta (2015)** The study shows the factors such as Technology acceptability, safety, availability, user friendliness and accessibility highly depends on the demographic profile of the population size. Most of marketing decision in terms of enhancing the effectiveness of delivery channels can be taken by considering these factors.
- **A.Samsunisa (2015)** The researcher has identified that different age group of customers have different perception toward the e-banking services and the usage level of these banks customer is different so bank should concentrate on all the age group of customers for betterment of e- banking banks. It has also seen that different occupation group of customers have different perception toward the e-banking services. There are good number of customer in every group like student, service class, business class and professionals, it shows that they all are keen interesting in using the e-banking services.
- **R. Elavarasi (2014)** The researcher has identified which commercial bank provides better service with regards to e-banking services to customers and also identified satisfaction level of customer view about internet banking website of banks. The data analysis shows that age, educational qualification, occupation, income level of customer are significant factor that decide usage of e-banking services of various banks in the study area. The findings were to increase awareness among people; SBI should advertise and conduct special awareness programs to make E-Banking services more popular among customers.
- **Tavishi and Santosh Kumar (2013)** in their study “An Empirical Study on Technology Adoption by Indian Banks” studied the factors influencing the customers for the adoption of internet banking and mobile banking in India and hence investigate the influence of perceived usefulness, perceived eases of use and perceived risk on use of internet banking and mobile banking.

Review of previous studies in respect of consumer perception in e-banking services of ICICI bank it reveals that there are different studies in different perception about the bank but there is no study on customer statisfaction in this study. Hence the researcher makes an attempt to exhibit the in consumer perception towards e-banking of ICICI bank in Tiruchirappalli District.

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3. OBJECTIVES OF THE STUDY

1. To know the consumer perception regarding e-banking services provided by ICICI Bank.
2. To identify the problems involved in e-banking transactions.
3. To analyze the impact on various e-banking services provided to the customers.
4. To suggest the suitable measures for the problems faced by the customers.

4. SCOPE OF THE STUDY

Today the customer demands the bank's services for 24 hours. Now in this modern age the entire banking structure has been changed due to widespread internet technology. Now all the business like commerce, trade, import, export, purchase and sale of goods is relying upon electronic banking by using the advanced electronic technology the banking services are fast and economical.

STATEMENT OF THE PROBLEM

Every time the users need to perform some transactions, they have to go to bank in person and do necessary work, which may not be so feasible all the time. It may be a hard hitting task for the users and bankers too. Online banking system provides enhanced techniques for maintaining the required information up-to date which results in efficiency and customer's transactions are made easy to when they adopt E-banking system.

- Which factors do influence duration of using e-banking services?
- What is the awareness of e-banking services?
- What do you understand by preference of customers for e-banking services?

5. RESEARCH METHODOLOGY

The study is concerned with the customer perception towards e-banking services of ICICI Bank. The data is collected through pretested and well-structured questionnaire in Trichirappalli District in June 2017. Weighted Average score are calculated from the five point likert scale. Weights are given based on the ranks. The highest weight is given to first rank and the lowest weight is given to lowest rank. The sample size of the bank customers is 50.The data analyzed by using percentage method, Chi square method and other statistical tools. Data was presented in the form of tables.

SAMPLING DESIGN

Convenient sampling method was used to collect the data.

6. LIMITATIONS

1. The data collection has been done from a limited geographical area. Hence the findings and conclusion has its own limitations.
2. Because of acute shortage of time and geographical restriction, no probability sampling technique has been used.

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RESULTS AND DISCUSSIONS

Table 1
Background of Respondents

Age	No of Responses	Annual Income	No of Responses	Educational Qualification	No of Responses	Occupation	No of Responses
<30 yrs	48	<200000	30	High School	27	Service class	24
30-40 yrs	45	200000 - 500000	48	UG	51	Business class	63
40-50 yrs	36	500000 - 1000000	51	PG	57	Professional	33
>50 yrs	21	Above 1000000	21	Doctorate	15	Others	30
Total	150		150		150		150

Source: Primary Data

Table 1 reveals that out of the 150 respondents, 32% of the respondents belonged to the age of less than 30 years and 14% of the respondents were above 50 years. 34% of the respondents were earning the yearly income between Rs. 500000-1000000 and 14% of the respondents were earning the yearly income of above Rs. 1000000. Most of (36%) the respondents are educated with Master degree and 10% with Doctorate degree. 42% of the respondents are business men, 22% of them are professional who are working in colleges and corporate sectors, 16% of the respondents are those who are working in private or public sector undertaking and the remaining 16% of them are service Class.

Table 2
Awareness of e-banking services

Responses about awareness	No of responses	Percentage
Own accord	27	18
Advertisement in print media	30	20
Online advertisement	33	22
Through friends and relatives	15	10
Through bank officials	150	30

Sources: Primary Data

Table 2 exhibits that among 150 respondents 30% of the respondents came to know about e-banking services through bank officials, as they wish to reduce the waiting of the customers in the bank, 22% of the respondents got the awareness about online banking through online advertisement, 20% of the respondents are aware of e-banking services through advertisements

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in print media, 18% of them came to know on their own accord and remaining 10% of them got the awareness through friends and relatives.

Table 3
Duration of using e-banking services

Frequency	No of responses	Percentage
Less than 1 Year	12	8
1-2 years	33	22
2 Years- 3 Years	51	34
3 Year- 5 Years	36	24
Above 5 years	18	12

Sources: Primary Data

From table 3 it can be inferred that 34% of the respondents are availing e-banking services for the past 3 years, 24% of the respondents have been enjoying the e-banking services around 2-3 years, 22% of the respondents have been using online banking around 1-2 years, 12% of the respondents availing e-banking services more than 5 years and the least of 8% of the respondents benefited by e-banking services for the past one year.

Table 4
Preferences for E- Banking channels

E-Banking Channels	R1	R2	R3	R4	R5	WS	Mean Score
Credit Cards	42	18	27	36	27	148	2.96
Cash deposit machine	48	18	36	27	21	165	3.3
Customer care machine	39	33	30	27	21	164	3.28
Kiosk machine	18	36	39	24	33	144	2.88
Automatic teller machine	3	51	15	12	36	163	3.26

Source: Primary Data

Table 4 shows that out of 150 respondents most of them preferred Cash deposit machine through which the cash can be deposited quickly without waiting in the bank and it is more useful for working people to deposit the money without time delay, followed by the weighted score of 164 and 163 is given to customer care machine (where the doubts of the customers will be cleared) and ATM, but credit card and kiosk machine (where monthly statement and balance statement can be received) are least preferred by the respondents.

Table 5
Preference of customers for e-banking services

E-Banking Services	R1	R2	R3	Total Scores	Overall Rank
Internet banking	63	60	27	112	I
Mobile banking	27	51	72	85	II
Tele banking	30	69	51	73	III

Sources: Primary Data

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Table 5 depicts that majority of the respondents prefered internet banking because it is easy to access. The second rank goes to mobile banking as it is convenient to access anytime and anywhere. The last rank is given to Tele-banking as the customers can only make enquiries through this, but cannot operate the funds.

Table 6
Charges for e-banking services

Response	High	Moderate	Low
Hidden charges	Nil	2	48

Sources: Primary Data

Table 6 portrays the charges levied for e-banking services. The majority of 96% of the respondents said that the charges levied for e-banking services is low, 2% of the respondents said that the charges levied is moderate and nobody said that it is high.

Table 7
Responses about usage of e-banking services

E-Banking Services	R1	R2	R3	R4	R5	Total Score	Rank
E-Ticketing	63	51	27	6	3	205	I
Recharging	48	42	15	24	21	174	III
E-Shopping	69	51	-	18	12	199	II
Online Payment	33	60	27	-	30	172	IV
E-Tax	18	36	33	15	18	127	V

Sources: Primary Data

Table 7 analyzes the usage of e-banking services. The first rank is given to E-ticketing, second rank is scored by E-shopping as the customers need not take the risk of carrying money, followed by Recharging and On-line bill payment are awarded third and fourth rank respectively. E-tax is ranked the least because the respondent is paying the tax yearly once.

Table 8
Responses regarding fund transfer facility

Type of fund transfer	No of respondents	Percentage
National Electronic fund transfer	57	38
Real time gross settlement	15	10
Inter bank mobile payment service	33	22
Fund transfer	45	30

Sources: Primary Data

Table 8 shows the preference of the respondents regarding the fund transfer facility. 38% of the respondents prefer the National electronic fund transfer in which the funds can be transferred from one bank account to another bank account through online banking, the maximum amount of Rs.200000 can be transacted through NEFT. 30% of the respondents transacting the funds from one account to another account through fund transfer in the same bank. 22% of the respondents transfer the funds through Inter mobile payment service in mobile banking and the remaining 10% of the respondents transferring funds through Real time gross settlement which is mainly useful for business men who are transacting more than Rs.20,0000.

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Table 9
Problems faced by the customers while using e-banking services

Problems	SA	A	UD	DA	SDA	Weighted Score	Mean Score
Fear about the security	24	33	30	48	15	151	3.02
Lack of thorough knowledge of technology	9	15	-	69	57	80	1.6
Unsuitable location of ATM	6	3	15	51	75	88	1.76
Pseudo messages from the hackers to customers asking one time password	27	21	45	30	27	147	2.94
Limited number of Cash deposit machines	63	51	9	12	15	195	3.9

Sources: Primary Data

Table 9 examines the problems faced by the respondents, while using e-channels. It shows tha limited number of Cash deposit machines and fear about the security are the dominant problems faced by the majority of the respondents, pseudo messages from the unauthorized persons to the customers asking OTP (One time password) is also yet another problem faced by the respondents, unsuitable location of ATM and lack of thorough knowledge about technology are the problems faced by the respondents with the mean scores of 1.76 and 1.6 respectively.

Table 10
Motivational factors influencing customers to prefer a selected channel

Motivational factors	SA	A	UD	DA	SDA	Mean Score
I-safe is an application enhances security	81	51	-	12	6	4.26
Easy accessibility	45	90	3	9	3	4.10
Time and money saving	54	57	9	18	12	3.82
Provide innovative and efficient services	96	27	3	15	9	5.04
Digital bank (unique feature of ICICI bank)	118	33	9	-	-	4.66

Sources: Primary Data

Table 10 analyzes the motivational factors encouraging the customers to prefer a selected channel. The strongest factor is providing efficient and innovative services with the mean score of 5.04 and the second is providing digital bank facility through which the customer can store the money. I-safe is an application enhances the security of the customers which is one of the motivational factors with the mean score of 4.26. Easy accessibility and time saving are the motivational factors which are attracted by the respondents with the mean score of 4.10 and 3.82 respectively.

Table 11Responses regarding various aspects of e-channels

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Statements	**SA**	**A**	**UD**	**DA**	**SDA**	**Total Score**
E-channels reduce the waiting time	54	66	-	12	18	192
E-channels have become essential	69	54	6	18	3	206
Low charges for fund transfer	57	3	9	15	6	213
E-channels ensure privacy	51	39	-	45	15	162
E- channel have bright future	39	54	6	30	21	170

Sources: Primary Data

Table 11 shows the various aspects of e-channels. Most of the respondents said that low charges are levied for fund transfer, E-channels have become essential and reduce the waiting time and some of the respondents said that it ensures privacy and has bright future.

Table 12
Occupation and Usage of Electronic Fund Transfer Using Chi-Square Test

Occupation	**NEFT**	**RTGS**	**IMPS**	**FUNDS TRANSFER**	**TOTAL**
Service class	9	3	9	3	24
Business class	27	12	12	12	63
Professional	9	-	9	15	33
Others	12	-	3	15	30
Total	57	15	33	45	150

Sources: Primary Data

Null hypothesis (Ho)
There is no significant relationship between the Occupation and usage of electronic fund transfer
Alternative hypothesis (H1)
There is significant relationship between the Occupation and usage of electronic fund transfer

The calculated value of chi square at the degrees of freedom of 9 @ 5% level of significance is more than the table value. Hence the hypothesis is rejected.

RESULT
There is significant relationship between the occupation and usage of electronic fund transfer.

7. SUGGESTIONS

The customers should be imparted thorough knowledge while they have transaction with other banks through internet. Though lot of safety measures are taken by the Bank, the customers should keep their username and password confidential. The customer should not send one time password to anybody else. In case of mobile banking the fake messages are received by the customers by using the bank's name. So the customers should not consider these messages.

8. CONCLUSION

The entire study considered only consumer point view, the consomers income and occupation are availing the services provided by the customers. Banks are providing free internet banking services also so that the customers can be attracted. E-banking has become a necessary survival weapon. Today, the click of the mouse offers customers banking services at a much lower cost

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and also empowers them with unprecedented freedom in choosing vendors for their financial service needs. Banks have to upgrade and constantly think of new innovative customized packages and services to remain competitive. Banks have come to realize that survival in the new e-economy depends on delivering some or all of their banking services on the Internet while continuing to support their traditional infrastructure.

The rise of E-banking is redefining business relationships and the most successful banks will be those that can truly strengthen their relationship with their customers. Without any doubt, the international scope of E banking provides new growth perspectives and Internet business is a catalyst for new technologies and new business processes.

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