



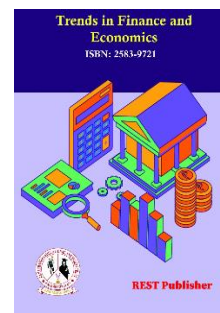
## Trends in Finance and Economics

Vol: 2(2), June 2024

REST Publisher; ISSN: 2583-9721

Website: <https://restpublisher.com/journals/tfe/>

DOI: <https://doi.org/10.46632/tfe/2/2/5>



# A Study on Electronic Banking with Reference to Canara Bank

\*Guduru Pravalika, G. Swetha

*Aristotle PG College, Hyderabad, Telangana, India.*

\*Corresponding Author Email: [gpravalikaguduru@gmail.com](mailto:gpravalikaguduru@gmail.com)

**Abstract.** The main purpose of my study is to get an overview of the Internet banking sector in the Indian economy and to study as to how it has helped to change the banking habits of various individuals and to explore prospects. The purpose of this research is to search and examine the factors which influence customer satisfaction towards Internet banking. To know how good virtual services the bank provides when compared to brick-and-mortar services. To show how it became a powerful tool for promoting business. To acknowledge the Impact of e-banking on relationship between bankers and customers and on overall performance of banks. The major idea is to provide a series of services to the customer through the internet, and make the customer feel comfortable of feel flexible in calling out simple tasks faster instead of making customer to visit the bank every time. And this type of service is available only for the saving Account holders and not for the current account holders.

**Keywords:** Internet Banking, Performance banks, e- banking, Indian banking

## 1. INTRODUCTION

A bank is a financial institution that accepts deposits from the public and creates loans and credit. Bank may also provide financial services, such as wealth management, currency exchange and safe deposit boxes. The relationship between a banker and a customer depends on the type of transaction. These relationships confer certain rights and obligations both on the part of the banker and on the customer. E-banking is an “Electronic payment system” that enables customers of financial institutions to conduct financial transactions on a website operated by the institution, such as retail banks, virtual banks and credit unions. E-banking is also referred to as internet banking, online banking and virtual banking and by other terms. E-banking is a safe, fast, easy, and efficient electronic service that enables us access to bank account and to carry out online banking services, 24 hours a day, and 7 days a week.

## 2. REVIEW OF LITERATURE

Author –Social and Psychological Determinants of Value Co-creation in the Digital Era, Book- Maria Angeles García-Haro, Ricardo Martinez-Canas, 2021.

Organizations in the twenty-first century continuously adapt their mindsets and look for new ways to reawaken employees' talent toward innovation and competitiveness. In this regard, they fulfill new environment requirements together with more effective and interactive competitive strategies such as: fostering cooperation, promoting relationships of resource/competencies exchange, and developing networks through communication platforms and virtualization. There is a constant transformation of administrative processes from isolated into interactive processes. Consequently, a more psychological and social approach is needed to understand the real value and combined outcomes experienced through value co-creation activities. For a better understanding, organizational studies should

consider a holistic view of stakeholders and their context as co-creators of the key-value needed to excel and be competitive.

### 3. OBJECTIVES OF THE STUDY

1. To study about E-Banking, Current Scenario and Future Prospects of E-Banking in canara Bank
2. To analyze the usage of E-banking with respect to younger generation and elder generation in canara Bank
3. To analyze the perception of consumers towards E-banking in canara Bank.
4. To study & find the major problems faced by the customer while using e-banking service in canara Bank

#### Limitations of the study:

1. Some data which may be confidential in nature may not be available.
2. Some data may be biased.
3. The study is done for a time of 8 weeks.
4. During the project analysis time value of money is ignored.
5. The study is based on published information only.

### 4. DATA ANALYSIS & INTERPRETATION

In the present chapter a modern attempt was made to study the satisfaction level of customers with E-banking services. Data collected in this analyzed and interpretation in an understandable manner.

1. Do you think that E-banking services are necessary in the present scenario?

Options	Yes	No	Total
Respondents	90	10	100

**Interpretation:** From the above table, it is observed that 90% of respondents think that E-banking services are necessary in the present scenario. It ultimately provides you security from online frauds and account hacking. Even if it is the last day of your bill payment and you are minutes away from being levied a penalty, you can rely on online banking. Online transactions can be performed anytime of the day from the convince of your home.

2. Are you using an E-banking service?

Options	Yes	No	Total
Respondents	80	20	100

**Interpretation:** 80% of respondents are using E-banking services and 20% are not utilizing E-banking service. While easy access is one of the many benefits of online banking, it also makes banking highly convenient. The need of waiting in long queues at the bank is completely eliminated. Moreover, with the mobile banking option available for most banks, transfers and payments have become easier.

3. How long have you been using this E-banking facility?

Options	No used	Less than 1yrs	1-2yrs	Above 2yrs	Total
Respondents	14	24	30	32	100

**Interpretation:** Out of 100 respondents, 32 respondents have been using E-banking facility above 2years. Customers who use e-banking tend to be more profitable, loyal, and willing to refer their bank to friends and family than do traditional banking customers. Online customers also maintain higher balances, require less customer support and have lower attrition rates than offline consumers.

## 4.hBanking through the internet is “safe and secure” present your view?

Options	Agree	Strongly agree	Disagree	Strongly disagree	Total
Respondents	62	18	20	0	100

**Interpretation:** Majority of respondents agreed that banking through the internet is safe and secure. Online banking is safe when secure bank technology on the back end is met with alert consumers on the front end. As an account holder, you have a role in making sure your accounts are protected. For example, fraudsters often use so-called phishing scams, in which they send out emails or text messages pretending to represent a financial institution in the hopes of hooking an unsuspecting consumer.

## 5.Which of the following E-banking services are you aware of?

Options	Internet banking	Mobile banking	Phone banking	Online banking	Debit/credit card	Others	Total
Respondents	20	34	16	8	20	0	100

**Interpretation:** From the above table it is observed that out of 100 respondents, 34 respondents are aware of E-banking service through mobile banking. From the study often a few people are not very aware about e-banking, because of the influence of education and nature of jobs they were engaged in. However, most of the people use credit cards, ATM cards for banking use or otherwise through mobile banking.

## 6.Which type of E-banking services do you want to use?

Options	Transfer fund online	Online purchases& payments	Regular checking of bank statement	Request any card or book services	Others	Total
Respondents	26	58	4	8	4	100

**Interpretation:** Majority of the respondents wanted to use online purchases and payments type of E-banking services. Electronic banking has many names like web-based banking, e-banking, virtual banking, or web banking, and online banking. It is just the utilization of telecommunications networks and electronic networks for conveying different financial services and products. Through e-banking, a client can acquire his record and manage numerous exchanges utilizing his cell phone or personal computer.

## 7.What do you prefer when choosing E-banking?

Options	Good service	Cost charges	People references	Others	Total
Respondents	76	12	10	2	100

**Interpretation:** Most of the respondents preferred good service while choosing E-banking. Banking can be time-consuming, but online banking makes it easier for entrepreneurs to handle most basic banking activities via a laptop or Internet-ready mobile device. Taking advantage of online banking will allow you to maximize your time, and the bank's online security measures protect sensitive information.

## 8.To what extent are you satisfied with banks' E-banking service?

Options	Highly satisfied	Satisfied	Neutral	Dissatisfied	Strongly dissatisfied	Total
Respondents	18	56	14	12	0	100

**Interpretation:** Out of 100 respondents 56 respondents are satisfied, 18 highly satisfied, 14 neutral and 12 dissatisfied with E-banking services. Customer satisfaction is a model to facilitate results that are significant, consistent and effective to forecasting the financial ability of an organization. Determining customer satisfaction must be a constant, reliable, suitable, precise and consistent process. A new approach in customer satisfaction becomes an important tool in strategic business units to the organization.

9.Mention your reason for satisfaction with the E-banking services?

Options	Cheap and best	Saves time consumption	Fast transaction	No need to visit bank	Total
Respondents	14	40	40	6	100

**Interpretation:** Out of 100 respondents, 40 respondents were satisfied towards E-banking services because of fast transactions and 40 respondents satisfied towards E-banking services because its saves time. The benefits of e-banking are as follows- Since e-banking is performed over the internet, service to the customer is always provided. Its beneficial to the customer as it saves time and cost of travelling to a bank.

10.Which type of problem are you facing while using E-banking services?

Options	More time taking in fund transfer	Slow speed network	Critical access	Not easy o non educators	Others	Tota l
Respondents	20	32	18	22	8	100

**Interpretation:** Out of 100 respondents, 32 respondents faced the slow speed network while using E-banking services. Changing consumer habits and FinTech innovations, as well as security and technical concerns, are all major challenges of online banking that marketers must reconcile to succeed in this field. Demand is high, and digital banking apps and challenger banks will only grow more advanced and successful as they resolve marketing challenges and meet new consumer needs.

11.What is your overall opinion about E-banking?

Options	Excellent	Good	Average	Poor	Total
Respondents	20	56	20	4	100

**Interpretation:** Out of 100%, it is observed that 56% of respondents are having good opinion of E-banking services. E-banking offers a higher level of convenience for managing one's finances. However, it continues to present challenges to financial security and personal privacy. Many people have had their account details compromised, because of online banking

12. Would you like to recommend this service to other people?

Options	No. Of respondents	Percentage of respondents
Yes	93	93%
No	7	7%
Total	100	100%

**Interpretation:** The above table and figure show that 93% of the respondents recommend the name of this service to other people and 7% of respondent recommended otherwise. According to research, interactive marketing strategies can help the banking sector grow its market share, while also increasing customer satisfaction levels significantly.

13. How often do you make use of E-banking services?

Particulars	No. of Respondents	Percentage
5-10 times	36	36%
10-15 times	18	18%
15-20 times	20	20%
Above 20 times	26	26%
Total	100	100%

**Interpretation:** The above table reveals classification of respondents based on how often you use E-banking in the last 6 months. Among 100 samples 36% of the respondents have use 5-10 times ,18%have used 10-15 times, 20% have used 15-20 times and rest of 26%have used above 20 times.

## 14. What made you choose E-banking services over regular banking services?

Particulars	No. of Respondents	Percentage
Very Convenient	36	36%
Time saving	18	40%
Other reason	20	24%
Total	100	100%

**Interpretation:** The above table reveals classification of respondents on the basis of what factors made them choose E-banking. Among 100 samples 36% of the respondents chose it due to the service being Very convenient, 40% respondents found it time saving and 24% have given other reasons.

## 15. What is your reason for Non-adoption of E-banking?

Particulars	No. of Respondents	Percentage
Never heard of E-banking	2	2%
Don't know how to use	4	4%
Concerned about securities	52	52%
other reasons	42	42%
Total	100	100%

**Interpretation:** The above table reveals classification of data of respondents based on question reason for non-adoption of E-banking. Among 100 samples 2% of the respondents have never heard of e-banking, 4% don't know how to use it, 52% are concerned about securities and the remaining 42% have other reasons.

## Findings

1. Most of the respondents of Canara bank think that E-banking services are necessary in the present scenario.
2. Based on analysis it was observed that most of the respondents agreed that E-banking service through the internet is "safe and secure".
3. 76% of the respondents preferred good services while choosing E-banking.
4. Based on the study, it was observed that the respondents are satisfied with the E-banking services provided by Canara bank.
5. The overall opinion of the respondents is good about the E-banking services provided by Canara bank.
6. The services that are mostly used by maximum customers are transactions, online trading, bill payments, shopping etc.
7. The model of the cash deposits in banks is for use to online truncations cash, cheque & e-banking.
8. Different banks have different online services.

## Suggestions

1. To prevent online banking from remaining customers to prompt this service through advertising company.
2. After repairing this basic deficiency, banks must ensure that their services are competitive.
3. Bank should take proper care in charging for the E-Banking service.
4. Most broadband users do not disconnect the internet connection on their computer when they are not using it.
5. Malicious hackers can access your computer via an internet connection and steal your confidential banking information. To keep your data protected, ensure that you disconnect from the internet when you do not require it.

## 5. CONCLUSION

E-Banking has its own advantages and disadvantages. The main advantages of implementing E-Banking is an increasing customers satisfaction this is because customer do not have to go the branches in order to across their account, make withdraws and deposits, they can also check it any time of the day, a future that physical branches do

not offer thus creating good relationship with the bank and customer. The main disadvantage of E-Banking in the security problems that surround it's a fact that making sanctions online possess much bigger risk compared to making transaction in a physical branch. The basic objective of my research was to analyze the awareness among the customers for E-banking in India. It gives direction to research tools, types and techniques. Although the findings reveal that people know about the services but still many people are unaware and many of them are non -users. So the bank should by promotion try to retain the customers.

## REFERENCE

- [1]. Steven J Skinner and Ivancevich, Business for 21<sup>st</sup> century, 11<sup>th</sup> Edition.
- [2]. Dr S. N. Maheshwari & Dr. S. K. Maheshwari, (Kalyani Publishers), Kalyani's Banking Law and Practice, 12<sup>th</sup> Revised Updated Edition 2005.
- [3]. K. C. Shekar & Lekshmy Shekar, (Vikas publication house pvt. Ltd), banking theory and practice, 19<sup>th</sup> Enlarged Edition.
- [4]. Elias M. Awad, (prentice hall, 2006), E commerce, 3<sup>rd</sup> Edition.
- [5]. Author- Suhas D, Book-E-banking & its growth in India, 2018.
- [6]. Era, Book- Maria Angeles García-Haro, Ricardo Martinez-Canas, 2021.
- [7]. Author- John Henderson, book – Retail & Digital banking, 2018
- [8]. Author -Malaquias and Hwang, Book- E-Banking Adoption, 2019
- [9]. Author – Alessandro Hasami, Book – Reinventing Banking & Finance, 2020.