CUSTOMER'S PERCEPTION AND FACTORS INFLUENCING USAGE OF E-BANKING SERVICES : WITH SPECIAL REFERENCE TO MANAGEMENT INSTITUTIONS IN JABALPUR REGION

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Abstract

E-Banking is a medium of delivery of banking services and a strategic tool for business development. It has not only gained wide acceptance internationally, it is also being widely used in India. E-Banking is of great importance to customers as well as Bankers. The usage and awareness level about E-Banking differs between the customers of Public and Private sector Banks. The objective of the study is to find out the major factors that play an important role in influencing customers to use E-Banking services and also customers perception towards E-Banking. The result of the study says that usage of E- Banking services amongst Private sector banks is higher as compared to Public Sector Banks. Secondly, major factors that influence usage of E-Banking services amongst customers are Technology & Innovation, Risk minimization & security, User friendly &cost effective, Convenient &Reliable, Techno friendly, Time Saving, Hassle free, optimal solution and trust worthy.

Keywords :E-Banking, perception, awareness

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Introduction

E-Banking is a medium of delivery of banking services and a strategic tool for business development. It has not only gained wide acceptance internationally, it is also being widely used in India. E-Banking is of great importance to customers as well as Bankers. With E-Banking customers can save their time, money and efforts. Now, bankers need not have a long queue before them for cash withdrawal, funds transfer and many other reasons. E- Banking has created a facility of accessing accounts from anywhere in the world by using a home computer, with this facility Non-Resident Indians and High Networth Individuals can also maintain many accounts in different banks.

E-Banking has some benefits and certain challenges for the Bankers as well as the customers. Customers having different perception towards various E-Banking services. Even after so many years since E- Banking has become an essential facility for many individuals, entrepreneurs, and businessman, there exists such a group in the society who are still not aware about E-Banking services. There is a huge number of customers in both Public sector and Private sector Banks, whose awareness and knowledge about E-Banking is almost nil and they are still using Banking services in traditional way.

It is now necessary to make people aware about E- Banking services and to make them realize about the benefits that will help them in making Banking transactions easier for them.

Brief Literature Review

Several researches have been done in the field of E-Banking, customer perception towards various Internet Banking services, issues and challenges in Mobile Banking, Advantages and disadvantages of Internet Banking, customer preference towards ATM services, growth of ATM industry, reliability of E-banqual scale etc.Some of the researches have been discussed here below for reference :

Prameela, Azeem and Devi (2012) said that in order to improve the performance of banks and other financial service providers which operate through internet, they should develop customer loyalty. They also tried to understand the overall structure of the formation of e-loyalty, the underlying patterns of relationships between e-banking loyalty and its influencing factors. According to their research, they found website quality as the major determinant for developing

satisfaction and trust. The studies that were reviewed, reveal that satisfaction and trust are the major factors determining loyalty.

Bamoriya and Singh (2012) said that there are various barriers in adoption of mobile banking. Customers' security concern is the major barrier in adopting mobile banking services. The study reveals that the customers feel that safety is a major concern while using mobile banking services, which forms a real obstacle to use the service. There are some other barriers which does not make people use mobile banking like network problem and insufficient operating guidance.

Mishra and Sahoo (2013) said that Mobile Banking is one of the alternatives channels available to customer, which makes their task quicker and efficient. Secondly, this facility can be used anytime and anywhere. There are many facilities available on Mobile Banking like Balance enquiry, cost transactions, cheque book request, bill payment, change of primary account, and other help features.

Kashyap and Sharma (2012) analyzed the performance of scheduled commercial banks (SCBs) in term of labour productivity, branch productivity and profitability in pre and post e-banking period. Information technology has affected the productivity, profitability and efficiency of the banks to a large extent. The performance of SCBs improved after the introduction of IT Act, 1999. There are certain advantages of Internet Banking to the customers like Reduced Transaction Costs, Availability of Perfect Information, Accessibility of Accounts, Online Applications, and perfect Competition. There are certain risks associated with Internet Banking like credit risk, interest rate risk, liquidity risk, transaction risk and reliability risk.

Chattopadhyay and Saralelimath (2012) said that ATM is one of the most popular delivery channels as it permits customers to do anywhere and anytime banking. It is beneficial to the bank as well as the customers. ATMs reduce the cost per transaction, increase efficiency by reducing workload of staff. Also help the customers in several ways like to increase accuracy and speed, save time, money and efforts of customers. Thus, ATM impacts the customer services and leads to better customer satisfaction. Banking through ATM has transformed traditional banking. Customers are highly satisfied with ATM services and view them as essential services.

Research Problem

The challenging business environment in the financial services sector has resulted in more pressure on Banks to develop and utilize alternative delivery channels with a view to attract more customers, improve customer perceptions and encourage loyalty. E-Banking has opened a new

horizon for customers as well as bankers for providing improved, efficient, techno friendly and user friendly services. Banks have invested heavily in introducing customer satisfaction and loyalty through E-banking services so as to increase income and profits positively. Therefore, this study examined the Customer's perception towards various E-Banking facilities provided by Indian Banks and compares the frequency usage of various E-banking services amongst Private and Public Sector Banks.

Research Objective

- To study various E-banking services provided by Banks
- To understand the customers perception towards various E-banking services offered by Public and Private Sector Banks
- To compare the usage of various E-banking services by the customers of Public and Private Sector Banks
- To understand various factors that affect customer's perception towards various E-banking services in Banks

Hypothesis

H_0 : There is no significant difference between the frequency of usage of various E-banking services by the customers of Private and Public Sector Banks

H_1 : There is significant difference between the frequency of usage of various E-banking services by the customers of Private and Public Sector Banks

Research Methodology

The study is confined to Indian Banking Industry. This research study is intended to be a descriptive research. The data was obtained through the use of structured questionnaires and convenience sampling. A questionnaire has been drafted to rate customer's perception towards E - Banking services and also to understand the frequency of usage of various E-banking services by the customers of Private and Public Sector Banks on a five point Likert scale.

The study considers some hypothesis in order to assess the problems that customers are currently facing regarding E-Banking and can thus form appropriate strategies that can be implemented

and helped to form the ground from which research is done in order to arrive at the most appropriate solutions to the problem under study. The accepted hypothesis is helpful in establishing a common solution. Basic knowledge obtained through background research was used to formulate the hypothesis.

Sample

Convenience sampling method has been used to collect sample data for the study. Data was collected from 100 respondents. The respondents are teaching and non-teaching staff from Management Institutions of the city of Jabalpur, Madhya Pradesh.

Age group of the respondent	Public Sector Bank	Private Sector Bank
Below 20	0	0
20-40	39	35
40-60	21	5
Above 60	0	0
Total	**60**	**40**

Gender	Public Sector Bank	Private Sector Bank
Male	33	23
Female	27	17
Total	**60**	**40**

Qualification	Public Sector Bank	Private Sector Bank
Under Graduate	0	0
Graduate	14	10
Post Graduate	46	30
Others	0	0

Total	**60**	**40**

Occupation	Public Sector Bank	Private Sector Bank
Business	0	0
Professional	0	0
Housewife	0	0
Student	0	0
Retired	0	0
Service	60	40
Total	**60**	**40**

Monthly Income	Public Sector Bank	Private Sector Bank
Below 10000	14	10
10001-25000	33	17
25001-40000	2	4
Above 40000	11	9
Total	**60**	**40**

Data Collection methods

The study is based on primary data collected through structured questionnaire. In the questionnaire, various internet banking applications were included from previous research. Later, structured questionnaire containing 3 parts : Part A, Part B and Part C were designed.

Part A comprise of 5 questions which are related to personal information like age, gender,qualification, occupation, and income level.

In **Part B**, Customer's perception towards E-banking services is being measured through a five-point Likert scale, ranging from 1 to 5 i.e. 5 = Strongly agree 4= Agree 3=Neutral 2 = Disagree 1= Strongly Disagree.

In **Part C**, the periodicity of usage of various E-banking services is being measure on a five-point likert scale, ranging from 1 to 5 i.e. 5 = Daily, 4 = Weekly, 3 = Monthly, 2 = Annually, 1 = Never.

Data Analysis

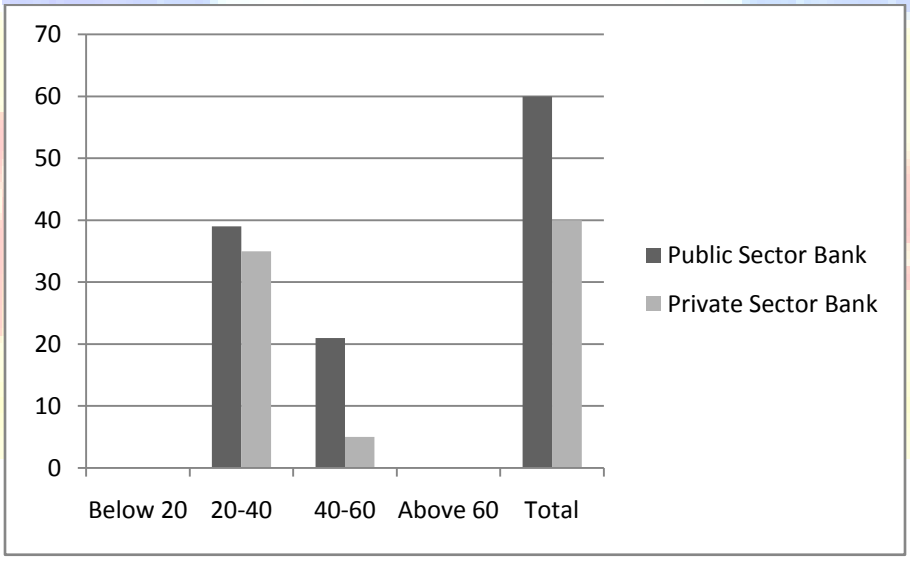
The analysis of primary data was carried out using Anova and Factor Analysis. Anova test and Factor Analysis was applied using SPSS.

In case of Anova Analysis, F-value was compared with the critical value, in order to accept or reject hypothesis.

Analysis and Interpretation of Data

Analysis of the response given by respondents in Part A

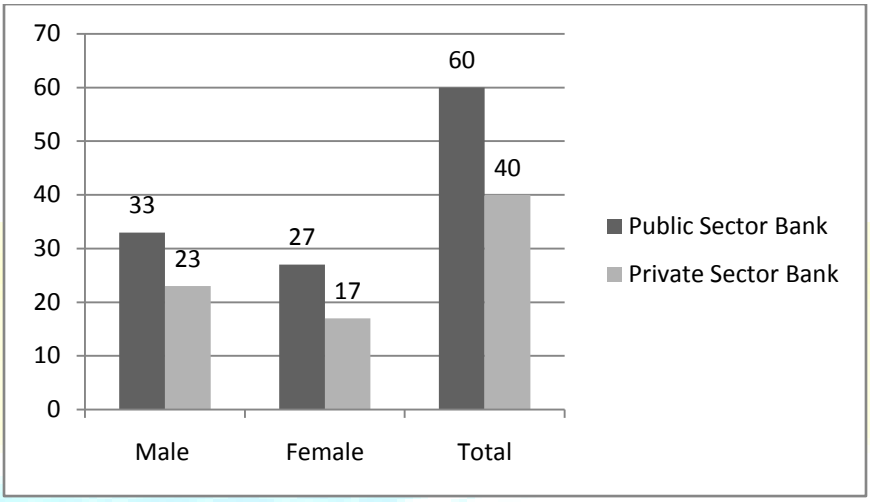
1. Age group of the respondent



Interpretation:

Out of 100 respondents, 60% are of Public Sector Banks and 40% are of Private Sector Banks. In case of Public Sector Banks, 39 respondents' age is between 20 – 40 and 21 respondents' age is between 40 – 60. In case of Private Sector Banks, 35 respondents' age is between 20–40 and 5 respondents' age is between 40 – 60.

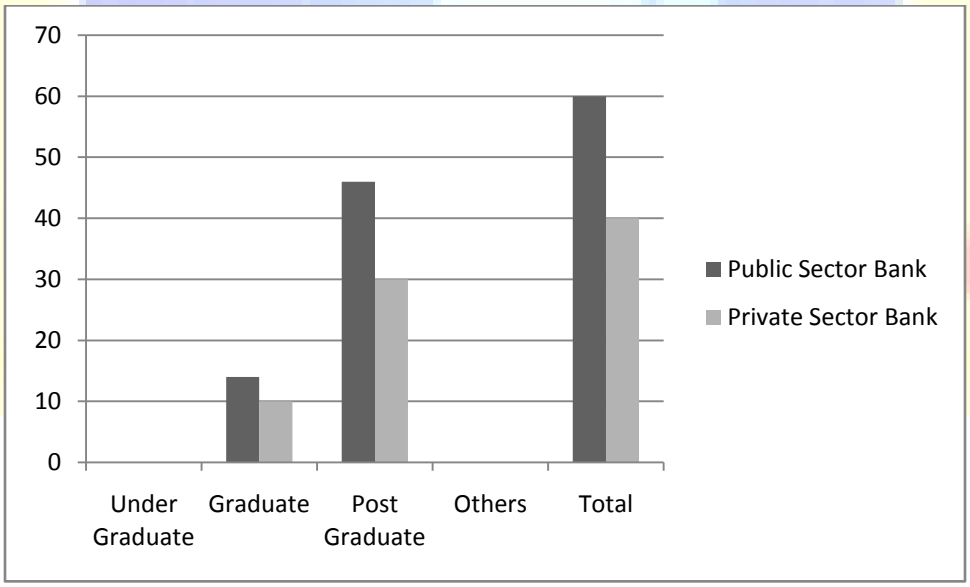
2. Gender of the respondent



Interpretation:

Out of 100 respondents, in case of Public Sector Bank customers, 33 are male and 27 are female.In case of Private Sector Bank customers, 23 are male and 17 are female.

3. Qualification of the respondent

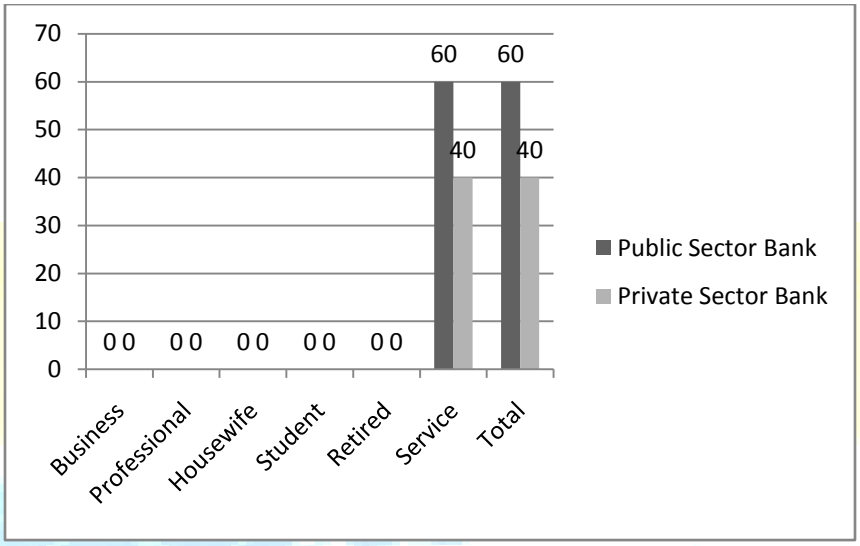


Interpretation:

Out of 100 respondents, in case of Public Sector Bank customers, 14 are graduate and 46 are post

graduate. In case of Private Sector Bank customers, 10 are graduate and 30 are post graduate.

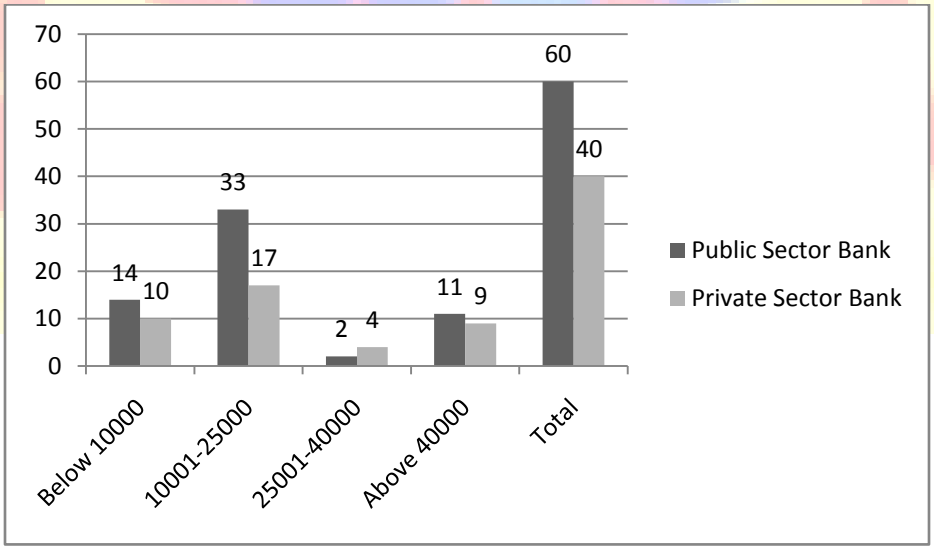
4. Occupation of the respondent



Interpretation:

Out of 100 respondents, 60 respondents are customers of Public Sector Bank are into Service and 40 respondents are customers of Private Sector Bank customers are into service.

5. Monthly income of the respondent



Interpretation:

Out of 100 respondents, in case of Public Sector Bank customers, the monthly income of 14

respondents is below 10000, income of 33 is between 10001 – 25000, income of 2 is between 25001 – 40000 and 11 have income above 40000. In case of Private Sector Bank customers, the monthly income of 10 respondents is below 10000, income of 17 is between 10001 – 25000, income of 4 is between 25001 – 40000 and 9 have income above 40000.

Analysis and Interpretation of data collected under Part B

Sr. no.	Construct	Factor
1	Computer based banking has changed the efficiency of Banks effectively	Efficiency
2	It is easy to get information regarding your bank accounts regularly through Email/ SMS	Information ease
3	E-Banking has reduced number of visits to Bank branch for your banking services	Convenience
4	IT based banking has saved your time	Time
5	It's not difficult to work with modern technology applied in Banks	Techno friendly
6	Customer feel insecure while using E-Banking facility	Security
7	E-banking services are generally faster than traditional banking	Speed
8	Bankers are not charging high fees from customers for using E-banking services.	Economy
9	E-banking may help in avoiding many risks like robbery in physical handling of large amount of cash.	Risk mitigation
10	There is high degree of convenience in accessing E-banking services.	accessibility
11	E-banking channels are easier to use than traditional channels.	operational features
12	Most of the customers are aware of E-banking services provided by their banks.	awareness
13	E-banking services generally maintain privacy of customer's information.	privacy
14	E-banking services require less mental effort.	effort
15	When transaction errors occur, bank does not compensates for the loss.	compensation
16	Network providers for E-banking services are not trustworthy.	trust
17	Banks offer special counter for privileged customer	Empathy
18	Bank provides specialized services to differently abled people	specialized service
19	Bank provides customized or user friendly services like regional language, personal welcome etc.	user friendly
20	E-banking services are available 24 X 7 hour, no waiting time etc.	availability

Interpretation:

In the above table the questions (construct) that were asked in the questionnaire under Part B

have been assigned a factor, so that Factor Analysis of the data could become easier.

Factors have been assigned according to the meaning that could be derived from the questions. After assigning a Factor to each construct, Factor Analysis has been performed on the above 20 Factors.

Factor Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Efficiency	100	4	5	4.50	.503
Information.ease	100	4	5	4.42	.496
Convenience	100	4	5	4.51	.502
Time	100	4	5	4.53	.502
Techno.friendly	100	1	3	2.00	.620
Security	100	1	2	1.78	.416
Speed	100	3	5	4.44	.519
Economy	100	1	4	2.40	.739
Risk.mitigation	100	3	5	4.30	.628
Accessibility	100	4	5	4.55	.500
Operational.features	100	3	5	4.05	.744
Awareness	100	1	4	2.23	.737
Privacy	100	1	5	2.48	.772
Effort	100	2	5	4.01	.772
Compensation	100	1	3	1.87	.506
Trust	100	1	3	1.78	.462
Empathy	100	2	5	4.06	.750
Specialized.service	100	1	4	3.06	.827
User.friendly	100	3	5	4.31	.692
Availability	100	4	5	4.63	.485

Valid N (listwise)	100				

Interpretation :

The first output from the analysis is a table of descriptive statistics for all the variables under investigation. Typically, the mean, standard deviation and number of respondents (N) who participated in the survey are given. The rating that was given by the respondents is also being shown, i.e. the minimum rating that was given and the maximum rating that was given by the respondents.

With reference to the mean, one can conclude that "availability"is the most important variable that influence customers to use E-banking services. It has the highest mean of 4.63.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.133	10.666	10.666	2.133	10.666	10.666
2	1.921	9.606	20.273	1.921	9.606	20.273
3	1.792	8.959	29.231	1.792	8.959	29.231
4	1.474	7.370	36.602	1.474	7.370	36.602
5	1.376	6.879	43.481	1.376	6.879	43.481
6	1.297	6.483	49.964	1.297	6.483	49.964
7	1.210	6.051	56.015	1.210	6.051	56.015
8	1.099	5.493	61.509	1.099	5.493	61.509
9	1.057	5.285	66.794	1.057	5.285	66.794
10	.950	4.749	71.543			
11	.885	4.427	75.970			
12	.779	3.895	79.865			
13	.655	3.275	83.139			
14	.638	3.191	86.330			

15	.596	2.981	89.311			
16	.547	2.736	92.047			
17	.482	2.412	94.458			
18	.429	2.144	96.602			
19	.374	1.869	98.471			
20	.306	1.529	100.000			

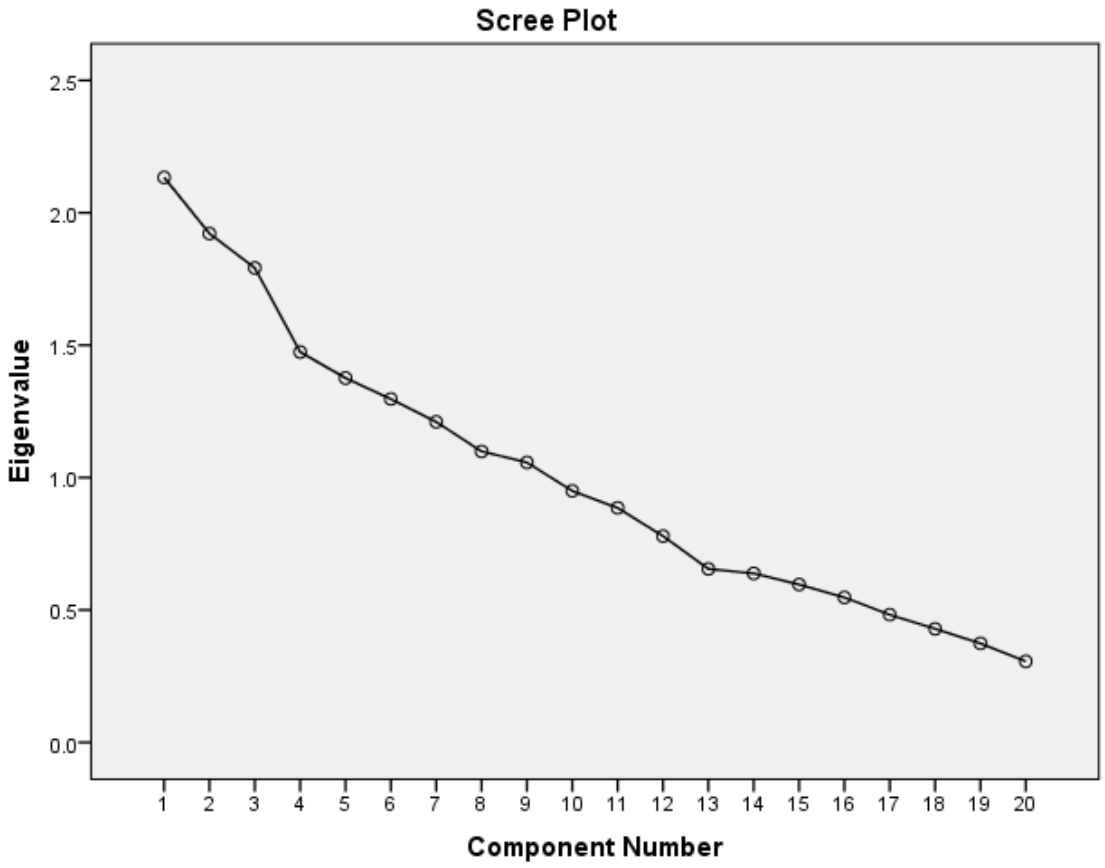
Extraction Method: Principal Component Analysis.

Interpretation:

Total Variance table shows all the factors extractable from the analysis along with their eigenvalues,the percent of variance attributable to each factor, and the cumulative variance of the factorand the previous factors.

In the above table, there are 9 components which have Eigen values above 1and the first factor accounts for 10.666% of the variance, second (9.606%), third (8.959%), fourth (7.370), fifth (6.879%), sixth (6. 483%), seventh (6.051%), eighth (5.493%), and ninth (5.285%). All the remaining factors are not significant.

And cumulative variance explained by these 9 components is 66.794%. These 9 components explain majority variance within this set of data.



Interpretation :

The scree plot is a graph of the eigenvalues against all the factors. The graph is useful for determining how many factors to retain.

Eigenvalue: The standardized variance associate with a particular factor. The sum of the Eigenvaluescannotexceed the number of items in the analysis, since each item contributes one to the sum of variances.

The point of interest is where the curve starts to flatten. It can be seen that the curve begins to flatten between factors 9 and 10. Since, Eigen value of factor 10 is also less than 1, only 9 components have been considered.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.478
Bartlett's Test of Sphericity	Approx. Chi-Square	261.643
	df	190
	Sig.	.000

Interpretation:

The **KMO** measures the sampling adequacy for a satisfactory factor analysis to proceed. As per the table above, the KMO measure is 0.478. There is universal agreement that factor analysis is inappropriate when sample size is below 50. In the above case, sample is of 100.

Bartlett's test is another indication of the strength of the relationship among variables. This tests the null hypothesis that the correlation matrix is an identity matrix. An identity matrix is one in which all of the diagonal elements are 1 and all off diagonal elements are 0. From the above table, we can see that the **Bartlett's test** of sphericity is significant. That is, its associated probability is less than 0.05. In fact, it is actually 0.000, i.e. the significance level is small enough to reject the null hypothesis. This means that correlation matrix is not an identity matrix.

Communalities

	Initial	Extraction
Efficiency	1.000	.754
Information.ease	1.000	.575
Convenience	1.000	.686
Time	1.000	.616
Techno.friendly	1.000	.741
Security	1.000	.700
Speed	1.000	.612
Economy	1.000	.675
Risk.mitigation	1.000	.753
Accessibility	1.000	.630

Operational.features	1.000	.538
Awareness	1.000	.792
Privacy	1.000	.583
Effort	1.000	.680
Compensation	1.000	.663
Trust	1.000	.781
Empathy	1.000	.615
Specialized.service	1.000	.690
User.friendly	1.000	.566
Availability	1.000	.710

Extraction Method: Principal Component Analysis.

Interpretation:

The above table shows communalities which shows how much of thevariance in the variables has been accounted for by the extracted factors. 79.2% of the variance in factor "awareness"is accounted, 78.1% of the variance in factor "trust", 75.4% of the variance in factor "efficiency", 75.3% of the variance in factor "risk mitigation", 74.1% of the variance in factor "techno friendly", 71% of the variance in factor "availability", and 70% of the variance in factor "security" has been accounted for.

Component Matrix[a]

	Component								
	1	2	3	4	5	6	7	8	9
Speed	.690								
Accessibility	.620								
Empathy	-.523						-.353		
Convenience	-.471			.438			.392		
Compensation	.432					-.409		.394	
Security		.656							

Availability		.624					-.384		
Awareness		.521	-.414			-.333	.433		
Operational.features		.433	.329					.326	
Effort		-.309	-.612					.310	
User.friendly			.547						-.386
Economy			.546				.304	-.329	
Information.ease			.387	-.337		.330			
Risk.mitigation				.586		-.331			.450
Privacy	-.380			-.495					
Specialized.service					-.703				
Techno.friendly		.377		-.450	.519				
Time						.592	.336		
Efficiency	.364			.307		.402		.491	
Trust		-.430							.564

Extraction Method: Principal Component Analysis.

a. 9 components extracted.

Interpretation:

Factors analysis was used for the data reduction and purification, resulting into the deletion of some insignificant items with factor loading less than 0.3 and the Eigen Values less than l. The factor analysis using principal component extraction method has extracted 9 factors which explained 66.794 percent of the variance. The table above shows that loadings of the 20 variables on nine factors have been extracted. The higher the absolute value of the loading, the more the factor contributes to the variable. The gap on the table represent loadings that are less than 0.3, this makes reading the table easier.

When loadings less than 0.3 were excluded, the analysis yield a nine-factor solution with a simple structure (factor loadings $\geq$ 0.3)

Using the factor loadings, the banking attributes were grouped into their respective factors and were named according to their collective representation. The findings from Factor Analysis have

been summarized as follows:

Factor 1
First factor consists of 3 variables, namely Speed, accessibility and compensation. The total variance explained by this factor is 10.666% and it can be termed as **'Technology and Innovation'**

Factor 2
Second factor consists of 4 variables, namely Security , Availability, Awareness and Operational features. The total variance explained by this factor is 9.606% and it can be termed as **'Risk minimization and security'**

Factor 3
Third factor consists of 3 variables, namely User friendly, Economy, and Information ease. The total variance explained by this factor is 8.959% and it can be termed as '**User friendly and cost effective**'

Factor 4
Fourth factor consists of 2 variables, namely Convenience and risk mitigation. The total variance explained by this factor is 7.370% and it can be termed as '**Convenient and Reliable**'

Factor 5
Fifth factor consists of 1 variable, namely techno friendly. The total variance explained by this factor is 6.879% and it can be termed as '**Techno friendly**'

Factor 6
Sixth factor consists of 1 variable, namely time. The total variance explained by this factor is 6.483% and it can be termed as '**Time Saving**'

Factor 7
Seventh factor consists of 2 variables, namely Convenience and awareness. The total variance explained by this factor is 6.051% and it can be termed as '**Hassle free'**

Factor 8
Eighth factor consists of 2 variables, namely effort and efficiency. The total variance explained by this factor is 5.493% and it can be termed as '**optimal solution'**

Factor 9
Ninth factor consists of 1 variable, namely trust. The total variance explained by this factor is 5.285% and it can be termed as '**trust worthy'**

Analysis of the response given by respondents in Part C

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Mobile.Banking	Between Groups	12.042	1	12.042	13.729	.000
	Within Groups	85.958	98	.877		
	Total	98.000	99			
ATM.cum.Debit.Card	Between Groups	.082	1	.082	.200	.656
	Within Groups	40.108	98	.409		
	Total	40.190	99			
Credit.Card	Between Groups	60.802	1	60.802	123.729	.000
	Within Groups	48.158	98	.491		
	Total	108.960	99			
Internet.Banking	Between Groups	1.307	1	1.307	1.428	.235
	Within Groups	89.683	98	.915		
	Total	90.990	99			
Online.shopping	Between Groups	12.042	1	12.042	19.359	.000
	Within Groups	60.958	98	.622		
	Total	73.000	99			
Funds.transfer	Between Groups	17.682	1	17.682	17.662	.000
	Within Groups	98.108	98	1.001		
	Total	115.790	99			
Tax.Insurance.Utility.Bill.payments	Between Groups	16.007	1	16.007	21.732	.000
	Within Groups	72.183	98	.737		
	Total	88.190	99			
E.Ticket	Between Groups	1.402	1	1.402	1.656	.201

	Within Groups	82.958	98	.847		
	Total	84.360	99			
Home.Banking	Between Groups	.000	1	.000	.	.
	Within Groups	.000	98	.000		
	Total	.000	99			
Phone.Banking	Between Groups	26.882	1	26.882	65.600	.000
	Within Groups	40.158	98	.410		
	Total	67.040	99			

Interpretation

In the table above, the response towards the frequency of usage of various E-banking services is being analyzed and it is being evaluated that whether there is a significant difference or not between the frequency of usage of various E-banking services by the customers of Private and Public Sector Banks.

Null hypothesis will be accepted or rejected based on the significant value indicated in the table above.

The significance value to which we compare is 0.005. In case the significance value as represented in the table is above 0.005, it indicates that there is no significant difference between the frequency of usage of various E-banking services by the customers of Private and Public Sector Banks.

In case, the significance value is below 0.005, then it indicates that there is a significant difference between the frequency of usage of various E-banking services by the customers of Private and Public Sector Banks.

Based on the significant value as calculated in the table above,

Null hypothesis is accepted : if significance value > 0.005

Null hypothesis is rejected : if significance value < 0.005

Null hypothesis is accepted i.e. there is no significant difference between the frequency of usage of various E-banking services by the customers of Private and Public Sector Banks based on the following E-banking services :

- ATM cum Debit Card
- Internet Banking services
- E-Ticket
- Home Banking

Null hypothesis is rejected i.e. there is significant difference between the frequency of usage of various E-banking services by the customers of Private and Public Sector Banks based on the following E-banking services :

- Mobile banking services
- Credit Card
- Online shopping
- Funds transfer
- Tax, Insurance, Utility Bill payments
- Phone Banking

Conclusion

- Factor Analysis has reduced 20 variables into nine factors - Technology and Innovation, Risk minimization and security, User friendly and cost effective, Convenient and Reliable, Techno friendly, Time Saving, Hassle free, optimal solution, trust worthy. These factors represent different banking attributes of customers.
- There is no significant difference between frequency of usage ofATM-cum-Debit Card ATM cum Debit Card, Internet Banking services, E-Ticket and Home Banking among the customers of Public and Private sector Banks
- There is significant difference between the frequency of usage of Mobile banking services, Credit Card, Online shopping, Funds transfer, Tax, Insurance, Utility Bill payments and Phone Bankingamong the customers of Public and Private sector Banks

Suggestions

- Customers of Private sector Banks should be made aware about the other uses of Internet i.e. for paying insurance premium, tax and other utility bills, funds transfer etc.
- Banks should educate their customers about Home Banking facility, so that they can utilize this service and reduce the chances of loss by carrying huge amounts of money.
- Customers of Public Sector Banks should be made aware about Mobile Banking services.
- Banks should educate their customers about Phone Banking facility, so that they can utilize this service for blocking their ATM card in case it is lost, checking account balance, and many other services.
- Banks should ensure that E-Banking is safe and secure for financial transactions
- Banks should organize seminar and conference to educate the customer regarding uses of E-Banking as well as security and privacy of their accounts
- Some customers are hindered by lack of computer skills. They need to be educated on basic skills required to use E-Banking facilities provided by their banks
- Banks must emphasize the convenience that E-Banking can provide to people, as avoiding long queue, in order to motivate them to use it.
- Banks must emphasize the cost saving that E-Banking can provide to the people, such as reduce transaction cost by use of E-Banking.

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ANNEXURE

Questionnaire

Part A

Personal Information (put a tick mark on the relevant option) :

1. Age group of the respondent
   a) Below 20
   b) 20-40
   c) 40-60
   d) Above 60

2. Gender
   a) Male
   b) Female

3. Qualification
   a) Under Graduate
   b) Graduate
   c) Post Graduate
   d) Others

4. Occupation
   a) Business
   b) Professional
   c) Housewife
   d) Student
   e) Retired
   f) Service

5. Monthly Income
   a) Below 10000
   b) 10001-25000
   c) 25001-40000
   d) Above 40000

Part B

Customer's perception towards E-banking services

Indicate your level of agreement on the following statements by mentioning the appropriate number using the key given below: 5 = Strongly agree 4= Agree 3=Neutral 2 = Disagree 1= Strongly Disagree

Sr. no.	Construct	Rating
1	Computer based banking has changed the efficiency of Banks effectively	
2	It is easy to get information regarding your bank accounts regularly through Email/ SMS	
3	E-Banking has reduced number of visits to Bank branch for your banking services	
4	IT based banking has saved your time	
5	It's not difficult to work with modern technology applied in Banks	
6	Customer feel insecure while using E-Banking facility	
7	E-banking services are generally faster than traditional banking	
8	Bankers are not charging high fees from customers for using E-banking services.	
9	E-banking may help in avoiding many risks like robbery in physical handling of large amount of cash.	
10	There is high degree of convenience in accessing E-banking services.	
11	E-banking channels are easier to use than traditional channels.	
12	Most of the customers are aware of E-banking services provided by their banks.	
13	E-banking services generally maintain privacy of customer's information.	
14	E-banking services require less mental effort.	
15	When transaction errors occur, bank does not compensates for the loss.	
16	Network providers for E-banking services are not trustworthy.	
17	Banks offer special counter for privileged customer	

18	Bank provides specialized services to differently abled people	
19	Bank provides customized or user friendly services like regional language, personal welcome etc.	
20	E-banking services are available 24 X 7 hour, no waiting time etc.	

Part C

Periodicity of usage of various E-banking services

Indicate your level of usage of the following E-banking services by mentioning the appropriate number using the key given below: 5 = Daily, 4 = Weekly, 3 = Monthly, 2 = Annually, 1 = Never

Periodicity of usage			
Sr. no.	**E-banking services**	**Public Sector Bank**	**Private Sector Bank**
1	Mobile banking services		
2	ATM cum Debit Card		
3	Credit Card		
4	Internet Banking services		
5	Online shopping		
6	Funds transfer		
7	Tax, Insurance, Utility Bill payments		
8	E-Ticket		
9	Home Banking		
10	Phone Banking		