

**A STUDY ON ACCEPTANCES OF E-BANKING SERVICES
AMONG THE TEACHING PROFESSIONALS IN
KOLHAPUR CITY**

Mr. Purushottam A. Petare*

Mr. Chetan K. Galage**

ABSTRACT

E- Banking is become very much popular now a day's throughout the globe. It has made the banking activities easier, faster and more accessible. Now people are trying to learn more about the E-banking. The primary objective of the research is to study the acceptances of E-Banking Services So; this paper is based on descriptive research design & questionnaire used to collect the primary data from the teaching professionals working in Kolhapur city. Further this paper takes an in-depth look at History of E-Banking with its benefit for both Bank and Customers. This paper analyzes the Acceptance of e-banking services among teaching Professionals with respect to ATM Services, Mobile Banking Services and Internet Banking. A total of 100 teacher's responses taken from various colleges and institutes in Kolhapur city are included in this study.

KEYWORDS: - E-Banking, Benefits of E-Banking, Teaching Professionals, Acceptance, E-Banking Services.

* Assistant Professor, Sanjay Ghodawat Group of Institutes, Kolhapur.

** Assistant Professor, YCSR, Shivaji University Kolhapur.

OBJECTIVES:-

1. To take an overview of the history of E-Banking with its benefit to the Bank and Customers.
2. To study the various E-Banking Services provided by the bank.
3. To study the Acceptance of e-banking services among teaching Professionals with respect to ATM Services, Mobile Banking Services and Internet Banking.

RESEARCH DESIGN

Research Methodology

Type of Data: Primary data was collected by preparing structured questionnaire; secondary data was collected from published sources such as books, magazines & websites.

Method of Research: Descriptive & exploratory research.

Sample size: 100 (Teachers) respondents having bank account.

Sampling Method: Convenient sampling method was adopted for the study.

Scope of the study: The present study undertaken in the Kolhapur city. It provides insights about the banking habits of the teaching professionals & their most proffered E-Banking services.

History of E-banking

E-banking made its debut in UK and USA 1920s. It becomes prominently popular during 1960, through electronic funds transfer and credit cards. The concept of web-based banking came into existence in Europe and USA in the beginning of 1980.

In India e-banking is of recent origin. The traditional model for growth has been through branch banking. Only in the early 1990s has there been a start in the non-branch banking services. The new private sector banks and the foreign banks are handicapped by the lack of a strong branch network in comparison with the public sector banks. In the absence of such networks, the market place has been the emergence of a lot of innovative services by these players through direct distribution strategies of non-branch delivery. All these banks are using

home banking as a key “pull’ factor to remove customers away from the well entered public sector banks.

Benefits of E-banking:

➤ **To the Bank:**

- ✓ Innovative, scheme, addresses competition and present the bank as technology driven in the banking sector market
- ✓ Reduces customer visits to the branch and thereby human intervention
- ✓ Inter-branch reconciliation is immediate thereby reducing chances of fraud and misappropriation
- ✓ On-line banking is an effective medium of promotion of various schemes of the bank, a marketing tool indeed.
- ✓ Integrated customer data paves way for individualised and customised services.

➤ **To the Customer:**

- ✓ Anywhere Banking no matter wherever the customer is in the world. Balance enquiry, request for services, issuing instructions etc., from anywhere in the world is possible.
- ✓ Anytime Banking – Managing funds in real time and most importantly, 24 hours a day, 7days a week.
- ✓ Convenience acts as a tremendous psychological benefit all the time.
- ✓ Brings down “Cost of Banking” to the customer over a period of time.
- ✓ Cash withdrawal from any branch / ATM
- ✓ On-line purchase of goods and services including online payment for the same.

Various E-Banking Services provided by the bank:

Many banks have modernized their services with the facilities of computer and electronic equipments. The electronics revolution has made it possible to provide ease and flexibility in banking operations to the benefit of the customer. The e-banking has made the customer say good-bye to huge account registers and large paper bank accounts.

The e-banks, which may call as easy bank offers the following services to its customers:

- ✓ Credit Cards – Debit Cards

- ✓ ATM
- ✓ E-Cheques
- ✓ EFT (Electronic Funds Transfer)
- ✓ D-MAT Accounts
- ✓ Mobile Banking
- ✓ Telephone Banking
- ✓ Internet Banking
- ✓ EDI (Electronic Data Interchange)

Analysis & Interpretation of data:

Table 1: Grouping of Respondents on the Age

The Grouping of Respondents on the basis of Age:-

Groups	Respondents
Below 25 years	20
25-35 years	34
36-50 years	31
Above 50 years	15
Total	100

From the above table it is observed that 34 respondents belong to the age group 25-34 which is highest as compared to other age groups.

Table 2: Grouping of Respondents on Gender

The Grouping of Respondents on the basis of Gender:-

Groups	Respondents
Male	59
Female	41
Total	100

Out of 100 samples 59 are male respondents & 41 are female respondents.

Table 3: Grouping of Respondents on Frequency of Using E-banking Services

The Grouping of Respondents on the basis of Frequency of Using E-banking Services:-

Groups	Respondents
Once a week	28
Several times in a week	42
Once in a Month	5
Twice in a Month	25
Total	100

Maximum no. of respondents utilizes the E-Banking services several times in a week i.e. 42.28 respondents using it once in a week. Only 5 respondents use them once in a month and 25 respondents utilize Twice in a Month.

Table 4: The Grouping of Respondents on the basis of Acceptance of ATM services:-

(Below table shows the Respondents Preferred services with 1 to 10 Ranking. 1=Most Preferred Service and 10= Least Preferred service)

Respondent Preferences towards ATM Services	Ranks	Respondents
Cash Withdrawal	1	19
Mini Statement	2	16
Balance Enquiry	3	15
Bill Payment	4	12
Deposit Cash & Cheque	5	11
PIN Change facility	6	9
Mobile Banking Registration	7	8
Single card for all Accounts	8	6
Cheque book request	9	3
Money Transfer	10	1

Table shows that generally customers use ATM for cash withdrawal while least priority is given to Money Transfer.

Table 5: The Grouping of Respondents on the basis of Acceptance of Mobile Banking services:-

(Below table shows the Respondents Preferred services with 1 to 10 Ranking. 1=Most Preferred Service and 10= Least Preferred service)

Respondent Preferences towards Mobile Banking Services	Ranks	Respondents
Balance Enquiry	1	19
Mini Statement	2	16
Money Transfer	3	14
Mobile Top Up	4	11
Bill Payment	5	10
Cheque book request	6	9
Access to Credit card Statement	7	7
Contact Customer Care	8	6
Prepaid Recharge	9	5
Tax Payments	10	3

Table shows that generally customers use Mobile Banking Services for Balance Enquiry while least priority is given to Tax Payments.

Table 6: The Grouping of Respondents on the basis of Acceptance of Internet Banking services:-

(Below table shows the Respondents Preferred services with 1 to 10 Ranking. 1=Most Preferred Service and 10= Least Preferred service)

Respondent Preferences towards Internet Banking Services	Ranks	Respondents
Account Statement	1	17
Third Party Transfer	2	15
Bill Payment	3	14
Mobile Top up	4	13
Access to Credit card Statement	5	11
Credit Card Payment	6	9
Tax Payment	7	8
Cheque Book Request	8	7
FD Request & Enquiry	9	4
Change Customer Profile	10	2

Table shows that generally customers use Internet Banking Services for Account statement while least priority is given to Change Customer Profile.

CONCLUSION

Introduction of technology in banking sector has enabled customers to avail the banking services at anytime and anywhere in the form of ATM, Mobile banking & Internet Banking. This has not only enhanced the banking business but also has reduced the transaction cost so now a day's Bankers must aware about customers' behavior towards Electronic Banking Services.

The findings of paper reveals that age group 25-34 which is highest usage group for e-banking services as compared to other age groups, generally customers use ATM for cash withdrawal while least priority is given to Money Transfer, most of the respondents use Mobile Banking Services for Balance Enquiry while least priority is given to Tax Payments and similarly use of Internet Banking Services took place for Account statement while least priority is given to Change Customer Profile.

REFERENCES

1. A J Joshua & Moli P Koshy (2011), Usage Patterns of Electronic Banking Services by Urban Educated Customers: Glimpses from India. *Journal of Internet Banking and Commerce*, Vol. 16, Issue1 pp 1-12
2. Dr. K. Krishnakumar & V. Selvam (2011), An Empirical Study on Factors Influencing E-banking Services: With Special Reference to ICICI Bank in Gobichettiplayam Town. *Zenith International Journal of Multidisciplinary Research* Vol.1 Issue 6, pp 131-146
3. Dr. Komal & Dr. Vandna Rani (2012), Progress of Banking in India: Customers' Perspectives, *Business Intelligence Journal*, Vol.5 Issue 1, pp 28-39
4. Shabana S. Rajavi (2012), Awareness Of E-Banking Services Among The People With Special Reference, *Lokavishkar International E-Journal*, ISSN 2277-727X, Vol-I, Issue-II, Apr-May-June2012.
5. Thamaraiselvan Natarajan, Senthil Arasu Balasubramanian & Sivagnanasundaram Manickavasagam (2010), Customer's Choice amongst Self Service Technology (SST) Channels in Retail Banking: A Study Using Analytical Hierarchy Process (AHP). *Journal of Internet Banking and Commerce*, Vol. 15.