Journal of Corporate Finance Management and Banking System
Vol: 03, No. 01, Jan-June 2023
ISSN: 2799-1059, DOI: 10.55529/jcfmbs.32.33.37

Research Paper

Customer perception towards E-banking platforms

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Article Info

Article History:
Received: 12 December 2022
Revised: 19 February 2023
Accepted: 27 February 2023
Published: 13 April 2023

Keywords:
E Banking
Online Banking
Perception
Electronic Banking
Electronic Payment

ABSTRACT

A term that is widely used in today's society is "E-banking," which is frequently defined as the use of electronic techniques to carry out online banking operations. Modern banking procedures have undergone a substantial transformation as a result of this. One of the key strategies for attracting and retaining customers on electronic banking systems is to offer high-quality e-banking services. The purpose of this study is to experimentally investigate a comprehensive, moderated, mediated mechanism for increasing customer loyalty to e-banking systems through EBSQ practises. EBSQ has four dimensions: dependability, online design, privacy and security, and customer service and support. Due to the electronic payment, there is an increase in customer satisfaction, improved productivity, a drop in the cost of banking operations, faster settlement in large volumes, and e-banking is greatly strengthening. This brings us to a very nice questions that "Will the present situation of banking sector shift to a totally online mode of banking services?"

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1. INTRODUCTION

Because there are some scams or proxy websites that can steal the information a person enters for a transaction and later utilise it inappropriately, many individuals do not trust bank services offered online. Few people find using internet banking difficult, and a single mistaken click might cost them money. When an issue arises with regular banking services, customers can go see the staff in person to get it fixed. However, it is challenging while banking online because of the never-ending customer service

calls. Another significant issue is that it takes time to register for online banking and connect to the bank's network. Therefore, an effort has been made to conduct research to learn how customers perceive online banking services. Banks today understand better compared to anybody the open doors and the dangers they face in a consistently changing serious climate [1].

In offering online business items, banks some vital benefit over likely contenders. Internet business would set out open doors for banks to reinforce their associations with clients, sell extra administrations, and forestall infringement on their business exercises. A group of organised bank branches provide services under the heading of centre banking. Customers of the bank can access their assets and do other basic transactions at any of the subsidiary branch offices. The continuous banking area changes with their push on straightforwardness, productivity and maintainability have established a cutthroat climate before the Indian banks by the rise of new confidential area banks and the opening up on new parts of unfamiliar banks in India. The execution of banking area in India is viewed as better compared to what it was ten years back, because of the persistent endeavours to the Save Bank of India. Presently a significant inquiry is raised by each bank in regards to client care's assumptions by reducing functional expenses and overseeing rivalry. After a ton of activity and thought they found out "Web Banking". Banks' typical banking goods and services are not enough to meet the needs and preferences of their consumers. Customers are becoming more and more accustomed to receiving high-quality services that are accurately delivered [2], sensibly priced, and tailored to their specific requirements. Only the financial sector's use of information technology makes it possible.

Key Differences Between Mobile Banking and Internet Banking. The difference between mobile and internet banking can be drawn clearly on the following grounds:

1. Internet banking is simply doing a financial transaction using a personal profile and a computer via the website of the relevant bank or financial institution. On the other hand, mobile banking is a service that lets users conduct financial transactions utilising cellular devices.
2. Mobile phones or tablets, which are mobile telecommunications devices, can be used for mobile banking. On the other hand, one needs to use gadgets like PCs or laptops to execute online banking transactions.
3. Short messaging service, mobile applications, and the web are all used in mobile banking. Internet Banking, in contrast, utilises the bank's website.
4. With the use of IMPS (Immediate Payment Service), NEFT (National Electronics Funds Transfer System), or RTGS, fund transfers are available when using mobile banking (Real Time Gross Settlement).

1.1 Objectives of the Study

- To ascertain how respondents in India perceive and utilise Internet banking services.
- To research how customers feel about the bank's e-banking offerings.
- To research the elements that affect a customer's decision to use online banking.
- To comprehend client satisfaction with the online banking bill-payment service.
- To determine if we might, after understanding, improve the bill payment service facility.

2. METHODOLOGY

Data from both primary and secondary sources are used to support this thesis. This study's data was gathered via surveys [3], questionnaires, books, and journals. Primary and secondary data were gathered from primary and secondary sources for this investigation. Descriptive research design was used for the study strategy, which is used to describe the characteristics of the population or phenomenon being studied.

2.1 Tools Used

1. The project report was written using MS-WORD, and the charts and graphs were created using MS-EXCEL.

2. sources for gathering data
3. primary sources for gathering data
4. Questionnaires
5. Surveys

The questionnaire has been prepared based on advertisements pertaining to edible oil. The main goal of the questionnaire is to assess the impact of advertisements on edible oil sales. The questionnaire has been prepared by the investigator himself.

2.2 Secondary Sources of Data Collection

1. Articles
2. Journals
3. Websites

Techniques of data collection Data collection was done using the questionnaire approach. A questionnaire was created and distributed via email to 30 respondents using a random sampling method. Rows and columns were used to tabulate the data after it was received. In order to determine the effect of advertisements on the sale of edible oil, a percentage was then calculated for each question [4].

2.3 Method of Data Collection

The collected responses were tabulated question-by-question, the percentage was then calculated for each response, and the classification was done in tables and figures as necessary. The sample methodology that was used was based on convenience sampling.

Sample Size: 29 participants were randomly selected.

Example Age Profile: 18 to 30; 30 to 55; and 55 and over.

2.4 Data Analysis

Table 1. Frequency of using E Banking

S.No	Frequency	No of Respondents	Percentage	Rank
1	once a month	1	12.5	6
2	twice a week	3	37.5	5
3	once a week	4	50	4
4	daily	5	62.5	3
total		8	100	

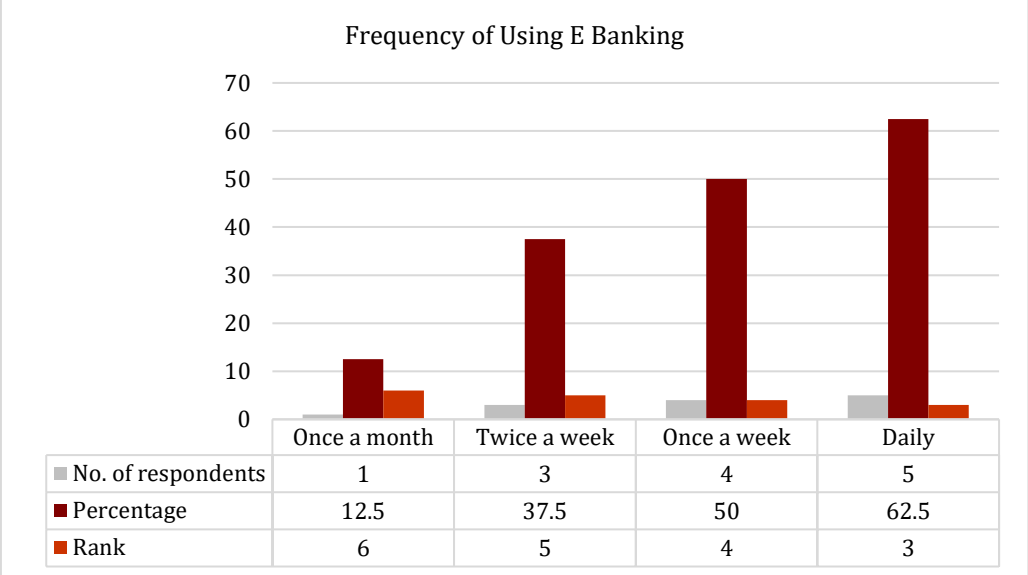


Figure 1. Frequency of Using E-Banking Services Among Respondents

Interpretation- The frequency with which people utilise e-banking platforms to make payments is seen in the graph. We can infer from the provided graph that the majority of people engage in everyday online banking.

Table 2. Usage of E Banking Services

S.No	Particulars	Percentage
1	Making payments	76.9
2	Transfer money	69.2
3	To check balance	76.9

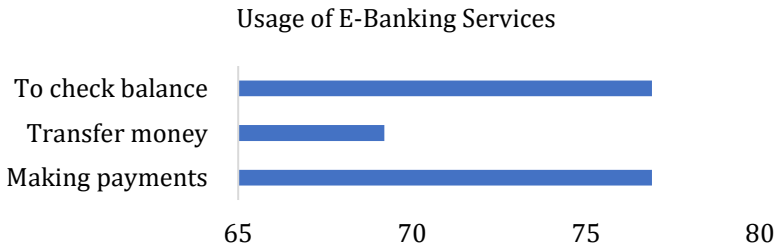


Figure 2. Usage of E-Banking Services Among Bank Customers

One of the key strategies for attracting and retaining customers on electronic banking systems is to offer high-quality e-banking services. The given graph presents the usage of E-Banking Services. From the graph it is clear that mostly people use e-banking services for making payments and transferring money.

3. CONCLUSION

1. Customers between the ages of 31 and 60 should be encouraged by the bank to use internet banking services for their financial needs.
2. To encourage frequent online banking transactions, the bank should implement new incentives and regulations.
3. The bank should improve the technical and physical accessibility of internet banking.
4. Banks must take the necessary actions to make it possible for female customers to use online banking services.
5. Banks should provide more services, such as training courses and awareness campaigns, to a wider range of customers.
6. To collect fees for online bill payment and other financial-related problems, the bank should collaborate with other financial organizations.

Acknowledgments

The authors have no specific acknowledgments to make for this research.

Funding Information

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Author Contributions Statement

Name of Author	C	M	So	Va	Fo	I	R	D	O	E	Vi	Su	P	Fu
Shreyam Chaudhary	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

C : **C**onceptualization	I : **I**nvestigation	Vi : **Vi**sualization
M : **M**ethodology	R : **R**esources	Su : **Su**pervision
So : **So**ftware	D : **D**ata Curation	P : **P**roject administration
Va : **Va**lidation	O : Writing - **O**riginal Draft	Fu : **Fu**nding acquisition
Fo : **Fo**rmal analysis	E : Writing - Review & **E**diting	

Conflict of Interest Statement

The authors declare that there are no conflicts of interest regarding the publication of this paper.

Informed Consent

All participants were informed about the purpose of the study, and their voluntary consent was obtained prior to data collection.

Ethical Approval

Not Applicable.

Data Availability

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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How to Cite: Shreyam Chaudhary. (2023). Customer perception towards E-banking platforms. Journal of Corporate Finance Management and Banking System (JCFMBS), 3(1), 69-73. https://doi.org/10.55529/jcfmbs.32.33.37

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