USAGE OF E- BANKING SERVICES AMONG EDUCATED WOMEN

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ABSTRACT

Electronic Banking is a process by which a customer performs banking transactions electronically without visiting a brick-and-mortar institution. This service includes the system that enables financial institutions customers, individuals or business to access accounts, transact business or obtain information on financial products and services through a public or private network. The study is based on primary data collected from 200 educated women in Coimbatore. Convenient sampling technique was applied and the data have been analyzed using the statistical tools like simple percentage analysis, descriptive statistics and ANOVA to reveal the results of the study.

Keywords: *e-banking, usage score, socio economic profile*

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INTRODUCTION

Information Technology has become a necessary tool in today's organizations. In the current scenario banks today operate in a highly globalized, liberalized, privatized and a competitive environment.   In order to survive in this environment banks have to use Information Technology. Information Technology (IT) has introduced new business paradigm. It is increasingly playing a significant role in improving the services in the banking industry. Indian banking industry has witnessed a tremendous development due to sweeping changes that are taking place in information technology. Electronic banking is the newest delivery channel for banking services. E-banking is the term that signifies and encompasses the entire sphere of technology initiatives that have taken place in the banking industry.E-banking is a generic term making use of electronic channels through telephone, mobile phones, internet etc., for delivery of banking services and products

STATEMENT OF THE PROBLEM

Electronic banking is introduced to meet customer needs and wants by adopting information technology in their daily life. Banks have implemented technology to meet overseas competitors and to satisfy customer at any point of time. In the fast changing world no one has patience to visit banks personally for every transaction. Hence e-banking has gained importance over traditional banking system. For every initiative undertaken in the country participation of women is must for the success of such initiatives. Likewise the   e-banking system implemented in banks should reach every woman in the country. It is expected that the banking industry would be completely computerized but the steps taken to create awareness and encourage usage of new banking technologies among women customer has been low. Even educated women are not aware of all the technologies and many of them fear to use these technologies due to lack of confidence and reliability. In this context the present study has been undertaken to elucidate the usage of e-banking services among educated women.

OBJECTIVES

The objectives of the study are the following:

❖ To study the socio economic profile of educated women who use e-banking services.
❖ To identify the extent of usage of e -banking Services by them and the factors influencing their usage.

REVIEW OF LITERATURE

Ms. Fozia (2013)[1] has made a comparative study of "Customers' perception towards   e-banking services provided by selected private & public sector banks in India". The study aims at identifying the overall customers' perception towards the e-banking services. The questionnaires were widely circulated to 196 customers directly and also through email. Using ANOVA, the study has concluded that different age group of customers have different perception towards e-banking services. The customers in every group like student, service class, business class and professionals show keen interest in using the e-banking services. The customer's perception regarding the e-banking services of public and private banks will help the bankers to understand the customers' need in a better way.

Rajesh Kumar Srivastava (2007)[2] has studied "Customer's perception on usage of internet banking in Mumbai". This research is focused on what is the consumer's perception about Internet Banking and what are the factors that drive consumers to use internet banking.   The study has been carried out to validate the conceptual model of Internet Banking. The data has been collected from 500 respondents from different banks and different localities. The study has revealed that education, gender, income plays an important role in usage of Internet Banking. The perception of the consumers can be changed by awareness program, friendly usage, less charges, proper security, and the best response to the services offered. Inhibitory factors like trust, gender, education, culture, religion, security, and price can have only minimal effects on consumers' mindset towards Internet Banking.

METHODOLOGY

To understand this study a sample of 200 educated women from Coimbatore have been selected as respondents by applying convenient sampling technique. Primary data has been collected directly from the bank customers by using a questionnaire. Statistical tools like Simple Percentage Analysis have been used to analyse the data. Secondary data has been collected from different sources such as bank journals, articles, newspapers, magazines, internet, periodicals, books, reports and publication of associations related to e-banking services.

ANALYSIS AND INTERPRETATION

Table 1 shows the classification of the respondents based on their age, educational qualification, marital status, occupation, monthly income of the respondents, Family monthly income of the respondents, and residential area.

TABLE NO: 1 -PERSONAL PROFILE OF EDUCATED WOMEN

PARTICULARS		No. of respondents	Per cent
Age	Below 25 years	**67**	**33.5**
	25 to 35 years	55	27.5
	36 to 45 years	40	20
	Above 45 years	38	19
Educational qualification	Higher secondary level	13	6.5
	Graduate	**102**	**51**
	Post Graduate	43	21.5
	Professional	42	21
Marital status	**Married**	**133**	**66.5**
	Unmarried	60	30
	Divorced	5	2.5
	Widow	2	1
Occupation	Student	42	21
	Professional	17	8.5
	Self-Employed	**51**	**25.5**
	House Wife	22	11
	Private Employee	31	15.5
	Government Employee	37	18.5
	Student	42	21
Monthly income of the respondents	Upto Rs.20000	8	5.9
	Rs.20001-30000	**60**	**44.1**
	Rs.30,001-40,000	41	30.1
	Above Rs.40,000	27	19.9
Family monthly income	Upto Rs.20000	10	5
	Rs.20001-40000	**77**	**38.5**
	Rs.40001-60000	69	34.5
	Above Rs.60000	44	22
Residential area	**Urban**	**104**	**52**
	Semi-Urban	70	35
	Rural	26	13
	Total	**200**	**100.0**

Source: Computed

It is inferred from the above table that 33.5 per cent of the total respondents are below 25 years of age, 27.5 per cent of the respondents are between 25-35 years, 20 per cent of the respondents are between 36-45 years and 19 per cent of the respondents are above 45 years of age.

Hence, 33.5 per cent of the respondents are below 25 years of age.

51 per cent of the respondents are graduates, 21.5 per cent of them are post graduates, 21 per cent of the respondents are professionally qualified and 6.5 per cent of the respondents have higher secondary education.

Hence it has been inferred that more than half of the respondents (51 per cent) are graduates.

66.5 per cent of the total respondents are married, 30 per cent of them are unmarried, 2.5 per cent of the respondents are divorcees and 1 per cent of the respondents are widows.

Majority (66.5 percent) of the respondents are married.

It is inferred from the above table that 25.5 per cent of the respondents are self employed, 21 per cent of them are students, 18.5 per cent of them are government employees and 15.5 per cent of them are private employees, 11 per cent of the respondents are house wives and 8.5 per cent of the respondents are professionals.

Hence, among the respondents taken for the study self-employed women are more comparatively (25.5 per cent).

The above table shows that among 136 respondents who have a monthly income, 44.1 per cent of them earn an income of Rs.20001-Rs.30000, 30.1 per cent of them earn an income of Rs.30001- Rs.40000, 19.9 per cent of them earn an income of above Rs.40000 and 5.9 per cent of the respondents earn an income upto Rs.20000 per month.

44.1 per cent of the respondents' monthly income is between Rs.20001- Rs.30000.

The above table shows that 38.5 per cent of the total respondents' family monthly income ranges between Rs.20001- Rs.40000, 34.5 per cent of their family monthly income is between Rs.40001- Rs.60000, 22 per cent of the respondents' family monthly income is above Rs.60000 and 5 per cent of the respondents have a family monthly income of Rs.20000 or less.**38.5 per cent of the respondents have a family monthly income of Rs.20001- Rs.40000.**

It is inferred from the above table that out of the total respondents 52 per cent of them are in urban area, 35 per cent of them are in semi urban area and 13 per cent of the respondents are in rural area.

Hence, Majority (52 per cent) of the respondents are in urban area.

DESCRIPTIVE STATISTICS

LEVEL OF USAGE OF E-BANKING SERVICES

The level of usage of e-banking services such as ATM/debit card services, net banking services, mobile banking services and credit card services by the respondents have been presented in table 2 with mean ratings for various purposes and standard deviation.

The table below shows the mean ratings obtained for the level of usage of ATM/debit card services, net banking services, mobile banking services and credit card services for various purposes. The ratings given by the respondents range between 1 and 3, 1 for never, 2 for sometimes and 3 for always. The mean ratings were found for each factor and are given in the table. Higher rating indicates more usage.

TABLE NO.2

LEVEL OF USAGE FOR VARIOUS PURPOSES

Services	N	Minimum	Maximum	Mean	Std. Deviation
ATM/Debit Card Services					
On line Shopping	200	1	3	2.48	.5842
Cash Withdrawal	**200**	**1**	**3**	**2.65**	**.5170**
Payment of utility bills	200	1	3	2.48	.6870
Transfer funds between accounts	200	1	3	2.30	.6277
Recharge prepaid mobile card	200	1	3	2.00	.7925
Donations/Charity	200	1	3	1.67	.6881
Fueling up vehicle	200	1	3	1.82	.7664
Online ticket booking	200	1	3	2.08	.7554
Hotel /restaurant booking	200	1	3	1.66	.6966

Net Banking Services					
Know bank products advertised	160	1	3	1.79	.7778
Check account balance	160	1	3	2.31	.6181
Transfer of funds	**160**	**1**	**3**	**2.34**	**.6249**
Check bank statement	160	1	3	2.11	.6913
Order cheque book	160	1	3	1.57	.6873
Stop cheque payments	160	1	3	1.55	.6981
Mobile Banking Services					
Balance enquiry /Mini statement	**152**	**1**	**3**	**2.48**	**.6088**
Access card statements	152	1	3	2.23	.5607
Fund transfer	152	1	3	2.28	.7153
Top up for mobile phones	152	1	3	2.02	.7886
Cheque book request	152	1	3	1.71	.8008
Immediate Payment Services	152	1	3	2.14	.8411
To make bill payments	152	1	3	2.37	.8123
Credit Card Services					
Purchases	**167**	**1**	**3**	**2.68**	**.4897**
Ticket booking	167	1	3	2.38	.5568
Hotel /restaurant booking	167	1	3	1.85	.6791
Online shopping	167	1	3	2.05	.7384

(Source: Computed)

The above table reveals that most of the respondents use ATM/Debit card services always for 'cash withdrawal' (mean 2.65) followed by online shopping and payment of utility bills. Most of the respondents use net banking services sometimes for 'transfer of funds' (mean 2.34), 'check account balance' (mean 2.31) and 'check bank statements' (mean 2.11). Most of

the respondents use mobile banking services sometimes for 'balance enquiry /mini statement' (mean 2.48), and 'make bills payments' (mean 2.37). Most of the respondents always use credit card services for making 'purchases' (mean 2.68).

ANOVA

ANOVA- USAGE SCORE

ANOVA has been employed to find out whether there is any significant difference in the usage scores assigned by the respondents having different types of accounts for ATM/debit card services, net banking services, mobile banking services and credit card services provided by banks.

H_0: The usage scores of ATM/debit card services, net banking services, mobile banking services and credit card services do not differ significantly among respondents having different types of accounts.

TABLE NO.3

ACCOUNT TYPE VS USAGE SCORE

Particulars		Usage score			F	Table value	Sig	H_0
E-Banking Services	Account Type	Mean	S.D	No.				
ATM/Debit Card	Savings A/c	19.27	2.93	100	3.590	3.042	*	Rejected
	Current A/c	**19.28**	**2.90**	**93**				
	Fixed Deposit	16.29	2.36	7				
Net Banking	**Savings A/c**	**12.34**	**2.38**	**80**	5.499	4.743	**	Rejected
	Current A/c	11.11	2.59	73				
	Fixed Deposit	10.57	2.07	7				
Mobile Banking	Savings A/c	15.24	2.81	83	.024	3.057	Ns	Accepted
	Current A/c	15.31	2.43	62				
	Fixed Deposit	**15.43**	**.98**	**7**				
Credit	Savings A/c	8.79	1.55	92	2.224	3.051	Ns	Accepted

Card	Current A/c	9.15	1.57	68				
	Fixed Deposit	**9.86**	**.69**	**7**				

Source: computed   (*- significant at 5 per cent level, **- significant at 1 per cent level, NS- Not significant)

It is evident from the above table that the highest mean value **(19.28)** has been found for the **Current A/c**, which denotes that the level of usage of **ATM/Debit card services** is high for **current account holders** compared to the **other account types**. The ANOVA result shows that the calculated F- ratio value 3.590 is higher than the table value 3.042 at 5 per cent level of significance. Since the calculated value is higher than the table value it is inferred that the level of usage of ATM/Debit cards differ significantly among the respondents having different types of accounts. **Hence, the null hypothesis is rejected.**

It is evident from the above table that the highest mean value **(12.34)** has been found for the **Savings A/c** which denotes that the level of usage of **net banking services** is high for **saving account holders** compared to the other **account types.** Since the calculated value is greater than the table value it is inferred that the level of usage of net banking services differ significantly among the respondents having different types of accounts. **Hence, the null hypothesis is rejected.**

It is evident from the above table that the highest mean value **(15.43)** has been found for the **fixed deposit account**, which denotes that the level of usage of **mobile banking services** is high for **fixed deposit account** holders compared to the other **account types**. Since the calculated value is less than the table value it is inferred that the level of usage of mobile banking services do not differ significantly among the respondents having different types of accounts. **Hence, the null hypothesis is accepted.**

It is evident from the above table that the highest mean value **(9.86)** has been found for the **fixed deposit account**, which denotes that the level of usage of **credit card services** is high for **fixed deposit holders** compared to the other **account types**. Since the calculated value is less than the table value it is inferred that the level of usage of credit card services do not differ significantly among the respondents having different types of accounts. **Hence, the null hypothesis is accepted.**

SUGGESTION

The following suggestion have given based on the findings of the study

  ❖ Network problems in rural area should be solved so that they can access bank account without difficulty.

❖ Customers should be aware of fake mails and message sent in bank names and they should also. Change password frequently to make bank account secure.

❖ Banks have to increase the number of ATM centers since the respondents face the problem of long queues and to reduce crowd in peak hour.

CONCLUSION

In the present scenario, while the banks remain efficient and cost effective, they must be aware of the risks involved and have proper built-in safeguards, machinery and systems to manage the emerging risks.Net banking, mobile banking and credit cards have not been used frequently when compared to the level of usage of ATM/Debit cards which has been due to the banks' continuous instruction to its customers to make use of ATM/Debit cards and save their valuable time spent wasting in long queues at banks. Hence, such measures has to be followed by banks to increase the usage of other e-banking services also.

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