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## AWARENESS OF E- BANKING SERVICES AMONG EDUCATED WOMEN

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### ABSTRACT

*Many activities are done electronically due to the acceptance of information technology at home as well as at the workplace. One such activity is e-banking. The entry of information technology into the banking industry has created a revolution and it has prompted Indian banks to design world class customer services system and practices to meet the growing customer needs. The study is based on primary data collected from 200 educated women in Coimbatore. Convenient sampling technique was applied and Simple Percentage Analysis has been used to analyse the data. Younger generation women are capable of handling new technology as they are aware of e-banking and are using it. All the respondents have knowledge about ATM/Debit card services than any other e-banking service rendered by banks.*

**Keyword:** *e-banking, social economic profile, awareness and simple percentage*

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## **INTRODUCTION**

Banking sector is the foremost sector to adopt the latest technology for transacting business. Technological innovations have not only reached consumer banking and financial services, but also enhance the capacity for continued and inclusive growth. Information technology has changed the movement from traditional banking to mass banking or e-banking.

The banking sector in India has undergone tremendous change during the past 50 years owing to intense competition, advanced technology and introduction of new products and services. The customers have become demanding and dominating where their expectations have also increased that they want banking service at their door steps.

## **CUSTOMER AWARENESS**

Customer awareness is a term to describe the awareness of a potential or current buyer about particular product or company.

Customer awareness plays a key role in customer decision making by increasing a potential or current customer's knowledge about a product, services or business, a healthy economic environment is established in which customers are informed and protected .

## **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 awareness of e-banking services offered by banks among educated women offered by banks in Coimbatore.

## **OBJECTIVES**

The objectives of the study are the following:

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- ❖ To study the socio economic profile of educated women who use e-banking services.
- ❖ To find the awareness level of educated women about various e-banking services.

## REVIEW OF LITERATURE

**Rahmath Safeena, Hema Date and Abdullah Kamman (2011)<sup>1</sup>** have made a study entitled “Internet banking adoption in an emerging economy: Indian consumer’s perspective”. This study has determined the factors influencing the consumer’s adoption of Internet Banking. The sample size of the study has been 300, which have been distributed by mail to student customers using convenience sampling. Statistical tools used for analysis are Ronbach’s coefficient, Kaiser- Meyer-Oklin (KMO), Chi-square, regression analysis and correlation analysis. This study has been as conducted to explore the factors influencing customers’ intentions to adopt Internet Banking services. The replication of this study on a wider scale has been conducted with more Internet Banking customers and with different national cultures, is essential for the further generalization of the findings. Study has investigated the research model in different time periods and has made comparisons too, thus providing more insight into the phenomenon of online banking adoption. This result shows that perceived usefulness and perceived ease of use has positive effect on use of internet banking and perceived risk has less effect on use of internet banking.

**Prof. Amit P. Wadhe and Prof Shamrao Ghodke (2014)<sup>2</sup>** have worked on “A study of consumer awareness and perception towards usage of mobile banking in Pune”. The main aim of the study is to find out the consumers’ awareness and perception about mobile banking. The data has been collected from 70 respondents through structured questionnaire. The study reveals the fact that consumers are aware about mobile banking service provided by their bank. Consumers are familiar about various banking transactions that can be done with the help of mobile banking. Consumers think that mobile banking is easy to use. According to them major advantage of mobile banking is ‘Anywhere any time banking’ and is flexible.

## 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. Simple Percentage

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Analysis has been used to analyse the data. Secondary data for the study have been collected from various publications in journals, magazines, websites and books.

### 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	<b>Below 25 years</b>	<b>67</b>	<b>33.5</b>
	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
	<b>Graduate</b>	<b>102</b>	<b>51</b>
	Post Graduate	43	21.5
	Professional	42	21
Marital status	<b>Married</b>	<b>133</b>	<b>66.5</b>
	Unmarried	60	30
	Divorced	5	2.5
	Widow	2	1
Occupation	Student	42	21
	Professional	17	8.5
	<b>Self-Employed</b>	<b>51</b>	<b>25.5</b>
	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
	<b>Rs.20001-30000</b>	<b>60</b>	<b>44.1</b>
	Rs.30,001-40,000	41	30.1
	Above Rs.40,000	27	19.9

Family monthly income of the respondents	Upto Rs.20000	10	5
	<b>Rs.20001-40000</b>	<b>77</b>	<b>38.5</b>
	Rs.40001-60000	69	34.5
	Above Rs.60000	44	22
Residential area	<b>Urban</b>	<b>104</b>	<b>52</b>
	Semi-Urban	70	35
	Rural	26	13
<b>Total</b>		<b>200</b>	<b>100.0</b>

*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.**

**TABLE NO. 2**

**AWARENESS ABOUT VARIOUS E - BANKING SERVICES**

**(MULTIPLE RESPONSE)**

E-banking services	No. of Respondents	Per cent
ATM/ Debit card	200	100
Mobile banking	152	76
Net banking	162	81
Credit card	173	86.5
SMS alert services	131	65.5
Electronic fund transfer system	103	51.5
Electronic clearing services	74	37

*(Source: Computed)*

It is inferred from the above table that 100 per cent of the respondents are aware of ATM/Debit card, 86 per cent of them are aware of credit card, 81 per cent of the respondents are aware of net banking, 76 per cent of them have knowledge about mobile banking, 65.5 per cent are aware of SMS alert services, 51.5 per cent of them know about electronic fund transfer system and 37 per cent of the respondents are aware of electronic clearing services.

**All (100 per cent) the respondents are aware of ATM/Debit card services provided by banks.**

TABLE NO. 4.13

## SOURCE OF AWARENESS OF E-BANKING SERVICES

Source of awareness	No. of Respondents	Per cent
Friends and relatives	32	16
News Paper	20	10
Through bank officials	27	13.5
<b>Handout and Pamphlets</b>	<b>33</b>	<b>16.5</b>
Telecommunication	23	11.5
Colleagues	19	9.5
Online Advertisement	32	16
Television and Radio Advertisement	14	7
<b>Total</b>	<b>200</b>	<b>100</b>

(Source: Computed)

It found from above table that 16.5 per cent of the respondents are aware of e-banking services through handouts and pamphlets, 16 per cent of them are aware of e-banking through friends and relatives and another 16 per cent of the respondents are aware of e-banking through online advertisement, 13.5 per cent of them have come to know about e-banking through bank officials, 11.5 per cent of the respondents are aware e-banking through telecommunication, 10 per cent of the respondents are aware through news paper, 9.5 per cent of them are aware through their colleagues and 7 per cent of the respondents are aware of e-banking through television and radio advertisement.

**16.5 per cent of the respondents are aware of e-banking through handouts and pamphlets.**

### SUGGESTION

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

1. Mostly, technology like internet banking and mobile banking are used by the customer in the urban areas. Proper awareness about these technologies should be given to customer in semi-urban and rural area in form of awareness camps.

2. It is the most important duty of the banker to offer security tips to the customer when ever required.

## CONCLUSION

Cost of delivery of banking services through internet is several times less than the traditional delivery methods. Not adopting this new technology in time has the risk of banks getting edged out of competition. Younger generation women are capable of handling new technology as they are aware of e-banking and are using it. Awareness of ATM/Debit card services has been high among the respondents than other e-banking services offered by banks.

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