

## A STUDY ON ATTITUDE OF CUSTOMERS TOWARDS CORE-BANKING SERVICES IN MUMBAI CITY (WITH SPECIAL REFERENCE TO BHANDUP AREA)

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### Introduction

Technology indicates all knowledge products, processes, tools, methods and systems employed in the creation of goods or in providing services, simply stated it is the way of doing things, and technology it does not just mean computer systems and the like. The technology consists of the following components hardware, software and brain ware.

When we take a close look at the technology management in bank it would be incumbent upon a review how technology has influenced the above area in the banking, industry, especially in the post liberalization era. Banks are primarily service organization and their profitability and survival depend upon their ability to wider and retain their customer by rendering a multitude of service in a manner that meets the expectation of the customer.

At the very base of customer orientation like the aspects of evaluation consciously or unconsciously by a customer namely speed certainly care and recondition. This calls for a bank of the feature to be a highly tech oriented one. Further, none of the modern product without tech information tech as the cliché goes is the roost as for as banks are concerned and no bank can survive in future without paying proper need to it

Indian banking began in tryst with technology in the 1980 in a small way on the recommendation of Rangarajan Committee and the 1990s plummeting hardware price also contributed to its adoption. India is known world over for its technological process and the greatly sought after technology experts. But Indian economy as a whole and banking sector in particular has lagged far behind the industrialized countries in technology adoption and failed to reap timely benefits of all the technological innovation and expertise.

Today, the customers are more demanding than ever before customer want to contact the bank at the time and way of their choice. If the bank cannot provide the information and services to the customer they need the bank may lose the customer to meet these demand banks have opted for computerization. However, reliability, maintainability, availability for and easy accessibility to customer and staff as well as the banks requirement of computerization. Here reliability means that the computerization should do what it is expected to do at any point of time. Decision makers should be able to

get the desired and required information quickly computerization is maintainable implies that all system modules and program can readily be enhanced corrected and adopted to new operational development of the bank as and when required. The availability of system may be defined as to provide insight into whether the system will be in place and working it is needed for critical application or not.

### **Statement of the Problem**

In the past, the banking industry was chiefly concerned with asset equality and capitalization. Today, performing well an asset equality and capitalization is not enough. Banks need to find new ways to increase revenues in a “mature market” for the most traditional banking services particular consumer credit. This philosophy is evident in many mergers and acquisitions occurring in banking industry banks are increasingly turning towards technology to reduce operating cost and still provide adequate customer service technology is changing the interaction between banks and customer. Online delivery of bank brochures and marketing information electronic access to bank statement ability to request the transfer of funds between electronic bill payment and ability to use multiple financial software products with “memory”

The foregoing discussion reveals that a banking industry several major banks in India are offering E-banking service. Thus E-banking becomes an important part of the Indian banking sector. But at the same time E-banking is subject to two important problems.

### **Objectives of the Study**

The main objectives of the present study are as follows:

- To analyze the customers attitude towards E-banking products in Mumbai city.
- To offer suitable suggestions on the basis of the study.

### **Methodology**

The data required for this study was collected from both sources.

1. Primary
2. Secondary

The convenient sampling method has been used to collect data from 110 respondents in the Bhandup Area, Mumbai city.

The present study is empirical one based on the survey method. As the study is to generate the opinion of sample customers on the level of services and their satisfaction with the distribution of electronic banking service and to achieve certain new insight into it was decided to be based on the primary data though the study is empirical in nature it has been supported secondary data to gain familiarity with the phenomena. Secondary data

were collected from the report of the Reserve bank of India books, journal magazine and related websites.

The primary data were collected with help of an interview schedule the schedule was used to mobilize the opinion of the sample customers regarding electronic banking products and service in Mumbai city in Bhandup Area This study has been structured with help of both primary and secondary data. The secondary data required for the study were collected from books, journals, magazines, newspapers, and websites of the related area by the Researcher.

#### Opinion of the Customers

##### Age-wise Classification of the Respondents

Age is one of the most important factor. The present situation with the past experience components the workers to handle organization. Because of the nature of work, organization requires young and energetic employees. The age-wise classifications of employees are presented in Table 1.

**Table 1: Age-wise Classification of the Respondents**

Sl. No.	Age	No. of Respondents	Percentage to Total
1.	Below 20 Years	56	50.91
2.	20 - 40 Years	54	49.09
3.	Above 40 Years	--	--
	Total	110	100.00

Source: Primary Data.

It is noted from Table 1 that, out of 110 respondents, 56 (50.91%) respondents are at the age group of below 20 years, 54 (49.09%) of them belong to age group of 20-40 years. It is inferred that the most of the respondents (50.91%) comes under the age group of below 20 years

##### Gender-wise Classification of the Respondents

Now a day men and women take up any job and many are employed. Hence Gender-wise classification of the respondents of the E-banking service users are necessary for the study.

**Table 2: Gender-wise Classification of the Respondents**

Sl. No.	Gender	No. of Respondents	Percentage to Total
1.	Male	56	50.91
2.	Female	54	49.09
	Total	110	100.00

Source: Primary Data.

It is noted from Table 2 that out of 110 respondents, 50.91% respondents are male and the remaining 49.09% percent are female. The above table makes it clear that most of the respondents are male

#### Educational Qualification of the respondents

**Table 3: Educational Qualification of the Respondents**

Sl. No.	Educational Qualification	No. of Respondents	Percentage to Total
1.	School	24	21.82
2.	Under Graduate	22	20.00
3.	Post-graduate	52	47.27
4.	Professional	12	10.91
	Total	110	100.00

Source: Primary Data.

Table 3 explains the educational level of the sample respondents selected for the study. It's clear that 47.27 per cent had their education at school level, 21.82 per cent percent of respondents with graduation level. 20.00 per cent of the respondents were post graduate level, 10.91 per cent of the respondents were professionals. Among the surveyed 47.27 per cent are post graduate

#### Occupation of the Respondents

The occupation of the respondents are classified as employee of Government, Semi-government, Private, Businessmen. Table 4 shows the occupation of the respondents

**Table 4: Occupation of the Respondents**

Sl. No.	Occupation	No. of Respondents	Percentage to Total
1.	Government Employees	38	34.55
2.	Semi-government Employees	12	10.91
3.	Private Employees	49	44.54
4.	Businessmen	11	10.00
	Total	110	100.00

Source: Primary Data.

It is inferred from Table 4 that 44.54 per cent of the respondents belong to the group of private employees, 34.55 per cent of respondent were government employees, 10.91 per cent of the respondents were semi-government employees and the remaining 10.00 per cent of the respondents were businessmen.

#### Monthly Income of the Respondents

Monthly income of a person affects the economic circumstance which is formed by their expenses, income, savings and Assets. Table 5 classifies that the respondents according to their monthly income

**Table 5: Monthly Income of the Respondents**

Sl. No.	Monthly Income	No. of Respondents	Percentage to Total
1.	Below `15,000	65	59.09
2.	`15,000 - `20,000	40	36.36
3.	Above ` 20,000	5	4.55
	Total	110	100.00

Source: Primary Data.

It is inferred from Table 5 shows that 59.09 per cent of the respondents under the category of the income group of below `15000, 36.36 per cent percent in the income group of `15000-`20000 and 4.55 per cent earn income above `20000.

#### Perception of the Customers towards the Level of Satisfaction with E-Banking Services

Table 6 indicates that the perception of the customers towards the level of Satisfaction with E-banking Services

**Table 6: Perception of the Customers towards the Level of Satisfaction with E-Banking Services**

Sl. No.	Factors	H.S.	S.	N.S.	D.S.	H.D.S.
1.	ATM	89 (80.91%)	21 (19.09%)	--	--	--
2.	Bank Familiarity	30 (27.27%)	41 (37.27%)	39 (35.45%)	--	--
3.	Quick Services	66 (60.00%)	33 (30.00%)	11 (10.00%)	--	--
4.	Convenience	28 (25.45)	51 (46.36%)	16 (14.55%)	10 (9.09%)	5 (4.55%)
5.	Security of Transactions	42 (38.18%)	35 (31.82%)	23 (20.91%)	5 (4.55%)	5 (4.55%)
6.	Pass Book Entry	63 (57.27%)	21 (19.09%)	11 (10.00%)	15 (13.64%)	--
7.	Home Banking	62 (56.36%)	23 (20.91%)	15 (13.64%)	--	10 (9.09%)
8.	MICR Cheques	26 (23.64%)	45 (40.91%)	29 (26.36%)	--	10 (9.09%)
9.	Transfer of funds through clearance system	66 (60.00%)	23 (20.91%)	16 (14.55%)	5 (4.55%)	--
10.	Debit Card	66 (60.00%)	24 (21.82%)	10 (9.09%)	5 (4.55%)	5 (4.55%)
11.	Credit Card	56 (50.91%)	49 (44.55%)	--	5 (4.55%)	--
12.	Tele banking	31 (28.18%)	46 (41.82%)	23 (20.91%)	--	10 (9.09%)

Source: Primary Data.

Out of 110 respondents were interviewed 89 respondents highly satisfied, 21 respondents were satisfied, Out of 110 respondents were interviewed 41 respondents were satisfied, 39 respondents were not satisfied and 30 respondents were highly satisfied Out of 110 respondents were interviewed 66 respondents highly satisfied, 33 respondents were satisfied and 11 respondents were not satisfied Out of 110 respondents were interviewed 51 respondents satisfied, 28 respondents were highly satisfied, 16 respondents were not

satisfied and 10 respondents were dissatisfied and 5 respondents were highly dissatisfied. Out of 110 respondents were interviewed 42 respondents were highly satisfied, 35 respondents were satisfied, 23 respondents were not satisfied and then 5 respondents were highly dissatisfied. Out of 110 respondents were interviewed 63 respondents highly satisfied, 21 respondents were satisfied, 11 respondents were not satisfied and 15 respondents were highly dissatisfied. Out of 110 respondents were interviewed 62 respondents highly satisfied, 23 respondents were satisfied, 15 respondents were not satisfied and 10 respondents were highly dissatisfied. Out of 110 respondents were interviewed 45 respondents satisfied, 29 respondents were not satisfied, 26 respondents were highly satisfied and 10 respondents were highly dissatisfied. Out of 110 respondents were interviewed 66 respondents highly satisfied, 23 respondents were satisfied, 15 respondents were not satisfied and 5 respondents were highly dissatisfied. Out of 110 respondents were interviewed 66 respondents highly satisfied, 24 respondents were satisfied, 10 respondents were not satisfied and 5 respondents were dissatisfied and then 5 respondents were highly dissatisfied. Out of 110 respondents were interviewed 56 respondents highly satisfied, 49 respondents were satisfied, and 5 respondents were dissatisfied. Out of 110 respondents were interviewed 46 respondents satisfied, 31 respondents were highly satisfied, 23 respondents were not satisfied and 10 respondents were highly dissatisfied.

#### Summary of Findings

1. It is known that, out 110 respondents 56 respondents are at the age group of below 20 years
2. It is noted from analysis that 50.91 per cent respondents are male and the remaining 49.09 per cent are female.
3. It is cleared from the study that 47.20 per cent had their education at post graduate level
4. It is inferred that 44.50 per cent of the respondents belong to the group of private employees in the study area.
5. It is understood that out of 110 respondents 80.91 per cent of the respondents are highly satisfied with ATM facilities through Core- Banking system
6. 38.10 per cent of respondents are satisfied with security of transactions and 4.55 per cent of the respondents are dissatisfied with debit card facilities.
7. The study reveals that 50.91 per cent of the respondents are highly satisfied with credit card and 9.09 per cent of the respondents are highly dissatisfied with Tele-banking system through core-banking

### Suggestions

- It is a fact that the e-banking services are offered through e-devices. Through the bank customer avail themselves of these services they have limited knowledge of the various functional aspects of the services. The people generally know only the basic functional aspect of the services and hence they may be oriented for demonstration.
- Transactions through physical money increase the work load on the part of the bank personnel. The country has realized the importance of paper less transactions for all purposes. As the banking is the core agent for the movement of money it may be made a place for paperless transactions to the maximum. This will reduce the frequent visit of customers to the bank premises.
- It is reported that the ATMs irrespective of the bank are often found out of order which invariably affects the continuous services to the customers. Now -a - days the people depend heavily on the ATMs for money withdrawals and other services if they are out of order they are not utilized for the banking transactions effective and optionally. It is to be rectified within a short span of time for effective service to customers
- E-payment system requires some changes in order to increase the effectiveness in the functioning of E-payment. In retail payment system although there are multiple systems and options like ECS debit, ECS Credit, EFT & NEFT. But their contribution to overall payment system has not been quite high. So initiative should be taken to increase the share of all the modes of payment system.

### Conclusion

The Banking sector has grown in different spheres in the recent past. The Reserve Bank of India has introduced various Hi-Tech facilities to the customers to mitigate cumbersome process in the Banking transactions. The core Banking system is one among the Technology to speed up the process at any corner of the world within a few seconds without any interruption.

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