

A STUDY ON ATTITUDE OF CUSTOMERS TOWARDS e-BANKING SERVICES IN ICICI BANK, MADURAI

Article Particulars: Received: 13.01.2018 Accepted: 17.01.2018 Published: 20.01.2018

Dr.P.VANITHA MALARVIZHI, M.Com, M.Phil, Ph.D

Associate Professor in Commerce

Lady Doak College, Madurai, Tamil Nadu, India

Ms.A.ALAGAMMAL, M.com, M.Phil

Research Scholar, Lady Doak College, Madurai, Tamil Nadu, India

Abstract

In today's modernized world everybody is seeking to do their work with less time consuming method and even in banking sectors every payment and receipt transactions are made easily by the people through internet banking and net banking where traditional banking getting absent and which is making the customers banking related transaction easier. This research study is related to the attitude of ICICI bank customers towards e-banking services such as ATM, Tele, Mobile, and internet banking services in ICICI bank, Madurai. This study focused on why the customers are using ICICI bank's e-banking services, analyze the satisfaction level of the customers towards e-banking services, awareness and usage of e-banking services among the customers, the difficulties faced by the customers in availing the e-banking services and focuses on the factors influence them to use various e-banking services provided by ICICI bank. The researcher has made an attempt to collect information from 110 respondents from ICICI bank customers in Madurai city. The data collected using appropriate questionnaire was analyzed and interpreted using statistical techniques and also the testing of hypothesis was done and conclusions arrived at whether the hypothesis is accepted or rejected. The outcome of this research study will prove to be of use to the research scholars.

Keywords: *E-Banking, customer attitude, factors, problems faced satisfaction.*

Introduction

Indian banking scenario has undergone dramatic changes after the implementation of the new economic policy which triggered out the economy in rapid speed and as a result of that drastic changes have taken place in money transactions. At present in India (2015), totally 27 Public sector banks (Nationalized banks), 1 central bank, 31 foreign banks and 29 Private sector Banks are present in that ICICI Bank was one among them.

ICICI bank was originally promoted in 1994 by Industrial credit and Investment Corporation of India Limited, an Indian financial institution, and it was ranked as 2nd among top 10 banks in 2015. It was providing various banking related services to its customers and e-banking is one among them which was initially started in 1997 in the form Tele-banking services and it was the first among other banks in India to start e-banking services.

Objectives of the Study

The following are the objectives of the study:-

- To study the awareness and usage of e-banking services among the customers of ICICI bank.
- To analyze the factors influencing the customers to use the e-banking services provided by ICICI bank.
- To identify the problems faced by the customers of ICICI bank towards e-banking services.
- To analyze the satisfaction level of ICICI bank customers towards e-banking services.

Scope of the Study

The study covers the e-banking customers of ICICI bank in Madurai city. E-banking services are covered in this study are ATM, Tele-banking, Mobile banking, and Internet banking.

Review of Literature

Safeena (2011) made a study on “consumer attitude on internet banking adoption”, mentioned the objectives to find out the awareness and the determinants to adapt the online banking services. Findings showed that perceived usefulness, perceived ease of use, consumer awareness and perceived risk are the important determinants of online banking adoption and have strong and positive effect on customers to accept the online banking system.

Uppal R.K (2013) made a study on “consumer satisfaction towards e-banking services”. The study concluded that the customers of e banks are satisfied with the different e-channels and their services in the spread of e banking services. It also suggested some measures to make e banking service more effective in the future. The present study is mainly concerned with the Indian banking industry in general and particular those banks that are producing service through e-channels.

Research Design and Methodology

The data needed for the study were collected from both primary and secondary sources. Primary data were collected through Questionnaire. Secondary data were collected from journals, magazine, thesis and also from internet. The technique used in collecting data is **Random Sampling Technique**. In this study the researcher made an attempt to collect the data only from the students who have all the three gadgets.

Analysis and Interpretation

Table 1 Demographic Profile of the Respondents

Age (in years)	Respondents	(%)	Education qualification	Respondents	(%)
Below 20	5	4.5	Upto SSLC	14	12.7
21 to 40	74	67.2	UG	44	40.0
41 to 50	19	17.3	PG	37	33.6
Above 50	12	10.9	Professional	15	13.6
Total	110	100	Total	110	100
Occupation	Respondents	(%)	Monthly income	Respondents	(%)
Business	23	20.9	No income	15	13.6
Professional	14	12.7	Below 10000	14	12.7
Employee	46	41.8	10001 to 30000	17	15.5
Student	20	18.2	30001 to 60000	39	35.5
Others	7	6.4	Above 60000	25	22.7
Total	110	100	Total	110	100
Gender	Respondents	(%)	Marital Status	Respondents	(%)
Male	60	54.5	Married	60	54.5
Female	50	45.5	Unmarried	50	45.5
Total	110	100	Total	110	100

Table 1 depicts the demographic profile of the respondents where in 67.2% of the respondents are within the age group of 21 to 40 (in years), 40% in total respondents completed UG degree, 41.8% of the respondents are employees, 35.5% of the respondents are belongs to income group Rs.30001 to Rs.60000, 54.5% of the respondents are male and 54.5% of the respondents are married.

Source: Primary Data

Awareness on e-Banking services

The overall awareness on various e-banking services were found on the bases of likert scale on ATM banking, Tele-banking, Online banking, and mobile banking services among the respondents. The following table shows the mean score found from the likert scale data.

Table 2 Overall Awareness on E-Banking Services

e-banking Services	Mean score	Rank
ATM	4.18295	1
Tele banking	3.61515	4
Online banking	3.85594	3
Mobile banking	3.89256	2

Table 2 evidenced that majority of the respondents are having high awareness on ATM services and least awareness on Tele banking services provided in ICICI bank.

Source: Computed Data

Table 3: Mode of E-Banking Channel Used

Modes of e-banking channels	Balance Enquiry		Fund Transfer		Payment of Utility Bill		Mobile and DTH Recharge		Insurance Premium Payment	
	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%
ATM	49	44.5	21	19.1	20	18.2	20	18.2	39	35.45
Tele banking	14	12.7	12	10.9	18	16.4	12	10.9	5	4.54
Online banking	35	31.8	60	54.4	34	30.9	33	30	37	33.6
Mobile banking	12	10.9	17	15.5	38	34.5	45	40.9	29	26.4
Total	110	100	110	100	110	100	110	100	110	100

Source: Primary Data

Table 3 depicts that for balance enquiry majority of the respondents nearly 44.5% uses ATM banking, for fund transfer 54.4% of the respondents uses online banking, for payment of utility bill 34.5% out of total respondents uses mobile banking, for mobile and DTH recharge 40.9% of the respondents uses mobile banking, and for premium payment 35.5% of the respondents uses ATM banking.

Table 4: Correlation Coefficient exists between educational qualification and overall Awareness on e-Banking Services

Source: computed data

	Educational qualification	Overall awareness
Educational Qualification (r)		0.617
Overall Awareness (r)	0.617	

Above table evidenced that (as the coefficient of correlation $r > 0.5$) there is a strong correlation between educational qualification and overall awareness on e-banking services provided in ICICI bank, Madurai.

Factors Influencing the Respondents to Avail E-Banking Services

For the following factors Garrett ranking approach is applied to find out which factor have been influenced the customers the most to use the e-banking services available in ICICI bank, Madurai.

Table 5 Garrett Ranking for the Influencing Factors

Factors	Total	Average	Rank
All the availability	7223	65.66	1
Saves time	6948	63.16	2
Ease of use	6443	58.57	3
Direct accessibility of services	5473	49.75	4
A/c security	5408	49.16	5

Table 5 infers that all time availability of service is the most influencing factor that influences the customers on using e-banking services, and account security that avails through this service is the least among above factors influencing the customers on using e-banking services in ICICI bank, Madurai.

Source: computed data

Problems Faced on E-Banking Services

The various problems faced on e-banking services were found on the bases of likert scale on ATM banking, Tele-banking, Online banking, and mobile banking services among the respondents. The following table shows the mean score found from the likert scale data.

Table 6 Problems faced on E-Banking Services

e-banking services	Mean score	Rank
ATM	3.76516	3
Tele banking	3.66363	4
Online banking	3.90184	1
Mobile banking	3.85456	2

Table 6 depicts that most of the ICICI bank e-banking users were facing much problem on Tele banking services that has secured least rank among other services.

Hypotheses (H₀): There is no association between Age, educational qualification, occupation, and monthly income of the respondents and the problem faced by them on e-banking

services in ICICI bank.

Hypotheses (H₁): There is association between Age, educational qualification, occupation, and monthly income of the respondents and the problem faced by them on e-banking services in ICICI bank.

Table 7 Association between Demographic Factors and Problems Faced on E-Banking Services

S.No	Factors	CHI-Square	P-Value
1	Age and the problems faced	7.893	0.444
2	Educational qualification and the problems faced	15.766	0.040
3	Occupation and the problems faced	20.201	0.010
4	Monthly income and the problems faced	6.371	0.606

If p-value is less than (0.5), is said to be significant at 5% level of significance, the null hypotheses is rejected else null hypothesis is to be accepted.

Source: Computed Data

Table 7 depicts that there is a significant association between educational qualification and occupation with the problem face on the e-banking services. There is no association between age and occupation with the problems faced by them on e-banking services.

Satisfaction Level on E-Banking Services

Satisfaction level on e-banking services among users was found using likert scale. The following table shows the mean score summary which was found from likert scale data.

Table 8 Satisfaction Level on E-Banking Services

E-Banking Services	Mean Score	Rank
ATM	4.0490	2
Tele banking	3.7091	4
Online banking	4.0204	3
Mobile banking	4.0545	1

From the Table 7 it is evidenced that mobile banking services in ICICI bank has more satisfaction among the respondents and Tele-banking services has least satisfaction among the respondents.

Source: Computed data.

Suggestions and Conclusion

Majority of the customers are having low awareness on Tele-banking services provided in ICICI bank in Madurai city. Management has to take initiative steps and make the bankers to conduct awareness campaign regarding Tele- banking services availing in ICICI bank. The bankers have to instruct more about these services to the customers who are visiting the bank and newly opening accounts in the bank. To retain existing customers and attract new customers the ICICI Bank should give prompt service to customers and inculcate its employees to help the customers always to get better banking service. The ICICI banks in Madurai city need to concentrate more on customer retention measures by implementing a good customer relationship management. For that purpose, the banks should conduct a customer meeting every week to get their feedback about the service quality and queries regarding e-banking services in the bank.

After having a detailed study the researcher could realize that most of the respondents are not aware of many services that are avail through online banking services and mobile banking services which were newly included. In this regard, bankers have to create awareness among the customers effectively. The study furture reveals that most of the ICICI bank customers in Madurai city are having low satisfaction and facing more problems such lack of proper response from the customer representatives present in banks on Tele- banking services. That must be reduced.

References:

1. Uppal R.K (2013)," consumer satisfaction towards e-banking services", "Indian journal of marketing, vol.40 no.5 p.23.
3. Safeena (2011), "consumer attitude on internet banking adoption", India today, pp. 29.
4. <http://www.livemint.com/Industry/ph1OegkEV720xn1FjNXp3H/SBI-decides-to-go-slow-on-using-SDR.html>
5. http://www.moneycontrol.com/news/business/icici-partners-snapdeal-to-offer-loans-to-e-commerce-sellers_5026881.html