

## **A STUDY OF CONSUMER BEHAVIOR TOWARDS E- BANKING SERVICES IN THIRUVALLUR DISTRICT**

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**Abstract:** Every industry's fundamental demand is to make things simple for the consumer, and using technology to do this is a popular strategy. Technology has also had a big impact on financial organisations. The advent of internet technology has fundamentally changed how banks operate. In order for new approaches to be successfully used, it is crucial to promote awareness about the new technologies that are being developed. Although all banks currently offer electronic banking services, more research is needed to determine how well-informed and how widely used customers are with e-banking. The purpose of this study is to determine the level of bank customers in the Thiruvallur District's awareness and adoption.

Keywords: E-banking, awareness, e-banking apps

### **I. INTRODUCTION**

The terms "Internet banking" and "online banking" refer to the provision of banking services via the internet and the electronic modification of each transaction. Each financial institution has a website for providing all information, and using ICT for quick customer communication is beneficial to both bank executives and clients. Despite all the risks facing the banking sector, there remains a huge window of opportunity for less developed banks to benefit from internet banking.

Banking transactions are made relatively simple for users by a number of methods, including Automatic Teller Machines (ATM), Mobile Banking (MB), Debit and Credit Cards, and Electronic Fund Transfers (EFT). They don't need to use actual currency, visit bank offices or branches, or have a set amount of time to complete transactions. Business transactions, payments, and receipts can be simply completed utilizing mobile banking money transfer. Customer service, bank service, product quality, and internet system quality are all aspects of online banking quality. Internet banking is a profitable delivery method for the banking industry. All financial transactions employ a multi-layer security system and are encrypted. Financial transactions are shielded in online systems by user ID and passwords. Unlike a PC system, internet banking offers all banking services even beyond bank business hours.

The technical advancement has led to a phenomenal rise in the Indian banking sector. Every banking transaction is carried out electronically or with the aid of different technologies. Customers have 24-hour access to financial services. Customers in India are switching to online

banking, but they are quite concerned about the security and privacy of their financial activities. Even though all banks currently offer electronic banking services, a study on client awareness of e-banking is still necessary.

## II. REVIEW OF LITERATURE

Nayanajith et al., 2020, User adoption of telebanking, a idea of vast unfold innovation used to be used to give an explanation for the motives of adoption of new ideas and technology. There was difference between SN groups in terms of intention and motion after analysis. It used to be additionally found, there was once a fine relation between all three agencies and subjective norms had a tremendous impact on adoption of telebanking.

Singh et al, 2020, defined a digital mannequin for to search the most big element affecting the intention, pride and suggestion for use of cellular wallet, with pattern dimension of 206, the learn about confirmed that the impact of innovation, stress and social have an impact on on user's pleasure and use of cell wallet. After study, it published that, ease of use, usefulness, perceived risk, and mindset have been affecting the intention of person about the use of cell wallet.

Suma Yally, 2018, studied the impact of social and profits fame of clients on on-line payment, with pattern dimension of 200, gathered the use of comfort sampling. Data used to be analyzed the usage of share evaluation and Chi Square Test. The end result confirmed that there used to be a pragmatic relation between age, on line fee and education, which indicated, the use of science elevated the overall performance of banking sector.

T.Sumathi, 2020, studied the function of have faith and perceived danger in adoption of digital banking services. It additionally studied the mediating impact of perceived hazard between have faith and adoption of e-banking. The learn about used to be descriptive and quantitative. Sample measurement was once 374. The parameter for pattern used to be college students and entrepreneurs. Multistage sampling method used to be adopted. Data was once analyzed by using the use of CFA or dimension mannequin and structural equation model. Confirmatory thing evaluation used to be adopted to discover the reserves. After find out about it was once determined that believe and perceived danger have enormous impact on intention to undertake e-banking and there used to be additionally existence of mediation impact by way of perceived threat between have faith and adoption of e-banking.

(Akilandeswari & Malliga, 2019) measured the grasp of clients in the direction of online-banking services. It additionally measured the degree of pride in the direction of on line banking. Data was once accrued from clients of three public zone banks. 50 respondents from every financial institution have been taken as samples. Information was once gathered on 5 factor Likert scale. After find out about it used to be determined that most of the clients had been blissful with the offerings supplied through banks.

(Harikanth, 2020) Studied and analyzed the grasp of financial institution clients related to e-banking services. It described the troubles and remedial measures to clear up the troubles whilst the usage of e-banking. Data was once amassed from 50 customers. The gathered facts used to be analyzed with the aid of adopting percentage; Garrett's rating technique, weighted average-ranking approach and Chi-square test. After learn about it used to be discovered that ATM was once most favored banking mode and tele-banking & clever playing cards had been least

preferred. Lack of understanding was once most frequent trouble and demographic variables had been now not substantially related with purchaser satisfaction.

### III. OBJECTIVES OF THE STUDY

- To find out the usage level and frequency of use of e-banking modes by bank customers in Thiruvallur District 's.
- To find out the awareness level of customers towards e-banking modes and services in Thiruvallur District 's.

### IV. RESEARCH METHODOLOGY

This article relies on both primary and secondary data sources. Primary data is gathered through an online questionnaire. Bank clients from various banks in Faridabad are used as a sample. There are 251 people in the sample. Online questionnaires were issued to various clients. The whole core data set is collected online. Secondary data is gathered from a variety of sources, including research papers, online articles, books, and web sites.

#### 1. WHAT IS THE LEVEL OF YOUR KNOWLEDGE TO USE TECHNOLOGY IN BANKING?

TABLE NO 1 LEVEL OF KNOWLEDGE OF TECHNOLOGY		
LEVEL OF KNOWLEDGE	FREQUENCY	PERCENT (%)
AVERAGE KNOWLEDGE	165	65.7
ADVANCE COMPUTER KNOWLEDGE	62	24.7
EXPERT	24	9.6
<b>TOTAL</b>	<b>251</b>	<b>100</b>

According to frequency table-1, 165 (65.7%) of respondents have average knowledge of technology in banking transactions, 62 (24.7%) have advanced knowledge of technology in banking transactions, and only 24 (9.6%) are experts in technology. As a result, the majority of responders had mediocre computer expertise.

#### 2. WHICH OF THE FOLLOWING APPS YOU ARE USING?

MODES OF E-BANKING	RESPONSES	
	N	PERCENT (%)
GOOGLE PAY	120	22.0%
PAYTM	201	36.9%
BHIM UPI	90	16.5%
PHONE PAY	98	18.0%
AMAZON BANKING APP	31	5.7%
TRUE CALLER BANKING APP	5	0.9%
<b>TOTAL</b>	<b>545</b>	<b>100.0%</b>

According to frequency table-2, out of 545 'YES' responses, 120 (22%) reported using Google pay, 201 (36.9%) reported using Paytm, 90 (16.5%) reported using Bhim UPI, 98 (18.0%) reported using Phone pay, 31 (5.7%) reported using Amazon banking app, and only 5 (0.9%) reported using True caller banking app.

### 3. ABOUT WHICH OF THE BANKING APPS YOU ARE AWARE?

APPS OF E-BANKING	RESPONSES	
	N	PERCENT
GOOGLE PAY	152	21.0%
PAYTM	204	28.2%
BHIM UPI	134	18.5%
PHONE PAY	147	20.3%
AMAZON BANKING APP	71	9.8%
TRUE CALLER BANKING APP	16	2.2%
<b>TOTAL</b>	<b>724</b>	<b>100.0%</b>

According to a study of frequency table 3, out of the 724 'YES' responses, 152 (21%) reported having knowledge of Google Pay, 204 (28.2%) reported having knowledge of Paytm, 134 (18.5%) reported having knowledge of Bhim UPI, 147 (20.3%) reported having knowledge of Phone Pay, 71 (9.8%) reported having knowledge of the Amazon banking app, and 16 (2.2%) reported having knowledge of the True Caller banking app.

### 4. WHICH OF FOLLOWING TECHNOLOGIES ARE USED BY YOU?

E-BANKING MODES	RESPONSES	
	N	PERCENTN (%)
IB AT HOME FOR DOING TRANSACTIONS	119	17.4%
ATM / DEBIT CARD	187	27.3%
CREDIT CARD	85	12.4%
ONLINE BANKING	132	19.3%
E-PAYMENTS	94	13.7%
EFT	68	9.9%
<b>TOTAL</b>	<b>685</b>	<b>100.0%</b>

According to frequency table-4, out of 685 'YES' responses, 119 (17.4%) reported using IB at home for transactions, 187 (27.3%) reported using ATM / Debit card, 85 (12.4%) reported using credit card, 132 (19.3%) reported using online banking, 94 (13.7%) reported using E-payments, and 68 (9.9%) reported using EFT.

5. HOW FREQUENTLY DO YOU USE THE FOLLOWING BANKING SERVICES PER MONTH?

TABLE NO 5 FREQUENCY OF USE OF DIFFERENT BANKING SERVICES						
	NIL	1-3 TIMES	3-8 TIMES	8-12 TIMES	MORE THAN 12 TIMES	TOTAL
<b>BRANCH BANKING</b>	113	118	8	9	3	251
<b>ATM</b>	63	101	47	27	13	251
<b>INTERNET BANKING</b>	55	118	30	25	23	251
<b>MOBILE BANKING</b>	49	147	39	8	8	251

TABLE NO 6 DESCRIPTIVE ANALYSIS					
	N	MINIMUM	MAXIMUM	MEAN	RANK
<b>FREQUENCY OF USE OF BRANCH BANKING</b>	251	1	5	1.69	4
<b>FREQUENCY OF USE OF ATM</b>	251	1	5	2.12	3
<b>FREQUENCY OF USE OF INTERNET BANKING</b>	251	1	5	2.31	2
<b>FREQUENCY OF USE OF MOBILE BANKING</b>	251	1	5	2.37	1

Following analysis of frequency table 5 The interval scale used is the five-point Likert scale. The mean has a lot of importance. It denotes nothing from 1 to 1.8. It denotes 1-3 times between 1.81 and 2.60. Between 2.61 and 3.40, it represents 3–8 times. It means 8–12 times from 3.41 to 4.20, and more than 12 times from 4.21 to 5.

Table 6 of the aforementioned descriptive information shows. The respondents use branch banking infrequently, while they use ATMs, online banking, and mobile banking 1 to 3 times each month. Based on the average frequency of usage of the various banking methods, mobile banking is ranked first, followed by online banking, ATM, and least frequent use is provided.

## VI. FINDINGS

- The majority of respondents—more than 60%—have ordinary computer skills. So they may do banking using electronic means.
- Paytm is the most well-known financial app, with over 80% of respondents knowing about it.
- More than 50% of respondents also said they preferred BHIM UPI, Google Pay, and Phone Pay.
- More than 80% of respondents use Paytm, while 40% of respondents use Google Pay, Phone Pay, and BHIM UPI.
- More than 70% of respondents use an ATM or debit card as their primary method of electronic banking.
- About 50% of respondents preferred online banking and internet banking at home, although EFT was less popular.
- Branch banking is a less popular banking alternative.
- Mobile, internet, and ATM banking most of the responders utilise between one and three times each month.

## VII. CONCLUSION

In the modern financial period, electronic banking is a developing notion. The banking industry has undergone a major transformation thanks to technologies. With minimal time and effort, customers may efficiently accomplish their financial transactions. However, some clients lack the necessary understanding of the various electronic modalities or the technical skills to utilize e-banking. To increase the use of the electronic method of banking, it is crucial to educate bank clients about e-banking. This study came to the conclusion that people utilise electronic banking modes more frequently than they do traditional or branch banking. The knowledge of and use of various e-banking methods are positively and significantly related. In order to increase consumer awareness and make banking simple and effective, banks must take significant action.

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