

## **Users Responsiveness & Adaptableness Towards Internet Banking**

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### **Abstract**

In the current scenario people have become sophisticated as a reflection of which people do not have any time to do their financial transaction. In our daily walk of life we have numerous of financial transaction such as bill payments, online purchase, insurance payment, mobile bills, and electricity bills and many more. It becomes a vital role of banks to cater the services to make the customer life easy. With various services provision, banks also offer net banking services, which helps to do all kinds of financial transaction. The paper impress on users responsiveness and their adoptiveness towards internet banking. As the reflection of the survey we could observe that 75% of the respondent had saving bank account. The high awareness on internet banking service was influenced by friends and relatives with the mean score of 3.98. The reasons of respondents to use net Banking, shewness test was use and all aspect (test value) were below +1.96 and were accepted. For the Drive for adoption of Net Banking 11 factors were considered and **all** components valued lied between 0.589 to 0.904 which means were favorable from 59 % to **90%**.

**Keywords:** Internet banking, online Banking, customer awareness of banking services, e-banking

### **Introduction**

The banking service which is provided through the means of internet refers to net banking. These services are majority used for various bill payments and purchases. The banks have introduced new services like sales of various financial products over internet. For the best performance of internet banking two components are very important i.e. good system or mobile with a dedicated internet connection. For which the vibrant telecom sectors has providing services for it. With the passage of time the internet services have introduced with fourth and fifth generation net facility, with prefect speed and affordable cost for the services provided.

### **Research Objectives**

1. To identify the means of customers awareness towards internet banking services
2. To examine the vital purpose of using net banking
3. To identify the driving forcing for adopting Internet banking.

### **Research Method**

The data is primary in nature. We constructed a feasible structured questionnaire after pilating with experts and relevant changes were inculcated. The geography selected were major cities in India. The survey was completed through mail services. During the data collection we stooted around five hunder mails and positively hundred responed answred the questionnaire. The sampling was based on the convenience of the researcher.

### **Literature review**

Kartikey Koti 2016: In cutting edge's client have turned out to be increasingly complex and are progressively keen on doing banking exchange at a single tick being grounded at home. Web Banking has made helpful and adaptable stage to client in the present time. The paper features on their mindfulness and time of realizing web banking. It further investigation banking administrations online utilized by client and their availability towards the practices. Reasons were discovered which empowered them for embracing these administrations. Some of them were Quick reaction 60 %, 24\*7 administration 52%, accommodation and amicability made 46 % each and free from lining 42%. Variables which debilitated them of tolerating administrations were Internet availability issue 40%,

less mindfulness 28%, Insecurity and Low protection 20%. Because of intense challenge and incite prerequisite of clients the financial part is giving number of administrations, further more to make prevalent the private and open division banks can take inception of directing fundamental preparing projects to client and make them amicable with the administrations gave.

Paul Hazell and Ziad Raphael: The creators have endeavored to reveal insight into the idea of Internet Banking. And afterward dissect the ascent of the Internet banking in Latin America. At the later stage examination of worldwide Internet banking. At long last have arrived (ideally) at answer the challenges to web banking as, Internet banking is anything but a troublesome innovation. Or maybe, the utilization Internet in banking re-exhibits the utilizing of a unimaginably proficient medium to give a very expense and time productive appropriation channel.

Miss. R. Elavarasi and Dr.S.T. Surulivel: The paper features on client mindfulness and the favored e-banking administrations of banks. The examination region has been led at Kumbakonam City including an example size of 200. After the information accumulation, analyst have recognized which business bank give better administration respects to e-banking administrations to clients and furthermore distinguished fulfillment dimension of client see about web banking site of banks. Their investigation has appeared mean time of e-banking clients is 0.795 and 0.205 separately and the respondents were generally men when contrasted with ladies. The information examination demonstrates that age, instructive capability, occupation, pay dimension of client are noteworthy factor that choose use of e-banking administrations of different banks in the investigation zone.

Rajesh Kumar Srivastava: Internet banking is still at early stages arrange on the planet. Numerous examinations concentrated on use of web banking yet numerous elements on non-use were disregarded. This exploration was done to approve the applied model of web banking. The causes were distinguished and explored through amending the causative factors with the goal that web banking can be utilized by more individuals. This will help the financial activities to be savvy. The examination is centered on what are the client's observations about web banking and what are the drivers that drive customers. How buyers have acknowledged web banking and how to improve the utilization rate were the focal point of research region in this examination. Subjective exploratory research utilizing survey was connected. 500 respondents were chosen for concentrate after beginning screening. They were all bank clients. The examination uncovered that instruction, sexual orientation, salary assume an imperative job in use of web banking. Very little re-look has been done on these regions as they were centered more around the acknowledgment of innovation as opposed to on individuals.

**Data Analysis, Findings and Discussion**

1. During the study the number of male respondent were 87% and the remaining 13 % were female.
2. It was observed that 75% of the respondent had saving bank account, 10% were current account and 15% were having fixed account.
3. Respondents Awareness of Internet Banking Services Through

Opinion	Mean score
Through bank officials	3.74
Advertisement in Print Media	3.10
Television and Radio advertisements	2.90
Online advertisements	3.70
From your friends and relatives	3.98
Others	2.84

Source: sample survey

From the above table it can be observed that the high awareness opinions on Internet banking service, through the help of friends and relatives with the mean score of 3.98, by bank official 3.74 score, online advertisement by 3.70. The rating is on 5 scale likert. Here we are considering the accepted mean score which are above 2.5 .In the table all score are above the mentioned score, which means all opinions are relevant for a respondent’s awareness level.

4. Respondents Purpose of using Net banking

Opinion	Skewness	Test Value	Results
Check account balance.	0.751	$0.751 \leq \pm 1.96$	Accept
Transfer of funds/Inter account transfers.	0.5830	$0.5830 \leq \pm 1.96$	Accept
Ask for cheque book, debit card, credit card etc.	0.7012	$0.7012 \leq \pm 1.96$	Accept
Online bill payments (Electricity, Telephone, Insurance payment etc.).	0.4843	$0.4843 \leq \pm 1.96$	Accept
Online shopping.	0.8743	$0.8743 \leq \pm 1.96$	Accept
View Income Tax statement.	0.7012	$0.7012 \leq \pm 1.96$	Accept
Check loan payment status.	0.8960	$0.8960 \leq \pm 1.96$	Accept
Stop cheque payments.	0.7537	$0.7537 \leq \pm 1.96$	Accept
Check recent transaction activities*	1.0707	$1.8707 \leq \pm 1.96$	Accept
Change password	0.5826	$0.5826 \leq \pm 1.96$	Accept
Check account balance.	1.9983	$1.9983 \leq \pm 1.96$	Rejected

\*But nearing to the rejection score, Source:Sample Survey

The above table represents the reasons as to why the respondents use Net Banking, for which we have used skewness test through SPSS. The thumb rule says any test value below  $\pm 1.96$  should be accepted. During which we could find majority are below the standard value. Some the reasons like check the account balance is not relevant to use net banking as the respective shewness is  $1.9989 > 1.98$ . One of the reasons which is nearing to declining stage is check the recent transaction activities, which is almost nearing to the standard value.

5. Respondents Drive for adoption of Net Banking

Communalities

Opinions	Extraction
Quick Response	.907
24*7 Service	.721
Convenience	.700
User Friendly	.605

Low Service Charge	.589
Transaction Security & Safety	.833
Easy to Use	.904
Queuing Free	.715
Believe in Card Money	.896
Bank Familiarity	.801
Reputation & Size of Bank	.904

Extraction Method: Principal Component Analysis, Source: Data Computed

We have computed the drive of the respondent by communality test. Highly recommended score which are nearing to 1 and accepted score atleast above 0.5. We can see that all the items are > 0.50. Which means it explains 50% of variance items through extraction of factors. We can even observe that all 11 factors from the table, were favorable components that are considered by respondents are between 0.589 to 0.904. Which implies that the favorable components vary from 59 % to 90 %.

Customer Awareness tips that can be pursued

To guarantee security in e-banking exchanges and individual data, it would be ideal if you be informed with respect to your obligations as a buyer:

1. Secret phrase Reminders
2. Choose a solid Password
3. Do not reveal Login ID and Password
4. Do not store Login ID and Password on the PC
5. You will be provoked to change your secret phrase each 90 days
6. Password must be a blend of letters (capitalized as well as lowercase) and numbers
7. Password must be something like 8 characters long
8. Keep Personal Information Private
9. Do not reveal data, for example, address, mother's last name by birth, government managed savings number, ledger number, and so on.
10. Is it true that you are utilizing the Correct Website?
11. Check for the right and secure site
12. Verify right site by right URL address
13. Verify secure site by the URL starting with https://
14. Shield Your PC and Personal Information from Hackers and Viruses
15. Install a firewall and legitimate enemy of infection programming
16. Keep against infection programming forward-thinking
17. Keep your working framework and internet browser state-of-the-art
18. Never download any record or programming that you are curious about
19. never forget to log-off site when exchanges have been finished
20. Clear the reserve to evacuate put away data went into the site

## Conclusion

Banking sector is growing rapid based on the customer need. Customer wants banking services on ease for which they look for more online services. On need base and crucial importance almost all public and private sector banks provide online services, during the study in was observed that female user were less in number in using online services. The type of accounts were 10% current account and 15% were having fixed account which the customer and banker can provide more importance.

Awareness of these services is less the media like Television and Radio advertisements with low mean scores of 2.90 which is significant but ignored.

The net banking is a best tool for Check recent transaction activities and checking accounts balancing is very essential but the skewness test showing more than and nearing to 1.98 and should be take care by the customers. The Drive for adoption of Net Banking should think of more on Low Service Charge with positive correlation 0.589, but not nearing to 1 which is more positive and perfect. The customer should give more importance to this. Banker and customer should go hand in hand through which services provided by banks can be utilized optimal.

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