

Customer Opinion of E-Banking Services During Covid-19 Lockdown Period in Kanyakumari District

Dr. N. Vinil Kumar

Assistant Professor of Commerce,
Nanjil Catholic College of Arts & Science,
Kaliyakka vilai,
Kanyakumari District,
Tamil Nadu, India.
vinil87n@gmail.com

Abstract

Banking sector is providing many digital initiatives in order to maintain a competitive edge and to deliver the maximum services to their customers. In yearly days, it providing services through traditional ways but presently by adopting digitalization, banking sector provide sophisticated services to their customers by anywhere and at any time. In the time of COVID 19, most banks in affected countries have reduced the branches working hours and they recommend their customer use e-banking services. The prospect of E- banking depends on customers therefore, understanding customer's requirement and meeting their demand and expectation is becoming a challenge. By taking this as background this research examine the customer's perception on using e-banking and during Covid lockdown period. Researchers collected the data through primary as well as secondary sources. A convenient sampling method was used to collect data from 124 respondents. The study reveals that there is a no significant relationship between e-banking services and overall customer satisfaction during Covid 19 lock down period.

Keywords: Electronic banking, Customer satisfaction, Customer service, Digitalization, Electronic Fund Transfer, Automatic Teller Machine.

Introduction

The banking sector is an important role in development our nation. After we got the independent our government introduced many implementations for develop the banking sector. By these, now a days banks are providing digitalization services to their customer. Currently the nation is facing a critical situation because of Covid-19, so the country has witnessed nationwide lockdown to avoid the spread of Corona virus. So, banks are changing the working time of bank branches, reducing the number of staff in branches etc., Added to this, during the lockdown period The Indian Bankers Association also specified that only necessary services like deposit, withdrawal of cash, clearance, remittance and government transactions will be delivered. At this juncture the digital distribution channels are considered to be very simple, customer-focused banking experience of all banks.

Importance of the Study

In the modern world, electronic banking is not a new concept as it is familiar to the majority of the population. It becoming at high level. But in the time of COVID 19, most banks in affected countries have reduced the branches working hours and they recommend their customer use e-banking services. The prospect of E- banking depends on customers therefore, understanding customer's requirement and meeting their demand and expectation is becoming a challenge. By taking this as background this research examine the customer's opinion on using e-banking and during Covid lockdown period. For that researcher selected in Kanyakumari District of Tamil Nadu.

Review of Literature

Rajesh Kumar D. Kir, (2020), 'An Empirical Study on adoption of Mobile Banking Facility Among Customers of Banks in North Gujarat', The study indicates awareness of mobile banking, perceived ease of use, internet connection quality, perceived usefulness and Mobile self-efficacy factors are significantly induce adoption of Mobile banking in the Northern part of Gujarat. Perceived usefulness and the attitude on the use of Mobile banking is useful to forecast the intention to use Mobile banking among users. The study reflects that there is awareness about mobile banking post demonetization and Corona pandemic. The rate of the usage of Mobile banking has increased.

S. Priya Durga, (2019), “Customer Concerns and Future Prospects of E-Banking Services at Nationalized Banks in Tamil Nadu”, The study concluded that technological Development in India is continuously expanded at a remarkable rate. The on-going need to cope up with the technology in availing the offering bank products/services cannot be met without the initiatives of banker as well as the customers. By creating continuous focus on the prospects of e-banking channels effectively by the management of nationalised banks - the major player in banking sector will ensure not only the improvement in usage of e-banking services but also brings numerous benefits in leading a digitalised life in today's competitive world of technology.

Rani Veena & Rani Anupam. (2018), “Current practices of e-banking technology: Study of service quality in Tricity (Chandigarh, Mohali & Panchkula)”, E-banking has the potential to transform the banking as it offers many benefits which can never be obtained by traditional banking. E-banking ensures conservation of valuable time which is involved in banking transactions. In spite of improvement in efficiency and convenience due to e-banking, it may prove a double edged sword as it has posed several challenges to regulators and supervisors. The quality with which banks provide their services to their customers is utmost importance today. In today's world of competition every organization has to concentrate on its service quality in order to stand in the market.

E- Banking

E-banking refers to the process of using banking services online over the internet. It is a technique through which customers avail all services of banks through the internet. It is also termed as internet banking, electronic banking & virtual banking. Customers are easily able to access their accounts & perform various financial transactions just by using their phones & laptops. It is all possible because of e-banking. It saves the time of customers & provides 24×7 service. Customers can use their banking services any time & from anywhere through the e-banking feature. E-banking service all operate through the transmission of electronic signals between customer device & website of their banks.

E-banking services are of different types like Telebanking, smart cards, ATMs, E-cheques & debit cards. Customers are able to secure their account & protect them from frauds using e-banking service. They can easily monitor their account continuously. It also reduces the workload & operation cost of banking organisations. E-banking has also reduced the chances of human errors as there is no possibility of errors occurring in a fully automated system.

Benefits of E- Banking during the COVID-19 Pandemic

There is a significant advantage of fund or money transfer as digital banking skips the hassle of issuing demand drafts or cheques. One can simply transfer money from one account to the other without visiting a bank from the safety of their homes. This ensures a low risk of COVID-19 infection and the liberty of transactions anytime and anywhere. A few notable options for online money transfers are IMPS (Immediate Payment Service), RTGS (Real-Time Gross Settlement), and NEFT (National Electronic Fund Transfer).

Apart from this, one has the luxury of downloading e-bank statements at any point in time. These bank statements can be saved on mobile phones or laptops and can be accessed easily. This prevents the need to visit banks and take printed copies of statements, thus preventing unwanted contact during the COVID-19 pandemic. Moreover, the installation of ATM machines in every nook and corner is aiding people in withdrawing cash, be it day or night.

Bill payments can be smoothly managed with digital banking by simply logging in to your bank account. All kinds of bills such as electricity, phone, gas, and television can be

completed via E- banking. Mostly, several banks have auto-debit facility to pay bills automatically whenever issued. For instance, HDFC bank has started a pre-paid mobile recharge facility as part of the digital banking initiative. In addition to this, one can open a fixed deposit account in seconds, invest in mutual funds, and apply for loans and various insurance policies as well.

The rise in smartphone usage and the availability of strong network connectivity has paved way for mobile banking systems. Since everyone nowadays possesses a smartphone, one can download apps for transaction purposes. Google Pay, Apple Pay, BHIM, SBI's Yono, Payzapp and many more are gaining popularity amidst the COVID-19 outbreak. For transactions, one just has to scan a QR code or know the phone number of the beneficiary. Mobile banking apps are like mini-digital banks that include all banking services on the go.

If at all you have to stop a cheque process, then simply log in to your account and click on update cheque process. Furthermore, one can track credits and debits of the account as banks send SMS or e-mails of transactions. These notifications aid in preventing frauds and one must report them as quickly as possible to the bank authorities. Beyond this, E- banking displays transaction history and any pending payments as well.

Objectives of the Study

- To study the socio-economic background of the respondents
- To find out Opinion Level of respondents
- To find the association between Opinion of the respondents and Socio-Economic factors of the respondents

Research Methodology

The present study is of Descriptive in nature. The researcher collected primary and secondary sources. The primary data collected through convenient sampling method. Structured questionnaire was distributed through Google forms in Kanyakumari District of Tamil Nadu State. Secondary sources includes internet, books, RBI reports, journals etc., Convenient sampling methods was used to collect data from 150 bank customers. Of this, the filled in forms of 124 respondents were found to be complete and were taken for further analysis. The remaining forms were incomplete, therefore such data were rejected. For analyzing the data Percentages, t-test and Garret Ranking method were applied.

Limitations of the Study

- As the study was conducted by doing the sample survey so all limitations of sampling methods are equally applicable to the current study.
- It may be possible that at the time of giving response in the questionnaire halo effect on respondent may also affect the outcome of the study.

Results and Discussions

Table 1: Demographic Variables of the Respondents

Variables		No. of Respondents	Chart
Age	Under 20	12	<p>Age</p> <p>■ Under 20 ■ 21-35 ■ 36-50 ■ 51-65 ■ Above 66</p>
	21-35	42	
	36-50	36	
	51-65	24	
	Above 66	10	
	Total	124	
Sex	Male	76	<p>Sex</p> <p>Female 39% Male 61%</p>
	Female	48	
	Total	124	
Educational Qualification	Post-Graduation	18	<p>18 12 59 21 14</p> <p>Post-Graduation Professional Graduation HSC Other</p>
	Professional	12	
	Graduation	59	
	HSC	21	
	Other	14	
	Total	124	
Occupation	Business	21	<p>21 39 34 22 8</p> <p>Business Private employee Government employee Student other</p>
	Private employee	39	
	Government employee	34	
	Student	22	
	other	08	
	Total	124	

Residential Status	Rural Area	62	
	Urban Area	62	
	Total	124	
Banking Sector	Public Bank	88	
	Private Bank	36	
	Total	124	

Source: Primary data

Table No.1 shows demographics wise distribution of the respondents. It reveals that male respondents are higher than female respondents. Majority of respondents in the age group of 21-35 years and Graduation were high as compared to other Educational groups. Majority of the respondents Occupation were Private employee were high as compared to other Occupation. Maximum of respondents were Public Bank user and researcher collected same respondents to residential status.

Table 2: Satisfaction Level of the Services

Factors	Garrett's Mean Score	Rank
ATM	66.61	I
Mobile Banking	66.33	II
Internet Banking	62.23	III
Telephone Banking	61.22	IV
Debit Cards	59.63	V
Credit Cards	59.33	VI
Smart Cards	58.88	VII
EFT	56.39	VIII

Source: Computed Data

Above Tables specifies the factors influencing the Satisfaction Level of the E-banking customer. It shows that ATM were the first rank and Electronic Fund Transfer were the least rank.

Association between Socio-Economic Characteristics and Opinion of the Respondents

The t- test is applied to find the association between Opinion of the Respondents and Socio-Economic factors such as Sex, Residential Status and Banking Sector.

Table 3: Opinion of the Respondents

Variables	Highly Satisfied	Satisfied	Dissatisfied	Highly Dis-satisfied	Total
Male	36	23	12	5	76
Female	25	15	6	2	48
Total	61	38	18	7	124

Source: Computed Data

Table 4: Calculation of t-test

Factors	Variables	df	Table Value	Calculated Value	Result
Level of Satisfaction	Male	122	1.96	0.173	Accepted
	Female				

Source: Computed Data

The above table represents the independent sample t-test. It is clear from the table that the means of the variable namely Level of Satisfaction and sex has its p values are higher than 5 per cent level of significance and hence the null hypothesis is accepted.

Table 5: Opinion of the Respondents

Factors	Highly Satisfied	Satisfied	Dis-Satisfied	Highly Dis-satisfied	Total
Public Bank	31	36	13	8	88
Private Bank	12	21	2	1	36
Total	43	57	15	9	124

Source: Computed Data

Table 6: Calculation of t-test

Factors	Variables	df	Table Value	Calculated Value	Result
Level of Satisfaction	Public Bank	122	1.96	0.17	Accepted
	Private Bank				

Source: Computed Data

The above table represents the independent sample t-test. It is clear from the table that the means of the variable namely Level of Satisfaction and banking sector has its p values are higher than 5 per cent level of significance and hence the null hypothesis is accepted.

Table 7: Opinion of the Respondents

Factors	Highly Satisfied	Satisfied	Dis-Satisfied	Highly Dis-satisfied	Total
Rural Area	21	26	11	4	62
Urban Area	27	32	2	1	62
Total	48	58	13	5	124

Source: Computed Data

Table 8: Calculation of t-test

Factors	Variables	df	Table Value	Calculated Value	Result
---------	-----------	----	-------------	------------------	--------

Level of Satisfaction	Rural Area	122	1.96	0.154	Accepted
	Urban Area				

Source: Computed Data

The above table represents the independent sample t-test. It is clear from the table that the means of the variable namely Level of Satisfaction and residential status has its p values are higher than 5 per cent level of significance and hence the null hypothesis is accepted.

Conclusion

The current research study is based on the opinion of electronic banking services among the customers. With the overall opinion on E-banking experience during lockdown. The present study evident that, through t-test analysis it identifies that there is a no significant relationship between e-banking services and overall customer opinion of sex, banking sector and residential status. When researcher identify that, who got the first rank with ATM services and second rank with Mobile banking during Covid lockdown period. Without entering the bank branches the customers prefer to transfer their money from one bank account to another. The study represents the customer's opinion on effectiveness of e-banking services during covid-19 lockdown.

Reference

- Rajeshkumar D. Kir, (2020), 'An Empirical Study on adoption of Mobile Banking Facility among Customers of Banks in North Gujarat', *Journal of Critical Reviews*, ISSN- 2394-5125 Vol 7, Issue 9, 2020.pp- 466-470.
- Deutsch, M., & Gerard, H. B. (1955). A study of normative and informational social influences upon individual judgement. *Journal of Abnormal and Social Psychology*, 51(3), 629–636.
- Rani Veena & Rani Anupam. (2018), "Current practices of e-banking technology: Study of service quality in Tricity (Chandigarh, Mohali & Panchkula)", *Journal of Commerce & Accounting Research*, 7(2), 56-76.
- Yousafzai, S. Y., Pallister, J. G., & Foxall, G. R. (2003). A proposed model of e-trust for electronic banking. *Technovation*, 23(11), 847-860.
- S. Priya Durga, (2019), " Customer Concerns and Future Prospects of E-Banking Services at Nationalized Banks in Tamil Nadu", *International Journal of Engineering and Advanced Technology (IJEAT)* ISSN: 2249 – 8958, Volume-9 Issue-1S4, December 2019