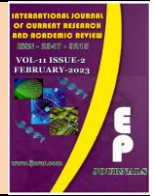




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## A Study on Issues in E-Banking Services from the Perspective of Customers in Chennai

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### Abstract

This article examines the issues in e-banking services from the perspective of customers. The study identifies various problems encountered in e-banking services, such as customer confusion, inadequate customer support, security concerns, and service outages. The study also offers insights into how service providers can use technology to improve customer experience and build customer loyalty. Data were collected from customers using e-banking services about 110 samples were collected from customers having savings account in both private and public sector banks. Spss software has been used for analysis purposes.

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### Keywords

e-banking, customer experience, customer loyalty, security.

### Introduction

E-banking services have revolutionized the way customers access their financial accounts and manage their finances. With E-banking services, customers can take advantage of various features such as online banking, bill payments, money transfers, and other financial transactions from their personal computer or mobile device (Sugumalakshmi, 2012).

However, despite the convenience, there are numerous issues that customers face when using E-banking services. The most common issue is the security of E-banking services. One of the biggest concerns for customers is the possibility of their accounts being hacked or their financial information being stolen (Vinayagamorthy, 2011). To minimize this risk, customers should be sure to use a secure connection when accessing their accounts and use strong passwords.

Furthermore, customers should never share their login information with anyone else and be sure to update their anti-virus software regularly (Aashish Shashikant Jani, 2012).

Another issue that customers face when using E-banking services is the lack of customer service. Since E-banking services are online, customers do not have access to the same level of customer service as they would have if they were dealing with a physical bank. Therefore, if a customer has any questions or concerns, they may have to wait for a response from the bank, which could take several days. Moreover, customers may also face technical issues when using E-banking services. These can range from slow loading times to errors when trying to access accounts. To reduce the chances of this happening, customers should ensure that their device meets the minimum system requirements for the banking services and that their browser is up to date.

Customers may also experience issues with compatibility when using E-banking services. This could mean that some features may not be available on certain devices or browsers, or the customer may experience issues with the overall look and feel of the website. To address this issue, customers should contact the bank and check to see if their device or browser is compatible with the E-banking services.

Nishi Sharma (2012) analyzed the customer's perspective toward e-banking services. She analyzed 19 different variables, which may affect the customers' decision to opt for e-banking as a service delivery channel. She suggested that e-banking is a strong catalyst for the economic development of the country and in order to expand their distribution, the banks must satisfy the customers' requirements. Further, to secure the patronage of the users, the bank must provide timely transaction receipts and maintain accurate records as a part of reporting.

Ashok Singh (2010) 70 examined Mobile Banking Evaluation and Business Strategy for bank. He analyzed that in India, banks opting for mobile banking for the first time need to lead the path cautiously. The biggest decision that banks need to make is the channel that they will offer their services on. It was found that mobile banking through an SMS-based service would require the lowest amount of effort, in terms of cost and time, but will not be able to support the full breadth of transaction-based services.

### **Objectives of the Study**

To know the demographic profile of the sample respondent

To identify the major issues in e-banking services from the perspective of a customer

To suggest the service provider, improve e-banking services.

### **Materials and Methods**

Sample Size: 150

Data Collection Tool: Questionnaire

Sampling Method: Simple Random Sampling

Tools used: Percentage analysis, mean rank, One way ANOVA.

The table above shows the mean score of ten issues in e-banking services from the perspective of customers. The highest mean score is for unclear terms and conditions at 2.86, indicating that customers have the most difficulty in understanding and navigating the terms and conditions of e-banking services. Poor customer service is also seen to be an issue, with a mean score of 2.8. Banks charging high fees and transaction costs are also a problem, with a mean score of 2.75. Other significant issues include technical glitches, with a mean score of 2.42, security threats, with a mean score of 2.13, and website performance issues, with a mean score of 2.26.

Customers also have difficulty in navigating through webpages, with a mean score of 2.17, and limited accessibility for customers with disabilities, with a mean score of 2.42. Limited payment options are the least issue, with a mean score of 2.41.

This ANOVA table shows the results of a statistical analysis that was conducted to investigate the relationship between customer demographic profile and socio-economic profile and issues in e-banking services. The analysis results show a statistically significant relationship between all of the factors being tested and the issues in e-banking services. The F values for each factor are all greater than 1, indicating that there is a significant relationship between the factors and the issues in e-banking services. The p-values for each factor are all less than 0.05, further indicating that the relationship between the factors and the issues in e-banking services is statistically significant. Overall, the results show that there is a significant relationship between customer demographic profile and socio-economic profile and issues in e-banking services. This suggests that demographic and socio-economic factors play a role in determining the issues that customers experience with e-banking services.

### **Suggestion**

Increase the security of online banking services by implementing two-factor authentication, such as using a combination of passwords and biometrics.

Make the online banking interface more user-friendly and intuitive by introducing features such as drag-and-drop, auto-fill, and other features that make it easier to navigate and use.

**Table.1** Gender of the Respondents

Classification	Male respondents	Female respondents	Total
No. of respondent	112	38	150
Percentage	74.6%	25.3%	100%

Table 1 indicates that the majority of the respondents are male that is 75 % of the respondents, and 25 % of them are female.

**Table.2** Age of the Respondents

Classification	18-30 years	31-40 years	40 years above	Total
No. of Respondents	67	33	50	150
Percentage	44.7	22	33.3	100

It is observed from the table2 that the majority of 45% are between the age group of 18 to 30 years.

**Table.3** The literacy level of the Respondents

Classification	Primary School	High School	Under Graduate	Post Graduate	Total
No. of Respondents	17	92	12	29	150
Percentage	11.4	61.3	8	19.3	100

It is observed that the majority of the respondents (61%) has qualification up to high school.

**Table.4** Occupation of the Respondents

Classification	Casual Labour	Un Employed	Private Employee	Self Employed	Total
No. of Respondents	51	28	37	33	150
Percentage	34	19	25	22	100

It is observed that the majority 34% of the respondents are casual laborers.

**Table.5** Monthly income

Classification	below 10,000	10,000 to 20,000	20,000 to 30,000	above 30,000	Total
No. of Respondents	28	57	35	30	150
Percentage	18.7	38	23.3	20	100

It is observed that the majority of the respondents (38%) have an income between RS.10,000 to 20,000.

**Table.6** Type of Bank

Classification	Private sector bank	Public sector bank	Total
No. of Respondents	75	75	150
Percentage	50%	50%	100

It is inferred that customers selected from both the private and public sector banks equally.

**Table.7** Issues in e-banking services from the Perspective of Customer

S. No.	Statement	Mean Score
1.	Security Threats	2.13
2.	Website Performance Issues	2.26
3.	Unreliable Service Outages	2.30
4.	Difficulty in Navigating through Webpages	2.17
5.	Limited Payment Options	2.41
6.	Technical Glitches	2.42
7.	Unclear Terms and Conditions	2.86
8.	Poor Customer Service	2.80
9.	Banks charging High Fees/Transaction Costs	2.75
10.	Limited Accessibility for Customers with Disabilities	2.42

**Table.8** Demographic Profile and the Issues in e-banking services from the Perspective of Customer

Socio Economic Profile	F value	P value	Statistical inference	Result
Gender	1.070	0.000	p-value < 0.05	Significant
Age	10.899	0.000	p-value < 0.05	Significant
Qualification	9.743	0.000	p-value < 0.05	Significant
Salary	9.820	0.000	p-value < 0.05	Significant
Occupation	10.359	0.000	p-value < 0.05	Significant
Type of bank	10.01	0.000	p-value < 0.05	Significant

Source: Primary data

Offer more personalized services such as tailored financial advice and budgeting tools.

Improve customer service by providing 24/7 customer support and live chat options.

Offer more payment options such as mobile payments, digital wallets, and cryptocurrency. 6. Introduce more features such as budgeting tools, spending trackers, and financial calculators.

It is clear that customers are most concerned with unclear terms and conditions, poor customer service, and banks charging high fees and transaction costs. It is important for companies to ensure these aspects are addressed in order to provide a better online experience for customers.

By addressing these issues, companies will be able to build trust with customers and create a more satisfying online experience. In conclusion, E-banking services provide customers with a convenient way to access their financial accounts and manage their finances. However, customers may face several issues when using E-banking services, such as security, customer service, technical

issues, and compatibility. Therefore, it is important for customers to be aware of the potential issues they may face when using E-banking services and take steps to minimize their risks.

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