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## Consumer awareness of E-Banking in Rural area with Specful Reference to Vilathikulam Taluk, Thoothukudi District

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### **ABSTRACT**

*Today banks have become a part of our life. There was a time when the dwellers of city alone could enjoy their services. Now banks offer accers to even a common man and their activities extend to areas hitted to untouched Banks carter to the needs of agriculturists, industrialists, traders and to all the other sections of the society. Thus they accelerate the economic growth of a country and steer the wheels of the economy towards its goal of self-reliance in all fields the information technology has revolutionized various aspects of our life. The world at large is rapidly entering into the "Net Age". Internet or simply "Net" is an inter connection of computer communication Networks covering the whole world. The growth and expansion of internet and information technology have facilitated the emergence of E-Commerce*

*Key Words: Net banking, bank. Information technology, ATM Card etc.,*

### **INTRODUCTION:**

The financial reforms that were initiated in the early 1990s and the globalization and liberalization measures brought in a completely new operating environment to the banks. E-Banking enables the customer to perform the basic banking transaction by sitting at their office or at homes through PC or LAPTOP the Customers can access the banks website for viewing their account details and perform the transaction on account as per their requirements with E-Banking, brick and mortar structure of the traditional banking gets converted into a click and portal model, there giving a concept of virtual banking a real shape. These delivery channels include ATM, Tele banking internet Baking, Mobile Baking, Home Banking etc., Thus E-Banking facilities banking transaction by customers round the Clock globally.

### **OBJECTIVES OF THE STUDY:**

The study was undertaken with the following specific objectives.

1. To study the level of awareness and usage level of e banking among rural people.
2. To analyze the problems faced by rural people while using e – banking facilities.
3. To identify the problem faced by the customer and offer suggestions.

### **METHODOLOGY**

The present study was collected from both primary and secondary sources. The researcher has personally interviewed the selected respondents with pre – tested interview schedule. The

secondary data, will be collected from books, journals, published reports and etc. The researcher has collected 150 sample on the basic of simple random sampling with the help of interview schedule, Percentage average and chi – square test analysis were used.

## HYPOTHESIS

1. There is no significant relationship between age level of the respondents and their education level.

### Analysis of Data :

**Table -1**  
**Age wise classification of the respondents**

| S.No | Age          | No.of Respondents | Percentages |
|------|--------------|-------------------|-------------|
| 1.   | Up to -20    | 18                | 12          |
| 2.   | 20 – 30      | 34                | 22.7        |
| 3.   | 30-40        | 48                | 32          |
| 4.   | 40-50        | 35                | 23.3        |
| 5.   | Above 50     | 15                | 10          |
|      | <b>Total</b> | <b>150</b>        | <b>100</b>  |

Souces : Primary data:

The above table – 1 shows that 32% of the respondents are in the age group of 30-40 years, 23.3% of the respondents are in the group of 40-50 years, 22.7% of the respondents are in the age group of 20-30 years, 12% of the respondents are in the age group up to 20 years and only 10% of the respondents are in the age group of above 50 years.

**Table -2**

### Sex wise Classification

| S.No | Sex    | No.of.Respondents | Percentage |
|------|--------|-------------------|------------|
| 1.   | Male   | 102               | 68         |
| 2.   | Female | 48                | 32         |

Source : Primary date :

The above table -2 shows that sex wise classification of the respondents, it is clear that 68% of respondents are male and only 32% of the respondents are female. Most of the respondents are males.

**Table -3**  
**Education Level**

| S.No | Education    | No.of.Respondents | Percentages |
|------|--------------|-------------------|-------------|
| 1.   | VIII Std     | 12                | 8           |
| 2.   | X Std        | 36                | 24          |
| 3.   | XII Std      | 46                | 30          |
| 4.   | UG Degree    | 30                | 20          |
| 5.   | Professional | 26                | 17.3        |
|      | Course       |                   |             |
|      | <b>Total</b> | <b>150</b>        | <b>100</b>  |

Source: Primary data

The above table -3 explains that 30% of the respondents are studied up to 12<sup>th</sup> Standard 24% are studied 10<sup>th</sup> Standard 20% are studied UG Degree Course 17.3% are studied professional courses and only 8.1% of the respondents are studied up to VIII Standard.

**Table -4**  
**Facilities used by customer (Multiple Response)**

| S.No | Services       | No.of.Customers |
|------|----------------|-----------------|
| 1.   | ATM            | 150             |
| 2.   | Credit Card    | 60              |
| 3.   | Mobile banking | 52              |
| 4.   | EFT            | 20              |

Source: Primary data

The above table -4 show that the facilities used by the customers it is reveals that all 150 respondents use ATM Facility, 60 to use credit card, 52 to use mobile banking and 20 stated to available to the EFT facilities ATM is the most preferred facility availed as it is convenient to use any time.

**Table -5**  
**Reasons for using E-banking facilities.(Multiple Response)**

| S.No | Reasons                     | No.of.Customer |
|------|-----------------------------|----------------|
| 1.   | Familiarity with technology | 130            |
| 2.   | All time availability       | 150            |
| 3.   | Convenience                 | 120            |
| 4.   | Easy to use                 | 150            |
| 5.   | Time and cost               | 140            |

Source : Primary data

The above table -5 explain the reasons for using E- Baking facilities, 150 respondents stated that any time access and easy to use which attract customers towards using E-Banking facilities, 120 respondents are stated it is convenience to

use, 140 respondents express that time and cost saving and 130 respondents stated its familiarity with technology.

**Table -6**  
**Problem faced by customer using E-Banking facilities(Multiple Response)**

| S.No | Reasons           | No.of.Customers |
|------|-------------------|-----------------|
| 1.   | Time Consuming    | 120             |
| 2.   | Insecurity        | 100             |
| 3.   | Hidden Cost       | 145             |
| 4.   | Lack of operation | 110             |
|      | Knowledge         |                 |
| 5.   | Network problem   | 130             |
| 6.   | Processing Time   | 60              |

Source: Primary data

The above table -6 explain the problems faced by customers while using E-Banking facilities 145 respondents are stated the hidden cost 130, respondents express network problem, 120 respondent said time consuming, 100 respondents feel insecurity to use E-Banking and only 60 express the problem oriented with the processing time.

#### **Null Hypothesis:**

There is no significant difference between age level of the respondents and their level of education.

Degrees of freedom 4, tables value 9.49, calculated value 4.634. The table value is greater than the calculated value. So we accept the null hypothesis that there is no significant differences between age level of the respondents and their education level Crafter the introduction

#### **FINDINGS:**

1. 32% of the respondents are in the age group of 30-40 years, and only 10% of the respondents are in the age group of above 50 years.
2. 68% of the respondents are male and only 32% of the respondents are female.
3. 30% of the respondents are studied up to XII Standard and only 8% of the respondents belong to the VIII Standard.
4. All 150 respondents are aware of ATM Services and only 52 respondents are the aware of EFT Services.
5. 150 respondents are used ATM Facility, and only 20 stated to availed to the EFT facilities.
6. 150 respondents stated that any time access and easy to use which attract customers towards using E-Baking facility.
7. Hidden cost (145) and network problem (130) are the two major problem faced by the respondents while using E-Banking facilities.

**SUGGESTION:**

1. Positive attitude towards internet banking could be formed if customers feel internet banking is useful.
2. To encourage the acceptance banks should allow potential customers to try internet banking by providing step by step demonstrating on how to use internet banking on their website.
3. Creation of customers awareness and education for technology adoption are imperative.
4. Banks should ensure that online banking is safe and secure for financial transaction like traditional banking.
5. Banks should organize seminars and conference to educate the rural customers regarding the uses of online banking as well as the security and privacy of their accounts.
6. Many rural customers are hindered by lack of computer skills. They need to be educate on basic skills required to conduct online banking.
7. Banks must make their websites more users friendly.

**CONCLUSION:**

Thus one can find that along with the benefits, internet banking carries various risks for bank itself as well as banking system as a whole the rapid pace of technological innovation is likely to keep changing the nature and scope if risks bank face. These risks must be balanced against the benefits supervisory and regulatory authorities are required to develop methods for identifying new risks assessing risks, managing risks and controlling risks exposure. Thus authorities need to encourage banks to develop a risk management process rigorous and compressive enough be deal with known risks and flexible enough to accommodate changed in the type and intensity of the risks.

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