

E-BANKING IN WEST BENGAL

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ABSTRACT

Banks provide banking services to the customers to increase Customer Satisfaction. e-banking comprises of online banking, internet banking, virtual banking, telebanking, smart cards, automated teller machine etc. Customer satisfaction plays important role in Customer retention. Customer satisfaction depends on various factors such as security, cost, web portal management, accessibility etc. Many customers have lack of awareness on e-banking. Customers suffer due to lack of security and poor internet services. The study is based on primary and secondary data. Primary data has been collected from the state of West Bengal. In this paper, an attempt has been made to find out various aspects of e-banking in West Bengal.

KEYWORDS: e-Banking, Bank, Customer, Customer Satisfaction, Online Banking.

Introduction

e-Banking includes internet banking, tele banking, online banking, digital banking, virtual banking, automated teller machine, smart cards, real time gross settlement system, electronic fund transfer system etc. The success or failure of e-banking totally depends on customer satisfaction. Customer Satisfaction is the major concern for Banks to enhance customer loyalty. Customer Satisfaction depends on several factors such as security, privacy, convenience, cost, reliability, assurance, accessibility, efficiency, system quality. Bank image etc. Many customers avoid e-banking due to lack of security and improper infrastructure. Customers of rural areas are less aware about e-banking services than customers of urban areas. Some customers avoid e-banking due to lack of technological knowledge. Banks provide e-banking services to customers appropriately to increase the level of customer satisfaction. Customer satisfaction plays vital role behind customer retention. The objective of the study is to find out the various aspects of e-banking in West Bengal.

Literature Review

Banks deliver e-banking services to customers to gain customer loyalty (Cabanillas et al., 2013). Banks provide e-banking facilities to customers with the help of technology (Zafar et al., 2011). Banks should focus on service quality to increase customer satisfaction (Kampakaki and Papathanasion, 2016). Banks emphasize to enhance customer loyalty by increasing customer satisfaction with the help of modern technology (Suleiman et al., 2012). Mobile banking faces regulatory challenges, economic challenges and demographic challenges, (Deshwal, 2015). Customers suffer in availing e-banking services due to poor internet connection and lack of security (Sahu, 2016). Urban people use internet banking more than rural people (Yadav, 2016). E-banking helps to avoid the burden of branch banking. The cost of e-banking is less than traditional banking (Jindal, 2016). Urban customers are more aware about e-banking than rural customers (Singhal, 2017). Customers prefer e-banking as they need not present in the bank premises to avail banking services (Panda and Misra, 2017). Online banking provides the facilities to avail banking services by using internet (Santhiya and Saravanan, 2018). Customer satisfaction depends on efficiency of banking services, timely information, web portal management,

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customer awareness, customer relationship management etc. (Sunith, 2019). The success of e-banking in private and public sector banks depends on customer satisfaction (Prasad et al., 2019). The preference of customer towards e-banking has increased in recent years (Peter, 2020). Banks provide high quality e-banking services to enhance customer loyalty (Saravanan and Leelavathi, 2020). Banks offer several types of e-banking services such as mobile banking, door step banking, phone banking (Arya, 2019). E-banking provides better services than traditional banking (Hada, 2020). Quality of e-banking services has immense impact on customer satisfaction (Madavan and Vethirajan, 2020). Banks are compelled to deliver online banking facilities to compete with other banks in banking sector (Sikira, 2021).

Methodology

The study is based on primary and secondary data. The sample size is one hundred. Primary data has been collected through direct interview with the respondents in West Bengal.

Data Collection and Data Analysis

Customers prefer e-banking as they can save time:

Agree : 84%

Disagree : 16%

84% of respondents and 16% of respondents disagree.

Customers avoid e-banking due to lack of security:

Agree : 63%

Disagree : 37%

63% of respondents and 37% of respondents disagree.

Customers are not aware about e-banking:

Agree : 57%

Disagree : 43%

57% of respondents and 43% of respondents disagree.

E-banking provides better services than traditional banking :

Agree : 77%

Disagree : 23%

77% of respondents and 23% of respondents disagree.

Customers suffer due to poor internet services :

Agree : 68%

Disagree : 32%

68% of respondents and 32% of respondents disagree.

Customers face difficulties due to improper infrastructure:

Agree : 71%

Disagree : 29%

71% of respondents and 29% of respondents disagree.

Discussion

The study proves that customers prefer e-banking as they can save time. Customers avoid e-banking due to security threat. Many customers deliver better services than traditional banking. The study also proves that customers suffer due to poor internet services and improper infrastructure.

Conclusion

Banks emphasize on e-banking to increase the level of customer satisfaction. Many people avoid e-banking services due to lack of awareness. Banks emphasize to increase the habit of e-banking among the customers. Bank employees are not properly trained and they are not able to provide e-banking facilities to the customers accurately. Banks adopt modern technology to deliver e-banking services appropriately to the customers. Banks provide e-banking services properly to the customers to survive in the competitive environment of banking sector.

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