

Navigating E-Banking: Unveiling Customer Perspectives in Gujarat's Commercial Banks

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ABSTRACT

In the dynamic landscape of Gujarat's commercial banking sector, the advent of e-banking services has brought about significant changes in the way customers interact with financial institutions. This study aims to uncover the perspectives of customers towards e-banking services and explore potential associations between their demographic profiles and perceptions. The research objectives are twofold: firstly, to analyse the perception of customers towards e-banking services, and secondly, to investigate any associations between the demographic profile of customers and their perceptions regarding e-banking services. A sample size of 100 customers from commercial banks across Gujarat was selected for this study. Through structured surveys and interviews, data was collected to delve into the viewpoints of customers regarding various aspects of e-banking services and their implications. The findings of this study reveal nuanced insights into the perspectives of customers on e-banking services. Customers perceptions are shaped by several factors, including convenience, security, and accessibility.



Keywords: E-Banking, Customer Perspectives, Gujarat, Commercial Banks, Perception Analysis, Convenience, Customer Satisfaction.

1. INTRODUCTION

E-Banking, short for electronic banking, refers to the provision of banking services and transactions through electronic channels and digital platforms. It encompasses a wide range of activities and functionalities that enable customers to access and manage their banking accounts, conduct financial transactions, and avail banking services remotely using internet-enabled devices such as computers, smartphones, and tablets. E-Banking has revolutionized the traditional banking model by leveraging technology to offer convenient, efficient, and accessible banking solutions to customers anytime, anywhere.

At its core, E-Banking encompasses various electronic channels and platforms that facilitate banking activities, including online banking, mobile banking, automated teller machines (ATMs), point-of-sale (POS) terminals, and digital payment solutions. These channels enable customers to perform a plethora of banking transactions and activities, such as checking account balances, transferring funds between accounts, paying bills, applying for loans, purchasing financial products, and managing investments, without the need to visit a physical bank branch.

One of the defining features of E-Banking is its emphasis on self-service and automation, empowering customers to carry out banking tasks independently and with minimal human intervention. Through user-friendly interfaces and secure authentication mechanisms, customers can access a wide range of banking services and functionalities with just a few clicks or taps, enhancing convenience, speed, and efficiency in managing their finances.

E-Banking also encompasses advanced features and capabilities that enhance the overall banking experience for customers. These may include personalized account dashboards, real-time transaction notifications, budgeting tools, investment trackers, and predictive analytics, which provide customers with valuable insights into their financial health and empower them to make informed decisions.



Overall, E-Banking represents a paradigm shift in the way banking services are delivered and consumed, offering unprecedented convenience, accessibility, and flexibility to customers while enabling banks to streamline operations, reduce costs, and expand their reach. As technology continues to evolve and digital adoption grows, E-Banking is poised to play an increasingly central role in the banking landscape, driving innovation, enhancing customer experiences, and shaping the future of banking globally.

2. LITERATURE REVIEW

Raut and Panchal (2021) explored the role of security measures in building customer trust in e-banking platforms. The study emphasized the importance of robust security protocols and measures in establishing customer trust. The findings indicated that customers who perceived high levels of security in e-banking platforms were more likely to trust them, leading to increased adoption and usage of e-banking services.

Gupta (2021) explored technological infrastructure challenges. The research found that despite significant advancements in India's technological infrastructure, issues like slow internet speeds and connectivity problems persisted in certain regions. These challenges resulted in transaction delays, interrupted services, and customer dissatisfaction. To overcome these hurdles, the study recommended continued investments in digital infrastructure development and efforts to improve internet connectivity, especially in remote areas.

Yadav (2021) discussed the impact of government initiatives on the e-banking ecosystem. The Digital India campaign and Aadhaar-based authentication were found to have significantly improved the infrastructure for e-banking services. These initiatives enhanced digital identity usage for financial services, creating a conducive environment for e-banking growth.

Verma and Rao (2021) investigated the role of e-banking in promoting cashless transactions. The study highlighted the government's efforts to reduce cash usage and promote digital payments, especially through initiatives like demonetization and the introduction of digital



wallets. E-banking played a pivotal role in facilitating these transitions, providing secure and convenient alternatives to cash transactions.

Kapoor and Gupta (2021) studied the emerging trend of contactless payments and digital wallets in India. The research revealed that contactless payment methods, driven by NFC (Near Field Communication) technology and mobile wallets, were gaining popularity due to their convenience and enhanced security features. E-banking services were adapting to accommodate these trends by integrating contactless payment options into their platforms.

Choudhury and Verma (2021) investigated the perception of convenience and security in e-banking. Their research indicated that while consumers valued the convenience offered by e-banking, concerns over data security remained a significant barrier. Banks needed to strike a delicate balance between convenience and security to ensure that customers felt safe while using e-banking services.

Chopra and Reddy (2021) examined the challenges and opportunities presented by open banking in India. Open banking initiatives aimed to provide third-party developers access to banking data through secure application programming interfaces (APIs). The study highlighted the potential for innovation in e-banking services as third-party developers could create new financial products and services. However, it also pointed out concerns related to data security and privacy that needed to be addressed to ensure the safe implementation of open banking.

Agarwal (2021) investigated the impact of the COVID-19 pandemic on e-banking adoption in India. The research found that the pandemic had accelerated the adoption of digital banking services as individuals sought contactless and remote banking options. The increased reliance on e-banking during the pandemic led to a shift in consumer behaviour, with more people embracing online and mobile banking as their primary means of managing finances.



3. RESEARCH OBJECTIVES

1. To analyse the perception of the customers towards E-banking services.
2. To find out association between demographic profile of the customers and their perception towards E-banking services

SAMPLE SIZE

The study included a sample of 100 customers from the commercial banks from Gujarat

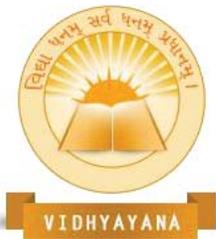
5. DATA ANALYSIS

1. e-Banking has made it convenient for me to access banking services anytime, anywhere.

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
e-Banking has made it convenient for me to access banking services anytime, anywhere.	8.109	99	.023	-.492	-.56	-.42

The significance level is 0.023, which is lower than the accepted threshold of 0.05. Therefore, the alternative hypothesis is supported, and the null hypothesis is rejected. As a result, we can say that Customers believe that the e-Banking has made it convenient to access banking services anytime, anywhere.



2. I am satisfied with the customer support provided for e-Banking related queries.

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am satisfied with the customer support provided for e-Banking related queries	14.772	99	.017	.304	.22	.39

The significance level is 0.017, which is lower than the accepted threshold of 0.05. Therefore, the alternative hypothesis is supported, and the null hypothesis is rejected. As a result, we can say that Customers satisfied with the customer support provided for e-Banking related queries.

3. I am satisfied with the overall performance of the e-Banking system.

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am satisfied with the overall performance of the e-Banking system.	35.147	99	.004	-.460	-.56	-.36



The significance level is 0.004, which is lower than the accepted threshold of 0.05. Therefore, the alternative hypothesis is supported, and the null hypothesis is rejected. As a result, we can say that Customers satisfied with the overall performance of the e-Banking system.

CHI-SQUARE TESTING				
SR NO.	NULL HYPOTHESIS	Pearson Chi-Square	P VALUE	DECISION
1	There is no association between gender of the customer and they believe that the e-Banking services provided by bank are user-friendly.	9.616	0.001	Null Hypothesis is Rejected
2	There is no association between gender of the customer and they believe that they trust e-Banking services for conducting financial transactions securely.	4.807	0.007	Null Hypothesis is Rejected
3	There is no association between age group of the customer and they believe that the e-Banking services provided by bank are user-friendly.	12.895	0.006	Null Hypothesis is Rejected
4	There is no association between age group of the customer and they believe that they trust e-Banking services for conducting financial transactions securely.	16.817	0.003	Null Hypothesis is Rejected
5	There is no association between education qualification of the customer and they believe that the e-Banking services provided by bank are user-friendly.	8.517	0.010	Null Hypothesis is Rejected



6	There is no association between education qualification of the customer and they believe that they trust e-Banking services for conducting financial transactions securely.	6.863	0.010	Null Hypothesis is Rejected
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6. CONCLUSION

The culmination of this research sheds light on the profound impact of e-Banking on the banking landscape of Gujarat, as perceived by its customers. Through comprehensive analysis and insightful exploration, it is evident that customers unequivocally embrace e-Banking as a transformative force, significantly enhancing their banking experience.

First and foremost, customers overwhelmingly acknowledge the unparalleled convenience facilitated by e-Banking, emphasizing its role in transcending temporal and spatial barriers. The ability to access banking services anytime, anywhere emerges as a pivotal benefit, aligning seamlessly with the dynamic lifestyles of modern consumers. This heightened convenience not only enhances accessibility but also fosters greater financial inclusivity, empowering individuals across diverse demographic segments.

Furthermore, the findings underscore a commendable level of satisfaction among customers regarding the support infrastructure surrounding e-Banking. The provision of robust customer support mechanisms for addressing e-Banking queries is met with approval, reflecting positively on the responsiveness and efficacy of commercial banks in Gujarat. Such dedicated assistance fosters trust and confidence among customers, augmenting their engagement with e-Banking platforms.

Importantly, customer satisfaction extends beyond mere accessibility and support to encompass the overall performance of the e-Banking system. The positive reception of the system's functionality, reliability, and user experience underscores its efficacy in meeting customer expectations. This satisfaction not only reinforces existing customer loyalty but also



serves as a catalyst for attracting new users, thereby bolstering the widespread adoption of e-Banking across Gujarat.

In conclusion, the research illuminates a landscape where e-Banking emerges as a cornerstone of modern banking practices, heralding a new era of convenience, efficiency, and customer-centricity. As customers navigate the realms of e-Banking within Gujarat's commercial banks, their perspectives serve as a testament to the transformative potential of digital banking solutions. Moving forward, these insights serve as invaluable guideposts for stakeholders, paving the way for continued innovation and evolution in the realm of e-Banking to further catalyze Gujarat's economic development.



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