

A STUDY OF CONSUMER AWARENESS AND PERCEPTION TOWARDS E-BANKING SERVICES IN JALGAON DISTRICT

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Abstract

The rapid progress of information and communication technologies has revolutionized the banking industry around the world. In India, e-banking has developed as a revolutionary platform, allowing customers to do banking operations conveniently, securely, and efficiently without regard for time or location. This shift has reshaped not only the way financial institutions work, but also the interaction between customers and banks. The purpose of this study is to provide insights into the factors that influence customer awareness, identify challenges to adoption, and assess the efficacy of banks' promotional and educational initiatives. The study aims to provide an entire overview of the current situation in Jalgaon District by examining consumer responses and correlating them to demographic variables. The findings are intended to assist banks, policymakers, and financial educators develop initiatives to raise consumer awareness and encourage wider use of e-banking services.

Keywords: *Electronic Banking, Internet Banking, E-banking, Consumers Awareness and Satisfaction, Mobile Banking, E-payment*

Introduction

The banking industry has undergone a significant transformation over the past two decades, driven by technological innovation, globalization, and evolving customer expectations. Among the most impactful developments has been the emergence of electronic banking, which has redefined how financial transactions are initiated, processed, and managed. E-banking refers to the delivery of banking services through electronic channels such as the Internet, mobile applications and ATMs, allowing customers to access their accounts, transfer funds, pay bills, and perform various transactions at their convenience.

In India, the adoption of e-banking has accelerated due to rapid internet penetration, widespread smartphone usage, government initiatives promoting digital payments, and the competitive push among financial institutions to innovate. E-banking offers numerous advantages, including time efficiency, cost-effectiveness, ease of access, and enhanced transparency. However, despite these advantages, the level of consumer awareness and usage varies considerably across regions, socio-economic groups, and demographic segments.

The paper deals the consumers perception towards e-banking system related to Consumer awareness towards e-banking system with special reference To Jalgaon District of Maharashtra.

Literature Review

Rreeti Agarwal (2009) in his research titled "Customers' Perspectives Regarding E-Banking in an Emerging Economy" discovered that the type of account customers maintain, along with their age and profession, impacts their utilization of e-banking services. Among various e-banking options, customers assign the greatest importance

to the balance enquiry service. They perceive security and trust as the key factors influencing their level of satisfaction, while they find slow transaction speeds to be the most common challenge encountered when using e-banking.

Akram Jalal (2011) conducted research on "Assessing the Influence of Online Banking Factors on Encouraging E-banking Usage," revealing that credibility elements such as Security and Privacy are significant contributors to customer dissatisfaction, greatly affecting user satisfaction. The findings further indicate that security and privacy aspects are crucial in influencing users' acceptance of e-banking services across various demographic segments, including age, income, and education level.

Meshram and Gurme (2017) highlighted in their research article titled "A study on mobile banking awareness of consumers' perspective concerning Kothrud, Pune area" that although everyone possesses a smartphone or tablet, there is still a need to enhance awareness regarding e-banking services that can offer security and safety with minimal effort. Mobile banking is currently regarded as the fastest-growing mobile technology globally. It is a service offered by banks or financial institutions that allows clients to perform financial or banking transactions using their smartphones or tablets. These services are accessible to customers around the clock for any financial transactions. This study investigated the awareness, factors influencing, and functioning of mobile banking services in the Kothrud, Pune area. The findings indicated that safety, ease of use, and the speed and convenience of transactions were key influencing factors. The paper also mentioned that there is considerable potential for further research into the various roles of mobile banking in a

cashless economy. The authors recommended that customers ensure transactions are authorized and review their transaction history in detailed statements. This study examined mobile banking awareness during the new technology era, which could facilitate rapid growth in the banking sector and play a crucial role in the economic development in India.

Objective Of Study

1. To understand the social and economic background of people who use e-banking.
2. To find out why customers prefer using e-banking.
3. To study the quality of services that customers get from e-banking.
4. To know the customers' opinions about the problems they face in e-banking.
5. To give useful suggestions for improving awareness and satisfaction about e-banking services.

Research Methodology

The study is aims to access consumer awareness and satisfaction about E-banking facility provided by commercial banks in Jalgaon district of Maharashtra. Data for this research were collected from primary as well as secondary sources. Sample chosen consisted of 90 sample respondents representing the customers of E-banking services. Researcher use a non-probability convenience sampling technique for data collection for the study. The data was collected during the months between April to June, 2015. Researcher data collected from the primary source were analysed with the help of various statistical measures such as simple percentage analysis, averages and probability analysis were used. Secondary data have been collected from books, journals, newspapers, internet, magazines, research articles, various government reports, Reserve Bank of India's financial reports, and various committee reports on banking and e-banking services .

Results and Discussion

The table shows that 40% of respondents are under 25, 43.33% are between 26-50, and 16.67% are over 50 years old, with a mean age of 33.41667. Table 2 shows that 61.11% of respondents are males, while 38.89% are females.

Age in Group (in years)	No. Of Respondents
Up to 25	36 (40)
25-50	39 (43.33)
Above 50	15 (16.67)
Total	90 (100)

Table 1: Distribution of sample respondents according to their age.

Gender	No. Of Respondents
Male	55 (61.11)
Female	35 (38.89)
Others	0 (00)
Total	90 (100)

Table 2: Distribution of sample respondents according to their gender.

Educational Qualification	No. Of Respondents
Illiterate	12 (13.33)
School level	20 (22.22)
College level	24 (26.67)
Diploma	16 (17.78)
Professional	18 (20.00)
Total	90 (100)

Table 3: Distribution of sample respondents according to their educational qualification.

Out of 90 respondents, 13.33% are illiterate, 22.22% have school level education, 26.67% have college level education, 20% have professional education, and 17.78% have a diploma (Table 3). According to the table, 36.67% of respondents have a monthly income of up to Rs. 50,000, 52.22% have a monthly income of Rs. 50,001 to Rs. 100,000, and 11.11% earn more than Rs. 1,00,000.

Monthly Income	No. Of Respondents	Percentage
Up to Rs.50,000	33	36.67
Rs 50,001 to Rs 100,000	47	52.22
Above Rs 100,000	10	11.11
Total	90	100.00

Table 4: Distribution of sample respondents according to their income.

Motivating Factors	No. Of Respondents	Percentage
Time saving	73	81.11
Accuracy	49	54.44
Ubiquity	31	34.44
Easy and convenient access	68	75.56
Cost saving	77	85.56
Transparency	63	70.00
Social status	86	95.56
Confidentiality	50	55.56
Exchange of information	81	90.00
Service quality	67	74.44
Security	45	50.00
Speed	88	97.78
Control over funds	36	40.00
Time out feature	53	58.89
Total	90	100.00

Table 5: Motivating factors to prefer E-banking services

Future Expectations	No. of Respondents	Percentage
Reasonable cost	16	17.78
Preference for Neither Technical Intervention nor High-Quality Services	53	58.89
Security	21	23.33
Total	90	100.00

Table 6: Respondent's response with future expectations with E- banking Services.

Difficulty	No. Of Respondents	Percentage
Risky	11	12.22
Limited Knowledge	45	50.00
High Service Charges	7	7.78
Complexity of Use	27	30.00
Total	90	100.00

Table 7: Difficulties Encountered in Using E-Banking Facilities

The majority of respondents are satisfied with the services given by bankers (Table 5). Respondents in Jalgaon district choose e-banking services for ease of access, confidentiality, service quality, and time savings (75.56%, 55.56%, 74.44%, and 81.11%, respectively). 70%, 54.44%, 85.56%, 34.44%, and 97.78% of respondents prefer commercial banks' e-banking services based on openness, correctness, cost savings, ubiquity, and speed. Customers prefer services based on social standing, security, control over cash, time out feature, and information sharing (95.56%, 50%, 40%, 58.89%, and 90%, respectively).

The table shows customers' opinions on future expectations. The majority of respondents (58.89%) prefer a core banking environment without technical intervention, while 23.33% expect security from the bank. Table 6 shows that 17.78% of respondents believe appropriate charges should be placed on their banking transactions. The major challenge in implementing E-banking is a lack of understanding of banking processes (50%). Respondents say E-banking services are excessively complex (30%) and unsafe (12.22%).

Conclusion

The research is based on primary data, reveals that the majority of bank customers in the Jalgaon District of Maharashtra are aware of various banking services. However, it is evident that banks must take further initiatives to educate customers about emerging technologies and newly introduced

services. Extending customer interaction time with bank officials, coupled with a more approachable and friendly service environment, would not only strengthen existing customer relationships but also attract potential clients. Such measures are likely to enhance the overall quality of banking services and contribute to the growth and development of banks both within India and globally. Additionally, the findings provide valuable insights into consumer awareness of e-banking systems and the types of risks associated with their usage.

The results underscore the importance of continuous innovation and the adoption of customer-centric strategies to maintain a competitive edge in the evolving banking sector. As digital banking technologies advance at an unprecedented pace, banks must prioritize the implementation of robust security measures, transparent operational practices, and seamless multi-channel service delivery. Promoting digital literacy among customers will help minimize risks, foster greater trust, and encourage long-term loyalty. Strategic investments in modern technology, coupled with personalized engagement initiatives, can significantly improve service quality and drive sustainable economic growth for the banking industry.

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