

A DESCRIPTIVE STUDY ON INTERNET BANKING BEHAVIOUR AMONGST SMALL GROCERY SHOPS IN PUNE CITY

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ABSTRACT

Banking through the web technology has arisen as an essential part for accomplishing higher efficiency in the banking system, control of activities and decrease of cost by supplanting paper-based and work serious techniques with computerized measures hence prompting higher efficiency and productivity. Internet banking is popular in India now because of Digital India campaign announced by Government of India. This research study focuses on the understanding the use of Internet banking usage and problem faced by small grocery shop in Pune city. The major outcome of this study will be helpful to understand how small shoppers react on internet banking service provided by banks. The result is very surprising that small shop owners are having less knowledge about internet banking and rigours awareness campaign is necessary.

Keywords: Internet Banking, Digital India, Shop owners, Banks, Traditional Banking

I. Introduction

Banks are the real depository for anyone's money related issues. One of the safest place to keep your money secured is bank. The banks was having scope of accepting deposits and lend a loan but in 21st century bank has got into different services and one stop option for all financial solutions. Options in contrast to old style branch banking have pulled in expanding consideration as Internet utilization began to spread. Banks began to utilize the web not just as a creative instalment strategy and to expand client accommodation, yet additionally as an approach to decrease expenses and upgrade benefits. Savage rivalry between banks, both in retail and discount, has constrained banks to discover new and productive regions where to grow. Yet, Internet banking appears to address a reasonable technique additionally for new participants in the banking area.

Banking through the web technology has arisen as an essential asset for accomplishing higher proficiency in the banking system, control of activities and decrease of cost by supplanting paper-based and work serious techniques with computerized measures hence prompting higher efficiency and productivity. Notwithstanding, to date analysts have delivered pretty much nothing proof with respect to these likely changes. In any case, on-going observational investigations show that Internet banking isn't independently affecting

banking productivity, albeit these discoveries may change as the utilization of the Internet turns out to be broader.

All the more as of late in India as well, extensively Indian companies are using Internet banking (Malhotra and Singh, 2004), Internet banking has made life very easy for most of the customer. Internet banking is saving cost as wee as time not only for the bank nut also for the customer this is very significant feature of the Internet banking This research study focuses on the understanding the use of Internet banking usage and problem faced by small grocery shop in Pune city. The major outcome of this study will be helpful to understand how small shoppers reacts on internet banking service provided by banks

II. Literature Review

Revolution on the internet is a worldwide marvel and, India will be the top most user in the electronic commerce market. It is a now expected that e- banking and all payments are probably going to propel pretty much with web based business. Many of researchers show that Internet banking fundamentally affects the plans of action of banks, protections exchanging firms, financier houses, insurance agencies and so forth Web banking has likewise pulled in the consideration of, controllers and administrators in the non-industrial countries since the last part of the

1990s. Online and Internet banking is a reason for worry to greater part of the offline banks (Rajgopalan, 2001).

Online banking is conveyance direct for banks in India. The online banking channel is definitely a nice option. In any case, online banking has not been prominently received in India true to form. There was a complete examination to discover online banking selection by the banks in India (Malhotra & Singh 2007). The evaluation highly focus and suggest that bigger and lower banks which have accepted IT as an revolution should focus on inbuilt internet banking. Banks with lower piece of the overall industry additionally see online banking innovation as a way to build the piece of the pie by drawing in an ever increasing number of clients through this new channel of conveyance.

Web banking has achieved another direction to chances and surprisingly new types of dangers to which banks leading Internet banking uncover themselves. Different dangers have been recognized by experts including settlement, overdraft hazard, global innovation hazard, fraud or misrepresentation hazard, rivalry hazard.(Saunders, 1997).

In India, a few banks have made strides toward that path and have presented most of the payments doors that empower online business exchanges on the Internet on a protected framework having firewalls against hacking (Rao, 2001).

Scientists on different events have raised numerous issues which is in front of the internet banking set up. Following is the table for those issues. (Sharma, 2001)

Table 1: Issues faced by internet banking

Issue Number	Issue
First Issue	New Model Accessibility and its user friendliness
Second Issue	Need of Internet banking and its implementation in banks
Third Issue	Sufficient and Secure system to handle the problems arsed by Internet banking and handling that system issues effectively
Fourth Issue	Legitimate system for users right and commitment for the users

While the greater part of these issues have been to some degree tended to, a significant issue actually remains - what existing and potential shoppers feel about Internet banking and based on this how a suitable banking model can be created in Indian setting. There is a need to gauge and dissect the buyer discernment towards Internet banking, to discover what's up with customary banks and give a structure to the banks to deliberately embrace the Internet in order to augment an incentive for the shoppers.

Banking on an Internet includes constructing and keeping up client connections utilizing on the web exercises to help the trading of thoughts, items, and administrations. Web banking makes use of advanced intelligent advances and data innovation to satisfy the conventional acts of making, imparting and conveying worth to clients (Salhi, M., &Alipour, M. ,2010)

According to Arunachalam and Sivasubramanian (2007), online banking is the place where a client can get to their financial balance by means of the Internet utilizing or cell phone and internet browser.

Sathye (2005) investigated the transactional banking impact on creditworthiness of a union in Australia. The Internet banking has not shown any change in the behaviour among people in Australian people is concern it also has not shown any surge in profit too (Sullivan,2000).

Hernando and Nieto (2005) analysed the presentation of multichannel banks in Spain somewhere in the range of 1994 and 2002. Banks with Multichannel options are having great response as their services are available in most of the channels which creates ease for the user. Easiness in the system helping user to transact more on the bank services now a days banks are not only in deposits they are in insurance, mutual funds, they are in bonds as well as savings in different schemes other than banking so these multi product multi-channel system helping banks to achieve greater height in terms of profit.

There are also some risk involve in banking called as e-risk and working on that its really difficult task at some point of time when it is uncontrollable (Pennathur,2001)

III. Research Methodology

This research paper has studied with interview of 50 small store shop owners in Hadapsar area of Pune which opted for online payment acceptance at store through GPAY/PayTM and Google Pay. All the shoppers are dealing with category of grocery so below are the details of Research methodology

Table 2: Snap-shot of research methodology

Particulars	Details
Sample Size	50
Sample Unit	Grocery Shop owners
Location	Hadapsar Pune
Data Collection	Interview

Data is collated with the help of interview with structured questionnaire to understand the pattern of behaviour of the small shop owners about internet banking. Behavioural analysis is descriptively explained as findings of the study.

IV. Internet Banking Behaviour

Extensive interview of 50 small grocery store owners has been performed and analysis has been drawn. Below are the parts of Internet banking behaviour shown by shop owners.

1. Knowledge: Most of the shoppers are unaware about the internet banking facility provided by banks for their accounts. They usually check the messages coming to inbox for money credited and debited. For most of the shop owners Internet banking and its uses were not explained by banks while opening the account.
2. Need: Most of the shop owners feel that they don't need internet banking facility as they are perfect with the old banking system. They feel that internet banking is

unsecure or if password mishap has happened so they may lose money etc.

3. 3.Traditional Banking System: Use of Paper banking is almost the popular way in the last decade era but now a days also rural India believes in Paper banking as they are so much acquainted with it.In this study of small shop owners they are perfectly ok with non-internet banking
4. Awareness: It is very important to create awareness among the small shop owners about the internet banking and its uses as they are not very much acquainted with the internet banking system. Banks can also help with "Bank Mitra" as person to help this people to make good use of Internet banking.
5. Digital India: It is really necessity to promote objective of Digital India among the people and to help them with explain the benefits of Internet banking.

Though most of the small shop owners make use of Internet banking but it is really in very small portion as out of 50 only 15 owners use the internet banking facility provided by bank. It's time to work on the issue and need rigours awareness campaign on this to make Digital India Successful

V. Conclusion

Overall it has been seen that banks are very much preferred by the small shop owners to have transaction for their business but large no of owners are still feel comfortable with the traditional use of banking. Issue of Lack of awareness, security, and technical knowledge are the primary issues which need to be addressed immediately. It's time to work on this issue and need rigours awareness campaign on these issues to make Digital India Successful.

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