Study of E-banking services provided by urban co-operative banks and E-banking habits of customers in Thane district

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ABSTRACT

This research aims to examine the various e-banking services provide by UBC and e-banking habits of UCB customers in Thane District. In India, the banking business is not far too much from global development in terms of its traditional funding and the conduct of banking operation, however, it becomes a kind of scientific banks that have always received international reputation and prizes. It has been identified that UCB with its e-banking is the largest bank with the greatest share of the market in the Thane District.

Keywords: Co-operative, Customer, E-banking, Habits, UCB, Urban

1. INTRODUCTION

1.1 Urban Cooperative Bank

Urban cooperative banks were known as a backbone of the financial sector and play important role in financial development. As one of the objectives of financial sector reform was to improve the efficiency of the banking system in Indian economy. Nowadays Information technology has become a necessary tool in today's institution. Thane district is one of the developing districts in Maharashtra state.

1.2 E-Banking

E-Banking also recognized as Internet Banking is the updated in the series of technological wonders of the modern past. ATMs, Tele-Banking, Internet Banking, Credit Cards and Debit Cards have appeared as effective delivery channels for traditional banking services. Banks recognize that the Internet opens up new skyline for them and go walk them from local to global frontiers. IB refers to systems that enable bank customers to get access to their accounts and general information on bank products and services through the use of bank's website, without the involvement or inconvenience of sending letters, faxes, original signatures and telephone confirmations. It is the types of services through which bank customers can request information and carry out most retail banking services such as balance reporting, inter-account transfers, bill-payment, etc., via telecommunication network without leaving their home/organization. It provides a universal connection from any location worldwide and is universally accessible from any Internet-linked computer. Information technology developments in the banking sector have sped up communication and transactions for clients. It is vital to extend this banking feature to clients for maximizing the advantages for both clients and service providers. The Internet is the cheapest delivery channel for banking products as it allows the entity to reduce their branch networks and downsize the number of service staff. The navigability of the Website is a very important part of IB because it can become one of the biggest competitive advantages of a financial entity. Bankers consider 'minimizes inconvenience', 'minimizes the cost of transactions' and 'time-saving' to be important benefits and 'chances of government access', 'chances of fraud' and 'lack of Information security' to be vital risks associated with electronic banking. Due to increase in technology usage the banking sector's performance increases day by day. IB is becoming the indispensable part of modern day banking services.

2. OBJECTIVES

1) To study the various e-banking services provide by UBC in Thane District.
2) To study the e-banking habits of UCB customers in Thane District.
3) To suggest measures and policy improve e-banking habits and services provided by UCB.

3. HYPOTHESIS

There is a significant association between e-banking habits of UCB customer and use of e-banking services.

4. RESEARCH METHODOLOGY

For the present study, primary and secondary data were used. Secondary data collected from various books, journals. 1000 UCB customer were randomly selected for the study. Primary data were collected through well-developed questioner. The percentage method and chi-square test are used as statistical tools for analyzing the data and testing of hypothesis.

5. ANALYSIS OF DATA

Table 1: E-Banking habits of UCB Customer and use of E-Banking services.

	ATM		Debit Card		Credit Card		Internet Banking		Bill Pay Services		Cash Management		NEFT		RTGS	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Habits	1000	0	1000	0	1000	0	995	5	991	9	997	3	991	9	74	926
Percentage	100.0	0.0	100.0	0.0	100.0	0.0	99.5	0.5	99.1	0.9	99.7	0.3	99.1	0.9	7.4	92.6
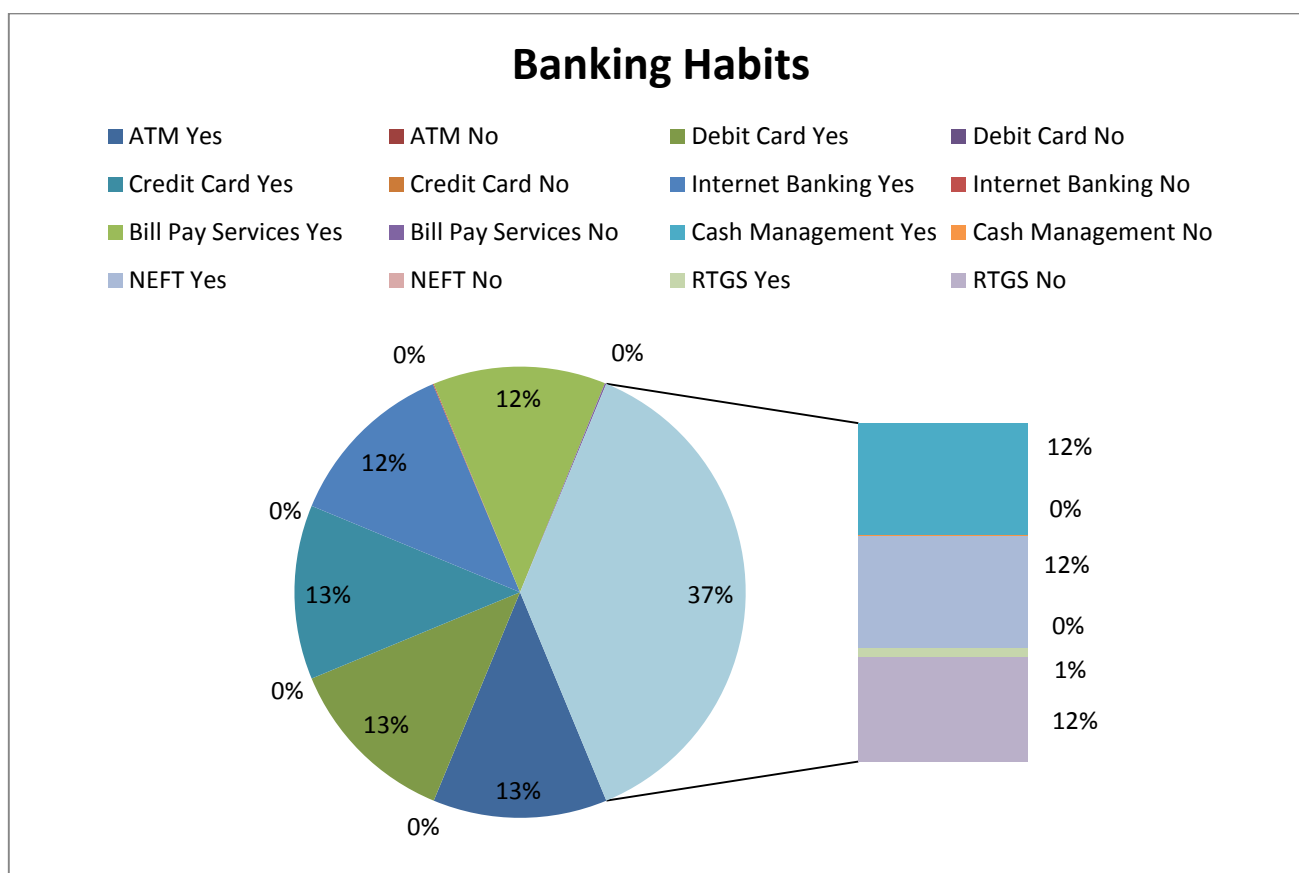
Above table indicate the relation between e-banking habits 0f UCB customer and e-banking services provided by UCB in Thane District. It is revealed that 100 percent of customers are using ATM, Debit Card and credit cards. Internet banking use by 99.5 percent customer, 99.1 percent customer is bill pay services users, cash management service use by 99.7 percent, NEFT service used by 99.1 and 92.6 percent of customers are using RTGS service. Thus it is revealed that most of the customers are habitual with e-banking services provided by UCB in Thane District.

5.1 Testing of hypothesis

Table 2: Association between E-banking services and E-banking habits

		Atm	debit	credit	internetbanking	billpayservices	cashmanagement	neft	rtgs	Sum
Atm	#	997	997	968	979	977	962	978	971	7829
	%	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	12.9
	row %	12.7	12.7	12.4	12.5	12.5	12.3	12.5	12.4	
	col %	12.9	12.9	12.8	12.9	12.8	12.8	12.8	12.8	
debit	#	1000	1000	971	982	980	965	981	974	7853
	%	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	12.9
	row %	12.7	12.7	12.4	12.5	12.5	12.3	12.5	12.4	
	col %	13.0	13.0	12.8	12.9	12.9	12.8	12.9	12.9	
credit	#	947	947	947	942	939	935	930	923	7510
	%	1.6	1.6	1.6	1.5	1.5	1.5	1.5	1.5	12.3
	row %	12.6	12.6	12.6	12.5	12.5	12.5	12.4	12.3	
	col %	12.3	12.3	12.5	12.4	12.3	12.4	12.2	12.2	
internetbanking	#	977	977	961	972	963	955	958	951	7714
	%	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	12.7
	row %	12.7	12.7	12.5	12.6	12.5	12.4	12.4	12.3	
	col %	12.7	12.7	12.7	12.8	12.7	12.7	12.6	12.6	
billpayservices	#	971	971	954	959	968	948	957	950	7678
	%	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	12.6
	row %	12.6	12.6	12.4	12.5	12.6	12.3	12.5	12.4	
	col %	12.6	12.6	12.6	12.6	12.7	12.6	12.6	12.6	
cashmanagement	#	870	870	867	865	865	870	865	858	6930
	%	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	11.4
	row %	12.6	12.6	12.5	12.5	12.5	12.6	12.5	12.4	
	col %	11.3	11.3	11.5	11.4	11.4	11.5	11.4	11.3	
neft	#	973	973	951	955	961	954	973	964	7704
	%	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	12.6
	row %	12.6	12.6	12.3	12.4	12.5	12.4	12.6	12.5	
	col %	12.6	12.6	12.6	12.5	12.6	12.6	12.8	12.7	
rtgs	#	974	974	947	956	959	953	972	971	7706
	%	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	12.6
	row %	12.6	12.6	12.3	12.4	12.4	12.4	12.6	12.6	
	col %	12.6	12.6	12.5	12.6	12.6	12.6	12.8	12.8	
Sum	#	7709	7709	7566	7610	7612	7542	7614	7562	60924
	%	12.7	12.7	12.4	12.5	12.5	12.4	12.5	12.4	100.0

#-Count**%-** the percentage of the total, **row%** - percentage within with marketing strategies by ucb.
Col% - percentage within E-banking Services.

Test – Statistic:

Pearson's Chi-squared test:-X-squared = 2.1161, Df = 49, P-value = 1

Calculated value: 2.1161, table value: 67.5, df: 49 at percent significance level.

6. INFERENCE
The calculated value of chi-square is less than the table value of chi-square. Hence hypothesis is accepted i.e. there is a significant association between e-banking habits of UCB customer and use of e-banking services**.**

7. FINDINGS
The study revealed that more than 90.0 percent of customers are using ATM, Debit Card, credit cards, Internet banking, bill pay services, cash management service, NEFT, RTGS service. Thus it is revealed that most of the customers are habitual with e-banking services provided by UCB in Thane District. Chi-square test validated the hypothesis.

8. CONCLUSION
It is revealed that most of the customers are habitual with e-banking services provided by UCB in Thane District. The study indicates significance association between e-banking habits of UCB customer and use of e-banking services**.**

9. POLICY IMPLICATIONS
Based on the result of this study suggest the bank generate a big share of the banks, pay special attention to the customers perspective and try to improve e-banking habits among customers.

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