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A study on awareness and perception towards online banking systems with special reference to Bank of India in Bilaspur city of Chhattisgarh

Vaishali Agrahari

agraharivaishali1@gmail.com

Dr. C V Raman University, Kota, Chhattisgarh

Dr. Niket Shukla

shukla.niket@gmail.com

Dr. C V Raman University, Kota, Chhattisgarh

ABSTRACT

The study has been conducted in order to careful evolution and examines globalization in an online banking system. All the banking sector to be studied with great India reason for chosen online banking system satisfaction towards internet banking and to find out the problems encountered by the customers. This research will assist bank administrative to ascertain a better understanding of customer satisfaction towards online banking system offered by the bank of India in Bilaspur city of Chhattisgarh.

Keywords— Customer satisfaction, Online banking system Bank of India, Banking, Internet banking

1. INTRODUCTION

This study analyses the customer's satisfaction towards online banking system with special reference to the bank of India has been analyzed. Furthermore, this part consists of the demographic profile of customers and bank transaction details and reasons for using online banking system has been taken into consideration. As India taking giants element of existing banking service might influence to customer decision to the used online banking system has not been investigated as the customer get more and educated, getting an insight about modern banking, via internet banking has enrolled as primary data concern for all leading and upcoming banks in India. There is a clear need to develop a better understanding of how customers evolve these sources of the bank of India and boost up satisfaction. Customer satisfaction is one of the main aspects determining the success or failure of any electronic banking services in India. The online banking system will typically connect to or be part of the core banking system operated by a bank and contrast to branch banking which was the traditional way customer accessed banking services. Online banking also knows as electronics payment that enables customer of banks conducts a range of financial transaction through the financial institution websites.

2. PROBLEM STATEMENT

This research pertaining to find out present customer satisfaction towards online banking system in the study of the area with the special reference to the bank of India in Bilaspur city of Chhattisgarh all the bank's customer. the study on customer satisfaction helps to know that who is consumer where, what they want how they are reacted to online banking system .the consumer where carefully study by concluding survey on the customer satisfaction and also problems encountered by using research and so on.

3. SCOPE OF THE STUDY

In this customer satisfaction towards online banking system is value measured to an internet banking. The action which can increase the satisfaction level of customer towards online banking system and motivate them to use internet banking efficiently the study brings the attention of measurement towards the importance of online banking system.

3.1 Objectives

- To study the various online banking facilities availed to the customer by the bank of India at Bilaspur city of Chhattisgarh.
- To know the awareness of customer redirecting different online banking facilities provided by Bank of India at Bilaspur city of Chhattisgarh.
- To know the perception of the customer with respect to online banking services in the bank of India at Bilaspur cities of Chhattisgarh.

4. RESEARCH METHODOLOGY

The methodology is the way to solve the research problem systematically explain, how the research is done scientifically. Questionnaire collection from online banking system used about the customer and a convenient way of data collection. As well as

discussion with bank customer and also customer feedback and reference. A number of a sample of customers collected are 100 respondents, the focus area is bank of India in Bilaspur city of Chhattisgarh. Questionnaire and interview method is used for the collection of primary data. A well-designed structured questionnaire will be framed, as for as Sampling Method is a concern for this research stratified random sampling and multi stage cluster sampling have been used.

5. DATA ANALYSIS

To access customer response, preferences and their satisfaction level researcher have quired customers about the frequency of uses, main reasons of choosing online banking services, main features and their level of satisfaction analysis of primary data collected are shown in the following pie chart.

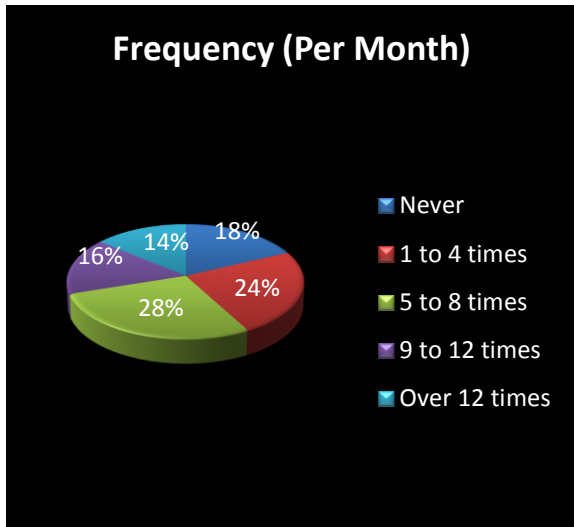


Fig. 1: Frequency (per month)

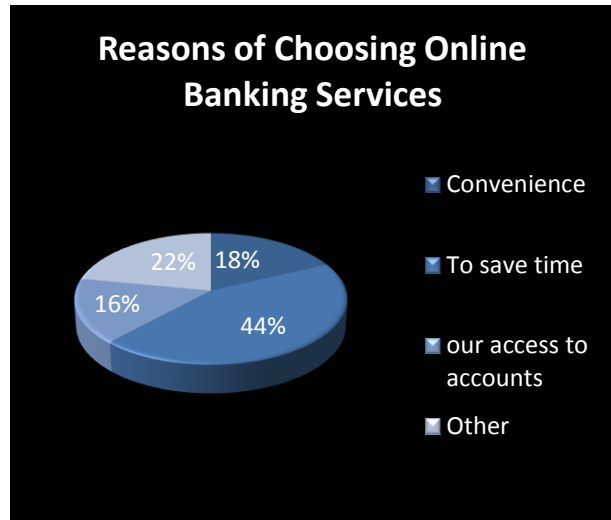


Fig. 2: Reasons of choosing online bank service

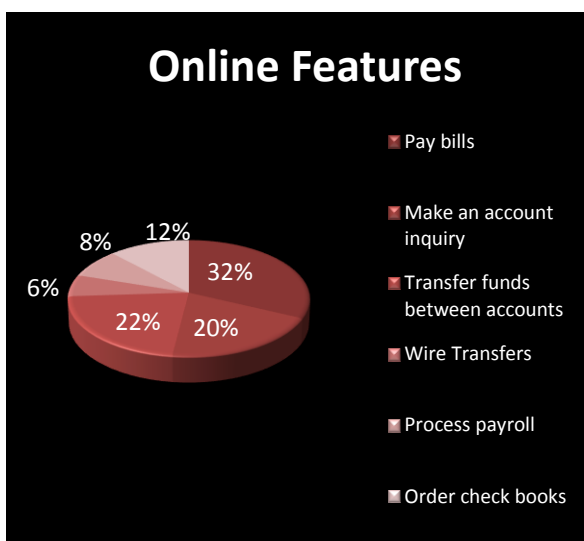


Fig. 3: Online features



Fig. 4: Level of satisfaction

5.1 Interpretation

As for as frequency of uses is concern, after analysis it is found that most of the respondents i.e. 28% used online banking services of Bank of India for 5 – 8 times in a month, then 24 % for 1- 4 times and surprisingly 14 % of the respondents are not using Internet Banking. To save time is the most popular reason for choosing online banking services and 44% are in the favor of the same, 16% of the respondents say that they use online banking services for the sake of access of their account. The most popular online banking feature is bill payments and among 50 respondents 16 respondents mostly use online banking services to pay their bills. process payroll is the least popular feature.22% of the respondents say transfer fund is a good feature of online banking service. after review and analyse all the data it seems like customers are highly satisfied with the online services of Bank of India, few of the respondents i.e. 4% are highly dissatisfied with online banking services of Bank of India.

6. RESULTS AND FINDING AND SUGGESTIONS

- A problem of pin number hacking of some of the persons
- A providing the more than of security of internet banking.
- Web page delay to opening a net banking
- Net banking is collected mainly more than of service charges of every transaction.
- A majority of customer expectation of betterment of internet banking 40% respondent creates a more than awareness of internet banking

7. RECOMMENDATION

We can see the time is changing and with the passage of time people are accepting technology there is still a lot of perceptual blocking which hampers the growth it's the normal tendency of a human not to have changed work on the old track, that's also one of the reasons for the slow acceptance of internet banking accounts.

- Internet banking facility must be made available in all branches of Bank of India
- Each section of these Banks should be computerized even in rural areas also.
- Covering up the towns in rural areas with ATMs so that the people in those areas can also avail better services.
- Give proper training to customers for using I-banking.
- Fair dealing with the customers. More contributions from the employees of the bank. The staff should be co-operative, friendly and must be capable of understanding the problems of the customers.

8. CONCLUSION

In this study provided the kind of customer respondent of more than of information as collected on level of satisfaction towards online banking system. As per our basic assumptions we consider only those customers who know how to use internet or online banking services and have access to the internet and our study considered only the situation wherein banks provide online banking services. And may result in proper implication for the bankers.

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