

Online Banking on E-Commerce in India

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ABSTRACT

Online Banking is becoming an important aspect of worldwide commerce. Online Banking is also known as e-banking, cyber banking, virtual banking, net banking, and internet banking. Online banking includes various banking activities conducted from home business, instead of at a physical bank location Customer relationship management worked as a tool increased use of e-commerce makes CRM. Online banking is based on internet or web- based interaction to create a high volatile relationship in the banking sector .Questions are related to online banking in which given options are Satisfied, Unsatisfied ,Neutral, Yes, No . After analysis and comparison of traditional banking of online banking, it is revealed that it is quite difficult, if not impossible, to suggest that which online banking is best. Online banking provide the flexibility, efficiency of work, provide the better security of net banking than net banking incresed. The future of web-based e-banking in developed areas appears bright but consumers and merchants in developing countries face in number of barriers to successful e-banking, including less reliable telecommunications infrastructure and power supplies, less access to online payment mechanisms and relatively high costs for personal computers and Internet access . The Future scope of the study of Online banking is use to reduce transaction costs.

Keywords– Credit Card, CRM, Debit Card,

I. INTRODUCTION

1.1E - Commerce and Online banking

The most popular definition of E-Commerce is based on the online perspective of the conducted business. Online Banking is becoming an important aspect of worldwide commerce. Online banking provides banks a new and more efficient electronic delivery tool (Shilpan D. Vyas)^[1].

Online banking includes various banking activities conducted from home business, instead of at a physical bank location. Online banking focuses on the E-commerce from the perspective of customers and banks in india. Online banking is defined as automated delivery of new and traditional banking products and services through electronic and interactive communication.In Online banking you can transfer money between accounts, review past statements and credit card transactions. Online banking calculate the interest to be paid on loans and credit cards within fraction of second at any time at any place.(kaur M,2012)^[2]

The future of web-based e-banking in developed areas appears bright but consumers and merchants in developing countries face in number of barriers to successful e-banking, including less reliable telecommunications infrastructure and power supplies, less access to online payment mechanisms and relatively high costs for personal computers and Internet access.

ATMs were first introduced in early 1980s and initially an attempt to reduce operating costs. A more recent e-banking development is wireless internet applications of banking– sometimes called M-banking (Mobile Banking).With the combination of two most recent technological advancement – internet and mobile phone. Because different from those larger city banks which normally have no actual budget restrictions in their e-banking service development and are able to have their own high level in-house IT professionals. The lack of finance resource and weak in technical expertise have been cited currently as two major obstacles in developing and maintaining e-banking services for many local smaller community banks located in remote and rural cities or counties.(Tang, T, 2002)^[3]

1.2 WHAT WE EVALUATE?

A single e-banking service, transfer of money was selected to represent ordinary retail banking that is non-commercial account holder's ordinary interactions with their e-bank. Banking industry in Internet banking means any user with a personal computer and a browser can get connected to his banks website to perform any of the virtual banking function. Internet banking enables customers to save time, take control of their personal finances and even help the environment by opting to receive electronic statements. For Internet banking users, online

banking services are the third most important driver of financial institution selection, falling just behind rates/fees and customer service. Banking as a business can be subdivided into five broad types-retail, domestic wholesale, international wholesale, investment and trust. All of these types retail and investment banking are most affected by Online technological .

- E-banking is the use of electronic means to deliver banking services, mainly through the Internet. The term is also used to refer to ATMs, telephone banking, mobile phone banking and electronic funds transfers.
- E-banking are divided into two types-retail banking and corporate banking.

E-banking is an e-commerce application which allows the customers to perform any of the virtual banking functions, financial functions. Online is a protected and secure manner. Online banking involves using the internet for delivery of banking products and services. E banking function includes BFSI (Banking, finance, securities, and insurance). On- line banking allow an individual to manage money without having to go into a branch of any building society.(Kaur M,2012)^[2]

1.3 The Importance of Internet Banking

Why is Internet banking so important? Convenience, control and cost savings are the three primary motivators that drive consumer adoption of online banking. In 2007, 30 percent of online bankers reported they joined to save time. These online bankers want to conveniently access their financial information and conduct activity anytime, any where. Online bankers conduct transactions faster and more easily with 24/7 self-service applications. For instance, a face-to-face transaction with a teller costs financial institutions considerably more for labor and paper than an online transaction. Internet traffic, customer phone calls and the need to print and mail paper statements.

1.4 Meeting Today’s Customer Needs in Internet Banking

Internet banking has come a long way since first-generation solutions were introduced. Typically, these older solutions merely allow customers to view their statements online, conduct transfers between accounts and pay bills to utility providers, telephone companies and financial institutions. Typically, these older solutions merely allow customers to view their statements online, conduct transfers between accounts and pay bills to utility providers, telephone companies and financial institutions.

The traditional branch model of bank is now giving place to an alternative delivery channels with ATM network. Public bank sectors are still facing

the problem of unhappy employees. There has been a decrease of 20% in the employees strength of private sector in the lack of the voluntary retirement schemes (VRS). Banks need to be customer focused and provide innovative products, convenience banking with anytime, anywhere and anyway access and informed relationship management to the customer needs.

E-commerce and Customer Relationship Management (CRM) jointly worked as a tool. Increased use of E-commerce makes CRM a necessary component and a strong catalyst for economic development. In CRM, customers want to be independent and desire to have an ability to manage all aspects of the purchase and their relationship with e-commerce. E-commerce mainly target customers by getting closer to customers, serving them better, cost cutting, introducing new products and services and creating new opportunities through the Internet.(Sana Rehman 2012)^[4]

1.5 Benefits of CRM for Customers and Bank

e-CRM Benefits to banks	e-CRM Benefits to Customers
Relationship with the customers	Customers interactions or satisfactions
Using email for business communications	Conveniences
Personalized services or one to one services	Speed of processing the transaction through e-response

Electronic banking is an industry which allows people to interact with their banking accounts via the internet from virtually anywhere in the world. The electronic banking system addresses several emerging trends: customers demand for any time, anywhere services, product time-to-market imperatives and increasingly complex back-office integration challenges. For many people, electronic banking means 24-hour access to cash through an automated teller machine (ATM) or Direct Deposit of paychecks into checking or savings accounts. But electronic banking involves many different types of transactions, rights, responsibilities and fees.

1.5 Concerns about Electronic Banking

The wealth of a new technical possibilities give rise not only to new products and more efficient and effective ways of doing things ,but also to the possibility of misuse of the technology. Like other technologies ICT is essentially neutral and can be used in the ways that most of us would consider beneficial as well as in ways that are harmful. The use of Electronic Banking has brought many concerns from different perspectives: government, businesses, banks, individuals and technology. (Tajinder Pal Singh Brar,2012)^[5]

Online Banking is also known as e-banking, cyber banking, virtual banking, net banking, and internet banking. Online banking includes various banking activities conducted from home business, instead of at a physical bank location .It is defined as automated delivery of new and traditional banking products and services through electronic and interactive communication channels.

1.6 Credit Card

It contains identification that allow you to make purchases and signatures and authorizes the person's named in it to charge purchases to his account charges to which will be billed to him at regular intervals. To purchase goods from merchants who accept credit cards such as process the payments transaction. (Shilpan D. Vyas, Tang. T 2002)^[1,3].

1.6.1 Advantages:-

- Not having to carry cash.
- Having a record of purchases

1.6.2 Disadvantages:-

- Interest payments.
- Credit card can be lost or stolen.
- Membership fees.
- Increasing chances of overspending.
- Financial troubles if card is not managed properly

1.7 Debit Card

An electronic card issued by a bank which allows bank clients access to their account to withdraw cash or pay for goods and services. This removes the needs for bank clients to go the bank to remove cash from their accounts they can now just go to an ATM. The card allows instant purchases, removing the correct balance from the user's attached bank account.(Seetapathi K,2008)^[6]

Features:-

- The ability to purchase items at stores that have automated debit or credit card machines.
- The ability to withdraw cash from your bank account at ATM.

1.7.1 Advantages:-

- It is often easier to get than a credit card.
- You do not have to carry cash, a checkbook or traveler's checks.
- You do not pay interest charges.

1.7.2 Disadvantages:-

- You need enough money in your bank account to cover each purchase.
- You have less protection if your debit card is lost or misused than with a credit card.

1.8 ATM(Automatic Teller Machine)

ATMs are electronic terminals that let you bank almost virtually any time. To withdraw cash, make deposits, or transfer funds between accounts, you generally insert an ATM card and enter your PIN. Some financial institutions and ATM owners charge a fee, particularly if you don't have accounts with them or if your transactions take place at remote locations.(L.D.Puri,2012)^[7]

ATMs must tell you they charge a fee and the amount on or at the terminal screen before you complete the transaction. Check with your institution and at ATMs you use for more information about these fees. Automated Teller Machines (ATMs) and telephone transaction processing centers. Online banking provides banks a new and more efficient electronic delivery tool (Kolkata R, 1996)^[8]

1.9 Features of ATM:-

- Set your own favorite withdrawal.
- Transfer funds between linked bank account.
- Deposit cash and cheques.
- Receive account balance.
- Print recent transaction lists.
- Change your PIN.
- Perform a range of feature in your foreign language.

1.10 Direct Deposit

Lets you authorize specific deposits like-paychecks, Social Security checks, and other benefits.

-To your account on a regular basis. You also may pre-authorize direct withdrawals so that recurring bills.

-Like insurance premiums, mortgages, utility bills, and gym memberships are paid automatically. Be cautious before you pre-authorize recurring withdrawals to pay companies you aren't familiar with funds from your bank account could be withdrawn improperly.

1.11 Lost or Stolen ATM or Debit Cards

If your credit card is lost or stolen, you can't lose more than \$50. If someone uses your ATM or debit card without your permission, you can lose much more. If you report an ATM or debit card missing to the institution that issues the card before someone uses the card without your permission, you can't be responsible for any unauthorized withdrawals.

If you report the loss within 60 days after your statement is mailed to you, you could lose as much as \$500 because of an unauthorized transfer.

If you don't report an unauthorized use of your card within 60 days after the card issuer mails your statement to you, you risk unlimited loss; you could lose all the money in that account.

If an extenuating circumstance, like lengthy travel or illness, keeps you from notifying the card issuer within the time allowed, the notification period must be extended. In addition, if state law or your contract imposes lower liability limits than the federal EFT Act, the lower limits apply. Once you report the loss or theft of your ATM or debit card to the card issuer, you're not responsible for additional unauthorized use. Because unauthorized transfers may appear on your statements though read each statement you receive after you have reported the loss or theft. (Shilpan D. Vyas, Costanzo, 2000)^[1,7]

1.12 For more Information and Complaints

If you decide to use EFT, keep these tips in mind:

- Take care of your ATM or debit card. Know where it is at all times if you lose it, report it as soon as possible.
- Choose a PIN for your ATM or debit card that's different from your address, telephone number, Social Security number or birth date. This will make it more difficult for a thief to use your card. Keep and compare your receipts for all types of EFT transactions with your statements so you can find errors or unauthorized transfers and report them.
- Make sure you know and trust a merchant or other company before you share any bank account information or pre-authorize debits to your account.

1.13 Personal Computer Banking

Lets you handle many banking transactions using your personal computer. For example, you may use your computer to request transfers between accounts and pay bills electronically. After you've reported the loss or theft. If the statement shows transfers that you didn't make or that you need more information about, contact the card issuer immediately, using the special procedures it provided for reporting errors.

1.14 Local Conditions

Local conditions such as a weak telecommunication, infrastructure, the relative expense of PCs and Internet access, weaknesses in payment infrastructure and dispute resolution systems and weaker consumer right are potential reasons for the lower penetration of e-banking in India. To better understand perception of e-banking in India, we compare them to perception of consumers in the U.S.A. by using these as a benchmark; we gain additional understanding over that which could be gained from looking at Indian consumer's perception in isolation.

Worldwide, nearly two-thirds of online consumer sales place using credit cards. However,

credit cards are much less common in India than in USA. While in the past there was lack of online authorization - an impediment to e-commerce and e-banking - the regulatory banking institution (the Reserve Bank of India) has released guidelines to set up "Inter-Bank Payment Gateways" to facilitate online payment. Consumer rights are not a strong in India as they are in the USA.

The convenience of shopping at home is often touted a major benefit of e-banking and e-commerce. First the relative unreliability of the telecommunications infrastructure in India translates into more difficulty in completing online shopping tasks. In 2000, there were more than 589 Internet user per 1,000 population in USA, as opposed to 5.1 per 1,000 in India. A new technology is being developed in US for introduction of e-cheque which will eventually replace the conventional paper cheque. They are leaders in Internet banking, mobile banking, phone banking, ATMs. On the other hand the Public Sector Banks are still facing the problem of unhappy employees. There has been a decrease of 20 percent in the employee strength of the private sector in the wake of the Voluntary Retirement Schemes (VRS).

1.15 Common embodiments of e-banking include the following:-

- Mobile/SMS Banking
- Telephone Banking
- Electronic funds transfers
- Self Service (PC) Banking
- POS Banking (Credit and Debit cards)
- ATMs

1.16 Electronic Fund Transfers

Electronic banking, also known as electronic fund transfer (EFT), uses computer and electronic technology in place of checks and other paper transactions. Electronic fund transfer are initiated through devices like cards or codes that let you, or those you authorize, access your account.(L.D. Puri,2012)^[6] Many financial institutions use ATM or debit cards and Personal Identification Numbers (PINs) for this purpose. Some use other types of If you report an ATM or debit card missing to the institution that issues the card before someone uses the card without your permission, you can't be responsible for any unauthorized withdrawals. If you report the loss within two business days after you realize your card is missing, you won't be responsible for more than \$50 of unauthorized use.

- 1) If you report the loss within 60 days after your statement is mailed to you, you could lose as much as \$500 because of an unauthorized transfer.
- 2) If you don't report an unauthorized use of your card within 60 days after the card issuer mails

your statement to you, you risk unlimited loss; you could lose all the money in that account, the unused portion of your maximum line of credit established for overdrafts, and maybe more.

If an extenuating circumstance, like lengthy travel or illness, keeps you from notifying the card issuer within the time allowed, the notification period must be extended.

1.17 Internet banking solution offers:-

- Exception rates on saving, CDs.
- Checking with no monthly fee, free bill payment & rebates on ATM surcharges.
- Credit cards with low rates.
- 24-hour account access.
- Quality customer service with personal attention.

ICICI bank in India's second-largest bank with total assets of Rs 3,446.58 billion at march 31,2007 & profit after tax of 31.10 billion for fiscal 2007. ICICI bank was originally promoted in 1994 by ICICI limited, an Indian financial institution and was its wholly-owned subsidiary. (P.T.Joseph,2008)^[9]

ICICI bank provides non transaction services & transaction services-

- Real time account balance information.
- Download of account statement in six formats.
- Transfer funds within own ICICI account.
- Online tax payment facility.
- Transfer funds to channel partners ICICI accounts.

Thus Online banking via the www provides an overview of internet commerce and how one company handles secure banking for its financial institution clients and their customers.

1.18 Objectives of Online Banking

1. Strong Relationship between banks and customers.
2. To Know the use of CRM in banks through e-banking.
3. To Establish healthy relationship with banks through E-commerce services.
4. To Study how e-banking has affected the efficiency in performing various computer service.
5. To Identify the areas that improve the quality of services .
6. To Study the customer's perception about online banking in the private sector banks.

1.19 Public Sector Bank

The Public bank sector is usually composed of organizations that are owned and operated by the government. This includes federal, provincial, state, or municipal governments, depending on where you live. The public Privacy legislation usually calls

organizations in the public sector a public body or a public authority. For Example State Bank of India, Police and prison services.

1.20 Private Sector Bank

The private sector is usually composed of organizations that are privately owned and not part of the government. These usually includes corporations (both profit and non-profit), partnerships, and charities. An easier way to think of the private sector is by thinking of organizations that are not owned or operated by the government. For example, HDFC bank, retail stores, credit unions, and local businesses will operate in the private sector.

1.21 Difference between public bank sectors and private bank sectors

The main difference of public bank sectors and private bank sectors as followings:-

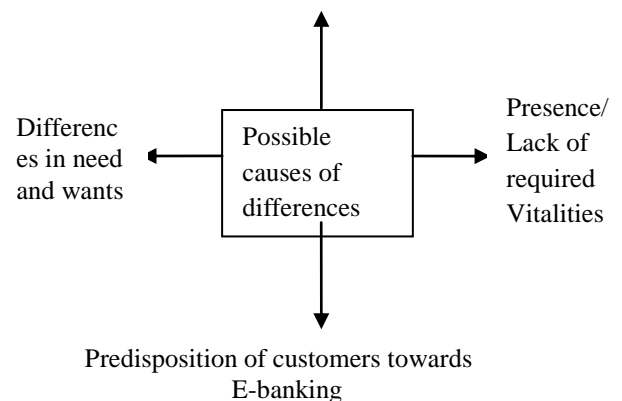
- 1) Greet
- 2) Listen to the customers
- 3) Identify the needs of the customers

Now some people's like the private bank sectors.

II. PROBLEM FORMULATION

Despite different types of relationship between banking and customers. There is a need to understand that still the people residing in cities and villages have significant relationships with their banks. It has been well established that urban population prefer On-line banking to a greater extent as compared to their rural counterparts.

Difference in Socio economic backgrounds



III. RESEARCH METHODOLOGY

This studied have been carried out on online banking. Data used in this study collected basically from the secondary sources. Primary data also collected through personal interview method conducting the person who is supposed to have knowledge about the topic. Secondary data have been collected from various sources including

websites, newspapers, various published and unpublished article about pre-primary education etc.

3.1 Survey Instrument:-

A sample of some respondents from branches of banks was selected according to the convenience. Some questionnaires have been designed (Kaur M 2012) book. What services are offered by online real estate websites? What are the issues involved online banking?

Some materials have collected from books, journals etc. The information is based on different web site resources .Some data collected from the different bank branches. Like HDFC Bank, SBI Bank, State Bank of Patiala, Punjab National Bank. The study is based on only State Bank of India.

3.2 Collection of data through questionnaire:-

In this method a questionnaire is sent to the person concerned with request to answer the questions and return the questionnaire. A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms. The questionnaire is mailed to respondent who are expected to read and understand the question .The and write down the reply in the space meant for the purpose in questionnaire itself. The respondent to have answer the questions on their own. The research methodology on on-line banking is based on the survey. Objective type questions have been designed in survey. Some responses has been collected from people. Like (student ,Professional and others). The result of survey shown in graphs.

3.3 Result

This is a descriptive research which has studied the present conditions. The relevant data was collected based on online banking ,which most suitable for online banking.

IV. DATA INTERPRETATION

State Bank of India:-The state bank of India was constituted on 1 July 1955. SBI in its drive for deployment of ATMs has put in place a record number of over 2000 ATMs- The largest number of installed ATMs in the country. SBI has also taken this 24 hours user friendly banking channel all over the the country from metros to small towns to remote places.

Some worked on State Bank of India in Bhikhi. The State Bank of India was started in Bhikhi on may 2009.Tables and Graphs identify the report for daily internet banking statistics. This report to identify the branch name, registered users, retail transactions, corporate transactions

4.1 Observation and Finding

Fig 4.1.1:- Report for daily internet banking statistic:-

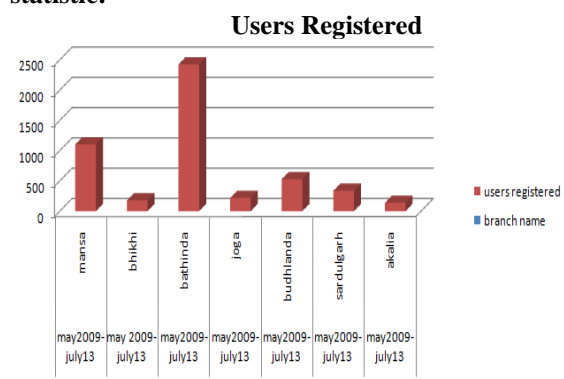


Fig no. 4.1.1

This graph reveals that how many users are registered from different branches. It means that how many people opened their account in State Bank of India. The total number of registered users in Bathinda branch are 2425. The minimum registered users in Akalia branch are 136.

Fig4.2.2:- Graph represented of Traditional Useres

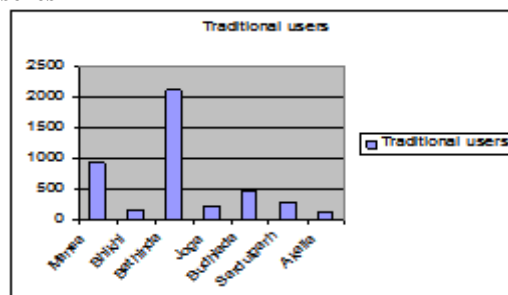


Fig no.4.2.2

This graph shows that the maximum users 2118 of Bathinda have carried out transactions traditional methods. The maximum users 136 of Akalia have carried out transaction traditional methods. They do not utilize net banking at all.

Fig 4.3.3 Graph Represented Active Users

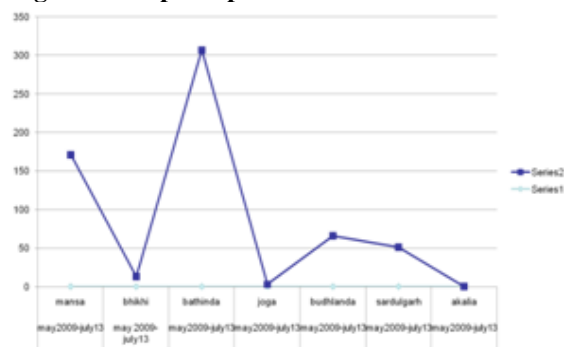


Fig no. 4.3.3

This graph reveals that how many users are active i.e. how many users operate net banking. The total number of users in Bathinda are 2425 and active users are 307. The customers of bathinda branch use net banking. The people of Akalia, Bhikhi, Joga do-not have any knowledge of net banking.

Fig 4.4 Graph represented Retail Transactions Count

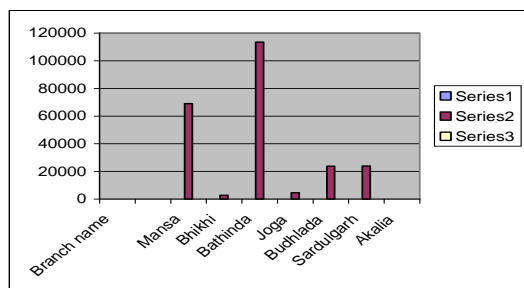


Fig no.4.4

Fig 4.4.1 Graph Represented Retail Transactions amount (Crores)

Fig no.4.4.1

Fig 4.4.2 Graph Represented how many retail transactions carried out how many users

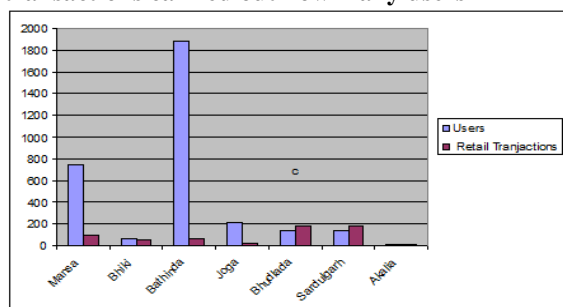


Fig no. 4.4.2

Retail Transactions:- Retail is sale of goods to the end users, not for resale but for use and consumption by purchaser. Retail transaction is a business management. It is a face to face transactions in which the cardholder presents a card to the merchant to pay for goods or services.

Retail transaction count=Total users/total number of transaction.

Retail transaction amount (crores)=Number of users*Total number of transaction

In this study, data showing retail count and retail amount (in Crores) was collected from different branches. In Mansa total users were 1102, transaction 92, retail transaction count start at 68908, amount in crores 11.97, 92 transactions have been carried out by 749 users. In Bhikhi total users were 177, transactions 44, retail transaction count 2728, amount in crores 4.0, 44 transactions have been carried out by 62 users. In Bathinda total users were

2425, transactions 60, retail transaction count 113460, amount 40.41, 60 transactions have been carried out by 1891 users. In Joga total users were 217, transaction 21, retail transaction count 4557, amount in crores 10.33, 21 transactions have been carried out by 217users. In Budhlada total users were 529, transaction 180, retail transaction were 23760, amount in crores 2.93, 180 transactions have been carried out by 132 users. In Sardulgarh total users were 336, transaction 177, retail transaction counts 23895, amount in crores 1.89 ,177 transactions have been carried out by 135 users.

Fig4.4.3GraphRepresentedCorporateTransaction Count

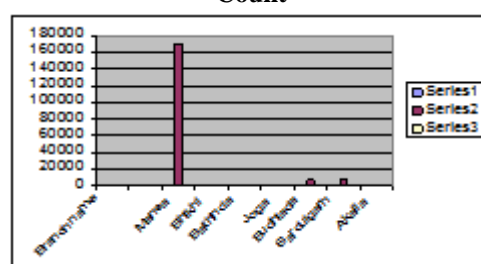


Fig 4.4.3

Fig4.4.4GraphRepresentedCorporateTransaction Crores

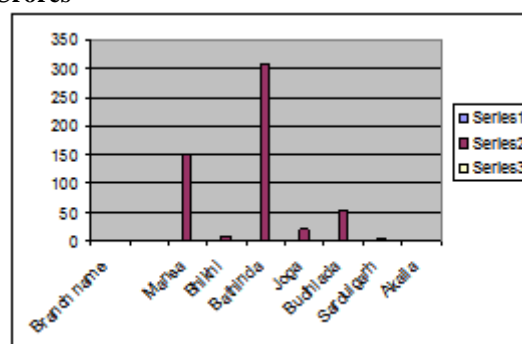


Fig no. 4.4.4

Fig4.4.5Graph Represented how many Corporate transactions carried out how many users

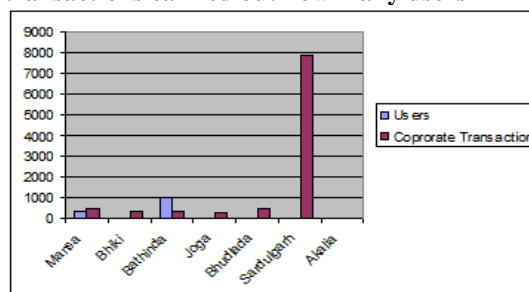


Fig no. 4.4.5

Here the corporate transaction shall mean any of the stakeholder approved transaction to which the company is a party.

Corporate transaction count=Total number of users/Total number of transaction

Corporate transaction amount (crores)=Number of users*number of transaction

In Mansa total users were 68908, transactions 457, corporate transaction count 169547, corporate transaction amount (crores) 150.78, 457 transactions have been carried out by 371 users. In Bhikhi total users were 2728, transactions 342, corporate transaction count 342, corporate transaction amount crores 7.92, 342 transactions have been carried out by 1 users. In Bathinda total users were 113460, transactions 368, corporate transaction count 360272, corporate transaction amount crores 308.3152, 368 transactions have been carried out by 979 users. In Joga total users were 4557, transactions 239, corporate transaction amount(crores) 239, corporate transaction amount (crores) 19.06, 239 transactions have been carried out by 1 users. In Budhlada total users were 23760, transactions 448, corporate transaction count 6720, amount corporate transaction amount (crores) 53.03, 448 transactions have been carried out by 15 users. In Sardulgarh total users were 23895, transactions 7885, corporate transaction count 7885, corporate transaction amount (crores) 3.0, 7885 transactions have been carried out by 1 users. In Akalia total users were 24, transactions 0, corporate transaction count 0, corporate transaction amount (crores)0, 0 transactions have been carried out by 24 users.

Fig 4.5 Graph Represented Transaction Costs per DistributorChannel

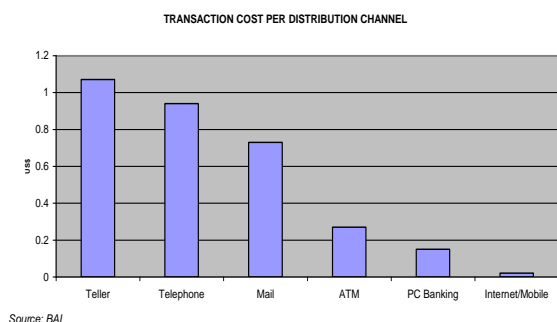


Fig no. 4.5

Common embodiments of e-banking include the following:-

- Mobile/SMS Banking
- Telephone Banking
- Electronic funds transfers
- Self Service (PC) Banking
- POS Banking (Credit and Debit cards)
- ATMs

Table 1 Total Respondent 50

S.No	Questions	Yes	No
1	Can Individual every person use it easily	34	16
2	If provided with online banking, there is no need to visit the branch for every performed transaction	44	6
3	Online banking also improve our knowledge about transaction	50	0
4	Do you think that Online banking is flexible work	48	2
5	If we use online banking then we can say we have bank any place that has internet connection	48	2
6	Online banking system is easy to learn	40	10
7	Online banking is more reliable than traditional banking	48	2

Fig 4.6 Graph Represented Questionnaire and explanation of graphs are discussed as below

Fig 4.6.- Graph Represent Yes/no Options

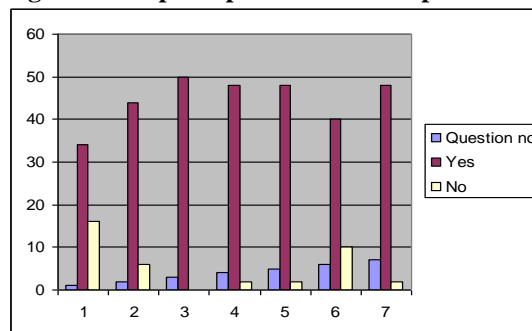


Fig no. 4.6

This graph indicated two options(Yes/No). The graph reveals following results:-

- 1)34 persons answered in affirmation and 16 persons respondent negatively to question no. 1.
- 2) Maximum person's sure that online banking are easily use, to improve the knowledge about transactions. Online banking easy to learn, Online banking provide the flexibility of work.
- 3) 48 persons answered in affirmation and 2 personsrespondent negatively to questions 7.

S.No	Questions	Educated	Uneducated
8	Why people do not use net banking	1	49

S.No	Questions	Retail transaction	Corporate Transaction
9	Which Transactions do you use	39	11

S.No	Questions	Public sector bank	Private sector bank
10	Which among the following would you prefer	39	8

Fig 4.7:- Graph Represented Six Options

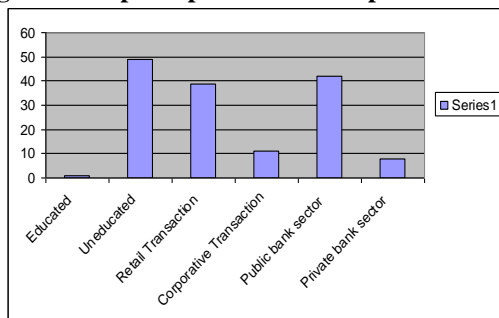


Fig no. 4.7

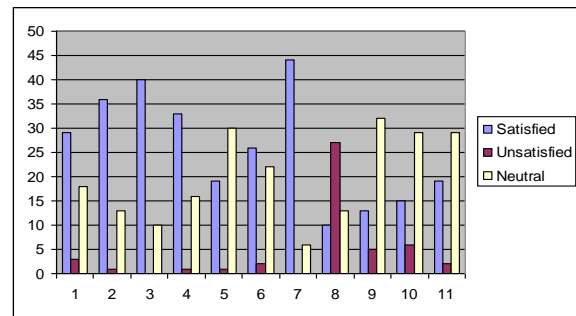


Fig no:- 4.8

This graph identify six options (educated, uneducated, retail transaction. Corporate transaction, public bank sector, private bank sector) . This graph shows that why peoples do-not operate net banking. The graph reveals following results:-

- (1) 1 persons answered in educated , 49 persons respondent uneducated to question no. 19.
- (2) 39 persons answered in retail transaction , 11 persons respondent corporate transaction to question no. 20.
- (3) 42 persons answered in public bank sector , 8 persons respondent private bank sector to question no. 21.

S.No.	Questions	Satisfied	Unsatisfied	Neutral
11	Is Online banking technology is very trustworthy	29	3	18
12	Using an online banking is pleasant	36	1	13
13	Online banking is very Beneficial for us	40	0	10
14	Our money is safe if we are using online banking	33	1	16
15	Online Banking is more easy than branch banking	19	1	30
16	Online Banking provides variety of Features	26	2	22
17	Using the online Banking systems would improve my performance for banking transaction	44	0	6
18	Using the online banking systems would make it difficult for me to handle the banking transaction	10	27	13
19	I am not confident about security of online banking in India	13	5	32
20	Do you agree that private sector banks are preferred by the rich	15	6	29
21	Do you agree that Public Sector Banks are liked by persons from different background	19	2	29

This graph indicated three options (Satisfied, Unsatisfied, Neutral). The graph reveals following results:-

- (1) 44 persons answered in satisfied , 0 persons respondent unsatisfied and 6 persons respondent in neutral to question no. 14.

(2) 13 persons answered in satisfied, 5 persons respondent unsatisfied and 32 persons respondent in neutral to questions no. 16.

(3) The minimum persons were unsatisfied. The medium Persons were neutral.

(4) 0 Persons respondent in unsatisfied to question no. 10 and question no. 14

they know that online banking is very trustable, pleasant, safe of our money provide variety of features.

Fig.4.9:-Overall analysis of Online Banking on the basis of survey

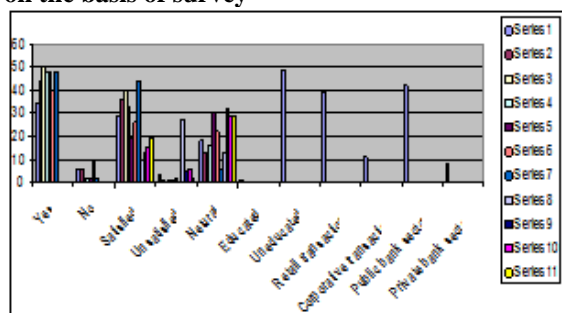


Fig no. 4.9

V. CONCLUSIONS & FUTURE SCOPE

5.1 Conclusions:-

E-banking has become an integral part of modern banking. This opportunities e-banking operation increases different levels of risks for banking. Banks must pay attention on their functioning to complete with other banks. The banking sector in India is undergoing major change due to competition among the private and public banks. Then the result of daily internet banking statistics on SBI reveals that the branch of Akalia. Total number of registered users in Akalia branch are 136 and Active are zero. There have been carried on only 24 retail Transactions which did not show any amount (corers).corporate transactions are zero in the branch of Akalia. Customers of Akalia branch do not use of net banking. They do not have any knowledge of net banking. Some study have been designed on survey .The respondent have to answer the questions on their own. Some peoples satisfies on our views. But some peoples were not satisfies with us. Respondents have adequate time to give well thought out answers. Respondents, who are not easily approachable, can also be reached conveniently.This study states that Online banking System provides greater reach to customers. Feedback can be obtained easily as internet is virtual in nature. Customer loyalty can be gain. Personal attention can be given by bank to customer also quality service can be served.

We came to know various strengths of Online banking System such as quality customer service, greater reach, time saving customer loyalty, easy access to information, 24 hours access, reduce paper work ,no need to carry cash easy online applications etc.

5.2 Future Scope

The study Can be undertaken in rural area for understanding the overall satisfaction on all India bases.

- In future each bank operate the facilities of net banking. Each bank operate the facilities of bio-metric. Then each people know the knowledge of banking ATMs.
- In future private bank sectors were increased day by day because private bank sectors identify the needs of the customer and tell the facilities of banking easily. But in future each people will be prefer public bank sectors.
- Conduct seminar and fair to aware the people of villages.
- Electronic payment provides greater freedom to individuals in paying their taxes, licenses, fees etc.
- Avoiding long lines and other hassles.
- Reduce deployment costs and distribute information easily.
- Increase of net banking in future because the cost of net banking is 6 R/s.
- If any transactions have been carried out in banking through traditional methods then cost of branch is 80R/s.
- The Future scope of the study of Online banking is use to reduce transaction costs.
- Online banking is used in the long run results in reduction of number of branches, saying rentals of related buildings and properties.
- By using E-banking wages and salary bill of banks get reduced Online banking convenience of client has considerably increased as the can transact from home or office.

If the bank sectors provides the flexibility, efficiency of work, provide the better security of net banking than net banking increased.

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