

A Study on Awareness of E-Banking Services in College Students of Botad

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Abstract: *E-banking (Electronic Banking) or online banking means any user with a personal computer and a browser can get connected to his bank by bank website to perform any of the virtual banking functions. People don't have much time to go and visit the banks on regular basis that is why the services of E-banking are more popular among them than other services. The main difficulty for using the E-banking facility is less knowledge about the operations of banking facility. Respondents also feel the services of E-banking too complex to use and respondents also believe the E-banking to be risky. Customer apply can use number of facilities by e-banking. It can be Operative Account Statement, D-MAT, VISA Transfer, Fund Transfer, RTGS and NEFT, Mobile Recharges etc. This paper is an attempt to study the Awareness of E- Banking facilities amongst the college students between age group of 18 to 25 and studying in Botad district, This Study focuses on Awareness, Convenience, Security and Satisfaction of electronic banking among college student.*

Key words: *Technology, E-Banking, Student's awareness, satisfaction and security.*

1. INTRODUCTION :

E-banking is the term that signifies and encompasses the entire sphere of technology initiatives that have taken place in the banking industry. E-banking is a generic term making use of electronic channels through telephone, mobile phones, internet etc. for delivery of banking services and products. The concept and scope of e-banking is still in the transitional stage. E-banking has broken the barriers of branch banking. Electronic banking is the concept of new millennium. It is the process of performing banking transaction with the use of electronic technology. E-banking means providing banking services to customer at his home, office travelling with the use of electronic technology. It means provide banking services to customer at anywhere and anytime, there is no limitation of place and no limitation of time. It is a conveyance services to customers. Electronic banking services Have provided ease to the people in terms of time, cost etc. people does not have enough time to Go their banks and wait for their turn to do any transaction therefore they prefer to attain electronic services of their banks. Banks have provided customer convenient facilities like ATM, Debit Card, Credit Card, Virtual Banking, Virtual Cash to attract and retain their customers.

2. Different E-Banking Services Provides in Banks

A.T.M: ATM is a very popular service in this world. The Automated Teller Machine is anS effective delivery channel, which play a vital role in consumer satisfaction and cost control of transaction of banks. ATM are emerging as the most useful tool to ensure "Any time Banking" or Any Time Money. ATM card is magnetic stripe card which operate with particular PIN Number. ATM card is Used for balance enquiry, Cash withdrawal Fast cash Updating of cash book, utility bill payments etc. Key advantages of ATMs include:

- 24-hour availability
- Elimination of labor cost
- Convenience of location

NEFT/RTGS : NEFT means national electronic fund transfer system and RTGS means Real Time Gross Settlement System which enables an effective service, economical and reliable system of transfer of funds from bank to bank as well as from remitter's account in a particular bank to beneficiary's account in another bank across the country. IT is useful to customers to transfer funds from one bank branch to another branch and also another bank.

Mobile Banking: Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions remotely using a mobile device such as a Smartphone or tablet. Unlike the related internet banking it uses software, usually called an app, provided by the financial institution for the purpose. Mobile banking is usually available on a 24-hour basis. This service is provided with secure ID and password to customers mobile banking offer Fund transfer, immediate payments service, cheque book request, bill payments, mobile and DTH recharge, M -Commerce transactions etc.

SMS Banking: SMS banking is a form of mobile banking. It is a facility used by some banks or other financial institutions to send messages (also called notifications or alerts) to customers' mobile phones using SMS messaging, or a service provided by them which enables customers to perform some financial transactions using SMS. It offers balance enquiry, last three transactions Statements, cheque status, Alert for password generations etc.

Telephone Banking: Bank provides this service with the help of telephone to customer's services is provided with secure ID and TPIN number. Telephone banking provides balance enquiry, last three transaction statements, cheque status enquiry, change of TPIN etc. service.

Internet Banking: Internet banking is the most convenient way to bank- anytime, any place, at your convenience. You can access Online SBI from any computer that has connectivity to the Internet. Banking provides Fund Transfer, Online bill payments, open PPF Account, and Request For loan, utility bill payments etc services.

3. Objectives of the Study:

- To study awareness about e-banking in collages students.
- To know whether students using e-banking services provided by the banks, also to know that which e-banking services students use more and why?

4. Limitations of the Study:

- This research is related with students in different collages in Botad District only.
- Research is based on the information provided by the students.
- Researcher taken sample only those students who use e-banking service.

5. Research Methodology

The study is intended to cover the awareness and satisfaction about E-banking facility provided by banks in Botad district. Primary data is collected with the help of the questionnaire and interview of the students aim different collages in Gadhada, Barwala and Botad. Data for this investigation were collected from primary data. The sample chosen consisted of 100 sample respondents representing the student whose customers of E-banking. The data was collected during the months between October-2022. It is hypothesis That ATM is a popular service and generally maximum students use ATM service only.

Data Analysis and Interpretation

Table No: 1 (A). Students Profile of the Respondents Based on Education Streams

| Sr.No. | Streams of Education | Numbers of respondents | Percentage |
|--------|----------------------|------------------------|-------------|
| 1 | Commerce | 33 | 33% |
| 2 | Arts | 24 | 24% |
| 3 | MSW | 18 | 18% |
| 4 | BCA | 25 | 25% |
| | Total | 100 | 100% |

From the above table it is clear that 38% of the respondents belong to Commerce stream, 24% of the respondents belong to Arts streams and 18% of the respondents are in the Social works stream and last 25 % of the respondents are in BCA streams.

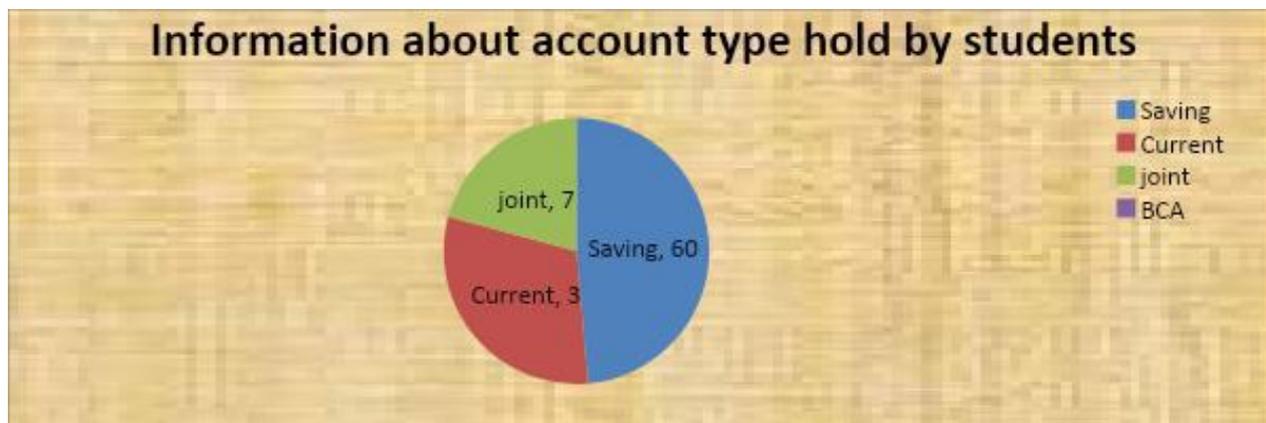
Table No: 1 (B). Students Profile of the Respondents Based on Gender

| Sr.No. | Gender | No.of Respondent | Percentage |
|--------|--------------|------------------|-------------|
| 1 | Boys | 52 | 52% |
| 2 | Girls | 48 | 48% |
| | Total | 100 | 100% |

From the above table it is clear 52% of the respondents belong to Boys group and 48% of the respondents belong to Girls group.

Table No: 2. Information about account type hold by students.
 (in number of std.)

| Sr.No. | Streams of Education | Saving | Current | Joint | Total |
|--------|----------------------|-----------|-----------|-----------|------------|
| 1 | Commerce | 28 | 02 | 03 | 33 |
| 2 | Arts | 22 | - | 02 | 24 |
| 3 | MSW | 15 | 01 | 02 | 18 |
| 4 | BCA | 20 | - | 5 | 25 |
| | Total | 85 | 03 | 12 | 100 |



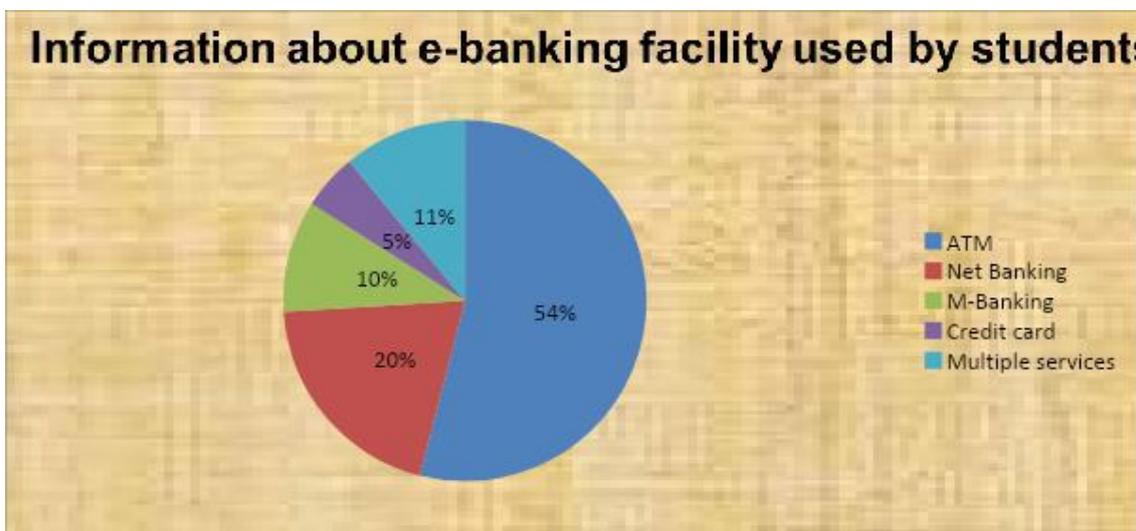
From the above tables/chart shows that maximum students open saving account in nationalized bank. And few commerce and MSW students also open current account. 0.07 % students have a joint Account; their purpose is to benefit from the joint account holder.

Table No: 3. Information about e-banking facility used by students.

(In percentage)

| Sr.No. | Streams of Education | ATM | Net Banking | M-Banking | Credit card | Multiple services | Total |
|--------|----------------------|-----|-------------|-----------|-------------|-------------------|-------|
| 1 | Commerce | 19% | 06% | 04% | 00% | 06% | 35% |
| 2 | Arts | 15% | 02% | 03% | 00% | 02% | 22% |
| 3 | MSW | 8% | 02% | 01% | 01% | 03% | 15% |

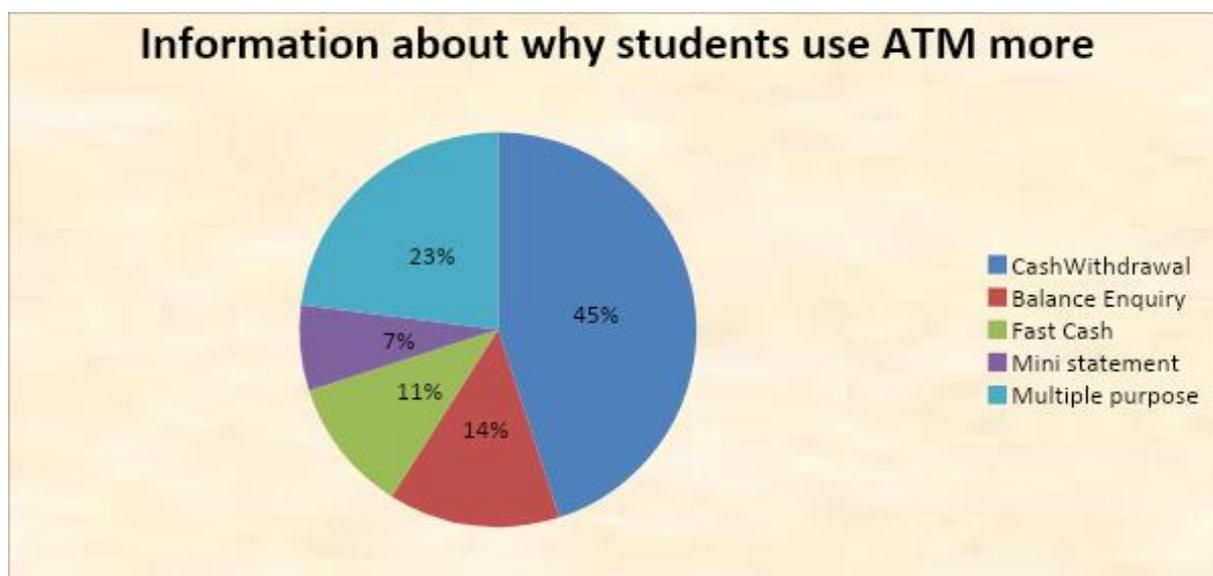
| | | | | | | | |
|---|--------------|------------|------------|------------|------------|------------|-------------|
| 4 | BCA | 12% | 10% | 02% | 04% | 0% | 28% |
| 5 | Total | 54% | 20% | 10% | 05% | 11% | 100% |



From the above table/chart it is clear that 54% students use ATM services, 20% students use net banking, 10% student use m-banking, only 5% student use credit card facility and 11% student use more than one services like ATM and m-banking etc. So from all the services ATM services is a popular service in new generation students.

Table No: 4. Information about why students use ATM more.
 (In percentage)

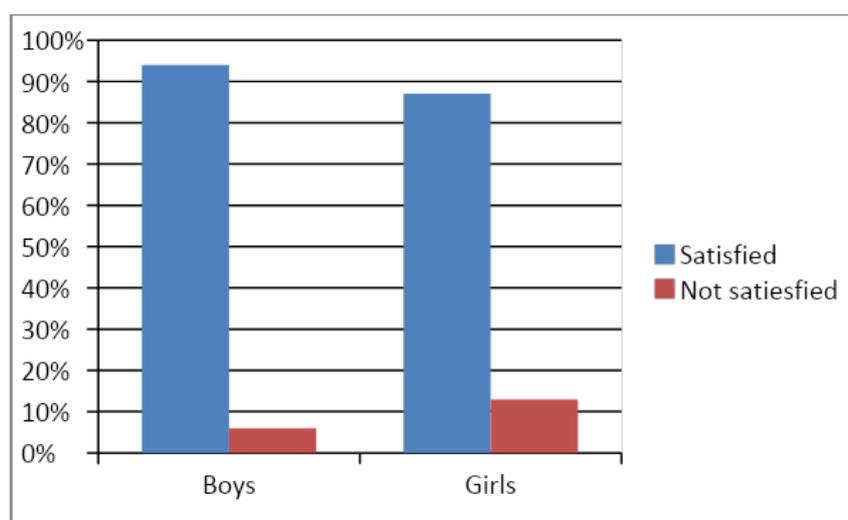
| Sr. No. | Streams of Education | Cash Withdrawal | Balance Enquiry | Fast Cash | Mini statement | Multiple purpose | Total |
|---------|----------------------|-----------------|-----------------|------------|----------------|------------------|-------------|
| 1 | Commerce | 13% | 03% | 03% | 01% | 15% | 35% |
| 2 | Arts | 12% | 04% | 02% | 02% | 02% | 22% |
| 3 | MSW | 08% | 03% | 01% | 02% | 01% | 15% |
| 4 | BCA | 12% | 04% | 05% | 02% | 05% | 28% |
| | Total | 45% | 14% | 11% | 07% | 23% | 100% |



Above table/chart shown that 45% students use ATM for cash withdrawal ,14% students use ATM for Balance enquiry, 11% students use ATM for fast cash and 7% student use ATM for mini statement. It is clear that 23% students use ATM for Multiple purpose, it means they use ATM for utility bill payments, cash withdrawal, balance inquiry etc.

Table No: 5. Information about satisfaction level of students

| Sr.No. | Gender | satisfied | Not satisfied | Total |
|--------|--------|-----------|---------------|-------|
| 1 | Boys | 94% | 06% | 100% |
| 2 | Girls | 87% | 13% | 100% |



From the above table /chart informed that 94% boys students are satisfied with e-banking services and 87% girls are satisfied .it further cleared that 10% student are not satisfied with e-banking services.

6. Conclusion:

The study report is based on primary data. According to the study the researcher concludes that most students are aware of banking services and getting benefits from these services. It is believed that electronic banking is secured and reduces stress of the people especially in the developing countries. Students do not need to visit the bank physically to pay their fee, to transfer their funds, to do other transactions of banks. So it has reduced cost and saved time of people. This research paper proves that Botad district colleges students prefer to open a savings accounts and ATM services are the most popular among students from the other banking services offered by the bank. Therefore, banks will have to take necessary steps to educate students about new technologies and other services offered by banks. There is no awareness about secure transaction because maximum students (80%) do not have idea about change PIN so There is need to create awareness about e-banking security.90% students satisfied with e-banking Services but remaining 10% students believe that it is difficult to maintain secrecy in E-banking services.

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