PREFACE

Internet banking has many names such as net banking, electronic banking, e-banking, virtual banking etc. In general it is a feature introduced by the bank to its customers to log into their individual registered domain account (through the given username and password) on bank website (through internet) and do almost every transaction they do by visiting the bank. Internet banking is the term used for modern age banking system. Internet banking is also called online or net banking and it is an outgrowth of PC banking and Mobile banking. Internet banking provides the internet facility, for example, transferring funds, paying bills, viewing checking and savings account balances, paying mortgages and purchasing financial instruments and certificates of deposits. Internet banking is a result of explored possibility to use internet application in one of the various domains of commerce. It contributes in increasing the efficiency of the banking operation as well providing more convenience to customers. The Internet banking is leading to a model shift in marketing practices resulting in sky-scraping performance in the banking industry. The service delivery network banking can be provided efficiently only when the background operations are efficient. An efficient and effective background operation can be conducted only when it is integrated by an electronic system. Data, hardware, software, network and people are the necessary elements of the system. Internet banking delivers banking services through the open-access computer network i.e. Internet, directly to customers’ home that can be used with different electronic devices such as personal computer, mobile phone with a browser or desktop software, digital television. So, we can say that Internet banking is about using banking facilities via the internet with the help of various electronic devices. This study is to identify the factors influencing adoption of internet banking from customer’s point of view thus the most appropriate strategy is quantitative survey. The offline questionnaire method is used so in this study it was justifiable to get data from internet users in order to apply Saurashtra region as a whole. Also internet users were considered because it was assumed that in order to be familiar with internet banking, respondents have at least familiar with internet.

In this study, the researcher has tried to identify the various factors that has led to the growth of internet banking. The various factors that have been studied in context of
internet banking are the demographic variables such as age, gender, occupation, income levels, family type, marital status as well as factors other than demographic factors like security levels, internet experience, marketing exposure, internet skill, web designing, and reliability. The study is useful in the sense that it has provided valuable insights into the various factors that has affected the growth of internet banking. This study has also contributed to the already existing knowledge of internet banking by pinpointing the stimulating factors of internet banking.