1.1 Introduction

Only thing that is permanent in the world is “Change” and it occurs in every walk of human life. Today’s economy is fully technology driven and we have been witnessing changes in the field of technology. Technology is the mantra of the present century and it is adopted everywhere, making the world packed with technology. Its growth is awesome since it has invaded the lives of almost all people. Those people who are orthodox, being reluctant in using and showing resistance to new technology have gradually bowed their heads towards its adoption. Hence the lives of many people have changed, thanks to technology. It is evident that it invades through the life of humans even if they like or dislike it.

Technology has made its impact in all the sectors of business. Banking is no exception to this. Electronic technology is playing a vital role. The changes in the banking industry have resulted in a paradigm shift from the Traditional Banking to Electronic Banking. E-Banking is the term used for new age banking system. The E-Banking is transforming the banking and financial industry in terms of the nature of core products or services and the way these are packaged, proposed, delivered and consumed. It is an invaluable and powerful tool driving development, supporting growth, promoting innovation and enhancing competitiveness.

In banking industry, the electronic services are revolutionising the way the business is being conducted. Electronic based models are replacing the conventional banking system and banks are rethinking business process designs and customer relationship management strategies. Assets with the banks are maintained more in digitised rather than physical form, transactions are carried out over technology enabled platforms or applications and communications are done through electronic modes. Physical, Geographical and Product boundaries are no more the constraints for the growth of banking business. There are newer products and channels of delivery.

The networked environment has enabled delivery of banking services at the doorstep of the customer. Electronic banking is now a mass-market product that is demanded as an essential service by increasing number of bank customers. More and more people rely upon the convenience and ease of the use of E-Banking services in their daily life. Gone are the days where the customers have to visit the banks and stand in queues to get their banking services done. Time has changed in such a way that now banks have to visit the customers through their websites or mobile applications with new products to ensure their customers’ continuous patronage towards them. The daily banking activities of the customers are carried out with the help of Electronic Banking with certain clicks and touches within seconds.
The technology usage in the banking sector has not arrived over night. It has emerged in various phases. The first wave of change in banking technology insisted the usage of technology for automating the works at banks in early 1981. But the actual concept was developed during the period 1984 and 1987 with the recommendation of the First Rengarajan Committee report on bank automation. Banks began to use the Advanced Ledger Posting Machines (ALPM) as a first step of automating their transactions. The Reserve Bank of India (RBI) advised all banks to go in for massive computerisation at the branch level on the recommendations of the Second Rengarajan Committee in 1988 which was called the Total Branch Automation. Here the banks had two options either to automate the front office or the back office. Many banks opted for automating the front office. Banks like State Bank of India concentrated on the back office automation at the branch level.

The second wave of development in late 1980s brought in the Total Bank Automation (TBA) system. This automated both the front-end and back-end operations within the same branch. TBA comprised of total automation of a particular branch with its own database.

In the third wave, the new Private Sector Banks entered the field. Their entrance has really started the real bank marketing. These banks opted for a different model of having a single centralised database instead of having multiple databases for all their branches. This was possible due to the availability of good network infrastructure. In the beginning of the 1990s, leased line costs were coming down. The Department of Telecommunications expanded its capacity and new technologies were being implemented. Earlier, banks were not confident of running the whole operation through a single data center. However, banks began to show an interest and started to consolidate their databases into a single database. Banks followed up on this move by choosing suitable application software that would support centralised operations.

The fourth wave started with the evolution of the Automated Teller Machine (ATM) delivery channel. This was the first stage of empowerment of the customer for his or her own transactions. All the banks started revamping their retail delivery channels. Their core focus became the number of customers they can serve at lower cost. The main channels for these were channels such as Internet Banking and Mobile Banking. After this alliances for payment came through various gateways. The next important development is the Real Time Gross Settlement (RTGS) system of the RBI. Improved telecommunication facilities and reduction in hardware as well as networking cost changed the mindset of the banks in India to try the Core Banking Solution (CBS) option. The banks equipped them with the required technology.
leverage to compete in the Indian market by offering the similar technology products and services, as those offered by their new generation competitors. Hence the concept of E-Banking, that is Electronic Banking has emerged.

E-Banking has come out with various alternative e-channels to use the banking services like Automated Teller Machines (ATMs), Credit Card, Internet Banking, Mobile Banking, National Electronic Fund Transfer (NEFT), Electronic Clearing Service (ECS) and the like. Bank, as an economical institute, seeks to realise its customers’ expectations and needs. The central focus is on customers, indeed everything is done for their attraction, and satisfaction. In this manner, banks have become successful in the competitive environment which can gain the customers’ continuous patronage and acceptance. Electronic Banking has become an irrefutable essentiality of today’s life. A large number of people are making use of these electronic services to the maximum extent possible. But these services can be used in the best possible ways only when the bank customers are aware of them. Hence, the impression created by E-Banking on the banking customers has stimulated the researcher to undertake a study on the “Awareness and Utilisation of Electronic Banking” among the various bank customers.

1.2 Statement of the Problem

Fundamental changes have taken place in how companies interact with their customers due to the proliferation of, and advancements in Internet-based technologies. The Internet has undoubtedly revolutionised the communication system of the world. Almost all sectors are at the forefront of this Internet and technology adoption process. The banking industry too joined to this global network like the others. A number of other factors such as globalisation, large number of competitors, and the banks’ constant struggle to offer something different in their services to distinguish them from the rest, have led them to explore alternative channels such as the Internet, Mobile, and the like. The Internet, therefore, has become a distribution channel that is used by almost all banks in the developed world, in which they offer traditional services as well as services that enable them to show that the Internet is an alternative and convenient channel for their clients and the outcome is the emergence of E-Banking. Electronic banking refers to the automated delivery of banking products and services directly to customers through electronic communication channel. The adoption of E-Banking not only helps the banks to align their offerings to the constantly evolving customer needs and developments in technology, but also serves to replace some of
traditional bank functions, thereby reducing significant overheads associated with the bank branches.

As an increasing number of Indian banks look at the innovative ways, such as Online Banking, Automated Teller Machines, Mobile Banking etc to make a customer's banking experience more convenient, efficient, and effective, it becomes even more important to ascertain the customers’ awareness and utilisation level and their satisfaction with the current Electronic Banking services.

There is an array of services offered to the customers under the platform of Electronic Banking of the banks. This includes Internet Banking, Mobile Banking, Phone Banking, Electronic Clearing Service (both debit and credit), Cheque Truncation System cheques, Automated Teller Machine (ATM) Cards, Credit Cards and so on. All these services aim at providing convenience to the customers to transact using the banks in this busy world. But the benefits of all these services will reach the customers only when they are aware of them and have the basic knowledge of using the services. If they utilise it fully, they are sure to derive optimum satisfaction. At this juncture, the matters of concern are

- Whether the customers are aware of these services under E-Banking or not.
- In the event of their awareness, whether they are utilising those services or not.
- In case they are using those services, whether they are satisfied with them or not.

Further in each of the service, there are plentiful facilities offered for the convenience of the customers. These different services can provide the utmost benefits to the customers only if they are aware and utilising the facilities offered to the maximum extent possible. Hence the researcher has made an attempt to make a “Study on the Awareness and Utilisation of Electronic Banking” in Dindigul town.

1.3 Scope of the Study

The scope of the study is restricted exclusively to Dindigul town. The main scope is to study the awareness and utilisation level of customers in the various Electronic Banking services of banks. Among the various E-Banking services, the study is restricted to the awareness, utilisation and satisfaction level of customers towards Internet Banking, Credit Cards, Mobile Banking and the Automated Teller Machines (ATMs). This study is confined only to the users of these services and excludes the non-users. The study covers Dindigul Taluk and its nearby villages alone. In Dindigul Taluk there are 93 revenue villages. Respondents are selected from few villages like Seelapadi, Chettinaickenpatty,
Chellamandhadi, Pallapatty, Muthalagupatty and Paraipatty. Theses villages are located within a radius of 4 kms from the Dindigul town. The people of these areas have very good chances of accessing the E-Banking services.

The data relating to NEFT (National Electronic Fund Transfer), RTGS (Real Time Gross Settlement) services, technological frauds, complaints booked and the like are taken for a period of 5 years from 2009-10 to 2013-14. However the primary data for the study are collected in the period between June 2014 and August 2014.

1.4 Objectives of the Study

The following are the objectives of the present study:

i) To study the gap between the awareness and utilisation of various services under Internet Banking, Mobile Banking and ATMs.

ii) To analyse the demographic factors influencing the level of awareness and utilisation of various services under Internet Banking, Mobile Banking and ATMs.

iii) To identify the factors influencing the satisfaction level of customers towards the usage of Internet Banking and ATMs.

iv) To assess the relative significance of these factors on the overall satisfaction level of the respondents.

v) To analyse the influence of the demographic factors on the satisfaction level of customers towards the usage of Mobile Banking and Credit Cards.

1.5 Hypotheses of the Study

On the basis of above objectives, the following null hypotheses have been framed.

- There is no significant relationship between the Demographic factors and the awareness and utilisation of various services of Internet Banking.

- There is no significant relationship between the Demographic factors and the problems perceived in using Internet Banking.

- There is no significant relationship between the loaded factors and overall satisfaction level of the respondents towards the use of Internet Banking.

- There is no significant relationship between the Demographic factors and the satisfaction level of the respondents towards the usage of Credit Cards.

- There is no significant relationship between the Demographic factors and the awareness and utilisation of various services of Mobile Banking.
• There is no significant relationship between the Demographic factors and the satisfaction level of the respondents towards the usage of Mobile Banking.
• There is no significant relationship between the Demographic factors and the awareness and utilisation of various services of ATMs.
• There is no significant relationship between the loaded factors and overall satisfaction level of the respondents towards the use of ATMs.

1.6 Operational Definitions of the Concepts

Some of the concepts relating to E-Banking used in the present study are defined here.

1.6.1 Electronic Banking or E-Banking

Electronic Banking is nothing but banking through electronic modes. All the banking transactions routed through the electronic mode come under the platform of Electronic Banking. It involves the usage of Information Technology enabling the customers to execute banking transactions round the clock. It involves banking through both the electronic and traditional modes.

1.6.2 Internet Banking

Internet Banking allows customers of a financial institution to conduct financial transactions on a secured website operated by the institution, which can be a retail or virtual bank, credit union or building society.

1.6.3 Mobile Banking

Mobile Banking is one of the channels of banks used to deliver banking services. It is a system that allows the customers to conduct his or her transactions using a mobile phone or a Personal Digital Assistance (PDA). Mobile Banking refers to provision and availing of banking and financial services with the help of mobile telecommunication devices. The scope of offered services may include facilities to conduct bank and stock market transactions, to administer accounts and to access customised information.

1.6.4 Credit Card

A Credit Card is a small plastic card issued to users as a system of payment. It allows its holder to buy goods and services based on the holder's promise to pay for these goods and services. The concept of this card is that “Use First; Pay Later”.

1.6.5 Debit Card

A Debit Card (also known as a bank card or cheque card) is a plastic card that provides the cardholder electronic access to his or her bank account(s) at a financial
institution. The concept of this card is that “Pay First; Use Later”. Using debit cards is like using our own money.

1.6.6 Automated Teller Machines

An Automated Teller Machine is a computerised telecommunications device that provides the clients of a financial institution to access to financial transactions in a public space without the need for a cashier, human clerk or bank teller. (Wikipedia)

1.6.7 Login and Transaction Passwords

Login and Transaction Passwords are unique words or string of characters that a programmer, computer operator, or user must supply to satisfy security requirements before gaining access to the system or data.

1.6.8 One Time Password (OTP)

As the name suggests, the One Time Password is valid for only one time. This password is provided in Internet Banking as a second factor authentication during fund related transactions. This is sent to the customer’s registered mobile number or e-mail at the time of making fund transfers and also at the time of adding beneficiaries to the Net Bank account. The delivery of the OTP can be set according to the wish of the customer and one can change it at any time.

1.6.9 Personal Identification Number (PIN)

Personal Identification Number is a sequence of digits used to verify the identity of a device holder. The PIN is like the password of the card which provides the key for doing all card related transactions. It is not printed in the card rather it is confidential known only to the card holder.

1.6.10 Prospects

Prospects are those potential customers who may use the products in the future.

1.6.11 Postponers

Gatignon and Robertson⁴ have explained non-adoption of an innovation through postponement and rejection. They argue that postponers are undecided as to whether they should adopt the innovation and are unwilling to commit at a given point in time, requiring more information than they currently have or more time for information processing.

1.6.12 Rejectors

Rejectors, in contrast, have processed the information they need to make the decision and have decided against adoption. They argue that rejection is the most extreme form of resistance and that it is generally the result of a new product not offering any worthwhile
advantage to a particular consumer. Postponement, on the other hand, is often caused by situational factors pertaining to the current time.\textsuperscript{5}

\textbf{1.6.13 Phishing}

Oxford English Dictionary defines phishing as the “fraudulent practice of sending e-mails purporting to be from reputable companies in order to induce individuals to reveal personal information such as passwords and credit card numbers online”.\textsuperscript{6}

\textbf{1.6.14 National Electronic Fund Transfer (NEFT)}

NEFT is a system used for transferring funds online from one bank account to another. The NEFT enables funds transfers across different accounts in batches on different basis by netting debits with credits. In the NEFT system, remittance transactions move electronically from one end to another end. There is no minimum and maximum limit in NEFT transfers.

\textbf{1.6.15 Real Time Gross Settlement (RTGS)}

RTGS enables funds transfers in real time, without netting of debits and credits. The settlements are done one-by-one, transaction-by-transaction individually. There is a minimum limit of ₹ 2,00,000 in RTGS. It can be carried out for those financial transactions of more than ₹ 2,00,000.

\textbf{1.7 Methodology}

It is an empirical research based on the survey method. The survey is conducted to measure the awareness, utilisation and satisfaction level of respondents in various facets of E-Banking. This study is based on both primary data and secondary data. The primary data are collected from 400 respondents who are using the E-Banking services such as Internet Banking, Credit Cards, Mobile Banking and Automated Teller Machines (ATMs). The secondary data are collected from Books, Journals and Websites.

\textbf{1.8 Research Tools}

As the respondents’ level of awareness, utilisation and satisfaction is an intangible aspect to a certain extent, it cannot be measured directly. Keeping this fact in view, the researcher prepared a comprehensive, structured interview schedule with the help of the supervisor. It is used to collect the primary data (Appendix – ‘A’). Before carrying out the survey, a pre-test has been conducted. In the light of pre-test and with the consultation of the supervisor, the interview schedule is modified and reconstructed.
1.9 Sampling Design

The researcher has adopted the quota sampling method for collecting the data. Large numbers of people are using the Electronic Banking services. As the population is large and unknown, the researcher has chosen the non-random sampling method. The researcher has taken 400 as the sample size. The sample size is determined using the following formula:

\[
\text{Sample Size} = \frac{(Z\text{-Score})^2 \times \text{S.D} \times (1 - \text{S.D})}{(\text{Margin of Error})^2}
\]

The Z-Score is taken as 1.96 at 95 per cent confidence interval, the Standard Deviation (S.D) is taken as 0.5 as it is a safe decision to do so. The Margin of Error is considered as 5 per cent. Therefore by applying the above formula, the calculated value is 385. The number is rounded off to the nearest 100s so as to make the calculations easy. Thus 400 is determined as the sample size. Also there are different categories of people who are availing the services of E-Banking. Among them, the researcher has chosen 80 respondents each from 5 categories such as Students, Government Employees, Private Employees, Business People and Professional People. The sampling design of the study is as follows.

<table>
<thead>
<tr>
<th>Categories of Respondents</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>80</td>
</tr>
<tr>
<td>Government employees</td>
<td>80</td>
</tr>
<tr>
<td>Private employees</td>
<td>80</td>
</tr>
<tr>
<td>Business people</td>
<td>80</td>
</tr>
<tr>
<td>Professional people</td>
<td>80</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>400</strong></td>
</tr>
</tbody>
</table>

1.10 Field Work and Collection of Data

The data for this study are collected from both Primary and Secondary sources. For studying the general aspects relating to E-Banking, the Secondary data alone are used. These included magazines, journals, text books and websites. Primary data are collected through personal interview. To measure the level of satisfaction of respondents towards various facets of E-Banking, a five-point scale is being used in the interview schedule. Most of the questions in the schedule are of multiple choice types, where the respondents had to tick the
appropriate answers in the boxes provided. The respondents are interviewed in person and on an average it took 20 minutes to interview the respondents.

1.11 Processing of Data

After the completion of the data collection, the researcher had thoroughly analysed the data for rectifying any missing details. Afterwards the data are edited and coded. For further processing the data have been coded in Excel and by using Statistical Package for Social Sciences (SPSS) 16, necessary tools are applied and the results are obtained to arrive at the conclusion.

1.12 Framework of Analysis

For analysing the level of awareness, utilisation and satisfaction of the respondents, data collected through primary sources are put to various statistical tests. The tests employed in this study are explained below.

1.12.1 Mean

The most popular and widely used measure representing the entire data by one value is what most laymen call an average and what the statistician call the Arithmetic Mean. Its value is obtained by adding together all the items and by dividing this total by the number of items.

1.12.2 Standard Deviation

Standard deviation also known as root mean square deviation, is the square root of the mean of the squared deviations from the arithmetic mean. Standard deviation is denoted by the small Greek letter $\sigma$ (read as sigma). The standard deviation measures the absolute dispersion or variability of a distribution. The greater the amount of dispersion or variability the greater the standard deviation, for the greater will be the magnitude of the deviations of the values from their mean. A small standard deviation means a high degree of uniformity of the observation as well as homogeneity of a series; a large standard deviation means just the opposite. So, if one has two or more comparable series with identical or nearly identical means, it is the distribution with the smallest standard deviation that has the most representative mean. Hence standard deviation is extremely useful in judging the representativeness of the mean.

Both the Mean and Standard Deviation calculations are used to classify the groups into three levels namely low level, medium level and high level to assess the satisfaction level of the respondents towards the usage of Credit Cards and Mobile Banking.
1.12.3 Percentage Analysis

The percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 – per cent) for better understanding of the collected data. This method refers to a specific kind which is used in making comparison between two or more series of data. Percentages are based on descriptive relationship. It compares the relative items. Since percentage reduces everything to a common base, it allows for a meaningful comparison. The percentage analysis is used to classify the respondent groups according to their socio-economic factors and their responses to various questions in the interview schedule.

1.12.4 Scaling Technique

The schedule used in this study is constructed on a five point scale. The 5 point scale is constructed as follows:

<table>
<thead>
<tr>
<th>Positive Statements</th>
<th>SA</th>
<th>A</th>
<th>NO</th>
<th>DA</th>
<th>SDA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

| Negative Statements | 1  | 2 | 3  | 4  | 5   |

SA-Strongly Agree, A-Agree, NO-No Opinion, DA-Disagree and SDA-Strongly Disagree.

Based on these scores, the respondents are classified into three categories as those having high level, medium level and low level of satisfaction. The Scaling Technique is used to study the satisfaction level of the respondents towards the usage of Internet Banking, Credit Cards, Mobile Banking and ATMs. Further a 3 point scale is constructed and used for analysing the gap between the awareness and utilisation of various services of Internet Banking, Mobile Banking and ATMs. It is constructed as follows:

<table>
<thead>
<tr>
<th>Awareness of Services</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not Aware</td>
<td>Partially Aware</td>
<td>Fully Aware</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Utilisation of Services</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not Using</td>
<td>Rarely Using</td>
<td>Frequently Using</td>
</tr>
</tbody>
</table>

1.12.5 Analysis of Variance (ANOVA)

The Analysis of Variance is a statistical technique specially designed to test whether the means of more than two quantitative populations are equal. The statistical test developed by R.A Fisher in 1920’s consists of classifying and cross-classifying the results and testing whether the means of a specified classification differ significantly or not. The one-way ANOVA is taken for the present study for two purposes. The first one is to assess the relationship between the demographic factors and the awareness and utilisation level of the respondents towards various services of Internet Banking, Mobile Banking and Automated Teller Machines (ATMs). The next one is to assess the influence of the demographic factors
towards the satisfaction level of the respondents in the usage of Credit Cards and Mobile Banking.

1.12.6 Multivariate Analysis of Variance (MANOVA)

MANOVA is a statistical test procedure for comparing multivariate (population) means of several groups. It is simply an ANOVA with several dependent variables. ANOVA tests for the difference in means between two or more groups, while MANOVA tests for the difference in means between two or more vector of means. This tool is used to study the influence of the demographic factors on the awareness and utilisation of different services of Internet Banking, Mobile Banking and ATMs.

1.12.7 Factor Analysis

Factor analysis is a statistical method that is used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. Factor analysis searches for such joint variations in response to unobserved latent variables. The observed variables are modeled as linear combinations of the potential factors, plus "error" terms. The information gained about the interdependencies between observed variables can be used later to reduce the set of variables in a dataset. In this study, the Factor Analysis is used to identify the factors which largely influence the satisfaction level of the respondents towards Internet Banking and ATMs.

1.12.8 Multiple Regression

The Multiple Regression analysis represents a logical extension of the two-variable regression analysis. Instead of a single independent variable, two or more independent variables are used to estimate the values of a dependent variable. The Multiple Regression equation describes the average relationship between these variables and this relationship is used to predict or control the dependent variable. The factors loaded out of the Factor Analysis are used as the independent variables for the Multiple Regression Analysis and the Satisfaction level of the respondents are used as the dependent variable. This analysis is used to identify the relationship between the loaded factors and the overall satisfaction level of the respondents towards the usage of Internet Banking and the ATMs.

1.12.9 Mann Whitney Test

The Mann Whitney Test helps to determine whether two samples have come from identical populations. If it is true that the samples have come from the same populations it is reasonable to assume that the means of the ranks assigned to the values of the two samples are more or less the same. The Mann Whitney is used in this present study for analysing the
significant differences between the demographic factors such as Gender, Marital Status and Dwelling Place and the problems involved in the usage of Internet Banking.

1.12.10 Kruskal-Wallis Test

The Kruskal-Wallis Test is similar to the Mann Whitney Test except that this test is used when there are more than two independent samples. The Kruskal-Wallis test is used in this present study for analysing the significant differences between the other demographic factors such as Age, Education, Occupation and Family Monthly Income and the problems involved in the usage of Internet Banking.

1.12.11 Gap Analysis

In the management literature, gap analysis is the comparison of actual performance with potential or desired performance. Parasuraman, Zeithamel, and Berry (1985) developed Gap Analysis as a way to conceptualise service quality requirements. In this study, the Gap Analysis is used to study the gap between the awareness and utilisation of various services of Internet Banking, Mobile Banking and ATMs.

1.12.12 Correlation Analysis

Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel; a negative correlation indicates the extent to which one variable increases as the other decreases. This tool is used to see the relationship between awareness and utilisation of various services of Internet Banking, Mobile Banking and ATMs.

1.13 Limitations of the Study

The researcher has taken all possible care and efforts to avoid the statistical discrepancy and ensure the reliability of the data supplied both at the time of collection of data and secondary review collection. However, the present study is subject to the under-mentioned limitations.

1. The study has not included other E-Banking services like Electronic Clearing Service (ECS), Cheque Truncation System (CTS) etc.
2. The responses of the respondents to the particular interview schedule are based on their past experience, which they have to recall and then reply. So naturally the results may be affected by their ability of memory recall.
3. Since the research is based on the non-random sampling method, generalisation of results has got its own limitation.
1.14 Chapter Scheme

The present study is divided into six chapters. The scheme of the report is here under.

The First Chapter is devoted to the “Introduction and Design of the Study” which consists of Introduction, Statement of the Problem, Scope of the Study, Objectives of the Study, Hypotheses of the Study, Operational Definition of the Concepts, Methodology, Construction of Tools, Sampling Design, Field Work and Collection of Data, Processing of Data, Framework of Analysis, Limitations of the Study and the Chapter Scheme.

The Second Chapter is committed to the “Review of Literature”. It contains various studies that are undertaken in various parts of the world in the areas of Electronic Banking, Internet Banking, Credit Cards, Mobile Banking, Automated Teller Machines (ATMs) and the Security Issues in E-Banking. The studies are conducted relating to Factors influencing the adoption of various facets of E-Banking, Customer Satisfaction, their Impact on Banking transactions, Customer Preferences and Customer Perception.

The Third Chapter is related to the growth and development of E-Banking in the world and in India. It details about the Features, Advantages, Problems and Peculiarities of the four aspects of E-Banking.

The Fourth Chapter deals with the “Socio-Economic Profile of the Respondents”. It consists of the demographic profile of the respondents and the details relating to their usage of the four facets of E-Banking that are taken for the present Study. The percentage analysis and gap analysis are used to analyse the data.

The Fifth Chapter is the analysis chapter which studies the “Factors Influencing the Satisfaction Level of the Respondents towards Various Delivery Channels of Electronic Banking”. Eight null hypotheses have been formulated and tested using various statistical tests. The one-way ANOVA and MANOVA tools are used to assess the relationship between the demographic factors and the awareness and utilisation level of the respondents towards various services of Internet Banking, Mobile Banking and Automated Teller Machines (ATMs). The Correlation Analysis is used to find out the relationship between the awareness and utilisation of various services of Internet Banking, Mobile Banking and ATMs. It is also used to assess the influence of the demographic factors towards the satisfaction level of the respondents in the usage of Credit Cards and Mobile Banking. The Factor Analysis is used to identify the factors which largely influence the satisfaction level of the respondents towards Internet Banking and ATMs. The Multiple Regression analysis is used to identify the relationship between the loaded factors and the overall satisfaction level of the respondents towards the usage of Internet Banking and the ATMs. The Mann Whitney and Kruskal Wallis
tests are used for analysing the significant relationship between the demographic factors and the problems involved in the usage of Internet Banking.

The Sixth Chapter deals with the Summary of Findings and includes the Suggestions to improve the Awareness, Utilisation and satisfaction level of the services of E-Banking among the people.
References

3 Revenue Villages, http://dindigul.nic.in/
5 ibid