Preface

Consumer behavior is that subset of human behavior which is concerned with decisions and acts of individuals in purchasing and using products. The consumption process of consumer may evolve three different people, the decision maker, the purchaser who actually acquires the goods and the user of the product and services. The purchase decision can evolve many variables, including price, quality, availability and services. Information regarding these inputs can be obtained from several sources. Several major disciplines, including Sociology, Psychology, and learning theory, have major contributions to understanding of consumer behavior. As concern with Indian consumer, the country is vast geographically, the consumers of India are scattered over a vast territory. As the country is marked by great diversity in climate, religion, language, literacy level, customs and calendars, lifestyles and economic status, the consumers of India present a complex economic status, the consumers of India present a complex and bizarre group. The heterogeneity holds many implications for marketers, especially to those going for national marketing.

Now a days bank are more and more zealous for providing core banking services in India. From practical point of view there is much to be achieved for implementing international standard as conditions of various banks are different in nature viz. infrastructure, capital adequacy and human relation norms. A customer is the focus in banking. He is both an input and a resource in the service production process. The interests of the banker and his customer are to be mutually shared. The relationships have to be enduring. A customer has to be treated as an important part of a bank so that the banker can feel the impact of his direct contact. It is a common
perception that banks provide services. To be true, banks offer an output by adding value to it, like convenience, security, comfort and flexibility. The ultimate objective of a banker is profitability through customer satisfaction. Society moved from barter system to common medium of exchange the money and further to bank money. Now we are experiencing the introduction of debit cards, credit cards and smart cards as an extension of bank money, which is better known as plastic money. Plastic money has certain qualities, which make it more empowering over and above bank money through cheques. It ensures instant debit and credit to the bank accounts of purchaser of goods and its seller. Bankers benefit as the customer is happier and visits less for withdrawal and deposit purchases. Reputation of a bank is important because of intangibility of the products it provides to its customers. The felling of satisfaction of employees through satisfied customers enables them to contribute more. A banker should maintain customer satisfaction level through service recovery.

In a growing number of countries bank and other commercial service providers are finding new ways to make money delivering financial services. Branchless Banking represents a significantly cheaper alternative to conventional branch-based banking that allows financial services outside traditional bank premises by using delivery channels like retail agents, mobile phone etc. In branchless banking, customers do not deal with a bank, nor do they maintain a bank account. A bank may not be involved at all. Instead, customers deal with a non-bank firm either a mobile network operator or prepaid card issuer and retail agents serve as the point of customer contact. Rather than deposit money into and withdraw money from a bank account, customers exchange their cash for
Electronic money stored in a virtual electronic money account on the non-bank’s server, which is not linked to a bank account in the individual’s name.

Thus, in the age of globalization which is characterized by high degree competition on global level, high degree of mobility of people, and scarcity of time the providers of goods and services innovated the concept of Electronic-money for the convenience of consumers.

It is in this background the present study has been designed. All necessary and relevant knowledge to understand the research concept is incorporated in this thesis. This research work is divided into seven chapters and all relevant knowledge that are essential to understand the research concepts are incorporated in the study. The first chapter deals with the “Introduction”, which covers a brief summary of the consumer behavior, Electronic Money and introduces the topic and objectives of research, hypotheses and significance of the study.

The second chapter analyses the review of existing literature on Consumer Behavior, Electronic Banking & its services and research methodology for the study.

In the third chapter, “Indian Consumers and its Behavior”, a detailed discussion about Consumer Behavior, changing consumer behavior with respect to time, application to customer behavior, and public policy and consumer protection.
The fourth chapter, "Development of E-Money with Technological Changes" introduces the Electronic Money and deals with its origin, growth, development and achievements.

In the fifth chapter, "Impact of E-Money on Consumer Behavior" examines both positive and negative impacts of Electronic Money on Consumer Behavior.

The sixth chapter, "Analysis and Interpretation" is based on primary data collected from customers and bankers and evaluates the behaviors of consumers towards the services of Electronic Money and also evaluates the behaviors of consumers from the banks points of views. This chapter brings together important finding of the study with the help of which the hypotheses have been tested.

Finally, the seventh chapter of the work gives, "Summary, Conclusion and Policy Implication". I hope the suggestions recommended in the study will help in improving the services of Electronic Money to the banks.