

CHAPTER-I

INTRODUCTION AND RESEARCH METHODOLOGY

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CHAPTER-I

INTRODUCTION AND RESEARCH METHODOLOGY

1.1 INTRODUCTION

With the development of Information Technology (IT), the world has become a global village and it has brought a revolution in the banking industry. The banks appear to be on the fast track for IT based products and services. Deregulation and liberalization in the financial sector has stimulated financial innovations. Breath taking developments in the technology of telecommunications and electronic data processing have further accelerated these changes. Technology has become the fuel for rapid change. Information Technology is no longer considered as mere transaction processing or continued to Management Information System (MIS). In its wider sense it implies the integration of Information System with communication technology. One sector that has undergone fundamental changes as a consequence of the application of IT is banking. The new technology has radically altered the traditional ways of doing banking business. Today, no banking business or corporate strategy is complete without information technology.

Technology in Indian banking has evolved substantially from the days of back office automation to today's online, centralized and integrated solutions. Banking is now no longer confined to the branches where one has to approach the branch in person, to withdraw cash or deposit a cheque or request a statement of accounts. With the expansion of internet usage, e-Banking has become one of the most revolutionized components of today's economic growth. E-Banking is powerful value added tool to attract new customers and retain the existing ones. With the proliferation of internet and computer usage, the electronic delivery of e-Banking service has become ideal for banks to meet customer expectations. Besides it helps in eliminating costly paper handling and teller interaction in the increasingly competitive banking environment. The potential competitive advantage of e-banking lies in the areas of cost reduction and satisfaction of consumer needs. As per the international report the banking transactions on a brick and mortar banking costs around Rs.50, while through ATM it costs around Rs.14 toRs.15. On the other hand internet transaction costs less than a rupee. Providing banking is increasingly becoming a 'need to have' than a 'nice to have' service. The e-banking thus now is more of a norm rather than an exception in

many developed countries due to the fact that it is the cheapest way of providing banking services. (Arunachalam L and SivaSubramanian. M, 2007).¹

Electronic distribution channels provide alternatives for faster delivery of banking services to a wider range of customers. (Kaleem and Ahmed 2008).² Most of the customers who start banking online do it because they need to pay bills frequently and would like to do it with minimum effort. Besides that, people use the internet banking to keep an eye on their money matters, view their account balance and check security payments from other parties.(Kolodinsky JM Hogarth, and Hilgert.MA,2004,).³ Information technology enabled electronic channels to perform many banking function that would traditionally be carried out over the counter (Giannakoudi 1999,)⁴ the use of paper cheques has been supplemented step by step with e-cheques (electronic images) allowing banks to have more storage capacity , reduce costs, and improve customers services (Rose and Hudgins 2005)⁵.

E-Banking provides enormous benefits to consumers in terms of the ease and cost of transactions. Online banking helps banks to retain their existing customers, improve customer satisfaction, increase banks' market share, reduce administrative and operational cost and more importantly improve banks' competitive position. (Khalfan.et al, 2006.)⁶. E-Banking allows people to interact with their banking accounts via the Internet from virtually anywhere in the world. The electronic banking system allows consumers to access their banking accounts, review most recent transactions, request a current statement, transfer funds, view current bank rates and product information and reorder checks. The electronic banking system can be seen as an "extension of existing banks."

The introduction of electronic banking services also creates new tasks to be forced, such as the optimization of distribution channels and the security of data transfer. The customer will not purchase a service that fails to meet his requirements or a service that does not guarantee the required privacy and security. E-Banking is a fast spreading service that allows customers to use computer to access account-specific information and possibly conduct transactions from a remote location - such as at home or at the workplace. ATM cards, credit cards, debit cards, smart cards, all these have eased human life up to such an extent that today life without these seems to be hard, full of misery. Internet made e-Banking trustworthy and useful. Real time banking, 24x7 days banking, banking from anywhere, safe and secure banking, high performance and flexibility etc. are the another features of e-banking. E-Banking is

using everyday advancements in technology, which makes it smart and banking system of today and tomorrow. Bank customers across the world are now more willing to bank online as they are more comfortable with internet. They also want to avoid teller lines and telephone queues. As a consequence of the popularity of the Internet, hundreds and thousands of Internet users are trying electronic banking. Internet continues to expand the convenience associated with electronic banking will attract more customers. One expectation of electronic banking is that it will replace the need for writing cheques. In today's market, "According to preliminary data from the latest Federal Reserve survey of patterns of consumer spending, almost four fifths of consumer expenditures are handled by cheques directly or indirectly."

This means that electronic banking has a very large potential for use since many people expect that electronic cheques will substitute paper cheques. Moreover, for consumers, electronic money (electronic cash and electronic cheques) means greater efficiency than using coins, paper bills, and traditional banks. The electronic banking system brings the convenience of 24-hours, seven days a week, banking by offering home PCs tied directly to a bank's computers. In addition, electronic money also offers greater security than a paper-and-coin system. The success of this lies in the fact that, how the customers give meaning (perception) to this changing technology and to what extent they are aware about these technological changes.

1.2 NEED AND SIGNIFICANCE OF THE STUDY

The E-Banking is an offshoot of various innovative developments in the fields of Information Technology. The Indian banking industry has started making progress in E-Banking. Most of the private, nationalized and even co-operative banks have entered in the technology age and providing various types of electronic facilities and services to their customers. But at the same time it is necessary to know how the customers perceive these facilities and to what extent they are aware about the E-Banking facilities. Therefore the present study is undertaken to focus mainly on the perception and awareness of customers about E-banking facilities and services offered by the banks.

E-Banking has effect on operations of banking in a number of different ways. It has enabled the banks to handle the payments electronically and inter-bank settlement faster and in large volumes. There is increase in customer satisfaction level, reduction in cost of banking operations, increased productivity and as such there is a tremendous scope for

Indian banks to enlarge their E-banking services which could enhance their competitiveness. Further, new technology has rapidly altered the traditional ways of doing banking business. Customers can view the accounts, get account statements, transfer funds, purchase drafts by just making a few key punches. Availability of ATMs and plastic cards, EFT, electronic clearing services, internet banking, mobile banking and phone banking; to a large extent avoid customers going to branch premises and has provided a wider range of services to the customers. There is a degree of variation in the services provided by the banks with the emergence of E-Banking services. So, it becomes necessary to study the nature, growth and extent of E-Banking services and to study customers' perception and awareness about E-Banking. Despite the increasing importance of E-Banking services, the research pertaining to e-banking in Indian context has been limited. So, the present study is a modest attempt to ascertain the changes taking place after e-Banking and to evaluate the customers' perceptions and awareness regarding e-banking.

In the modern scenario of advanced information technology, the present study is a humble attempt to know the customers perception and awareness about e-Banking. It may definitely offer meaningful insight for policy implication to be proved better to study customer perception and awareness while using e-Banking facilities. The main focus of the study is to provide information that would help the management of the public and private sector banks to redesign their policies in such a manner that large number of customers come forward and take initiative in using e-Banking facilities. Such policies or practices of banks may create due awareness, positive attitude and right perception about using different e-banking services among the customers. This also helps the banks to retain its existing customers and to attract new customers in today's competitive environment. This research has practical significance because findings of the research definitely focus on the factors affecting customer's perception and awareness in using e-banking services provided by public and private sector banks. Findings and suggestions of this research can help the banks to design and improve their e-Banking facilities and marketing strategies to cope with the challenges of keeping profitable customers in the virtual market place.

Several studies have found that firms spend substantial resources to attract new customers by adopting different tact's and techniques as they do keeping existing customers'. Several other firms have been pooling all their efforts in attracting new

customers by providing them traditional methods of incentives. However, in the recent era of globalization almost all the banks are trying to attract new customers by providing modern and convenient e-Banking services. By keeping in mind this fact, the present study concluded some findings. For academia, the findings of this research will provide empirical evidence and may add to new knowledge to the existing literature of business, economics and banking for understanding the impact of complex relationship between e-Banking services and customers' perception and awareness about it.

1.3 STATEMENT OF THE PROBLEM

For research purpose it very necessary to know the rationale behind the study. Banks are the most important service sector in the economy. Advancement in the technology has resulted in innovation of alternative banking channels. These have changed the attitude, awareness of the customers. In the traditional banking, customers have to visit the branches to carry out banking transactions but now they have the choice alternative banking channels i. e. ATMs, Credit Cards, Debit Cards, Internet Banking, Mobile Banking, etc. It includes the systems that enable customers to access accounts, transact business and obtain information on financial products and services through public, private or cooperative banking network including the internet. However various studies on banks indicate that the use of IT especially after 2003 has focused on various problems relating to banking services. Although no one has been conducted research work which examines the customers' perceptions and awareness about E-Banking. Therefore this research is undertaken to study the customers' perception and awareness about E-Banking. However, technology based alternative banking services differ from the common service and traditional banking services. Therefore this research attempts to study the customers' perceptions and awareness about E-Banking. It is based on the basic research questions mentioned below:

1. What is the present scenario of the banking sector in Solapur district?
2. To what extent the new technology of E-Banking is adopted?
3. What is the exact impact of new technology?
4. How should the banking authorities and customer responds to this fast changing technology of E-Banking?
5. What awareness techniques are to be used to familiar the technology of e-Banking?

6. What are the future challenges before banks to cope with the techniques of e-Banking?

1.4 SCOPE OF THE STUDY

For the purpose of this research study, I have focused specific E-Banking products and services which have been commonly used by most of the customers i.e. Electronic Fund Transfer including NEFT and RTGS, services of currency note counting machine, MICR cheque facilities, Credit Cards, ATMs, Internet Banking and Mobile Banking. The intention behind this is to study the customers' perceptions and awareness about e-Banking services, brand perception and perceived value about E-Banking services. I have surveyed customers of public and private sector banks working in Solapur district. This survey does not include co-operative and foreign banks because in Solapur district co-operative banks are at its inception stage as far as adoption of e-Banking technology. Also Solapur being a district place, no foreign banks or their branches are there in Solapur district. This study comparatively examines the customers' perceptions and awareness about e-Banking and presented facts of survey conducted by using appropriate statistical techniques and tools.

For the purpose of research study public and private sector banks in the Solapur District are selected. Solapur being one of the important commercial centers in Maharashtra, banking services play a vital role in the development of trade, industry and commerce. There is more scope to enhance e-Banking or alternative banking in the city area. It is released that the banks are investing lot of money for computerization and automation for improvements in the customer service and enhance the business. Hence, I have selected Solapur district to study the customer perception about e-Banking. Solapur is an important center of cotton textile industry ever since the third quarter of the nineteenth century. And the district ranks fourth as regards industrialization in the state. At present there are eight cotton textile mills, and a number of factories manufacturing bed-covers. The Jacquard Chaddars (bed-covers) manufactured at Solapur are very famous all over Maharashtra. Besides the modern textile mills, Solapur is a congenial home of the handlooms wearing industry which provides employment to a considerable number of workers.

Besides the cotton textile industry, the sugar industry has also found a congenial home in parts of the district. As a matter of fact the sugar industry occupies

a very important position in the industrial landscape as also the general economy of the district. The sugar factories are concentrated in the areas of Akluj, Malshiras, Malinagar, Chitalennagar and Akkalkot. Bidi manufacturing and readymade garments are also important industries in the districts.

The important cottage industries in the district are handloom, weaving, tanning, leather working, fiber working, bamboo working, oil-pressing, carpentry, smithy, dying and printing, silk processing, pottery, brick making, 'bidi' making, metal working, soap-making and miscellaneous industries like 'kum-kum' making 'agarbatti' making and cap manufacturing. Also Solapur is one of the historical tourist places of western Maharashtra. Tuljapur, Pandharpur, Akkalkot, Gangapur are the devotional places. Many tourists are coming across the State of Maharashtra. These tourists prefer to stay in Solapur because of good accommodation facilities, railway and bus transport facilities, hotels including banking services. Because of the district place the government offices are located in the city; many people are coming from all over the district for their official work. They also want such convenient banking facilities. Therefore, I have selected Solapur district as a geographical area of my study.

1.5 OBJECTIVES OF THE STUDY

Keeping in mind the following objectives the study is undertaken:

- 1) To study the development of e-Banking in India.
- 2) To study the present position of e-Banking in Solapur District.
- 3) To study the customer's perception towards e-Banking services provided by the banks in Solapur District.
- 4) To study the awareness and utilization of e-Banking facilities provided by the banks in Solapur District.
- 5) To suggest remedies to increase the awareness of bank customers in handling E-Banking services.

1.6 HYPOTHESIS OF THE STUDY

Hypothesis is the proposed assumption, explanation, supposition for solutions to be proved or disproved. Hypothesis is a productive statement capable of being tested by scientific methods that related to independent variable to some dependant variable. The main task in research is to test its records with facts. If hypothesis is proved the solution can be formed and if it is not proved than alternative hypothesis need to be formulated and tested. The researcher makes queries to solve the problem or guide further research with the help of testing hypothesis.

This study is proposed to test the following hypothesis.

H₁: ‘There is no significant difference between gender status of respondents and their awareness about e-Banking services.’

H₂: ‘Awareness of e-Banking services is not likely to vary according to marital status of the respondents.’

H₃: ‘There is no association between awareness of e-Banking services of Public Sector and Private Sector bank customers according to their income level.’

1.7 METHODOLOGY AND DATA COLLECTION

For fulfilling the objectives of the study, for testing the hypothesis, for conducting the investigation and thereby arrive at conclusion, both primary and secondary data have been collected.

1.7.1 Primary Data

Primary data was collected through questionnaire, customer survey and interviews of the customers and the bank branch managers, officers, experts in banking field.

a) Questionnaire

A detailed and comprehensive questionnaire was prepared and a pilot study was conducted to pre-test the validity of the questionnaire. With the help of pre-tested questionnaire, the method of enquiry was suitably amended and then final questionnaire was prepared (See Appendix No.1) and necessary information was

collected. The primary data was also collected through discussions, observations and interviews with the customers and bank officers directly related to the banking transactions.

b) Survey

For collecting primary data surveys were also conducted. The important problem in conducting survey of bank customers is that the banks are not providing names and addresses of the customers. Hence, researcher has visited various offices of the selected banks during the office hours and off hours at ATM centres of the banks under study and asks the customers to fill-up the questionnaire. In some cases the researcher visited the work places of bank customers. Some customers have been identified by getting information from financial service providers, friends, relatives, etc.

c) Interviews

One of the most important and common source of collecting primary data is taking interviews of the concerned persons. Therefore, I have conducted short interviews of the customers who were using e-Banking services and also interviewed those customers who were not using e-Banking services. The intension behind this is to know exactly the reasons of not using e-Banking facilities such as whether they actually do not aware of these facilities or even though knowing what is their perception regarding this. Such interviews have provided a lot of information about customers' perception, attitude, awareness, constraints, problems, views, opinion etc in using e-Banking services. Also face to face interview with bank officials, experts in the field of banking and technology and employees of the bank was also conducted. The aim of such interviews was to know perspectives of their approach towards e-Banking services and customer awareness. These interviews provide meaningful insight to the problem under investigation and the relationship between problems faced by customers while using e-Banking services.

1.7.2 Secondary Data

The secondary data mainly consists the information already available or existing information collected from external source. The secondary data has been collected

from various magazines, bulletins published by Indian Banks, statistical table relating to banks, trends and progress reports of RBI and annual reports of the bank.

Following sources are used for collection of secondary data.

1. Bulletins published by Indian Banks Association (various issues).
2. Statistical tables relating to banks in India available at the website of Reserve Bank of India (www.rbi.org.in)
3. Various journals and magazines issued by the banks from time to time.
4. Trends and Progress Reports of Reserve Bank of India, RBI Bulletin (various issues).
5. Reports on Currency and Finance, annual publication of RBI (various issues).
6. Various speeches delivered by RBI governor from time to time on E-payment system.
7. Other sources of secondary data:
 - Annual reports of banks.
 - Professional Banker, The Management Accountant and other banking update journals.
 - Journal of Internet Banking and Commerce, Indian Journals and other publications.
 - Websites of RBI.

1.8 SIZE OF SAMPLE

The present study is based on the analysis of customers' perception and awareness about e-Banking and the universe of the study is restricted to Solapur district only.

The sample of the present study is based on the following criteria:

1. Only public and private sector banks have been taken into consideration.
2. Only the banks having transactional websites and having e-Banking facilities are considered.
3. Banks having good operational performance and service quality are selected for the purpose of the study.
4. E-Banking services mainly include retail services offered to customers such as ATM, EFT, RTGS, Credit card, Debit card, Mobile banking, etc.

Solapur District includes 11 talukas namely Malshiras, Sangola, Pandharpur, Mangalwedha, Mohol, Karmala, Barshi, Madha, Akkalkot, North Solapur and South Solapur. Primary investigation has been conducted to know the availability of e-Banking facilities. On that basis Pandharpur, Akluj and Solapur are selected as sample for the study. Moreover, two public sector banks namely State Bank of India (SBI) and Bank of India (BOI) and two private sector banks namely Axis Bank and ICICI Bank are selected as sample for the study purpose. Among the public sector banks State Bank of India (SBI) is selected for the study as it is a largest bank in all respect in this sector. Bank of India (BOI) is selected for study purpose because it is the 'Lead Bank' of the Solapur district.

However, to study the customers' perception and awareness about e-Banking it was not possible to select all the banks therefore, two public sector banks (SBI and BOI) and two private sector banks (Axis Bank and ICICI Bank) were selected and the criteria was asset base i.e. banks with big asset base and adoption of e-Banking techniques as said earlier.

1.8.1 Selection of Sample Period

The most important part of research work is selection of sample period. The present study relates to the period 2008 onwards, because the Indian banking sector adopted e-Banking system mainly during this period. The services like ATM, EFT, RTGS, Debit cards, Credit cards, Mobile Banking etc were introduced after the year 2008 only. To study the extent of e-Banking services a website analysis was also conducted.

Thus, present study covers one district (Solapur District), two public sector banks (SBI and BOI), two private sector banks (Axis bank and ICICI bank) and total 464 bank customers classified as 343 respondents from public sector banks and 121 respondents from private sector banks. The branch wise and area wise break-up of sample size is shown in table no. 1.1

Table no 1.1 Size of Sample (Branch wise and Area wise)

a) Public Sector Banks (No. of Customers)

| Bank Place | State Bank of India | Bank Of India | Total | Sample size (0.20%) | Total Sample size |
|-----------------------|---|---|--------------|----------------------------|--------------------------|
| Solapur | Treasury Br. 20500 Balives Br. 15440 <u>36000</u> | Subhash Ch. Br. 19500 Rly. Lines Br. 13000 <u>32500</u> | 68500 | 137 | |
| Akluj | Main Br. 25000 | Mahaveer Peth 30300 | 55300 | 110 | |
| Pandharpur | Bhosale Nagar 22000 | Nagar Parishad 26000 | 48000 | 96 | 343 |

b) Private Sector Banks (No. of Customers)

| Bank Place | AXIS Bank | ICICI Bank | Total | Sample size (0.20%) | Total Sample size |
|-----------------------|---|--|--------------|----------------------------|--------------------------|
| Solapur | Rly. Lines Br. 7250 Hotgi Rd. Br. 5350 <u>12600</u> | Park Ch. Br. 14200 Mahaveer Ch. 12400 <u>26000</u> | 38600 | 77 | |
| Akluj | Mahavir Peth 4500 | Tamhane Arc. 6000 | 10500 | 21 | |
| Pandharpur | New Bus St. 5900 | Navi Peth Br. 5500 | 11400 | 23 | 121 |

Total sample size (343+121) 464.

Source: Survey

1.9 TECHNIQUES OF DATA ANALYSIS

The secondary data with reference to period 2008-09 to 2012-13 have been analyzed and interpreted. The primary data collected from individual bank customers was processed and analyzed with the help of Microsoft Excel 2007.

1.10 TESTING OF HYPOTHESIS

The following statistical tools were used to test the hypothesis :

1. Chi-Square Test to study customers' awareness about e-Banking services.
2. Co-efficient of co-relation technique to study awareness of e-Banking services and income level of Public Sector and Private Sector bank customers.

1.11 LIMITATIONS OF THE STUDY

To have more preciseness in research work, it is necessary to put forth limitations of the study also. Every research work is subject to certain limitations and this study is not an exception to this rule.

The present study has the following limitation.

1. The present study is restricted to the customers' perspectives only. Therefore, it does not cover any performance appraisal or opinion on e-banking services from bankers' perspective.
2. The responses for the study have been solicited from the bank customers of Solapur district only. The expectations of the customers in Solapur district may vary from those of the rest of India.
3. The present research focus mainly on the perception and awareness of customers about e-Banking services such as ATM, EFT, RTGS, ECS, Mobile Banking, etc. Although an attempt has been made to extensively identify the attributes of the customers regarding these services, yet there is possibility of missing some other dimensions influencing the customers' behavior in using these services.
4. Any primary data based study carried through a pre-designed questionnaire suffers from the basic limitation of possibility of difference between what is recorded and what is truth, no matter how carefully the interview has been conducted. The present study may also suffer from this limitation because the people might not have deliberately reported their true opinion due to some biasness. So, the study may suffer from the elements of biasness; and it is difficult to reach at the real situation.
5. The customers of only four banks (two public sector and two private sector banks) were selected for the present study. As a result, the generalization of the findings of the present research should be considered carefully. Furthermore, the sample was restricted to commercial banks only. The other major banks like co-operative banks have also started offering electronic banking services. The analysis of e-banking services primarily concerns retail banking services only; and services of corporate e-banking have not been analyzed.

6. To assess the behavioral attitude of the customers several ratios, psychological models, etc can be used to judge the perception, attitude, awareness of customers. But this is judged only by taking the views and opinion of customers. More rigorous analysis needs to be done for better understanding of the results.
7. The secondary data based information collected for this study carries all the limitations inherent in such data.
8. Non-availability of the data and non-response from the banks are the other major limitations of the study. As no published data is available on the electronic banking services provided by the banks in India, so the study mainly relies upon websites for analyzing the extent of electronic banking services.

1.12 DEFINITIONS AND MAJOR TERMS USED

Following major terms are used in this study. The meaning and definition of these terms related with the present study is given as below:

1) Customer: The term ‘Customer’ means a person who has an account with the bank (whether savings, recurring, current or fixed account) and he is dealing with the bank at regular intervals.

2) Perception: Perception determines what is seen and felt about the situation. In its simple sense, perception means perceiving i.e. giving meaning to the situation or environment around us. It perceives of objects what we are faced with. In our day to day life, what we do in practice is that we receive some objects while we reject the others. Further, we look at something, yet perceive it (give meaning) differently. Looking at a painting, some may perceive it as beautiful, the others as ugly. Then, the question arises why the same object is perceived/ understood differently by different people. The answer to it is ‘Perception’ which is a cognitive factor of human behavior. In the present study the customers may perceive the e-Banking services differently. Therefore, it becomes necessary for the researcher to study the customers’ perception about different e-Banking services provided by the public and private sector banks.

3) Awareness: In its lateral sense ‘Awareness’ means having knowledge of something. In the present study awareness of customers is judged. To what extent the customers are having knowledge of different e-channels is measured in this study.

4) Public Sector Banks: All nationalized banks are the public sector banks. Public sector banks are those in which majority stake is held by Government of India. They include State bank of India and its associates and other nationalized banks in India.

5) Private Sector Banks: Private sector banks are those banks, the majority of share capital is held by private individuals and corporate. The private banks include the old private sector banks and new private sector banks.

6) E-banking: E-Banking is defined as the automated delivery of banking products and services through electronic, interactive communication channels. Any user with the personal computer and a browser can get connected to his banks’ website to perform any of the virtual banking functions. In e-Banking system the bank has the centralized data base that is web- enabled. Through e-Banking individuals and corporate customers can access accounts, transact business, transfer funds or obtain information on bank products and services through the electronic media without any paper transaction. E-Banking also means transferring of funds electronically with the use of computer and other electronic modes. The present study mainly focuses on e-Banking facilities offered by public and private sector bank.

1.13 CHAPTER SCHEME OF THE STUDY

The study has been structured into the following six chapters:

Chapter 1: Introduction and Research Methodology:

This chapter mainly focuses on introduction of the study. This chapter also includes the need and significance of the study. Statement of the problem is also given in this chapter. The objectives, scope and hypothesis of the study are covered in detail in this chapter. The main part of the research i.e. the research methodology, data collection, technique of data analysis is explicitly given in this chapter. Detailed procedure of size of sample and selection of sample period is also given. Lastly, limitations of the study and definitions of the major terms are outlined in this chapter.

Chapter 2: Review of Literature:

In this chapter I have presented the review of literature of various authors, experts and the research articles related to the subject.

Chapter 3: Theoretical Framework of the study:

This chapter is mainly covers the theoretical framework of the study, which includes historical perspective of Indian Banking with brief history of Indian Banking. The main focus of this chapter is highlighting the emergence of e-Banking services, development of e-Banking in India, recent trends and e-banking products and services. Lastly, this chapter also includes possible risks while handling e-Banking services.

Chapter 4: Profile of the Study:

This chapter consists the profile of the Solapur District such as introduction, historical background, physical background which includes location, geographical area etc, demographic background which includes population, literacy status etc and economic background comprising financial and banking scenario of Solapur District.

Chapter 5: Analysis and Interpretation of Data:

This chapter deals with the most important aspect of research work i.e. analysis and interpretation of data collected. The analysis and interpretation is done with the help of information and statistics collected through questionnaires, interviews and surveys conducted. The data is presented with the help of tables, graphs, charts, etc in this chapter.

Chapter 6: Findings, Suggestions and Conclusion:

This final chapter is the output of the whole research work. In this chapter with the help of data analysis and interpretation major findings are highlighted. On the basis of findings, the summary of research work in the form of suggestions, conclusions and recommendations for future research work is highlighted in this last chapter.

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