2.1 INTRODUCTION:

The review of related literature involves systematic identifying, locating and analysing sources containing information related to the research problem. These sources in the present research includes books, journals, articles in journals, published researches, dictionaries, unpublished dissertations and theses as well as internet and websites. A review of the literature is an exploratory step in all scientific research.

The success of banking that to cooperative banking system is gaining much importance now a day. ICT has completely reshaped the scenario of Indian Banks. Here, the researcher has taken the review of literature in India, abroad from books and journals.

Dos et al. [1993] \(^1\) explained the statistical correlation between Information Technology expenses incurred by the banks and performance. The authors analysed as there is insignificant correlation between Information Technology spending and profitability of the banks. The paper indicates that amount incurred on information technology is not productive by nature.

Madhukar et. al. (1999) studied the alternative measures which can be made applicable to improve the quality of service in India. The researcher has collected the data from customers of two major banks.

Chou (2000), shown that Banking sector is undergoing major change because of the E-commerce. This article examines the Internet revolution in banking by surveying the history of internet banking, its technological development and issues related to same.

Aladwani (2001), Here, the study is conducted by quantitative study of the perceptions of executives of the banks and IT managers. It has also studied the drivers, development challenges, and expectations of online banking potential customers.

Balasubramanya S. (2002) in his study stated that the automation in the banking sector has come in scenario from Rangarajan Committee report and it is followed by reports of the Narasimham Committee. Banks have said that more than 70% business of the banks is automated. In reality it was much lower as said by the banks. Many of the functions are done manually or with partial

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5 Balasubramanya S. (2002) “IT wave breaks over banking”, THE CITY.
computerisation. Hence, there was a significant amount of automation work to be achieved in public, private and co-operative banks.

Hasan (2002) found that online home banking has attracted and retained customers. The survey has been carried out in Italy. As per the survey 75 percent of the Italian banks have adopted internet banking during the period 1993-2000. The study also found that there can be higher demand from customers for adoption of active internet banking activities with good network of branches.

Aungkana (2002) this paper examines the failures in launching technological innovations in adoption of internet banking services in Thailand. The researcher has used logistic regression analysis with the help of data collected through questionnaire method.

Sarel (2003) observed that there is significant difference between the attitude as well as opinion between the existing users and upcoming users. Most importantly, upcoming users are fully aware about online banking. Many new users were not agreeing about advantages and the importance of internet banking technology. The potential to expand the market for online banking services exists, banks need to re-examine their marketing approach.


Rajashekhara K. S. (2004) described the several changes in banking industry over a number of years. IT has resulted as non deductible segment of banks. It leads to fast service with negligible transaction cost for the customers. The real success of IT in the banking sector depends upon the customer’s satisfaction. The paper studied customer related aspects and not employees problems regarding bank computerization.

Jadhav (2004) described various products of e-banking services such as ATM, Tele-banking, Mobile banking, Internet banking along with its characteristics. The authors have concentrated on opportunities, challenges and security aspects of e banking transactions. They also have compared the public, private, foreign and co-operative banks and barriers to the growth of e-banking.

Kari et. al. (2006) expressed results support in three constructs i.e. text, usability and accuracy from the original model. It has indicated modified EUCS model which is EUCS2. This can be utilized for understanding the user’s satisfaction with online banking among private customers.

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Petrus et. al. (2006)\textsuperscript{12} the results indicate that most people adopt online banking depending upon its usefulness and ease in use. It can be seen that there is a direct relation between types of people going for online banking and their prior use of computers and self knowledge.

Ravi et. al. (2006)\textsuperscript{13} tried to know the profiles of internet banking users in India. The authors have used simple techniques such as classification and regression trees, neutral network and logistic regression to analyse the data. The authors concluded the paper with 17 rules for internet banking users and non-users.

Sudeep (2007)\textsuperscript{14} stated the numerous factors which do influence the adoption and usage of internet banking in India. It has also examined theory of technology acceptance model in order to apply for internet banking adoption and usage in India.


Radhakrishna (2007) 15 studied the legal aspects of internet banking in Malaysia. It has concentrated on fraudulent activities and its prosecution. The research investigates three questions such as, incidence of fraud, adequacy of the relevant regulations and statutes and setting up of a cyber court. It was found that the new laws related to the internet banking needs to be formed and tested in Malaysia.

Srivastava (2007) 16 analyzed the infancy stage of internet banking in entire globe. The research is focused on - customer’s perceptions about internet banking, drivers that drive consumers, consumers acceptance on internet banking and improvement in the usage rate. After initial screening the data was collected from 500 respondents. Various inborn factors like trust, gender, education, culture, religion, security, and price do not have any direct effect on people using internet banking.

Uppal (2008) 17 described the relation between post-LPG and Information Technology era. This paper examines the quality of e-banking services in the changing environment. The author has used weighted average method and ranking method as a tool of statistical analysis. The paper concludes that most of the customers of e-banks are satisfied with the different e-channels and their services. The author has observed the lack of awareness is a major difficulty in reach of e-


[20]
banking services. The paper also suggests suggestions for making e-banking services more effective.

Kamakodi et al., (2008) discussed the implementation of technology through computerisation. The authors have carried out the survey of 292 respondents. The questionnaire covers the expectations of the customers in technology based services. Banks are not reaching the customers’ expectations. It has resulted in the ‘gap’ with the bank and customer satisfaction. It has resulted in challenge to banks. Technology alone cannot give a sustainable competitive advantage for the banks. Along with information technology the ‘personal touch’ will be necessary for the banks to retain existing clients and to attract new ones. Banks have to incorporate this as new operational strategy for retaining customers.

V. Radha, (2008) explained about the technological opportunities for understanding the restrictions of the frauds by building the future technology accordingly. In her study, the author described the kind of fraud that can happen in the emerging banking scenario as follows:

- Mail Spoofing
- Web Spoofing
- Attacking the User Computer
- Attacking a Bank’s Server
- Media tapping


[21]
Denying Service

This paper also explains fraud prevention mechanism to minimize the frauds, by using public key infrastructure (PKI) with confidentiality, authenticity, and integrity of information

Geetika et. al. (2008) explained the concept of Internet Banking, preference of customers, non-customers. The researchers conducted a fresh survey to have a clear picture of the mindset of the people regarding security, possibility of persons opting for use of ICT and. The findings of the survey provide valuable insights into concern for security, reasons for non-awareness among the people living in interiors.

Gupta (2008) explained the Internet banking is attraction of banks for securities trading firms, brokerage houses, insurance companies, regulators and lawmakers. The paper identifies the weaknesses of conventional banking and explores the consumer awareness, use patterns, satisfaction and preferences for Internet banking. It also addresses the regulatory and supervisory concerns of Internet banking.

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Nyangosi et. Al. (2009) \(^{22}\) revealed that e-Banking is gaining more popularity day-by-day. It provides alternative mode for faster delivery of banking services in minimum cost. The paper discusses opinions of customers’ about the importance of e-banking and the adoption of e-banking products in India and Kenya. The paper concludes with the opinion of customers in India and Kenya about positive attitudes of e-banking.

Khan et. al (2009), \(^{23}\) evaluated the demographic analysis of the collected data. According to the authors, gender is not a complete a bias for use of internet banking products and services. The authors have proposed one mathematical model for assessment of service quality. The authors have used regression analysis for understanding the satisfaction with quality of service by the bank.

Agarwal et.al. (2009), \(^{24}\) studied the attitude and satisfaction of customers through e-banking. The survey was conducted in the north India. The customers are influenced in their usage of e-banking services by the type of account, their age and profession, highest degree of usefulness to balance enquiry service among e-banking services, consider security & trust most important in affecting their satisfaction level and low transaction speed.


[23]
Murillo (2010)\textsuperscript{25} found out that bank-specific characteristics are important determinants of banks’ adoption decision. The competition is related to the geographical overlapping of banks in different markets. In particular, banks adopt online banking services earlier in markets where their competitors have already adopted this technology. This paper is one of the first to construct local banking markets using the geographic market.

Kenneth et. al. (2010)\textsuperscript{26} found that e banking service is extending the customer trust. Web site features that give customers confidence are significant situation normality cues. So, the banks have to update the websites time-to-time. The website of the banks should cover all the important aspects which are required by the customers.

Alain et. al. (2010),\textsuperscript{27} has conducted the study in Vietnam. The respondents have showed the usefulness, confidence and government support for the use of online banking in Vietnam. As against the expected technology acceptance model, ease of use was found to be insignificant in this study.

Oliveira (2011),\textsuperscript{28} It was found that individual service providers were the first people to provide computerized commercial and retail banking services. Manual precursors to these services –

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manual procedures that carried out functions similar to computerized services in our sample – were almost always developed by users as self-services.

Sudhakar (2011), 29 studied with broadband communication technological developments and mobile phones penetration (481 million by June 2009) into common man's life. It has triggered major thrust in the Banking service sector of India. This article discusses the status of Mobile Banking in India and other countries with emphasis on data security and standards and its implication on banking sector.

Sharma (2011), 30 this paper focuses on empirical study conducted with the objective of banker’s view on e-banking. The researcher has collected data through questionnaire technique. According to her, e-banking is still in the transitional stage. She put various benefits also to banks, customers and to traders too in her paper. The paper ends with the customer’s preference towards e-banking w.r.t. age, occupation, retention rate of customers, increase in use of e-banking access, impact of e-banking on customer relationship management and overall positive performance of banks promotional measures and computer literacy rates.

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Raja (2012),

The difference between old methods and modern methods of internet banking at various levels is shown in paper. This also shows the different safety measures used by the banks for safe transaction. In financial global melt down, how e banking is more suitable is also shown in this article.

Nel et. al. (2012),

investigated the attitude formation of low-income, non-users of WIG mobile banking. The authors have used the SMS as a moderator of attitude formation. Based on the average number of text messages sent in a week the data is analyzed by the researchers. The author has used structural equation modeling multi-group analysis for analysis of data. According to the findings the influence of Ease of use on Attitude and of Self-efficacy on Ease of use were stronger for High users and significantly different from Low users, while the opposite was true for the influence of Facilitating conditions on Usefulness.

Agarwal (2012),

This paper describes about various innovations in the banking and financial sector. The services are ECS, RTGS, EFT, NEFT, ATMs, retail banking, Debit and credit cards, Payment of utility bills, fund transfers, Internet banking, Telephone banking, Mobile Banking and many more value added services. The paper also describes the benefits and challenges of


innovative banking trends. The paper end with the conclusion that, banks can go for cluster of villages o technological institutions have to bring low cost solutions.

Bhosale (2012), 34 this research paper emphasis on the attention on development of e-banking services. According to authors, new technology has created highly competitive market conditions for bank providers. Comparative study of nationalised bank in Satara district has been conducted to analyse ATM, Net banking, M-banking services. The paper is concluded as e-banking is risky but as the software is tested by RBI expert it is safe. As per author, due to help of technology all sample banks are performing well than earlier.

Kashyap (2012), 35 The paper presents the performance of SCBs in terms of labour productivity and branch productivity of banks. The paper also has concentrated on profitability aspects of use of internet banking in pre and post liberalization. The researcher’s have summed up the paper as performances of SCBs have improved after introduction of ICT in the bank. They have also concentrated on pros and cons of ICT in banking with pitfalls and risks in e-banking. The measures are suggested for becoming more competitive banks.


Paul (2013),\textsuperscript{36} this research paper focuses on current and prompt technological revolution and its impact on the banking sector in Orissa. The researcher has used the interview and questionnaire technique. Also, the author has studied some of the commercial banks from the angle of why and how electronic banking could not be implemented successfully.