3.1 **OBJECTIVES**

Any journey is endless without deciding the destination in advance. Similarly, a research will remain incomplete if objectives are not decided. To make a research meaningful and sensible it is must that goals of research are decide in advance. Likewise, in the current research also research scholar has decided upon certain objectives to be achieved which are as follows:

1) To make people understand the difference between Electronic Banking and Internet banking.

2) To understand and analyse the advantages and disadvantages of internet banking over traditional banking

3) To find out the impact of age, gender, level of income, knowledge about technology and cost structure on acceptance of internet banking.

4) To understand and evaluate the aspects concerning security in usage of Internet banking.

5) To recommend Private sector banks for improvement in their services with reference to internet banking.
3.2 HYPOTHESES

Whenever any research work is initiated certain assumptions are considered by the research scholar. These assumption or hypotheses show the proper path to the researcher to proceed further. Therefore, to make own research purposeful research scholar set following hypotheses:

1) \( H_0 \): Use of internet banking and level of satisfaction are independent of each other.

\( H_1 \): Use of internet banking and level of satisfaction are dependent on each other.

2) \( H_0 \): Use of internet banking and level of security are independent of each other.

\( H_1 \): Use of internet banking and level of security are dependent on each other.

3) \( H_0 \): The percentage of users who are in favour of “websites as important tool for using internet banking” is above \( \geq 85\% \).

\( H_1 \): The percentage of users who are in favour of “websites as important tool for using internet banking” is less than 85\%.
3.3 RESEARCH METHODOLOGY

Due to various reasons mentioned in the previous chapter research scholar decided primarily to make the people rise above usage of debit card and ATM card only. She concentrated on understanding and analysing the advantages and disadvantages of internet banking from point of view of different group of users. Besides this, she also decided to understand the level of usage and acceptance of internet banking by different users. For achieving all these it was necessary for her to understand the scenario of internet banking from banks point of view also. Accordingly, she started working upon the aim and objectives.

Current chapter describes her way of working and the methodology which she adopted for achieving her objectives and testing the research hypotheses. Keeping the objectives in mind a questionnaire was constructed by the scholar which included various types viz: “YES” or “NO” questions, multiple choice questions, five point likert scale questions like ‘Agree’, ‘Strongly Agree’, ‘Neutral’, ‘Disagree’, and ‘strongly disagree’. Being a resident of Mumbai it was decided to administer the questionnaire upon residents of western regions of Mumbai i.e. from Andheri, Jogeshwari, Goregaon, Malad, and Kandivali to Borivali. Process of data collection was completed within the period from January 2014 to march 2014. Data collection was planned and executed in a systematic manner by distributing the questionnaires to respondents and collecting them back hand to hand. Similarly, while collecting them back discussion was held with them and facial expression were observed and noted down by the research scholar. Similarly, research scholar also visited many private sector banks personally from western regions of Mumbai the sampling methods selected were convenient sampling and random sampling. Convenient sampling is a kind of sampling in which sample is selected from area of population which is nearby. This type of research is cost effective and had been used in many researches. Primarily, questionnaires were distributed to 35 respondents only to complete PILOT STUDY. These respondents were requested to provide feedback on structure of the questionnaire, wordings, length and relativity of the question and time taken to fill in the details in the questionnaire. All these feedback was then again
reviewed in the presence of professional and experience holders. Keeping the views and suggestions of these professional and experience holders certain changes were incorporated in the questionnaire in the form of new questions, changing the wordings, dropping of certain questions, adding more choices etc.. All this process although was time consuming was done to improve the quality of research. Finally, 400 questionnaires were distributed to the respondents. Sufficient time was given to them to fill in all the details. Enough care was taken by the scholar while collecting these questionnaires back that those were filled in completely covering all the personal as well as banking details of the respondents. Questionnaire was constructed in such a way that it consisted of two sections. The first section covered questions on demographic factors such as Gender, Age group, income and Occupation. The second section includes the question relating to their bank details, ways of using internet banking, aspects related to internet banking etc. out of 400 respondents 100 respondents were non users of internet banking and remaining 300 respondents were using internet banking. These 300 respondents served as population for the research scholar. But the scholar went through these 100 non user’s responses also sincerely to understand the reasons for not using internet banking by the people. Although research scholar’s major concentration was on the users of internet banking, she never ignored the views of nonusers because she knew her this act would help her in the future to give suggestions to private sector banks for improvement in their internet banking services. Thus, data was collected through primary sources which include questionnaire, personal interview and discussion and observation methods. Similarly, data was also collected through secondary sources which include past literature, bank bulletins, books, journals, research papers, websites, magazines and newspapers. At the same time certain private banks were also visited by the research scholar.

Ultimately to find out the result of all the data collected research scholar took the help of a statistician who with the help of SPSS used various data analysis techniques. To analyse the data classification and tabulation was done and graphs were made. To find out the results tests of significance like chi-square test. T-test., Anova and F test were used. On the basis of the findings of these tests results were noted down and suggestions were made by the research scholar for the users of
internet banking as well as for the private sector banks to improve the usage and acceptance of internet banking in the society.

### 3.4 Utility of the Study

1. The study will help for better growth of Internet banking sector.
2. It will also help general public in using internet banking and make them aware of prospects of internet banking.
3. Research will make people alert with security precautions to be taken care of while using internet banking.
4. The research findings may result into comfort, quick and easy execution of banking transactions for both customers and bank.
5. It may encourage nonusers to start using internet banking.
6. It may help Reserve Bank of India to formulate strategies and policies resulting into promotion of technology.
7. It will offer huge understanding to web system designers and developers in recognizing the key factors in access of net banking services, to introduce novice designed WebPages for enhancing customer base and assuring retention of the present patrons.