

AN EMPIRICAL INVESTIGATION OF CONSUMER'S PERCEPTION AND USAGE TOWARDS INTERNET BANKING

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Abstract

Today the banking has become the need of everyone whether it is individual, business houses or industrialist. To fulfil the needs of customers, the banks have also widened their activities. The banking is not limited to deposits and withdrawals of the funds, but the banks have changed their conventional nature of operation in the more productive, profitable manner. Information and technology have shrunk the world as a result of which time and distance have become non-entities to a large extent. The information technology has changed the structure of Indian banking. The concept of banking has drastically changed from a business dealing with money transaction alone to a business related to information with money transaction. The technology has been the main facilitator in the process of transformation. The research is mainly conducted to find out the consumer's perception and usage towards internet banking.

Keywords: Indian Banking System, Consumer's Perception.

INTRODUCTION

The emergence of banking is age-old. It started with just accepting of deposits and then lending the advances. But with the industrialization and pace of time, the number of services provided by commercial banks went on increasing. From different schemes in savings and current deposits to credit creation, from agency function to fund transfer, from custodian to underwriters, then merchant banking, mutual funds etc. the journey of banking is very long. But it is not an end still. These institutions which were started to deal in and manage money are still going ahead and are doing new innovations. After opening up of Indian economy in 1991, there were great changes in each sector of economy. The changes effected business, industry and commerce. Banking

which is the backbone of an economy also showed a remarkable progress, not only in respect of privatization or foreign investment but also in the matter of adoption of technology (Uppal, 2009).

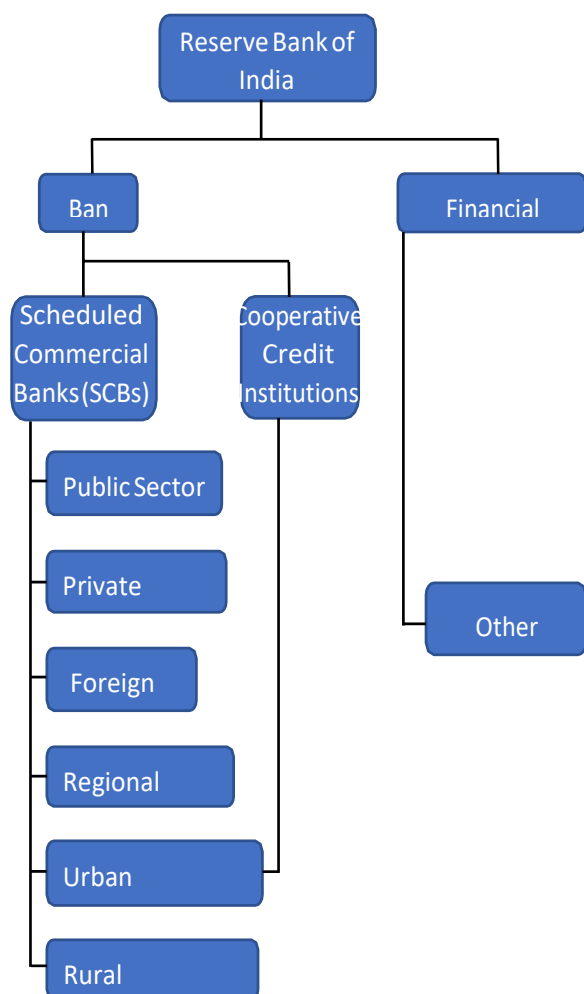


Figure 1.1: *Structure of Indian Banking Structure*

Source: Indian Banking Industry Report, 2019, IBEF

Indian banking system has played a crucial role in the socio-economic development of the country. The liberalization, privatization and globalization policies initiated by the Government of India in early 1990 have forced the Indian industry to change their operational and business strategies. The banking system by far, the most dominant segment of the financial sector, accounting as it does for over 80% of the funds flowing through the financial sector and plays a vital role in the development of a sound economy. A healthy banking system, besides undertaking the role of financial intermediation also serves as an engine of growth (Uppal, 2009).

As per the Reserve Bank of India (RBI), India's banking sector is sufficiently capitalized and

well-regulated. The financial and economic conditions in the country are far superior to any other country in the world. Credit, market and liquidity risk studies suggest that Indian banks are generally resilient and have withstood the global downturn well. Indian banking industry has recently witnessed the roll out of innovative banking models like payments and small finance banks. RBI's new measures may go a long way in helping the restructuring of the domestic banking industry (IBEF, 2017).

The Indian banking system consists of 18 public sector banks, 22 private sector banks, 46 foreign banks, 53 regional rural banks, 1,542 urban cooperative banks and 94,384 rural cooperative banks as of September 2019. In FY07-18, total lending increased at a CAGR of 10.94 per cent and total deposits increased at a CAGR of 11.66 per cent. India's retail credit market is the fourth largest in the emerging countries. It increased to US\$ 281 billion on December 2017 from US\$ 181 billion on December 2014 (IBEF, 2017)

Review of Literature

Budhia (2008) in his article entitled 'Banking in New Era of IT', concluded that IT has move to the core of banking functions. He enumerated different electronic banking services prevailed in India, such as ATM, telephone banking, debit/credit cards, SMS banking, internet banking, e-tax, online trading, online remittances, electronic bill payment, shop online etc. Indian banking are not as technologically advanced as their counterparts in the developed world, but they are following majority of international trends on the IT front to rise up to expectations from all quarters

Narayana et.al. (2013) in the research paper entitle 'A Study on Customer Satisfaction towards Online Banking services with reference to Bangalore city', investigated the major factors that influence online customers' satisfaction with the overall service quality of their banks. The study concluded that banking Needs, followed by Core Services, Problem Resolution, Cost Saved, Convenience and Risk and Privacy Concerns were the major factors

that strongly affect the overall satisfaction of online consumers. On the other hand, Feature Availability and Consumer Continuation were found to moderately affect the overall satisfaction of Customers using Online or Internet banking services. In order to promote customer satisfaction, it is inevitable for banks give due emphasis to all the above-mentioned factors. The study suggested that providing consumer education, Internet banking and friendly customer service, will help improve the consumer confidence, and eventually overall customer satisfaction levels in Vadodara as well as India.

Rakesh and Ramya (2014) conducted a research study to identify the factors that influence internet banking adoption. The study revealed that Perceived ease of use and perceived usefulness are both influenced by awareness to some extent. The relationships are positive showing that the relationships exist. Awareness influences perceived usefulness to a larger extent, while perceived ease of use has the least influence on internet banking adoption. Further, awareness, need, perceived usefulness, perceived ease of use, perceived reliability clearly has a positive effect on the use of internet banking

Krishanan, Teng and Khalidah (2017) have conducted a study to understand the effects of age on consumers' intention to use mobile banking services. The study found that age exhibited weak negative correlation with intention to use mobile banking. In plain English, younger users have higher levels of intention to use mobile banking and vice versa. There is no association between Age and Intention to Use Mobile Banking, therefore, the study concluded that age is significant in connection with consumers' intention to use mobile banking.

Scope of the study

The present study was conducted to know the customer's perception and opinion about e-banking. Hence, only one bank, namely, Punjab National Bank, was selected for the study. The study was conducted in two districts, namely Kullu and Mandi district. In these districts,

customers of PNB bank were selected to achieve the objectives of the study. Therefore, it can be said that though the scope of internet banking is very wide but the coverage of the present study was confined to Kullu and Mandi district and that is too to one bank.

Objective of the Study

1. To study the demographical Profile of consumers of bank.
2. To assess the satisfaction level of the consumers towards the internet banking.
3. To suggest measure for improving the system of e-banking and internet banking

Research Methodology

Sample Design

The study was conducted in Punjab National Bank Two district of Uttar Pradesh; the respondents were bank customer's. Sample size was 600 (300 from Lucknow and Barabanki each.) Sample was selected randomly who were the customer of Punjab National Bank.

Mathematical Methods

In this study, the data collected have been analyzed with the help of mathematical methods, such as, simple average and percentage to derive appropriate inferences and conclusions.

Statistical Methods

The statistical Methods applied in the present research work proved to be indispensable tools for collecting, organizing, analyzing and interpreting data, expressed in numerical term. The following statistical methods have been used in this work:

- (a) Measurement of Central Tendency or Arithmetic Mean

The arithmetic mean has been applied to study the opinion of the respondents on 5-point scale for different statements relating to awareness, usage and impact of e-banking. This tool has helped the researcher to draw the appropriate inferences from the responses calculated from

the respondents. The arithmetic mean has been calculated by assigning numerical values to the qualitative statements. These values have been assigned for these qualitative responses as '5' for strongly agree/Highly satisfied, '4' for agree/Satisfied, '3' for Neutral, '2' for disagree/dissatisfied and '1' for Strongly disagree/highly dissatisfied. It has been calculated by applying the following formula:

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$$\text{Formula: } X = \frac{\sum fX}{\sum f}$$

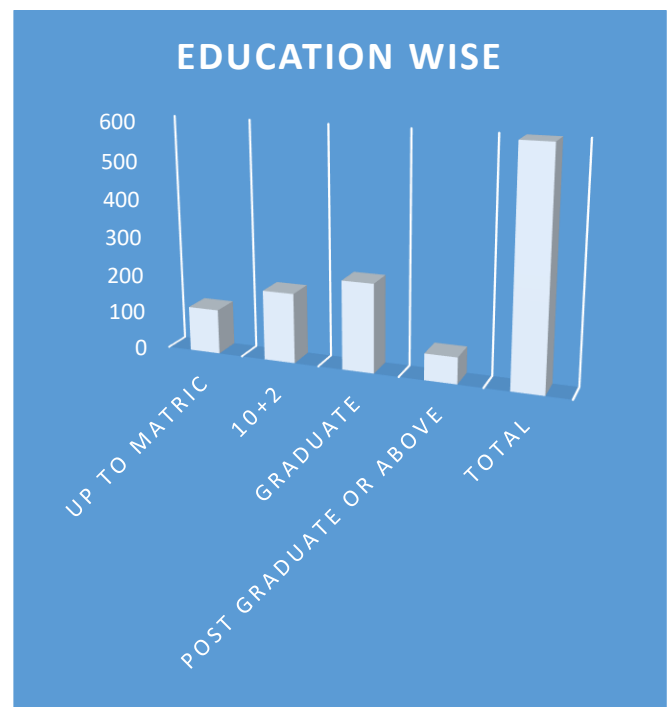
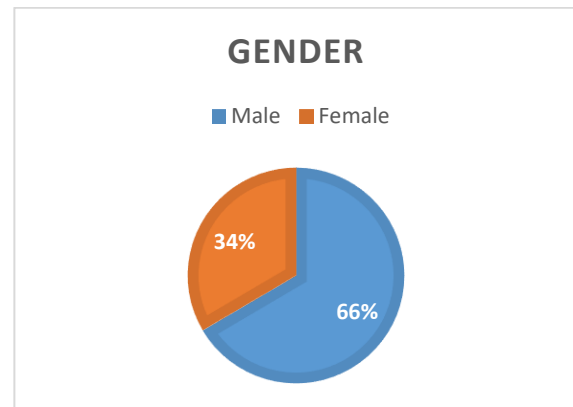
Here, X = Arithmetic mean; f = Frequency distribution on 5-point scale. x = Variable values

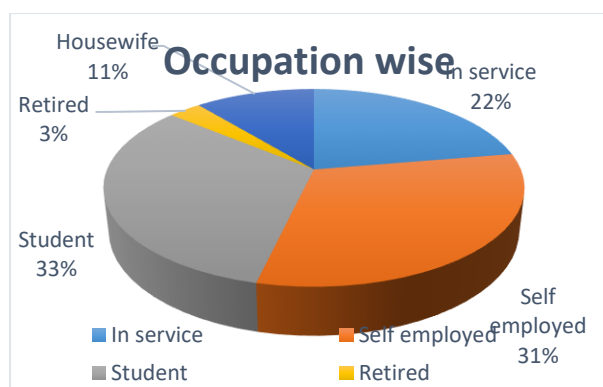
Table 1. Demographic profile of respondent

Gender	Frequency	Percentage
Male	399	66.50
Female	201	33.50
Total	600	100.00
Age Group	Frequency	Percentage
18-30 years	126	21.00
31-40 years	216	36.00
41-50 years	182	30.33
51-60 years	61	10.17
Above 60 years	15	2.50
Total	600	100.00
Education wise	Frequency	Percentage
Up to Matric	117	19.50
10+2	183	30.50
Graduate	231	38.50
Post graduate or above	69	11.50
Total	600	100.00
Occupation wise	Frequency	Percentage
In service	134	22.23
Self employed	188	31.33
Student	194	32.34
Retired	18	3.00
Housewife	66	11.00
Total	600	100.00
Income wise	Frequency	Percentage

Up to 50,000/-	253	42.17
50,001/--100,000/-	5	0.83
1,00,001/- to 2,00,000/-	143	23.83
More than 2,00,000/-	199	33.17
Total	600	100.00

Data in table and graph reveal that out of total sample respondents 66.50 per cent were male and 33.50 per cent were female.





It can be said that about two third of sample comprised of male and one third of sample comprised of female. it depicts that out of total respondents, 36.00 per cent were in the age group of '31-40 years', 30.33 per cent of respondents were in the age group of '41-50 years', 21.00 per cent of respondents were in the age group of '18- 30 years', and 10.17 per cent of respondents were in the age group of

'51-60 years' Data related to the educational status depict that majority of respondents (38.50 per cent) were graduate, followed by '10+2' pass (30.50). Out of total respondents, 19.50 per cent of respondents were educated up to metric and 11.50 per cent of respondents were post graduate. Occupation wise table reveals that out of total respondents, 32.33 per cent were students, 31.33 per cent were self-employed, 22.23 per cent were employees (public and private) and 11.00 per cent were housewife. Income wise reveals that majority of respondents (42.17 per cent) were in the income group of 'up to 50,000/-'. Out of total 33.17 per cent of respondents were in the income group of 'More than 2, 00,000/-', 23.83 per cent of respondents were in the income group of '1,00,001/- to 2,00,000/-' and 0.83 per cent of respondents were in the age group of '50,001/-, 100,000/.

Table 2 Opinion about the Motivating Factors for Opining Bank Account

Factors	HD	D	N	A	HA	Total	\bar{X}
Location of bank is suitable.	19 (3.17)	24 (4.00)	44 (7.33)	142 (23.67)	371 (61.83)	600 (100.00)	4.370
Convenient banking hours.	24 (4.00)	25 (4.17)	115 (19.17)	228 (38.00)	208 (34.66)	600 (100.00)	3.951
Availability of electronic banking services	29 (4.83)	38 (6.33)	93 (15.50)	239 (39.83)	201 (33.50)	600 (100.00)	3.908
Prompt Customer services	23 (3.83)	29 (4.83)	108 (18.00)	202 (33.67)	238 (39.67)	600 (100.00)	4.005
The bank has wide network of branches	60 (10.00)	68 (11.33)	79 (13.17)	151 (25.17)	242 (40.33)	600 (100.00)	3.745

Note: i) HA= Highly agree; A=Agree; N=Neutral; D=Disagree; HD=Highly disagree; ii) \bar{X} represents weighted mean; ii) Figures in parentheses represents percentage.

Source: Primary probe.

With regard to the convenient banking hours, majority of respondents were either highly agree (34.66 per cent) or agree (38.00 per cent) that convenient banking hours motivate them to open a bank account in the selected bank. On the other, 19.17 per cent of respondents remained neutral on the this and mere 4.00 per cent were highly disagree and 4.17 per cent were disagree with it. The mean score (3.951) is also higher than the average mean score, which reflects that the opinion of the respondents is concentrated towards higher side of the mean. Hence, it can be concluded that convenient banking hours was also an

important factor that motivate the respondents to open the bank account in the bank.

In relation to the availability of electronic banking services, data show that majority of respondents either agreed (29.84 per cent) or highly agreed (33.50 per cent) that the availability of electronic banking services was the motivating factors for opening a bank account. On the other hand, 6.33 per cent of respondents disagreed and 4.83 per cent were highly disagreed that availability of electronic banking services is a motivating factor. The statistical analysis of respondents' opinion is

3.908, which is higher than the standard average mean score, that is, 3 at 5-point scale. It shows that the opinion of the respondents is concentrated towards higher side of the mean. Hence, it can be concluded that while opening a bank account people see whether the bank has electronic services or not. In other words, availability of banking services is also an important factor.

With regard to the prompt customer services, the figures in Table 2 depict that 39.67 per cent of respondents highly agreed and 33.67 per cent of respondents agreed that prompt customer services motivate them to open a bank account. On the other hand, mere 4.83 per cent of respondents showed disagreement and 3.83 per cent of respondents showed high disagreement with it. The mean score (4.005) is also higher than the standard average mean score, which indicates that the opinion of the respondents is concentrated towards higher side of the mean. Therefore, it can be concluded that

prompt customer services in the bank plays an important role in motivating the people to open a bank account.

With regard to the statement that the bank has wide network of branches, the analysis depicts that majority of respondents either highly agreed (40.33 per cent) or agreed (25.17 per cent) with it. while 11.33 per cent of respondents were disagree and 10.00 per cent of respondents were highly disagree that bank having wide network of branches is an important factor. The statistical analysis reveals that the mean score of the opinion of the respondents is 3.745, which is higher than the average mean score, that is, 3 at 5-point scale. It indicates that the opinion of the respondents is concentrated towards higher side of the mean score. Hence, it can be concluded that bank having wide network of branches is also important factors that motivate them to open bank account.

Table 3 *Opinion about the Reason to Use Internet Banking*

Reasons	SD	D	N	A	SA	Total	\bar{X}
Awareness of the services and its benefits	3 (0.50)	16 (2.67)	26 (4.33)	544 (90.67)	11 (1.83)	600 (100.00)	3.907
The ease of use	115 (19.17)	52 (8.67)	155 (25.83)	224 (37.33)	54 (9.00)	600 (100.00)	3.083
The safety and security of transaction over the internet	37 (6.17)	69 (11.50)	210 (35.00)	192 (32.00)	92 (15.33)	600 (100.00)	3.388
Low cost of using internet banking	31 (5.17)	77 (12.83)	217 (36.17)	241 (40.17)	34 (5.67)	600 (100.00)	3.283
Curiosity	36 (6.00)	47 (7.83)	233 (38.83)	219 (36.50)	65 (10.83)	600 (100.00)	3.383
Low service charges	12 (2.00)	66 (11.00)	215 (35.83)	250 (41.67)	57 (9.50)	600 (100.00)	3.457
Convenience	40 (6.67)	55 (9.17)	176 (29.33)	264 (44.00)	65 (10.83)	600 (100.00)	3.432
Easy to maintain My Banking	52 (8.67)	103 (17.17)	122 (20.33)	215 (35.83)	108 (18.00)	600 (100.00)	3.373

Table 3. Reveals that 90.67 per cent of respondents were of the opinion that they use internet banking because they have awareness of the services and benefits of internet banking. The descriptive analysis of the opinion shows that the mean score is 3.907, which is higher than the average mean score, that is, 3 at 5-point scale. It reveals that the opinion of the respondents is concentrated towards higher side of the mean score. Therefore, it can be said that

majority of respondents were aware of the services and benefits of internet banking, because of which they are using internet banking.

With the regard to the statement that 'Ease of use', data depicts that 32.00 per cent of respondents were agreed and 9.00 per cent were strongly agreed with it. On the other hand, 19.17 per cent were strongly disagreed and 6.67

per cent were disagreed. But 25.83 per cent of respondents remained neutral on this. The mean score of the respondents' opinion is 3.083 per cent, which is near to the standard mean score but little bit higher than it. This depicts that though majority of respondents (about 46 per cent) finds it easy to use internet banking, but about 26 per cent remained themselves neutral. It can be said that using internet banking is easy but there is a need to acquaint the bank customers with the technicalities of internet banking.

With regard to the safety and security of transaction over the internet, the data in Table show that out of total respondents 32.00 per cent of respondents were agreed and 15.33 per cent of respondents were strongly agreed that due to safety and security of transaction over the internet motivate them to use internet banking. On the other hand, about 18 per cent of respondents were either disagreed or strongly disagreed with it. While 35.00 per cent of respondents remained neutral on this reason. The mean score of respondents' opinions is 3.388, which is higher than the standard average mean score. It depicts that bank customer using internet banking because the felt that the transaction is safe and secure over internet. But this was not case with all the respondents, as 35 per cent remained neutral on this reason.

With regard to low cost of using internet banking, data show that out of total respondents, 36.17 per cent did not say anything on this. While 40.17 per cent of respondents were agreed and 5.67 per cent were strongly agreed that the cost of using internet banking is low, that is why they are using internet banking. Whereas, about 18 per cent of respondents either disagreed or strongly disagreed to this. The mean score is 3.283, which depicts that the opinion of the respondents is concentrated towards higher side of the average mean score. Therefore, it can be said that cost of using internet banking is low. It was observed that bank customer.

Curiosity is another reason to use internet banking. In this regard 36.50 per cent of respondents were agreed and 10.83 per cent

were strongly agreed. On the other hand, 7.83 per cent were disagreed and 6.00 per cent of respondents were strongly disagreed with it. While 38.83 per cent of respondents remained neutral. The mean score of respondents' opinion is 3.383, which is higher than the average mean score, that is, 3 at 5-point scale. It indicates that the opinion is concentrated towards higher side of the mean score. It depicts that curiosity is one of the reasons to use internet banking for about 47 per cent of respondents. With regard to low service charges, it has been observed that 41.67 per cent of respondents were agreed and 9.50 per cent of respondents were strongly agreed. Whereas, 35.83 per cent of respondents remained neutral on this reason. On the other hands, 11.00 per cent were disagreed and 2.00 per cent were strongly disagreed with the reason. The mean score (3.457) reveals that the opinion of the respondents is concentrated towards higher side of the average mean score. It indicates that bank customer felt that there is low service charges while using internet banking. Hence, they use internet banking.

With regard to convenience, data show that majority of respondents (44.00 per cent were agreed and 10.83 per cent were strongly agreed) were of the opinion that they use internet banking because it is convenient for them to manage their banking transaction. On the other hand, 29.33 per cent of respondents remained neutral. While about 16 per cent of respondents were either disagreed or strongly disagreed with it. The mean score of respondents' opinion is 3.432 which is higher than standard average mean score, that is, 3 at 5-point scale. It indicates that the opinion of the respondents is concentrated towards higher side of the mean. Hence, it can be concluded that the bank customers are using internet banking because they feel that it is convenient to operate their banking sitting at home or through mobile.

In relation to the reason that it is easy to maintain my banking, out of total respondents 35.83 per cent of respondents were agreed and 18.00 per cent were strongly agreed with this. While 17.17 per cent were disagreed and 8.67 per cent were strongly disagreed. 35.83 per cent

of respondents remained neutral on this reason. The mean score (3.373) of the opinion indicates that the opinion of respondents is concentrated towards higher side but nearer to the average mean score. Hence, it can be inferred that

majority of respondents use internet banking because Satisfaction with E-banking and banking Services they feel that it is easy to maintain their banking.

Table 4 *Satisfaction with E-banking and banking Services*

Satisfaction with	HD	D	N	S	HS	Total	\bar{X}
General layout (Appearance looks) of service counter	5 (0.83)	62 (10.33)	66 (11.00)	385 (64.17)	82 (13.67)	600 (100.00)	3.795
Behavior (co-operation & personal attention) of the bank staff	8 (1.33)	46 (7.67)	50 (8.33)	387 (64.50)	109 (18.17)	600 (100.00)	3.905
Accessibility of computerized banking services	6 (1.00)	198 (33.00)	31 (5.17)	274 (45.67)	91 (15.17)	600 (100.00)	3.410
Promptness in solving problems	15 (2.50)	77 (12.83)	130 (21.67)	255 (42.50)	123 (20.50)	600 (100.00)	3.657
Quickness in transaction	16 (2.67)	188 (31.33)	80 (13.33)	249 (41.50)	67 (11.17)	600 (100.00)	3.272
Online transfer of money	82 (13.67)	48 (8.00)	58 (9.67)	305 (50.83)	107 (17.83)	600 (100.00)	3.512
Generation of correct bank statement	24 (4.00)	67 (11.17)	42 (7.00)	342 (57.00)	125 (20.83)	600 (100.00)	3.795
Information of modern banking technology	19 (3.17)	45 (7.50)	130 (21.67)	258 (43.00)	148 (24.67)	600 (100.00)	3.785

Note: i) SD= Highly dissatisfied; D=Dissatisfied; N=Neutral; S=Satisfied; HS=Highly Satisfied; ii) \bar{X} represents weighted mean; ii) Figures in parentheses represents percentage.

Source: Primary probe.

In relation to the general layout (appearance, look) of service counter and website, out of total respondents 64.17 per cent were satisfied and 13.67 per cent were highly satisfied. On the other hand, 10.33 per cent were dissatisfied and 0.83 per cent were highly dissatisfied. while 11.00 per cent of respondents remained neutral. The statistical analysis of respondents' opinion shows that the mean score is 3.795, which is higher than the average mean score. It indicates that the opinion of the respondents is concentrated towards higher side of the mean score. Hence, it can be concluded that majority of respondents showed their satisfaction with the general layout of service counter and bank website.

With regard to the behaviour (co-operation and personal attention) of bank staff, the data reveal that majority of respondents were either satisfied (64.50 per cent) or highly satisfied (18.17 per cent). While the percentage of dissatisfied respondents is very low. The

statistical analysis of the respondents' opinion also shows that the mean score (3.905) is higher than the average mean score, which show that respondents opinion is concentrated towards higher side of the standard average mean score. Therefore, it can be concluded that staff of the bank is cooperative and pay personal attention towards bank customers.

The satisfaction of respondents in relation to the accessibility of computerized banking services, the data depict that 45.67 per cent were satisfied and 15.17 per cent were highly satisfied. On the other hand, 33.00 per cent were dissatisfied and mere 1.00 per cent were highly satisfied. The mean score of respondents' opinion is 3.410, which is higher than the standard average mean score. It indicates that majority of respondents were satisfied with the accessibility of computerized banking services of PNB bank.

Problem solving is an important aspect in creating trust and confidence in e-banking and

banking services. In this regard, majority of respondents were either satisfied (42.50 per cent) or highly satisfied (20.50 per cent) with the promptness in problem solving. On the other hand, about 15 per cent of respondents were either dissatisfied or highly dissatisfied. whereas, 21.67 per cent remained neutral on this. The higher mean score (3.657) of respondents opinion reveals that majority of respondents were satisfied with the problem solving mechanism of the bank.

Quickness in transaction is an another aspect which motivate the customer to use e-banking. Out of total respondents, 41.50 per cent were satisfied and 11.17 per cent were highly satisfied with the quickness of transaction through e-banking. Whereas, 31.33 per cent of respondents were dissatisfied and 2.67 per cent were highly dissatisfied. In this regard respondents personally reported that as when they made transaction through internet the transaction stuck or website hanging. Not only this, but sometime at ATM they did not get cash. This create problems to those who were not satisfied with the quickness of transaction. The statistical analysis of the opinion shows that the mean score is 3.272, which little bit higher but near to the average mean score. It indicates that though majority of respondents were satisfied, but the percentage of those who were not satisfied cannot be ignored.

With regard to the online transfer of money, data reveals that more than 67 per cent of respondents either satisfied or highly satisfied with online transfer of money. Whereas, about 19 per cent of respondents were either highly dissatisfied or dissatisfied with it. The mean score of the respondents' opinion is 3.512, which indicates that the opinion of the respondents is concentrated towards higher side of the average mean score, that is, 3 at 5-point scale. Therefore, it can be inferred that majority of respondents were either satisfied or highly satisfied with the online transfer of money facility provided by the PNB.

With regard to the generation of correct bank statement, it has been observed that majority of respondents either satisfied (57.00 per cent) or highly satisfied (20.83 per cent). On the other

hand 11.17 per cent were dissatisfied and 4.00 per cent of respondents were highly dissatisfied. The mean score (3.795) also reflects that the opinion of respondents is concentrated towards higher side of the mean score. Hence, it can be inferred that customer of the banks were satisfied with the generation of correct bank statement both on internet banking and at bank.

With regard to the information of modern banking technology, data reveal that 43.00 per cent of respondents were satisfied and 20.83 per cent were highly satisfied. They were of the view that bank staff aware them with the modern banking technology, so that they can use them. The mean score of the opinion is 3.785, which is higher than the average mean score. It indicates that majority of respondents were either satisfied or highly satisfied with the information provided by the bank about modern banking technology.

Finding:

1. Majority of the respondents are opinion that they use internet banking because they have awareness of the service and benefits of internet banking.
2. The Study reveals that bank customer using internet banking because they felt that the transaction is safe and secure over internet. But 35 percent respondent neutral regarding safety and security of transaction over internet.
3. The study shows that curiosity among the respondents is one of the reasons to use internet banking
4. The study reveals that convenience and easy to maintain banking are the reasons among the bank customers to use internet banking.
5. Majority of respondent satisfy with the behaviour of staff of the bank and general layout of service counter.
6. The study reveals that customers are satisfied with the accessibility of computerized banking services and also satisfied with problem solving mechanism of the bank.

Suggestions

1. Awareness level about internet banking is very less among customers. So banks have to conduct customer meet regularly to educate the customers on internet banking. The bank can also distribute booklets contains information about the new schemes and it can be distributed directly to the customers
2. Banker should create confidence among the customers regarding new technology and motivate customers how to use internet banking and satisfy their needs without visiting branch.
3. Bank should organise seminar programs to educate customers how to use net banking and availing the benefits of net banking at home.
4. Banker should take personal interest to solve the security and privacy provision regarding internet banking.

Conclusion

The paper concludes that majority of the respondents are satisfied with internet banking, but we can conclude that all the respondents not at all because lack of awareness among respondents are the reason behind it. demographic factor shows that young, students and educated customers feel satisfied with internet banking. The success of Internet banking not only depends on the technology but also on, awareness level, ease of use, curiosity, promptness in solving is main factors behind the satisfaction among the respondents.

Limitation of the study

The present study was limited to the single public sector bank (PNB) in Uttar Pradesh. The study was focussed on only two Districts of Uttar Pradesh i.e. Lucknow and Barabanki.

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