

A Study on Effectiveness of Customers Relationship Management in Indian E-Banking Industries

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ABSTRACT

The goal of my project is to conduct a descriptive study on the effectiveness of customer relationship management in the Indian e-banking industry. Respondents from various backgrounds were gathered for this study. After reviewing the data, I've come to the conclusion that, while banks are increasingly offering innovative services, many clients are unaware of them. Using these services, however, is a different matter. Banks are spending a lot of money these days to differentiate themselves from their competitors by adopting new software or offering new innovative services such as internet banking, mobile banking, and so on. They continue to focus solely on providing innovative services to clients, rather than educating people about the importance of doing so. Various services, as well as their usage requirements there is also a need to educate customers about the use and benefits of the bank's services, as this is a way to gain a competitive advantage. As we all know, most organizations today are focusing on the promotion element of the marketing mix, which provides both financial and non-financial benefits such as brand image. The majority of the respondents have bank savings accounts. The ATM/Debit Cards were the most common service offered by these banks to their customers. Family and friends are the most significant channels for informing customers about new services.

I. INTRODUCTION

Banking is evolving, and the banking industry's impact on banking relationships is significant. Banking is no longer limited to physical locations where one must go in person to

withdraw cash, deposit a check, or seek a statement of accounts. Currently, any enquiry or transaction can be completed online at any time without the need to visit a branch (anywhere banking). Providing Internet banking services is quickly becoming a "must have" rather than a "good to have." E-banking is described as the electronic, interactive delivery of innovative and classic banking products and services directly to customers. E-banking refers to the systems that allow customers of financial institutions, whether people or businesses, to access their accounts, conduct business, or obtain financial information. Through a public or private network, such as the Internet, products and services are distributed

Objectives of the Study

- Determine the extent to which customers are aware of E-banking.
- Investigate the services provided by E-banking users in the research region.
- To determine the primary issues that customers encounter when utilizing E-banking services.
- To find out how satisfied E-banking customers are
- Make appropriate recommendations to increase customer awareness.

II. REVIEW OF LITERATURE

In their research article, Singhal and Padhmanabhan (2008) said that their study "explores the primary reasons responsible for internet banking based on respondents' perceptions of various internet apps." It also gives a framework for evaluating the public's impression of internet banking.

2015, Reddy & Reddy Consumer perceptions of convenience and desire to use E-banking services have been found and measured by the researcher. The level of customer satisfaction with E-Banking has been determined.

Education, gender, and income all play a role in internet banking usage, according to Shrivastava (2007). There hasn't been much research done in these areas because the focus has been on technological adoption rather than people. Consumers will be more willing to use internet banking if their abilities can be improved, according to the research. Consumer attitudes about internet banking can be influenced by characteristics such as trust, gender, education, culture, religion, security, and price.

According to Joseph et al., they looked into the impact of the internet on the delivery of banking services in 1999. They discovered six underlying elements of ebanking service quality, including convenience and accuracy, feedback, and complaint management, among others. They also recommended that Traditional and internet banks both need to be responsive, reliable, and accessible in certain ways.

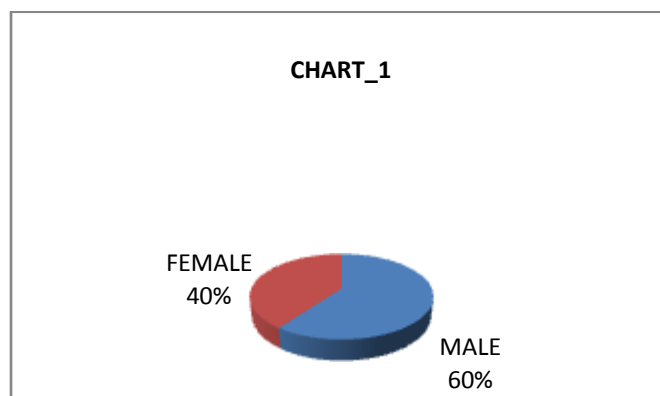
III. RESEARCH METHODOLOGY

Research is the methodical and in-depth study of any topic, subject, or area of investigation, which is accompanied by the collection, compilation, presentation, and interpretation of relevant data.

IV. RESULT

Table showing gender wise classification of responses

GENDER	No. of Respondents	PERCENTAGE
MALE	66	60
FEMALE	44	40
TOTAL	110	100



Inference

Majority (60%) responses are male.

Table showing age wise classification of responses

AGE	No. of Respondents	PERCENTAGE
BELOW20	4	4
20-30	70	64
30-40	12	11
40-50	16	14
ABOVE50	8	7
TOTAL	110	100

Inference

Majority of the responses are from age 20-30

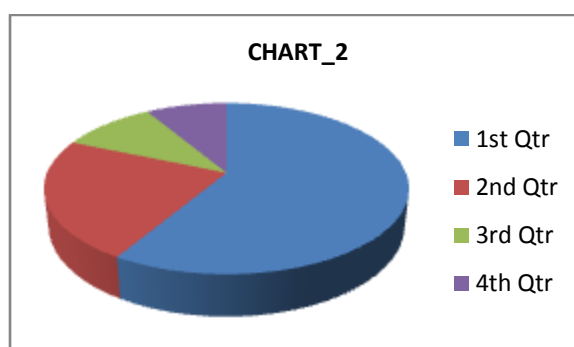
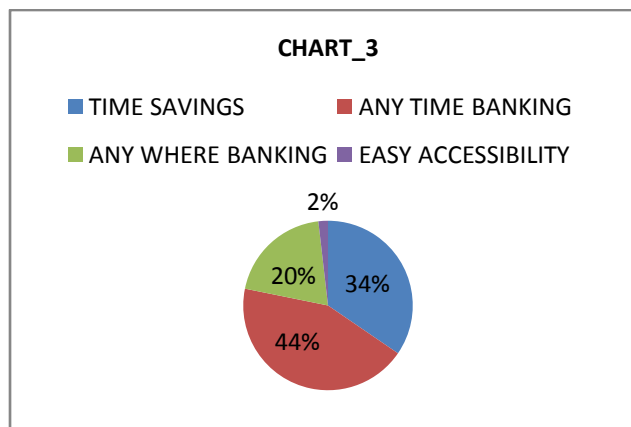


TABLE SHOWING BENEFITS OF INTERNET BANKING SYSTEM

BENEFITS	No. of Respondents	PERCENTAGE
TIME SAVINGS	38	34
ANY TIME BANKING	48	44
ANY WHERE BANKING	22	20
EASY ACCESSIBILITY	2	2



Inference

Majority (44%) responded any time banking is the benefit of internet banking.

CHI SQUARE: TEST

Pearson chi-square	14.348	1	<0.001		
Continuity correction	12.424	1	<0.001		
Likelihood ratio	20.697	1	<0.001		
Fishers exact test				<0.001	<0.001
N of valid cases	110				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.20
b. computed only for a 2*2 table

Since the significance value 0.001 is less than 0.05 the Null Hypothesis is rejected and the Alternate Hypothesis is Accepted. Therefore there is significant association between gender of respondents and preference towards bank account.

INTERPRETATION:

FREQUENCY AND PERCENTAGE

AGE

	frequency	percent	Valid percent	Cumulative percent
Valid 20-30	70	63.6	63.6	63.6
30-40	12	10.9	10.9	74.5
40-50	16	14.5	14.5	89.1
50&above	8	7.3	7.3	96.4
Below 20	4	3.6	3.6	100.0
total	110	100	100.0	

I am satisfied with the overall e-banking facility provided by the bank

	Frequency	percent	Valid percent	Cumulative percent
Valid Agree	70	63.6	63.6	63.6
Disagree	4	3.6	3.6	67.3
Not certain	4	3.6	3.6	70.9
Strongly agree	30	27.3	27.3	99.2
Strongly disagree	2	1.8	1.8	100.0
total	110	100.0	100.0	

INTERPRETATION:

Largest age group is in the 20-30 range which is followed by the age range of 40-50 which is closely followed by 30-40, then comes 50&above and finally Below 20. Majority of the 110 people agree with the satisfaction of the e banking facility and the highest minority strongly agree. There were low people disagreeing, uncertain and strongly disagreeing.

services. Working women are the only ones who are aware of the services, or women who are aware of some but not all of the services given by banks.

V. FINDINGS

- According to our research, 66 males and 44 females use E-banking. Males have a better understanding of financial transactions and bank

- E-banking services are used by the majority of respondents under the age of 20-30, with around 66.4 percent of respondents using these services since these respondents are younger and have more awareness of e-banking services.

- The majority of respondents are students who use E-banking. Because they have a greater understanding of the advantages. understanding of e-banking services.

- The majority of respondents are students who use E-banking services. Because they are more knowledgeable about the benefits, they understand them better.
- According to the survey, nearly 61 people, or 55.5 percent of those polled, use SBI. The reason could be that it is a government bank.
- The frequency with which modern people use E-banking services is very high. On average, 20.9 percent of people use these services on a daily basis, while 35.5 percent use them weekly.
- Almost 61 percent of the total sample population agrees, with 42 percent strongly agreeing, that E-Banking saves them time when compared to visiting a branch in person.

VI. SUGGESTION

- E-banking is a cutting-edge tool that is quickly becoming a necessity.
- It is a successful strategic we rely on for banks to remain profitable in today's volatile and competitive market.
- It would be beneficial if the bank's employees provided proper training to customers in order for them to open an account. Second, the website should be made more user-friendly so that first-time customers can directly open and access their accounts.
- The availability of technology to protect the security and privacy of e-transactions, as well as RBI guidelines on different elements of internet banking, would undoubtedly aid the rapid growth of internet banking in India in the future.
- Customers should be mentally prepared to adopt e-banking services based on banking practices, according to this study. This is the systematic orientation 11, and bankers should promote client education and online banking with suitable safety and security measures.

VII. CONCLUSION

The goal of this study is to figure out why consumers use E-Banking services. Despite the many benefits of online banking, the outcomes of this study reveal that People still think of it as a feasible option for reviewing their financial records. Although every bank now offers internet banking, the majority of customers only use it once

a week. This is due to the fact that in the case of internet banking, personal interaction with customers is rare. Customers' expectations of internet banking services are identified and measured, providing a frame of reference and corresponding quality dimension. The major criteria that motivate consumers to utilize online banking are convenience and comfort, and the feature that appeals to them the most is the quality and quantity of information. As a result, quality initiatives should be implemented. Begin by describing the customer's needs and preferences, as well as the quality dimensions that connect to them. The banking sector still has a lot of work to do in terms of reforms and training people on how to use the internet to manage their accounts. According to the report, the biggest issue is that clients are still afraid of account hacking and hence do not use internet banking.

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