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CURRENT PRACTICES OF E-BANKING TECHNOLOGY: STUDY OF SERVICE QUALITY IN TRICITY (CHANDIGARH, MOHALI & PANCHKULA)

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Abstract *Transformation is taking in Indian banks from altering the face of banking. The research paper focuses on the way transformation is affecting the banking sector and investigates the factors which are affecting the e-banking services among the customers in India. Primary data was collected from 500 respondents through a structured questionnaire. The main objectives of the study are to identify the perception of customers for e-banking technology service quality and to examine e-banking technical service quality with regards to demographic variables. The scope of the present study has been kept limited to public and private sector Indian banks operating in Chandigarh, Mohali and Punchkula. Primary sources of data were a structured questionnaire designed for the purpose of getting customer responses regarding e- banking. Analysis of Variance has been used to find out whether there is any significant difference between the customers' perceptions with regards to demographics like Gender, Age, education, Occupation and Household Income. It was found that there is no significant difference and the hypothesis stood accepted*

Keywords: *Exchange Traded Funds, Regression, Pricing Efficiency, Premium/Discount*

INTRODUCTION

Banking Sector is the Backbone of the country's Economy. They are the elements of social and economic development of the nation. The emergence of e-commerce has revolutionized the way we live, shop, entertain and interact. (M. Panneerselvam, R. Murugupandian, 2015). Information Technology (IT) is a very powerful tool in today's world and financial institutions are the backbone of Indian economy. Indian Banking Industry today is in the midst of an Information Technology revolution. The application of Information Technology in banks has reduced the scope of traditional or conventional banking with manual operations (J.Anthony Gruze Thangaraj, 2014). Technological innovation not only enable a broader reach for consumer banking and financial services in Indian banking sector, but also enhances its capacity for continued and inclusive growth. E developments in the arena of ATMs, debit cards, credit cards and mobile banking are changing the way businesses work. While customers get the convenience of 24x7 banking, the bank saves in heavy real estate and manpower costs when compared to establishing a branch (Navneet & Ravi Kiran, 2014).

Concept of E-Banking

E-banking is the term that signifies and encompasses the entire sphere of technology initiatives that have taken place in the banking industry. The concept and scope of e-banking is still in the transitional stage. E-banking has broken the barriers of branch banking (Roshan Lal & Rajni Saluja, 2012). Electronic banking is one of the truly widespread avatars of e-commerce all over the world. Various authors define e-banking differently and the definitions giving the meaning and features of e-banking are as follows: (1) e-banking is a combination of electronic technology and banking. (2) e-banking is a process by which a customer performs banking transactions electronically without visiting a brick-and-mortar institution. (3) e-banking denotes the provision of banking and related services through extensive use of information technology without direct recourse to the bank by the customer (J. Anthony Gruze Thangaraj, 2014).

REVIEW OF LITERATURE

M. Panneerselvam, R. Murugupandian (2015) Electronic banking is an extension of traditional banking, using the internet as an electric delivery channel for banking products

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and services. The banking today is redefined with the use of IT and it is sure that the future of banking will offer more refined services to customers with the continuous product and process innovations. Thus there is an instance shift from seller's market to buyer's market. The study investigate various relevant issues relating to role of IT in banking and suggest ensuring privacy and confidentiality of data's, implement IT and other Cyber laws properly. This will confirm the developmental role of IT in the banking industry.

J. Anthony Gruze Thangaraj (2014**)** this study examined the customers" satisfaction towards e-banking services offered by public and private sector banks in Erode district. E-banking has opened up a new window of opportunity to the existing banks and financial institutions. Most of the banks have their own websites, but not all of them recommend internet facilities. In order to gain more faith about internet banking there should be an overall computer literacy among the bank customers. With that intention, the government has taken initiative to create awareness about banking services. To conclude, that e-banking not only stands apart with its regular merits but also offers various other benefits. For instance, creating new markets and reducing operational costs etc. will increase bank's competiveness and increase the awareness about e-banking facilities among the customers.

Alagu Pandian, V., and Sharma, R.K. (2012) in their study analyses today's virtual banking. It denotes the provision of banking and other related services through the use of information technology, without direct resource to the bank by customers. The main features of virtual banking are the overwhelming reliance on Information Technology and the absence of physical type of virtual banking services include Automated Teller Machines (ATM), shared ATM networks, smart cards, stored value cards and phone banking. Thus the practice of banking has undergone a significant transformation due to the adoption of E-Banking. Customers are being provided with additional delivery channels which are more convenient to customers and are cost effective to the banks. These delivery channels include ATM, Tele banking, Internet Banking, Mobile Banking and Home Banking.

Olorunsegun Shittu (2010) in his study examined the banking also has a strong impact on the overall banking performance by making workers performance more effective and efficiency. The adoption of electronic banking has enhanced the fortune of the bank. This is achieved by the withdrawal slip and withdrawal charges. The electronic banking has improved the bank customers' relationship by rendering effective services throughout the week. Customers can now have access to their account outside working hours to make withdrawal for their needs. The electronic banking guideline introduced by CBN helps in electronic banking system. Withdrawal can be made anywhere at any time and using any bank ATM machine, customers cannot withdrawal more than some certain amount to allowed other customers have access to cash and money, can be transfer from one place to another through electronic means. In general conclusion the electronic banking has made banking transaction to be easier by bringing services closer to its customers.

Saravana Kumar, S. (2009) in his article entitled analyzed the service quality of selected public sector and private sector banks in the city of Coimbatore and with the growth of the economy. The increasing competition has resulted in the need for the increased customer services through the use of new technologies of service. The customers are also gaining information on the service provision by various banks. They evaluated the quality of services provided by the banks before becoming the customer of the bank; it is the level of satisfaction of the customers that determines the progress of a banking institution.

Gbolahan S. Osho (2008) in his article explain the use of technology in the banking industry and how it has help banks evolved into a profitable markets. This paper examines several aspects of technology used in the banking industry that have helped banks secure a great market share and simplify customers' everyday life. The results showed that more and more consumers are now turning to technologies and time saving options for their banking decisions. Furthermore, the results indicate that competition among banks in this attractive industry is a factor of the one offering the most convenient technological advances.

Pooja Malhotra and Balwinder Singh (2007) in their study entitled, "Determinants of Internet banking adoption by banks in India" the current exploratory study is an attempt to discover the factors affecting a bank's decision to adopt internet banking in India. It examines the relationship between the bank's adoption decision and various bank and market characteristics. The study shows the results that the larger banks, banks with younger age, private ownership and higher expenses for fixed assets, higher deposits and lower branch intensity evidence a higher probability of adoption of this new technology. Banks with lower market share also see the internet banking technology as a means to increase the market share by attracting more and more customers through this new channel of delivery.

Mohan, K. (2006) in his research paper examined that information technology of Indian banking discusses that it is possible in the coming years the technology infrastructure Even in the rural and semi urban areas will change to cover the internet banking, set top boxes are better communication facilities it is probable that technology driven banking may also make in road in to servicing customers in this areas. It offers an opportunity pretended in the entire human history to end poverty from the face of the earth. A time may come when for financial market is totally open and competitive, when banks will face with the choice of covering the future rather than responding to it and technology can play an important role in it.

Mohammad Shamsuddoha et al. (2005) in their study observed the Bangladesh Banking industry is much more mature than past. It has excellent image of their activities. Now modern banking services have launched by some multinationals and new local private commercial banks. Automatic Teller Machine is one of the most demanded and latest technologies. Marketing and changing trend of banking services is the very vital things in modern banking sector. Some are launching the new ideas in this sector, some are not giving effort totally and some are really trying to adopt something different. It is good to see that whole banking sector in Bangladesh is trying to follow the modern marketing concept in bank services. After launching the new innovative products like ATM, how the customer accepts the new product that is fully associated with the technology.

Bradley, L., and K. Stewart (2003) in their study technological change and the advent of the Internet are among the most dramatic and challenging areas of change for the sector. This paper looks at retail banking and its adoption of online banking, in particular the factors driving and inhibiting adoption by banks. An international Delphi study confirms the high level of importance of the internet for retail banking. It is expected that bank adoption of the Internet will be near universal. The key factors that are driving banks to adopt online banking are the adoption by other banks, competitive forces and the availability of technology. Working against adoption are banks' perceptions that the internet does not offer enhanced ability to deal with customers as well as bank resistance to change and the resources required to adopt.

Laura Bradley and Kate Stewart (2002) in their study have investigated the factors driving and inhibiting internet banking. The main component of the research was a Delphi study of expert opinion. The paper gives a brief overview of the academic literature on the diffusion of innovation and internet banking. The paper concludes that internet banking will become an extremely important distribution channel in the future, with the drivers overcoming the inhibitors in influencing the rate. The paper indicates that the existing diffusion of innovation literature identifies some of the factors instrumental in the diffusion of internet banking. However, the study identifies additional issues.

NEED OF THE STUDY

The present study includes different demographic variables in order to study the consumer behavior regarding e-banking. Different variables have their impact on the acceptance level of e-banking in India. Providing internet banking is increasingly becoming a "need to have" than a "nice to have" service. The net banking, thus, 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.

Banks have traditionally been in the forefront of harnessing technology to improve the efficiency of their products and services. They have, over a long time, been using electronic and telecommunication networks for delivering a wide range of value added products and services. The delivery channels include direct dial-up connections, private networks, public networks etc., and the devices include telephone, personal computers, the Automated Teller Machines (ATM) etc. With the popularity of PCs and the easy access to the internet and World Wide Web (WWW), internet is increasingly used by banks as a channel for receiving instructions and delivering their products and services to their customers. This form of banking is generally referred to as Internet Banking, although the range of products and services offered by different banks vary widely both in their content and sophistication.

OBJECTIVES OF THE STUDY

- To study the e-banking technology of selected banks in the current scenario.
- To identify the perception of customers for e-banking technology service quality.
- To examine e-banking technical service quality with regards to demographic variables.

HYPOTHESIS OF THE STUDY

There is no significant difference between the perceptions of customers about e-banking technology service quality with respect to demographic variables viz. sex, age, education, occupation and household income.

There is no significant difference between the perceptions of customers about e-banking technology service quality with respect to ownership sector of banks.

RESEARCH METHODOLOGY OF THE STUDY

The validity of any research depends upon the systematic method of collecting data and analyzing the same in a logical and sequential order. In the present study, an extensive use of primary data has been made, making use of descriptive and analytical research.

Scope of the Study

The scope of the present study has been kept limited to public and private sector Indian banks operating in Chandigarh, Mohali and Punchkula. The scope of the study is limited to consumers" perception of e-banking technology, adoption of e-banking technology and the factors associated with the adoption of e-banking technology.

Sampling Process

The population for the study included all the Indian banks operating in Tricity (Chandigarh, Mohali and Panchkula). Out of the total Indian banks operating in Tricity, four public sector banks and six private sector banks have been selected. The banks selected for the purpose of conducting the study have been selected using non probability convenience sampling techniques. The respondents have been selected systematically from the total customers of the banks. 500 customers have been taken as sample for the study.

Sources of Data

In this study primary sources have been used to collect to required data. Primary sources of data were a structured questionnaire designed for the purpose of getting customer responses regarding e-banking. For the present study, more than 700 questionnaires were distributed, out of which about 500 filled-in questionnaires were collected back. Thus, the present study is based on data collected through 500 questionnaires that were selected for final Analysis. The questionnaire was administered to 500 customer of ten banks selected for the study.

Time of the Study

The time duration of the present research study is 2014-15.

Data Analysis

The customers' responses regarding service quality of e-banking have been analyzed. For this purpose, basic tools Frequency, Percentage, Mean, Standard deviation, have been calculated. Additionally, Analysis of Variance has been used to find out whether there is any significant difference between the customers' perceptions with regards to demographics like Gender, Age, education, Occupation and Household Income.

DESCRIPTION OF THE CUSTOMERS

This section deals with the description of the customers who have been included in the sample for the purpose of the study. Customer profile with respect to all demographics and the banking sector has been studied.

Demographic Profile of the Customers

This section provides details of demographic profile of the customers. Following are the categories of the demographic profile of the customers: Percentage analysis is one of the statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected of the study and its finding will give easy interpretation for the reader.

- Gender
- Age
- Education
- Occupation
- Household Income

The sample of 500 respondents has been described for each of the above mentioned characteristics. Sample description is as follow:

Gender

The gender groups of respondents are portrayed in the table 7.1. it is clear that majority of the respondents belong to Male than Female as there are 305 male and 195 female constituting 61.0% and 39.0% respectively. It shows e-banking concepts are mostly utilizing by Male respondents only.

Table 7.1: Gender

Gender	Frequency	%
Male	305	61.0%
Female	195	39.0%
Total	500	100

Source: computed through primary data

Age

Four different categories have been designed to show the age of customers which are depicted in the following table: 7.2.

Table 7.2: Age Profile

Age (in years)	Frequency	% (app.)
Upto 30	34	7.0
31-40	232	46.0
41-50	175	35.0
Above 50	59	12.0
Total	500	100

Source: computed through primary data

The age group of respondents taken for the study is depicted in the above table. It is evident from the table that a good number of respondents (232) constituting 46% belong to 31-

40, while the respondents (59) in the age group of above 50 are just 12%. It shows e-banking attracted the middle level age group (31-40) very much, where the above 50 age group respondents were not as much middle level.

Educational Qualification

The study is based on the objective of studying the impact of e-channels on service quality in banking sector. So it becomes really important to know what kind of customers use e-channels for their banking transactions with regards to educational qualification. The educational profile has been divided into four categories which are depicted through the following table.

Table 7.3: Education of the Customers

Education	Frequency	% (app.)
School Level	52	10.0
College level	140	28.0
Professional	183	37.0
ITI/Diploma	125	25.0
Total	500	100

Source: computed through primary data

It can be seen the table that majority of the respondents are professionals. The second major category is of college level. It shows e-banking concept has reached all the graduates and professionals.

Occupation

Table provides the occupational details of the customers. Customer profile with regards to occupation has been shown in the below table. Categories of occupation included are student, service, business and profession.

Table 7.4: Occupation of the Customers

Occupation	Frequency	% (app.)
Students and Housewives	41	8.0
Employed	169	34.0
Professionals	173	35.0
Business	117	23.0
Total	500	100

Source: computed through primary data

It can be seen from the above table that majority of the respondents fall in professionals and Employed. Students and housewives are very less in number as bank customers. Business persons are also in considerable number among the respondents. It shows e-banking attracted the professionals very much.

Annual Household Income

Another demographic characteristic for studying the customer profile is household income. Table shows the customer profile with regards to household income.

Table 7.5: Household Income of the Customers

Household Income (Rs.)	Frequency	% (app.)
Below 2 Lakh	79	16.0
2 Lakh-3 Lakh	67	13.0
3 Lakh-4 Lakh	129	26.0
Above 4 Lakh	225	45.0
Total	500	100

Source: computed through primary data

The above table shows that majority of the respondents belong to the families having income above Rs. 4 lakh. This shows that e-banking attracted the people having income more than 4 lakh.

Ownership

This includes the division of respondents with regards to ownership of banks. The table depicts the number of respondents who hold accounts in public sector banks or private sector banks.

Table 7.6: Ownership

Ownership Sector	Frequency	% (app.)
Public	249	50
Private	251	50
Total	500	100

Source: computed through primary data

FINDINGS OF THE E-BANKING SERVICE QUALITY

This includes the analysis of perceptions of the customers in relation to e-banking service quality and usage of e-channels by the customers. Responses of the customers through questionnaire have been analyzed. Analysis has been made on the basis of demographic profile of the customers.

E-Banking Service Quality Scale

Table 8.1 shows the e-banking scale and the frequency of customers. It can be seen from the below table that fifty percent of the customers i.e. 250 out of 500 customers consider e-banking service quality high. Only seventeen percent consider e-banking service quality low. Hence the responses show that majority of the customers consider e-banking service quality high. They feel that service quality of banking through e-channels is very high.

Table 8.1: E-Banking Service Quality Scale

E-Banking Service Quality	Frequency	% (app.)
Low	89	17.8%
Medium	161	32.2%
High	250	50.0%
Total	500	100

Source: computed through primary data

USAGE OF E-CHANNELS OF BANKING SECTOR

E-channels which facilitate e-banking include ATM, net banking, mobile banking and phone banking. Survey has been made regarding the usage of these e-channels through a questionnaire. Customers were asked which e-channel they used the most among all. Some customers chose only ATM and some chose net banking. But there were multiple responses too. Customers used multiple channels for their banking. The usage of different e-channels can be seen through the following figure:

Table 9.1: Usage of E-Channels

E-Channel	Frequency	% (Of 500)
ATM	443	88.6
Net Banking	307	61.4
Mobile Banking	92	18.4
Phone Banking	199	39.8

Source: computed through primary data

The above table shows that eighty-eight percent of the customers use ATM for their banking transactions and sixty-one percent use net banking. It can be concluded from the above depiction that ATM is most commonly used e-channels and second comes net banking. Phone banking and mobile banking are less in use as compared to the other two channels. Also, among the mobile and phone banking, phone banking is much in use.

DIFFERENT ASPECTS OF E-BANKING SERVICE QUALITY

This section shows the perceptions of customers about the different aspects of e-banking. Every statement has been studied separately to know the customers' agreement or disagreement.

a) Ease of Use

The following table 10.1 shows the number of customers who agree to the easiness of use of e-banking.

Table 10.1: Ease of Use

Agreement scale	Frequency	%
Strongly Disagree	58	11.6 %
Disagree	73	14.6 %
Neutral	110	22.0 %
Agree	80	16.0%
Strongly Agree	179	35.8%
Total	500	100

Source: computed through primary data

It can be seen from the above table-10.1 that app. Twenty-two percent of the customers are neutral on the 'easiness of use' aspect of e-banking. App. Thirty-five percent of the respondents strongly agrees that e-banking services are easy to use. It can be concluded from the above responses that majority of the customers agree that e-banking is easy to use.

b) Conservation of Time

Another aspect is the time saving aspect. E-banking services help save a lot of time involved in the banking transaction. Table 10.2 shows the number of customers who agree or disagree on the aspect of time saving.

Table 10.2: Conservation of Time

Agreement Scale	Frequency	%
Strongly Disagree	30	6.0%
Disagree	79	15.8%
Neutral	55	11.0%
Agree	246	49.2%
Strongly Agree	90	18.0%
Total	500	100

Source: computed through primary data

It can be seen from the table that forty-nine percent of the customers agree to the statements. Eleven percent is neutral on the issue. It can be concluded from the above responses that majority of the customers agree that banking through e-channels does saves time.

c) Convenience

E-banking makes banking convenient. Some customers feel this true but some do not find e-banking convenient.

Table 10.3: Convenience

Agreement Scale	Frequency	%
Strongly Disagree	94	18.8%
Disagree	50	10.0%
Neutral	83	16.6%
Agree	109	21.8%
Strongly Agree	164	32.8%
Total	500	100

Source: computed through primary data

The above Table 10.3 shows that app. Thirty-two percent customers strongly agree that e-banking does make banking convenient. The responses reveal that majority of the customers feel that e-banking makes banking convenient.

d) Privacy

E-banking ensures privacy of transactions. Everything is done under secure passwords. Customers' view is as below:

Table 10.4: Privacy of Transactions

Agreement Scale	Frequency	%
Strongly Disagree	12	2.4%
Disagree	112	22.4
Neutral	126	25.2
Agree	188	37.6%
Strongly Agree	62	12.4
Total	500	100

Source: computed through primary data

As shown by the above Table 10.4, twenty-five percent of the respondents are neutral about the privacy of banking transactions provided by e-banking. Thirty-seven percent of the customers agree to the issue. Hence, majority of the customers agree that e-banking does provides privacy of transactions.

e) Accuracy

The transactions done through e-channels are more accurate than manual transactions. The reason behind this is the non-involvement of human beings in the transactions who are prone to mistake.

Table 10.5: Accuracy of Transactions

Agreement Scale	Frequency	%
Strongly Disagree	77	15.4
Disagree	54	10.8
Neutral	84	16.8%
Agree	185	37.0%
Strongly Agree	100	20.2%
Total	500	100

Source: computed through primary data

The above Table 10.5 shows that thirty-seven percent of the customers agree that e-banking does provide accurate transactions. Sixteen percent of the customers are neutral on the issue. Hence, it is very clear that customer who agree that e-banking provides accuracy of transactions are greater in number than the customers who disagree.

f) Satisfies Most Banking Needs

E-banking satisfies most of the banking needs. Almost all the daily banking can be transacted with the help of e-banking channels.

Table 10.6: Satisfactions of the Most Banking Needs

Agreement Scale	Frequency	%
Strongly Disagree	49	9.8%
Disagree	133	26.6%
Neutral	157	31.4%
Agree	112	22.4%
Strongly Agree	49	9.8%
Total	500	100

Source: computed through primary data

It can be seen from the above table10.6 that only twenty-two percent of the people agree that e-banking satisfies most of the banking needs. Customers have mixed response on this issue. Thirty-one percent are neutral.

E-BANKING SERVICE QUALITY WITH RESPECT TO DEMOGRAPHICS VARIABLES

This section studies the e-banking service quality of banks. The e-banking service quality has been studied taking into consideration several demographic characteristics of the respondents' (gender, age, education, occupation, household income). The null hypothesis here has been that there is no significant difference between the perceptions of customer

about e-banking service quality with respect to demographic variables viz. gender, age, education, occupation, household income. A detailed discussion is as below.

E-Banking Service Quality with Respect to Gender of Customer

E-Banking service quality of banks has been studied taking into consideration the gender of customers. The purpose is to identify whether there is any significant difference of perception of customers about e-banking service quality of banks with respect to gender. The null hypothesis in this case has been that there is no significant difference between of male and female customers about e-banking service quality. Table 11.1 shows the frequency of male and female respondent who perceive general service quality low, medium and high.

Table 11.1: Perception About E-Banking Service Quality w.r.t. Gender

Level of E-Banking	Low	Medium	High	Total
S.Q Gender	No. & Percentage	No. & Percentage	No. & Percentage	No. & Percentage
Male	55 (18.0%)	95 (31.1%)	155 (50.8%)	305 (100%)
Female	34 (17.4%)	66 (33.8%)	95 (48.7%)	195 (100%)
Total	89 (17.8)	161 (32.2%)	250 (50.0%)	500 (100%)

Source: computed through primary data

Table 11.2: ANOVA Results for E-Banking Service Quality

PARAMETERS	DESCRIPTIVES		ANOVA	
	MEAN	STD.DEVIATION	'F'	SIG.VALUE
Gender			0.059	0.809
-Male	38.1279	7.58722		
-Female	37.9590	7.63324		
Total	38.0620	7.59800		

As can be seen from the above table, fifty percent of the respondents consider e-banking service quality of banks high. Table 11.2 gives the ANOVA results for the e-banking service quality scale taking into consideration gender characteristic which shows that significance of 'F 'value is 0.809 i.e. more than 0.05. Even the mean and standard deviations do not differ considerably. It can be concluded that male and female customers do not differ significantly in the perceptions about e-banking service quality of banks. Hence, the null hypothesis assuming no significant difference between the perceptions of male and female customers about e-banking service quality stands accepted.

E-Banking Service Quality with Respect to Age of Customers

Age has been taken as another demographic characteristic to study the effect on the perception about e-banking service quality. The null hypothesis in this case has been that there is no significant difference between the perceptions of customers falling in different age group about e-banking service quality. Table 11.3 shows the frequency of customers falling in different age groups who perceive e-banking service quality low, medium and high. There is no difference between the perceptions of the customers with regards to different age groups. If we take a look at the mean and standard deviation values (Table 11.4) of different age categories, it is very clear that they almost similar among all age categories.

Table 11.3: Perceptions About Service Quality w.r.t. Age

Level of E-Banking	Low	Medium	High	Total
S.Q Age(Years)	**No. & percentage**	**No. & percentage**	**No. & percentage**	**No. & percentage**
Upto 30	8 (23.5%)	11 (32.4%)	15 (44.1%)	34 (100%)
31-40	39 (16.8%)	71 (30.6%)	122 (52.6%)	232 (100%)
41-50	28 (16.0%)	60 (34.3%)	87 (49.7%)	175 (100%)
Above 50	14 (23.7%)	19 (32.2%)	26 (44.1%)	59 (100%)
Total	89 (17.8%)	161 (32.2%)	250 (50.0%)	500 (100%)

Source: computed through primary data

Table 11.4: ANOVA Results for E-Banking Service Quality

PARAMETERS	DESCRIPTIVES		ANOVA	
	MEAN	STD.DEVIATION	'F'	SIG.VALUE
Age			0.862	0.461
-Upto 30	36.6471	7.71414		
-31-40	38.3836	7.56755		
-41-50	38.2286	7.46519		
- Above 50	37.1186	8.06030		
Total	38.0620	7.59800		

The ANOVA results (Table 11.4) give the sig. value of 'F' as 0.461 which reveals that there is no significant difference between the perceptions of customers belonging to different age groups. Hence, the null hypothesis assuming no significant difference between the perceptions of customers belonging to different age groups about e-banking service quality stands accepted.

E-Banking Service Quality with Respect to Education of Customer

Education is another demographic to study the perception about e-banking service quality. The null hypothesis in this case has been that there is no significant difference between the perceptions of customers possessing different educational qualifications about e-banking service quality. Table 11.5 shows the frequency of customers possessing different educational qualifications who perceive e-banking service quality low, medium and high.

Table 11.5: Perceptions About E-Banking Service Quality w.r.t. Education

Level of E-Banking	Low	Medium	High	Total
S.Q Education	**No. & percentage**	**No. & percentage**	**No. & percentage**	**No. & percentage**
School Level	10 (19.2%)	16 (30.8%)	26 (50.5%)	52 (100%)
College level	25 (17.9%)	46 (32.9%)	69 (49.3%)	140 (100%)
Professional	36 (19.7%)	54 (29.5%)	93 (50.8%)	183 (100%)
ITI/Diploma	18 (14.4%)	45 (36.0%)	62 (49.6%)	125 (100%)
Total	89 (17.8%)	161 (32.2%)	250 (50.0%)	500 (100%)

Source: computed through primary data

Table 11.6: ANOVA Results for E-Banking Service Quality

PARAMETERS	DESCRIPTIVES MEAN	STD. DEVIATION	ANOVA 'F' SIG.VALUE
Education			0.130
-School level	37.9231	7.90097	0.942
-College level	37.7643	7.63428	
-Professional	38.2787	7.67069	
-ITI/Diploma	38.1360	7.40024	
Total	38.0620	7.59800	

Among all the four categories of education, it can be seen from the above table that there is no difference between the perceptions of customers possessing different educational qualifications about e-banking service quality of banks. In all the categories approx. fifty percent of the customers consider e-banking service quality high. The mean values of all education categories (Table 11.6) are approximately high. The ANOVA results as shown by table reveal that significance of 'F' value is 0.942 which is significant at five percent significance level. Hence, the null hypothesis assuming no significant difference between the perceptions of customers possessing different educational qualifications about e-banking service quality stands accepted.

E-Banking Service Quality with Respect to Occupation of Customers

The usage of e-banking greatly depends on the sector in which one works. The occupation is taken to study the perception about e-banking service quality. The null hypothesis in this case has been that there is no significant difference between the perceptions of customers belonging to different occupation categories about e-banking service quality. As per table in all the occupation categories almost equal number of customers consider e-banking service quality high i.e. fifty percent.

Table 11.7: Perceptions About E-Banking Service Quality w.r.t. Occupation

Level of E-Banking	Low	Medium	High	Total
S.Q Occupation	**No. & percentage**	**No. & percentage**	**No. & percentage**	**No. & percentage**
Students and Housewives	5 (12.2%)	17 (41.5%)	19 (46.3%)	41 (100%)
Employed	33 (19.5%)	50 (29.6%)	86 (50.9%)	169 (100%)
Professionals	34 (19.7%)	52 (30.1%)	87 (50.3%)	173 (100%)
Business	17 (14.5%)	42 (35.9%)	58 (49.6%)	117 (100%)
Total	89 (17.8%)	161 (32.2%)	250 (50.0%)	500 (100%)

Source: computed through primary data

Table 11.8: ANOVA Results for E-Banking Service Quality

PARAMETERS	DESCRIPTIVES MEAN	STD.DEVIATION	ANOVA 'F'	SIG.VALUE
Occupation			0.096	0.962
-Students and Housewives	37.4634	7.19756		
-Employed	38.1183	7.73660		
-Professionals	38.0751	7.71137		
-Business	38.1709	7.44785		
Total	38.0620	7.59800		

ANOVA results as shown by table 11.8 also reveal that there is no significant impact on the perception of customers about e-banking service quality of banks belonging to different occupation categories. Table 11.8 also given the mean values and the standard deviation values for all occupation categories which again imply that there is no difference between the perceptions of customers belonging to different occupation about the e-banking service quality

of banks. Hence, the null hypothesis assuming no significant difference between the perceptions of customers belonging to different occupation categories about e-banking service quality stands accepted.

E-Banking Service Quality with Respect to Household Income

E-Banking Service Quality has been studied with respect to household income classes in which the customers fall. Again, there is no significant difference between the customers' perceptions falling in different classes of household income. The null hypothesis in this case has been that there is no significant difference between the perceptions of customers belonging to different household income classes about e-banking service quality.

Table 11.9: Perceptions About E-Banking Service Quality w.r.t. Household Income

Level of E-Banking	Low	Medium	High	Total
S.Q Household Income (Rs.)	No. & percentage	No. & percentage	No. & percentage	No. & percentage
Less than 2,00,000	15 (19.0%)	29 (36.7%)	35 (44.3%)	79 (100%)
2,00,000-3,00,000	12 (17.9%)	18 (26.9%)	37 (55.2%)	67 (100%)
3,00,000-4,00,000	24 (18.6%)	40 (31.0%)	65 (50.4%)	129 (100%)
Above 4,00,000	38 (16.9%)	74 (32.9%)	113 (50.2%)	225 (100%)
Total	89 (17.8%)	161 (32.2%)	250 (50.0%)	500 (100%)

Source: computed through primary data

Table 11.10: ANOVA Results for E-Banking Service Quality

PARAMETERS	DESCRIPTIVES		ANOVA	
	MEAN	STD.DEVIATION	'F'	SIG.VALUE
Household Income			1.335	0.262
-Less than Rs. 2,00,000	36.7595	7.44245		
-Rs.2,00,000-Rs.3,00,000	39.2388	7.63780		
-Rs.3,00,000-Rs.4,00,000	38.0233	7.81071		
-Above Rs.4,00,000	38.1911	7.49904		
Total	38.0620	7.59800		

Source: computed through primary data

The mean values (Table 11.10) are equal in case of all income classes. The ANOVA results (Table 11.10) shows that there is no significant difference between the perceptions of customers falling in different household income classes about e-banking service quality of banks as the sig. of 'F' value is 0.262 which is more than significance level 0.05. Hence, the null hypothesis assuming no significant difference between the perceptions customers belonging to different household income classes about e-banking service stands accepted.

CONCLUSION

E-banking has the potential to transform the banking as it offers many benefits which can never be obtained by traditional banking. E-banking ensures conservation of valuable time which is involved in banking transactions. In spite of improvement in efficiency and convenience due to e-banking, it may prove a double edged sword as it has posed several challenges to regulators and supervisors. The quality with which banks provide their services to their customers

is utmost importance today. In today's world of competition every organization has to concentrate on its service quality in order to stand in the market.

In this study Customers' responses have been analyzed about the e-banking service quality. The aim was to know what customers perceive about the e-banking service quality of banks. An analysis of the customers' responses about different e-channels has been made. The analysis shows that customers find ATM the most suitable channel for their banking. This analysis of responses has been also made with respect to different parameters viz. demographic characteristics which include gender, age, education, occupation and household income. Hypothesis were designed and ANOVA was applied as test of hypothesis to test that there is no significant difference between the perceptions of customers about e-banking service quality of banks with regards to demographic variables. It was found that there is no significant difference and the hypothesis stood accepted.

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