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A Comparative Study on Customer Perception Towards E-banking Service Provided by Selected Private and Public Sector Bank in Vapi

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ABSTRACT:

The world is one with increasing online access to service. It is one of the part, which is growing rapidly in internet banking. The traditional branch model of alternative delivery channels with ATM network. This paper explores in the about the e-banking service being offered by bank.

Since this topic is at the stage of developed, a detailed literature review is being provided with special attention to the benefit of E-banking service. The main objective of this study is to analyze the E-banking service in vapi.

KEYWORDS: E-banking

INTRODUCTION:

Internet banking also called E banking. Which means any user can connected to his bank website to perform any of the virtual banking function. In internet, banking system the bank has a centralized database that is web-enabled.

E banking refers to the utilization of the internet as a remote convey channel for managing an account or other banking services. Such services are incorporate customer ones.

For example, opening a bank (saving) account or fund exchange, and new saving service.

Virtual banks may offer their clients the capacity to withdraw or deposit funds through Automate teller machines (ATMs).

Others easy accessible cost .today technological are up gradated engrosses advancements in our daily routine.

OBJECTIVE:

1. To study the e-banking facilities offered by the banks to its customers.
2. To study as to how much e banking has penetrated in the minds of customers.
3. To explore the types of risks customers faces while using e-banking services.
4. To study the benefits that provided to the individual under e-banking services.

Research methodology

A total of 23 participants took part in the survey and samples taken as per convenience and area sampling methods

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Sampling method: Convenience sampling
Data Analysis: SPSS (Statistical Package)

Literature review:

Rajni Sinha: The study concludes that E-banking or internet banking does not make novel danger bunches, but rather to a certain degree attract perceived risk that few financial foundation faces an risk management control have not created fund-amentally. The same as force a hips of organization especially the less imperative ones, have been weakened in their drive to co-ordinate on-line money transaction risk management inside their present risk management plans.

Shilpan vyas: E-banking is a borderless entity permitting anytime, anywhere, and anyhow banking. This facilitates us with all functions and many advantages as compare to traditional banking service.

Reeta , Manju: Banks are making earnest efforts to popularize the E-banking services and products. Young gen-eration is commencing to optically discern the convenience and benefits of E-banking. E-banking services should be customize based on age, gender, vocation etc. so that needs are requested of people can be rewarded accordingly

What is Difference between Private and Public Bank?

Basis for comperision	Public Sector Bank	Private Sector Bank
Meaning	These are the banks whose complete or maximum ownership lies with the government.	This banks refer to the banks whose majority of stake is held by the individuals and corporation.
No. of Banks	27 Public Banks	22 Private Bank
Share in Banking sector	72.9%	19.7%
Interest rate on deposits	High	Marginal lower
Promotion	Based on seniority	Based on merit
Growth rate	Low	Comparatively high
Job security	Always present	Purely based on performance

Analysis & Interpretation

76% of respondents were regular users of net banking while remaining 24% did not use it While opening up a New Account only 69% of respondents were aware about the net banking services provided by their respective banks.

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50% of respondents found netbanking as a complicated process while other 33% believed that it is a Rigid Service

BOB and ICICI Are equally Popular Amongst the respondents While Hdfc Being The Least Popular And SBI Landing on Third

53% Of respondents either did not believe that net banking was secure or had Doubts regarding the security of net banking

Only 83% respondents were satisfied with netbanking services provided by their respective banks

Majority of Respondents that is 65% believed that human contact or human interaction is not important in banking relation

And when Asked about What would encourage them to use netbanking majority of them voted for ease of access and simple and easy to use interface

Conclusion

From Instant money transfer to Banking from anywhere in the world Net banking Has surelyIntroduced Many Concepts to Enrich the Banking experience. However The methods are still too complex and rigid for everyone to be able to use, thus The net banking process should be Made More Easily Understandable Then The banks will truly be able to connect everyone to their services.

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