

Perception of People towards Usage of Internet Banking

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Abstract

Today everyone seems to be busy and don't have much rush to work, rush to get the kids to school, and at the end of the day rush home only to brace themselves for the next day. In this hectic schedule no one has that much time to stand in queue for payment of bills or for getting amount debit or credit, keeping all this in mind new advent of technology of internet banking came in existence. To achieve the objective of the study, ninety (N=100) respondents were chosen conveniently and purposely from Sonapat district of Haryana as subjects. Questionnaire was used to measure purpose and effectiveness of internet banking. In order to examine the hypothesis 1 of the present study non parametric test Friedman was applied to know motive to use internet banking through different variables of construct which were on likert scale were

compared and to examine hypothesis 2 and 3 Cochran's Q test was applied as different statements of construct were in yes and no form and through results it was found that there is statistical difference found average of respondents responses lies between strongly agree to agree regarding internet banking helps in easy transactions. Agree to neutral responses for internet banking as effortless activity. Neutral to disagree responses for bank support and internet banking is safe. Strongly disagree for the point that transactions liability is of bank in case of any problem. Majority agrees with advantages of usage of internet banking but role in economy was given less consideration.

Key words-: Technology, Online banking, System

Introduction

Today everyone seems to be busy and don't have much rush to work, rush to get the kids to school, and at the end of the day rush home only to brace themselves for the next day. In this hectic schedule no one has that much time to stand in queue for payment of bills or for getting amount debit or credit, keeping all this in mind new advent of technology of internet banking came in existence.

It is a system that allow individuals to perform banking activities at home, via the internet. Some are traditional banks which also offer online banking, while there are online and have no physical presence. Online banking through banks allows customers to perform all routine transactions, such as account transfers, balance inquiries, bill payments, and some even offer online loan and credit card applications.

Importance of online Banking

□ Allow to access balance, available balance and statement history any time

□ Manage credit card

□ Set up regular payments and view Direct Debits

□ Get an instant response to overdraft requests

□ Keep track of your loan or mortgage account

□ others

Online banking has transformed and revolutionised traditional financial institutions (Daniel, 1999; Mols, 1999).

This transformation in banking has been achieved by digitising activities and making them automatic for operational purposes (Bradley and Stewart, 2003).

FIDA HUSSAIN CHANDIO (2011) in his research study intended to address research issue by developing and testing a structural model of OBIS acceptance and use. The proposed model in this study was based on the model of technology acceptance and relevant constructs from the information systems and e-commerce acceptance research streams.

Bader M Almohaimmeed (2012) found in his study that perceived ease of use is indirectly significant to behavioral intentions through supposed worth. Moreover, perceived trust, system reliability and ease of access significantly influence supposed ease of use of internet banking. The results also reveal that customer trust in internet banking can be developed by focusing on only one theoretical build of trust, perceived bank reliability of the internet banking provider.

Linda Hynes (2001) said E-commerce an application of the Internet has expanded rapidly over the past five years and is widely expected to continue to develop rapidly in the medium-term. Much, however, remains to be done to fully exploit the opportunities offered by e-commerce.

STATEMENT OF THE PROBLEM

The Problem selected for investigation in the present study has been titled as

“Perception of people towards usage of internet banking”

OBJECTIVES OF THE STUDY

Why study Internet banking effectiveness

- 1) To know effectiveness of internet banking
- 2) To identify the main usage of internet banking
- 3) To identify the importance of internet banking for an individual
- 4) To identify the importance of internet banking for economy

Research questions

The **research Questions** derived from these areas are as follows:

1. Is internet banking effective?
- 2) What is the main usage of internet banking?
- 3) What is the importance of internet banking for an individual?

4) What is the importance of internet banking for economy?

Research hypothesis

H0 Internet banking is not significantly effective

H1 Internet banking is significantly effective

H0 Internet banking is not significantly important for individual

H1 Internet banking is significantly important for individual

H0 Internet banking is not significantly important for economy

H1 Internet banking is significantly important for economy

MATERIALS AND METHODS

To achieve the objective of the study, ninety (N=100) respondents were chosen conveniently and purposely from Sonapat district of Haryana as subjects. Questionnaire was used to measure purpose and effectiveness of internet banking. In order to examine the hypothesis 1 of the present study non parametric test Friedman was applied to know motive to use internet banking through different variables of construct which were on likert scale were compared and to examine hypothesis 2 and 3 Cochran's Q test was applied as different statements of construct were in yes and no form.

Table1
 Showing response on likert scale strongly agree to strongly disagree

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
DO YOU FEEL INTERNET BANKING HELPS IN EASY TRANSACTIONS	100	1.0800	.27266	1.00	2.00
INTERNET BANKING IS EFFORTLESS ACTIVITY	100	1.5900	.68306	1.00	4.00
DO YOU AGREE WITH EACH TRASACTION YOUR BANK SUPPORT	100	2.7100	1.0080	1.00	4.00
DO YOU AGREE INTERNET BANKING IS SAFE	100	3.4200	1.28849	1.00	5.00

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DO YOU AGREE INTERNET BANKING IS SAFE	100	3.4200	1.28849	1.00	5.00
DO YOU AGREE TRANSACTONS THROUGH ONLINE BANKING IS LABILTY OF BANKS	100	3.4900	1.32950	1.00	5.00

Ranks

	Mean Rank
DO YOU FEEL INTERNET BANKING HELPS IN EASY TRANSACTIONS	1.52
INTERNET BANKING IS EFFORTLESS ACTIVITY	2.14
DO YOU AGREE WITH EACH TRASACTION YOUR BANK SUPPORT	3.35
DO YOU AGREE INTERNET BANKING IS SAFE	3.98
DO YOU AGREE TRANSACTONS THROUGH ONLINE BANKING IS LABILTY OF BANKS	4.02

Test Statistics^a

N	100
Chi-Square	7.88
df	4
Asymptotic Significance	.000

a. Friedman Test

There is statistical difference is found average of respondents responses lies between strongly agree to agree regarding internet banking helps in easy transactions. Agree to neutral responses for internet banking as effortless activity.

Neutral to disagree responses for bank support and internet banking is safe. Strongly disagree for the point that transactions liability is of bank in case of any problem.

Table2
 Showing response on semantic scale yes or no choices

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
I USE INTERNET BANKING FREQUENTLY	100	1.4400	.49889	1.00	2.00
INTERNET BANKING SAVES COST	100	1.3600	.48242	1.00	2.00
INTERNET BANKING SAVES TIME	100	1.3700	.48524	1.00	2.00

Frequencies

	Value	
	1	2
I USE		
INTERNET		
BANKING	5	4
FREQUEN	6	4
TLY		
INTERNET		
BANKING	6	3
SAVES	4	6
COST		
INTERNET		
BANKING		
SAVES	6	3
TIME	3	7

Test Statistics

N	1
	0
	0
Co	1
ch	.
ra	6
n's	0
Q	6
	a
df	2
As	.
ym	4
p.	4
Si	8
g.	

a. 2 is treated
 as a success.

56 out of 100 uses internet banking frequently. 64 out of 100 agree that internet banking saves cost and 63 out of 100 agree internet banking saves time.

Table2
Showing response on semantic scale yes or no choices

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
DO YOU THINK INTERNET BANKING CONTROL BLACK MONEY	100	1.6900	.46482	1.00	2.00
I FEEL COMFORTABLE IN INTERNET BANKING TRANSACTIONS	100	1.3000	.46057	1.00	2.00
I FEEL FREE TO USE INTERNET BANKING ANYWHERE	100	1.5000	.50252	1.00	2.00

Frequencies

	Value	
	1	2
DO YOU THINK INTERNET BANKING CONTROL BLACK MONEY	3	6
I FEEL COMFORTABLE IN INTERNET BANKING TRANSACTION S	1	9
I FEEL FREE TO USE INTERNET BANKING ANYWHERE	7	3
	0	0
	5	5
	0	0

Test Statistics	
N	100
Co	3
ch	1
ra	.
n's	6
Q	9
	4
	a
df	2
As	.
ym	0
p-	0
Si	0
g-	0

a. 1 is treated as a success.

It was found that only 31 out of 100 respondents agree with that internet banking helps in controlling black money. 70 out of total respondents feel comfortable in doing internet banking transaction and equal chances for using internet banking anywhere.

Findings

□ There is statistical difference is found average of respondents responses lies between strongly agree to agree regarding internet banking helps in easy transactions. Agree to neutral responses for internet banking as effortless activity.

Neutral to disagree responses for bank support and internet banking is safe. Strongly disagree for the point that transactions liability is of bank in case of any problem.

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□ It was found that only 31 out of 100 respondents agree with that internet banking helps in controlling black money. 70 out of total respondents feel comfortable in doing internet banking transaction and equal chances for using internet anywhere

but role in economy was given less consideration.

Conclusion

There is statistical difference found average of respondents responses lies between strongly agree to agree regarding internet banking helps in easy transactions. Agree to neutral responses for internet banking as effortless activity. Neutral to disagree responses for bank support and internet banking is safe. Strongly disagree for the point that transactions liability is of bank in case of any problem. Majority agrees with advantages of usage of internet banking