



ISSN NO-2231-4687  
Impact Factor: 6.81 (SJIF)  
UGC Referred Journal No:-64206

# International Journal of Management and Economics

Vol. I No. 36  
Sept.- Nov. - 2021



CHETAN PUBLICATIONS AURANGABAD - INDIA



# CHIEF EDITOR

**Professor (Dr.) SARWADE W.K.**  
Dean, Faculty of Commerce and Management  
Former Head, Department of Commerce and Management  
Dr. Babasaheb Ambedkar Marathwada University  
Aurangabad-431002



## EDITORIAL BOARD

**Prof. Natalya (Natasha)**  
Dean and Director, Business Programme  
Cameron School of Business,  
Delcoure University of ST. Thomas  
Houston, Texas.

**Dr. Ravichandran Moorthy**  
Professor of Commerce and Management  
National University, Malaysia

**Prof. Dr. Rajeev Saxena**  
Department of E.A. Financial Management  
University of Rajasthan, Jaipur

**Prof. Ferdous Farazi**  
Binti School of Asia-Pacific studies  
Waseda University, Tokyo

**Prof. S. S. Thrikawala**  
Dept. of commerce and Financial Mgt.  
University of Kelaniya, Srilanka

**Prof. M.W. Wikramarachchi**  
Former Dean,  
Faculty of Commerce and finance  
Sri Jaivardhanepura University Srilanka

**Prof. Chun Hua Susan Lin,**  
Dean, Faculty of Business Management,  
Taiwan Shoufu University, Taiwan

**Prof. Vernekar Sachin,**  
Director, Institute of Business Management  
and Research, Bharti Vidyapeeth University  
Pune

**Prof. Akbar Salehi,**  
Tarbiyat Moallem University,  
Thehrar Iran

**Prof. Seperantasofia Milancouici,**  
Western University Vasilegoldisarad,  
Romania

**Prof. Frantisek Bozek,**  
University of Defense,  
Kounicova, Czech Republic

**Prof. Syed Azharuddin,**  
Prof. and Head, Department of Commerce  
Dr. Babasaheb Ambedkar Marathwada  
University Aurangabad.

26	COVID 19 and it's impact on Human Resources	Prof. Sutar Poonam P.	105-107
27	Socio -Economic Impacts of Covid-19 and the Unemployment in Chemical Sector	Vaibhav U Dodke, Narayan W. Choudhari Dr. Dinkar P. Kotwal	108-112
28	"Study of Patent rights and its impact on businessSpecialreference toAgricultureproductsofIndia"	Prof.RohiniM.Shinde	113-116
29	Industry 4.0	Prof. Malkapure S. M, Prof. Dr. S. M. Kolhe, Prof. Dr. A. S. Kadam	117-119
30	A Comparative Study of Economic Parameters and Government Fiscal and Monetary Interventions during COVID 19 Pandemic Lockdown with special reference to India	Mr. Snehal Bhatt	120-125
31	Agriculture and sustainable economic development	Mr. Mapari Subhash K. Dr. P. S. Jadhav,	126-129
32	Industrial Revolution 4.0	Prof. Dr. S' M. Kolhe Mr. Kolekar Ganesh K.	130-132
33	A Descriptive Analysis of Food Processing Industry in India	Dr. Ganesh S. Adgaonkar	133-136
34	Impact on Human Resource	Pawan Jee Anand Prof. (Dr.) Somnath Roy Choudhury Dr. Sumita Kumari	137-138
35	Customer Awareness towards E-Banking During Covid-19	Dr. Kashide S. Sahebrao	139-144
36	Financial Literacy Awareness among the Educated Youth	Mr. Shrawan B. Bansode, Dr. M. D. Kachave	145-149
37	Effects of the IFRS 9 on the Banking Sector during the COVID-19 Pandemic	Dr. D. A. Nikam, Mahdi Qasem Saeed Saeed, Mr. Mohammed Qasem Al- Maflehi,	150-153
38	Academic Freedom: It's Role in Implementing Total Quality Management in Higher Education Institutions	Ebrahim Mohammed AL- Mogahed	154-157
39	Innovative skills Techniques, and New Education Policy	Prof. (Dr). Shridhar Madhukarrao Kolhe Dr. Rajendra Ashokrao Udhan	158-161
40	Multifaceted Role of Computer Software in Business	Dr. Shireeshkumar S. Rudrawar	162-168
41	Skill Based Education System for Employments	Dr. Prakash R. Rodiya,	169-171
42	A Study of Innovative Skill Techniques and New Education in India	Dr. Gajanan Ratnaparkhe, Dr. D. M. Khandhare	172-179
43	Innovative skills Techniques, and New Education Policy	Dr. Vijaya D. Gadhave Dr. Jyoti D. Solunke	180-183
44	Online Teaching: Evaluation and Assessment	Prof . Bhaskar K. Narwate	184-186
45	Online Classes for Management Students: Boon or Curse?	Aarti Krishna kale, Narsinha S. Pawde,	187-189



6. [www.indianbudget.gov.in](http://www.indianbudget.gov.in)
7. [www.economics.com](http://www.economics.com)



## CUSTOMER AWARENESS TOWARDS E- BANKING DURING COVID-19

Dr. Kashide Suresh Sahebrao

HOD, Dept. of Commerce, Degloor College, Degloor, Tq Degloor, Dist. Nanded - 431717

### Abstract:-

In now-a-days many changes has taken place globally specially after introduction of Internet. It has changed the life of many people and has become a powerful tool for communication. So due to this reason the study has been taken on "Customer Awareness Towards Internet-Banking During Covid-19". The study is to understand consumer awareness, Issues encountered, and satisfaction towards e-banking services. The data collected from the customers are in the form of primary data and secondary data. The mode of collecting data is in the form of well-structured questionnaire. The questionnaire supports the study to collect maximum data from the customers. Secondary data is collected from reference books, internet browsing and textbooks. This study gives information to the banks regarding the banking activities which bank customers are receiving from the banker. The data collected and analysed from the customers of the bank helps to suggest the bank for further improvement in banking activities. Data analysis and interpretation is done with tables and with percentage method. Based on the study, it can be concluded that majority of the customers are aware about various services provided by the bank. But still, bank should take some new initiative to make awareness about new services in COVID-19 as customer make cashless transaction during this crisis period.

**Keywords:** Banking, Internet-Banking, E banking awareness/satisfaction

### INTRODUCTION:

In the past 2 years Indian Banking system has made many changes in banking activities due to COVID -19. Among them one of the important activities is Electronic Banking or Internet Banking. Online Banking or internet Banking plays a important role during COVID crisis for cashless transactions. In this crisis period India has faced several problems in all the sectors. Among them one of the important sectors for every economy is the banking sector. It circulates the money to all the sectors of the economy. During COVID-19 all the sectors have faced lot of problems individually. In this study I am specifying the one issues faced while banking. E-banking is an important service provided by banks in its regular services.

### E-BANKING:

Banking in India, originated in the last decade of the 18<sup>th</sup> century. Among all the banks first bank were Bank of Hindustan, which was established in 1770 and the General Bank of India, established in 1791. The largest bank, and the oldest still in existence, is the state bank of India. It originated and started working as the Bank of Calcutta in mid-June 1806. In 1809, it was renamed as the Bank of Bengal. This was one of the three banks founded by a presidency government. The other two were the Bank of Bombay in 1840 and the Bank of Madras in 1843. The three banks were merged in 1912 to form the Imperial Bank of India. After India's independence, Imperial became the State Bank of India in 1955. For many years the presidency banks had acted as central banks. The Reserve bank of India was established in 1935, under the Reserve Bank of India Act, 1934.

In 1960, the State Bank of India was given control of eight state-associated banks under the State Bank of India Act, 1959. These are now called its associate banks. In 1969 the Indian government nationalised 14 major private banks, one of the big bank was Bank of India. In 1980, 6 more private banks were nationalised. They dominated the banking sector because of their large size and wide spread networks. These nationalised banks are the majority of lenders in the Indian economy. The Indian banking sector is broadly classified into





those included under the 2<sup>nd</sup> schedule of the Reserve Bank of India Act, 1934. The scheduled banks are further classified into Nationalised Banks, State Bank of India and its associates, Regional Rural Banks, Foreign banks, and other Indian private banks. The term commercial banks refer to both scheduled and non-scheduled commercial banks regulated under the Banking Regulation Act, 1949.

Generally banking in India is developing day by day but they fail to reach in rural India and to the poor. The government has developed initiatives to addresses this through the State Bank of India expanding its branches all over India. The National Bank for Agriculture and Rural Development (NABARD) was established to ensure that banking facilities should be available to rural India and poor.

### FEATURES:

Online banking facilities typically have many features and capabilities in common, but also have some that are application specific. The common features fall broadly into several categories:

- A bank customer can perform non-transactional tasks through online banking, including:
    - Viewing account balances
    - Viewing recent transactions
    - Downloading bank statements for example in PDF format
    - Viewing images of paid cheques
    - Ordering cheque books
    - Download periodic account statements
    - Downloading applications for M-banking, E-banking etc.
  - Bank customers can transact banking tasks through online banking, including:
    - Funds transfers between the customer's linked accounts
    - Paying third parties, including bill payments (see, e.g., BPAY) and third party fund transfers (see, e.g., FAST)
    - Investment purchase or sale
    - Loan applications and transactions, such as repayments of enrollments
    - Credit card applications
    - Register utility billers and make bill payments
  - Financial institution administration
  - Management of multiple users having varying levels of authority
  - Transaction approval process
  - Personal financial management support, such as importing data into personal accounting software.
- Some online banking platforms support account aggregation to allow the customers to monitor all of their accounts in one place whether they are with their main bank or with other institutions.

### Objectives:

1. To find the customer awareness towards E banking.
2. To determine services received while using E-banking.
3. To study the factors which affect the consumer towards E-banking.
4. To analyse the satisfaction of customers using E-banking.

### Scope:

1. The scope of the study is limited to customer awareness towards E-banking services.
2. The sample size of the study is on bank customers only.
3. It is limited to a period during COVID crisis.

### Significance of the study:

- The study helps the e banking customer to get awareness regarding the banking activities.
- The study is useful for knowing factors effecting customer preference towards e banking.
- It helps to know the issues faced by customer during E-banking as it helps to improve the performance activities and services.

### Research Methodology



Primary data are obtained by a study specifically designed to fulfill the data needs of the problem at hand. Such data are original in character and are generated in large number of surveys conducted mostly by government and also by some individuals and research bodies. In this study primary data collected is in the form of well-structured questionnaire which was filled by the Bank customers

#### Secondary data:

Data which are not originally collected but rather obtained from published or unpublished. It constitutes the chief material on the basis of which statistical work is carried out in many investigations.

In fact, before collecting primary data it is desirable that one should go through the existing literature and learn what is already known of the general area in which the specific problem falls and all surrounding information that may give us leads and lessons. In this study Secondary data is collected from various sources like reference books, textbooks and from official sites related to banks.

#### QUESTIONNAIRE:

Questionnaire under this study is a list of questions pertaining to the study is prepared and sent to various respondents. The questionnaire contains various questions and provides space for answers. Request is made to the respondents through a letter to fill up the questionnaire and send it back within a specified time. In this study for collecting the data well-structured questionnaire is designed to analyse and interpret the data

#### SAMPLING TECHNIQUES:

Sampling is simple process of learning about the population on the basis of a sample drawn from it. Thus in the sampling technique instead of every unit of the universe, only a part of the universe is studied and the conclusions are drawn on that basis for the conclusions are drawn on that basis for the entire universe. A sample is a subset of population units. The process of sampling involves three elements:

- a. selection the sample
- b. collecting the information
- c. making an inference about the population

It should be noted that a sample is not studies for its own shake. The basic objective of the study is to draw inference about the population. In other words sampling is a tool which helps to know the characteristics of values obtained from the study of a sample such as the average and dispersion are known as statistics. On the other hand such values for the population are called parameters.

#### SAMPLING METHODS:

In this study is obtained by using simple random sampling techniques in which each and every unit of the population has an equal opportunity of being selected in the sample. In simple random sampling which items get selected in the sample is just a matter of chance personal bias of the investigator does not influence the selection. It should be noted that the word random does not mean haphazard or hit or miss it rather means that chance only determines which items shall be included in sample.

#### SAMPLE SIZE:

An important decision that has to be taken in adopting a sampling technique is about the size of the sample. Size of the sample means numbers of sampling units selected from the population for investigation.

In this study the sample size is "50" customers. It is more than "30" respondents and it is considered as large sample.

The study is intended to know the preference and satisfaction about E-banking facility provided by bank. Data for this investigation were collected from primary as well as secondary sources. The sample chosen consisted of 50 sample respondents representing the customers of E-banks. The sampling is random. The data collected from the primary source were analyzed with the help of various statistical measures such as simple percentage analysis





**REVIEW OF LITERATURE**

**Inzamam Ul Haq, et al. (2020):**

In the study, "Impact of e-banking service quality on e-loyalty in pandemic times through interplay of e-satisfaction" the current circumstances progress the requirement of e-banking, had a critical influence on the usage of conventional banking and focused on the influence during the pandemic, however their preferences related to trust, safety and security, reliability, website designs and customer support, and an interesting change from previous literature is noted. The probable reason is the hard times of the ongoing pandemic (COVID-19).

**Rakesh H M & Ramya T J (2014):**

In their research paper titled "A Study on Factors Influencing Consumer Adoption of Internet Banking in India" tried to examine the factors that influence Internet banking adoption. Using PLS, a model is successfully proved and it is found that internet banking is influenced by its perceived reliability, Perceived ease of use and Perceived usefulness. In the marketing process of internet banking services marketing expert should emphasize these benefits its adoption provides.

**Amruth Raj Nippatlalalli (2013):**

In his research paper "A Study on Customer Satisfaction of Commercial Banks: Case Study on State Bank of India". This paper present Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." Banking in India originated in the last decades of the 18th century. The first banks were The General Bank of India, now which started in 1786, and Bank of Hindustan, which started in 1790; both are now defunct. The oldest bank in existence in India is the State Bank of India, which originated in the Bank of Calcutta in June 1806, which almost immediately became the Bank of Bengal. This was one of the three presidency banks, the other two being the Bank of Bombay and the Bank of Madras, all three of which were established under charters from the British East India Company. For many years the Presidency banks acted as quasi-central banks, as did their successors. The three banks merged in 1921 to form the Imperial Bank of India.

**ANALYSIS AND INTERPRETTION OF DATA:**

The technique used for interpretation the detail percentage method. Percentage method is technique which analyse the data in numerical. It helps to compare one variable with other. With this analysis we can easily draw the inference from the data. In this study interpretation is done through Tables and Percentage Method. The table is used to convert the raw data into a structured form so, that everyone can easily analyse the data and can draw conclusions. Percentage method is other form of interpretation of the data. It is in chat form. By observing the chart we can analyse the data. Tables and Percentage method are time saving techniques to interpret and analyse the study

**GENDER**

GENDER		PERCENTAGE
MALE	32	64%
FEMALE	18	36%
TOTAL	50	100%

**INTERPRETATION:**

From the above table - it can be observed that respondents include 64% of males and 36% of females .

**AWARE OF BANKING SERVICES**

RESPONSE	RESPONDENT	PERCENTAGE
YES	42	84%
NO		16%



TOTAL	50	100%
-------	----	------

**INTERPRETAION:** From the above table - it can be observed that there are different respondent with different opinions regarding awareness of banking services. The majority of respondents are aware of banking services. That is 42 (84%).

#### PROVIDEING E-BANKING DETAILS

RESPONSE	RESPONDENT	PERCENTAGE
VIA SMS	23	46
BROUCHERS	17	34
E MAIL	6	12
OTHER	4	8
TOTAL	50	100

#### INTERPRETATION:

From the above table - it can be observed that there are different services of e-banking provided by bank to the customer are via SMS, brochures, E-mail, others. In this analysis the majority of customer satisfied Via SMS services. that is 46%.

#### BENEFITS FROM THE E-BAKING DURING COVID-19

RESPONSE	RESPONDENT	PERCENTAGE
ONLINE SHOPPING	8	16
EASY TRANSFER	22	44
24/7 SERVICES	12	24
OTHER SERVICES (SPECIFIC)	8	16
TOTAL	50	100

**INTERPRETATION:** From the above table - it can be observed that there are different customer with different benefits from E-banking like online shopping, easy transfer, 24/7 services, others. In this analyses the majority of respondents are getting easy transfer benefit. This percentage is 44%.

#### SATISFIED WITH E-BANKING

RESPONSE	RESPONDENT	PERCENTAGE
YES	32	64
NO	18	36
TOTAL	50	100

#### INTERPRETATION:

From the above table - it can be observed that there are different customer with different opinions regarding satisfaction of E-banking. In this analysis the majority of customer satisfied with E-banking services. That is 64%.

#### FINDINGS SUGGESTIONS AND CONCLUSIONS

##### FINDINGS:

- It has found that, the majority of customer satisfied with E-banking services. ie: 64%.
- In above study the majority of respondents are getting easy transfer benefit. Ie: 44%.
- In this study it is found that the majority of customer are satisfied Via SMS services. that is 46%.
- It can be observed that respondents include 64% of males and 36% of females
- Maximum number of respondents claim that their banks do not charge extra charges for E-banking facilities.
- In this study most of the respondents are aware of E- banking services.
- In this analysis maximum respondents are facing transaction limit.

##### CONCLUSIONS:





It is concluded finally that there is significant difference between public and private sector banks in respect of both services provided and services performed via e-banking / internet banking. It is concluded from the results of the study that the customers prefer e-banking over manual banking, the customers tend to use e-banking / internet banking and adoption of e-banking and internet banking services the usage of ATM, Tele banking and Internet banking are perceived as important and the use of these services through e-banking / internet banking performed are beyond the expectation of the customers.


### **BIBLIOGRAPHY**

- Machiraju, H. (2014). *Merchant Banking Third Edition*. New Delhi: New Age International Publishers.
- Gupta, S. (1969). *Statistical Methods*. New Delhi: Sultan Chand & Sons.
- Aaron van klyton, et al. (2021). Innovative resistance and mobile banking in rural colombia. *Journal of rural studies*, 269-280.
- Rakesh H M & Ramya T J (2014). A Study on Factors Influencing Consumer Adoption of Internet Banking in India
- Amruth Raj Nippatlapalli (2013). A Study on Customer Satisfaction of Commercial Banks: Case Study on State Bank of India
- Inzamam Ul Haq, et al. (2020). Impact of e-banking service quality on e-loyalty in pandemic times through interplay of e-satisfaction

### **Web Bibliography:**

- ✓ <https://en.wikipedia.org/wiki/Bank> on 3 March 2021, at 21:50 (UTC)
- ✓ [https://en.wikipedia.org/wiki/Online\\_banking](https://en.wikipedia.org/wiki/Online_banking) on 23 August 2021, at 16:39 (UTC)
- ✓ [https://en.wikipedia.org/wiki/Mobile\\_banking](https://en.wikipedia.org/wiki/Mobile_banking) on 11 September 2021, at 17:39 (UTC)
- ✓ [https://en.wikipedia.org/wiki/Bank\\_card](https://en.wikipedia.org/wiki/Bank_card) on 21 April, at 01:22 (UTC).



  
**Principal**  
A V Education Society's  
Degloor College, Degloor