

CUSTOMERS' ATTITUDE TOWARDS BANKING WEBSITE PORTALS IN HARYANA

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ABSTRACT

Technology to start with a business enabler and now, it has become a business driver. Information Technology plays an important role not only to complete the activity with high efficiency but also has the potential to innovate and meet the future requirements. Information Technology has therefore introduced new business paradigms and is increasingly playing a significant role in improving the services in banking industry. The present paper is to analyze the customers' attitude towards internet banking website portals in Haryana. The present paper is used exploratory-cum-descriptive research design. The sample size for the present study is 150, which is selected on the basis of judgment sampling from Sirsa district of Haryana. Both types of data *i.e.* primary data as well as secondary are used in the present study. It is found that customers like the look and feel of the website portal, information displayed on the screen is clear and well-organized, the website offers enough information to answer the queries and website provide the informed about what is going on through appropriate feedbacks, feel irritated when unnecessary advertisements are displayed, website user-friendly, feel secure while using banking website, and complete information is available on website.

Keywords: Technology, website portals, information, feedbacks; etc.

1. INTRODUCTION

New age business environment is very dynamic and undergoes rapid changes as a result of technological innovation, increased awareness and demands from customers. Business organizations, especially the banking industry of the 21st century operates in a complex and competitive environment characterized by these changing conditions and highly unpredictable economic climate. Information and Communication Technology (ICT) is at the centre of this

global change. Information Technology (IT) is the automation of processes, controls, and information production using computers, telecommunications, software and ancillary equipment such as automated teller machine and debit cards. It is a term that generally covers the harnessing of electronic technology for the information needs of a business at all levels. Communication is the conveyance or transmission of information from one point to another through a medium. The mover of the economy (Banking Industry) is now well positioned to met-up with the new challenges from the customers, competitors and even from the nation's economy with right tool in their hand to reach limitless point of success. The Industry is now growing on daily basis with respect to new innovations that are coming out in the world of technology.

2. LITERATURE REVIEW

Robbins (2006) investigated whether consumer choice had changed as a result of increased e-banking use and how banks had responded. The study also questioned why location was still important today. The study focused that e-banking was not a perfect substitute of physical presence of banks in the market. Consumers want the convenience of e-banking products but only of those banks which fall close to their place. So, the location of a bank branch and e-banking were complementary to each other. **Shah, Musa and Hassan (2009)** concluded that four factors examined and significantly important to the adoption of Internet banking. However, perceive ease of use and reluctant to change are found to be insignificant in determining its adoption. This study provides insightful understanding of corporate customer's perception about Internet banking adoption in their banking transactions. Banks are interested in promoting online business may find these findings helpful in guiding their efforts. **Dixit and Datta (2010)** investigated that how the customers perceive the value of Internet banking over the traditional way of banking. The finding depicted that many factors such as perceived value, perceived service quality; customer satisfaction and their loyalty have significant impact on a customer acceptance of Internet banking. **Koskosas (2011)** reviewed that internet banking seeks to show an alternative to banking through "bricks and mortar" and provide an understanding of the pros and cons of going online. Many traditional banks offer some online services, but the very cheapest choices, some will find are internet-only banks, which operate

specifically online. Customers can get the same services online that are used to from traditional banks, such as checking and savings accounts, CDs, and other financial products and services. Those who were interested in paying lower fees for better customer service, they should investigate internet banking. **Sharma and Sharma (2011)** examined that banking sector useful in assessing the impact of information technology and in formulating appropriate strategies for building customer loyalty, thereby enabling them to retain customers. **Hassan et al. (2011)** found that the loss of personal service and one to one relationship with bankers, low perceived value of internet banking as compared to traditional banking and lack of knowledge, information are perceived to be the most significant barriers in adoption of internet banking among respondents. Unlike other studies lack of security, risk of hacking, fear of incomplete transactions and high financial risks are perceived to be moderately significant barriers. The study recommended that the banks should identify the information needs of the customers and establish the effective information channels to communicate the benefits and uses of internet banking services and develop long term relationship. **Abdil and Stephen (2011)** found that customer satisfaction with internet banking service quality of the two is significantly different, with customers of MBG significantly satisfied than those of GCB. Moreover, generally, satisfaction of internet banking service quality differs among different income groups, but not significantly different according to their gender, age, education and marital status. Finally and comparatively, only two main web design variables are the common internet banking service quality variables that are found to have significant influence in the two banks. **Ankrah (2013)** found that most of the bank customers are satisfied with the operations of the banks. This study would help the bank management to know the level of electronic products and services usage as well as improving the level of satisfaction and strengthening the bond between the banks and their customers, thereby helping them to retain and/or expand their overall customer base. **Nimako, Gyamfi and Wandaogou (2013)** found that, generally, customers of the two banks was dissatisfied with the promptness of reception of responses to customer request, the ability to be guided online to resolve problems, offering of preferentially lower fees/ rates and charges and reasonability of the transaction fee for online banking transactions, but are less satisfied with the quickness of web pages loading when using online banking

transactions. **Nochai and Nochai (2013)** stated that providing 24 hours-7days service, completing a task accurately, contacting staff to check immediately and providing accurate information and up to date, transaction process is fast, and providing online registration times were the important factors that have the impact on customer satisfaction. **Priya (2014)** stated that Internet banking transacts and controls our bank account online through net banking service. E-Banking service makes banking a lot more easy and effective. All the services that the bank has permitted on the internet are displayed in menu. Any service can be selected and further interaction is dictated by the nature of service. The traditional branch model of bank is now giving place to an alternative delivery channels with ATM network. Customers should never are provided with PIN numbers, passwords etc. The study concluded that the important documents that contain confidential information are protected. Online banking is also used for online shopping 1000 to 1500 websites in the thought of India selling their own products to customers some other websites doing dealers functions.

3. OBJECTIVE AND HYPOTHESIS

The objective of the study is to analyze the customers' attitude towards banking website portals and, the null hypothesis *i.e.* there is no significant difference among the customer attitude towards banking website portals is formulated to validate the results of the present study (H_{01}).

4. METHODOLOGY

The present research is exploratory-cum-descriptive in nature. The sample size for the present study is 150, which is selected on the basis of judgment sampling from Sirsa district of Haryana. Both types of data *i.e.* primary data as well as secondary were used in the present study. To analyze the data, a set of simple statistical techniques such as frequency distribution, percentage, mean, standard deviation (S.D.) were used. To test the hypothesis, Analysis of Variance (ANOVA) technique is used.

5. ANALYSIS AND INTERPRETATION

Table 1 shows 94 respondents (62.7 per cent) are agreed that customers like the look and feel of the website portals. 97 respondents (64.7 per cent) are agreed that information displayed on the screen is clear and well-organized. 67 respondents (44.7 per cent) are agreed that the

website offers enough information to answer the queries and 105 respondents (70 per cent) are agreed that the website keeps me informed about what is going on through appropriate feedbacks. 74 respondents (49.3 per cent) are able to get work done easily through the informational displayed on website and 106 respondents (70.6 per cent) are agreed that Information displayed is easy to understand. 73 respondents (48.7 per cent) are feeling irritated when unnecessary advertisements are displayed. 99 respondents (66 per cent) are agreed that the website is user-friendly and 62 respondents (41.3 per cent) are feeling secure while using banking website. 101 respondents (67.3 per cent) are agreed that online assistance is easily available and 65 respondents (43.3 per cent) are strongly agreed that the complete information is available on website. 97 respondents (64.7 per cent) are received enough information about the benefits of using banking. **Table 2** presents customers' attitude regarding banking website portal and customers are feeling irritated when unnecessary advertisements displayed at the top (\bar{X} =1.88, S.D.= 0.93) and they able to get his work done easily through the informational displayed on website (\bar{X} =1.88, S.D.= 0.95) followed by customers feel secure while using banking website (\bar{X} =1.90, S.D.= 1.02) followed by complete information is available (\bar{X} =1.94, S.D.= 1.13) followed by like the look and feel of the website (\bar{X} =1.96, S.D.= 0.81); provide enough information to answer the queries (\bar{X} =1.96, S.D.= 1.00); user-friendly (\bar{X} =1.98, S.D.= 0.77); easy to understand (\bar{X} =1.98, S.D.= 0.70); Information displayed on the screen is clear and well-organized (\bar{X} =2.00, S.D.= 0.79); the website keeps me informed about what is going on through appropriate feedbacks (\bar{X} =2.01, S.D.= 0.72); online assistance is easily available (\bar{X} =2.03, S.D.= 0.76); received enough information about the benefits of using banking (\bar{X} =2.10, S.D.= 0.88).

It also found that there is significant difference among customers' attitude towards banking website portals according to their age, education and occupation at 5 percent level of significance. Therefore, It concluded that there is significant difference among customer attitude towards banking website portals according to their gender, age, income, education and occupation by rejected Null hypothesis (H_{01}).

6. CONCLUSION

It is found that customers like the look and feel of the website portal, information displayed on the screen is clear and well-organized, the website offers enough information to answer the queries and website provide the informed about what is going on through appropriate feedbacks, to get work done easily through the informational displayed on website, Information displayed is easy to understand, feel irritated when unnecessary advertisements are displayed, website user-friendly and feel secure while using banking website, online assistance is easily available and received enough information about the benefits of using internet banking and complete information is available on website. It concluded that customers used the internet banking with the help of easily available information and user friendly website portal.

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Table 1: Responses of Customers' for banking website portals

Statements		Strongly Agree	Agree	Indifferent	Disagree	Strongly Disagree	Total
I like the look and feel of the website.	N	37	94	11	4	4	150
	%	24.7	62.7	7.3	2.7	2.7	100
Information displayed on the screen is clear and well-organized.	N	33	97	8	11	1	150
	%	22.0	64.7	5.3	7.3	0.7	100
It offers me enough information to answer my queries.	N	54	67	13	12	4	150
	%	36.0	44.7	8.7	8.0	2.7	100
It keeps me informed about what is going on through appropriate feedbacks.	N	27	105	7	11	0	150
	%	18.0	70.0	4.7	7.3	0	100
I am able to get my work done easily through the informational displayed on website	N	55	74	9	7	5	150
	%	36.7	49.3	6.0	4.7	3.3	100
Information displayed is easy to understand	N	28	106	6	10	0	150
	%	18.7	70.7	4.0	6.7	0	100
I feel irritated when unnecessary advertisements are displayed.	N	55	73	10	8	4	150
	%	36.7	48.7	6.7	5.3	2.7	100
The website is user-friendly	N	33	99	7	10	1	150
	%	22.0	66.0	4.7	6.7	.7	100
I feel secure while using banking website	N	61	62	12	10	5	150
	%	40.7	41.3	8.0	6.7	3.3	100
Online assistance is easily available	N	28	101	10	10	1	150
	%	18.7	67.3	6.7	6.7	.7	100
Complete information is available.	N	65	55	13	8	9	150
	%	43.3	36.7	8.7	5.3	6.0	100
Received enough information about the benefits of using banking	N	29	97	7	14	3	150
	%	19.3	64.7	4.7	9.3	2.0	100

Source: Survey

Table 2: Confirmatory Data Analysis of Customers' Attitude towards Banking Website Portals

Statements	DESCRIPTIVE STATISTICS		INFERENTIAL STATISTICS									
			Gender (df=1,148)		Age (df=4,145)		Income (df=4,145)		Education (df=3,146)		Occupation (df=3,146)	
	Mean	S.D	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.
I like the look and feel of the website	1.96	0.81	0.453	.502	2.090	.085	2.892	.024*	0.767	.514	1.721	.165
Information displayed on the screen is clear and well-organized	2.00	0.79	0.402	.527	1.936	.107	3.766	.006*	1.256	.292	1.354	.259
The website offers me enough information to answer my queries	1.96	1.00	0.022	.881	3.883	.005*	3.664	.007*	3.568	.016*	4.287	.006*
The website keeps me informed about what is going on through appropriate feedbacks	2.01	0.72	3.739	.055	1.745	.143	1.344	.257	0.868	.459	2.656	.051
I am able to get my work done easily through the informational displayed on website	1.88	0.95	0.188	.665	4.345	.002*	0.468	.759	2.435	.067	7.374	.000*
Information displayed is easy to understand	1.98	0.70	3.490	.064	1.808	.130	1.681	.158	0.587	.624	3.467	.018*
I feel irritated when unnecessary advertisements are displayed.	1.88	0.93	1.800	.182	4.520	.002*	2.106	.083	1.568	.200	6.442	.000*
The website is user-friendly	1.98	0.77	1.797	.182	2.257	.066	1.471	.214	1.786	.152	1.684	.173
I feel secure while using banking website	1.90	1.02	0.047	.829	3.453	.010*	2.204	.071	2.224	.088	8.181	.000*
Online assistance is easily available	2.03	0.76	3.233	.074	2.106	.083	3.508	.009*	2.472	.064	1.581	.197
Complete information is available	1.94	1.13	1.575	.211	3.947	.005*	1.563	.187	3.657	.014*	10.140	.000*
Received enough information about the benefits of using banking	2.10	0.88	5.596	.019*	1.555	.190	11.193	.000*	1.676	.175	0.404	.750

Source=Primary (Data processed through PASW 18.0)

Note:- *Significant value at the 0.05 per cent