

# **Project Dissertation**

**On**

## **“CONSUMER ADOPTION OF INTERNET BANKING”**

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## CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project dissertation titled '**CONSUMER ADOPTION OF INTERNET BANKING**', is a bona fide work carried out by Mr. Ritesh Kumar Patra, of MBA 2015-17 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

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## **DECLARATION**

I, Ritesh Kumar Patra, student of MBA 2015-17, of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42, declare that the Summer Internship report on 'CONSUMER ADOPTION OF INTERNET BANKING', submitted in partial fulfilment of Degree of Masters of Business Administration, is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Ritesh Kumar Patra

Place:

Date:

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## EXECUTIVE SUMMARY

Internet is progressively utilized by banks as a channel for accepting guidelines and conveying their items and administrations to their clients. Distinctive banks take after various levels for giving administrations on web. Contrasted with banks abroad, Indian banks offering on the web benefits still have far to go regarding number of clients and adequate framework set up. Different security alternatives are set up or are being taken; nonetheless, Certification Authority is as yet missing in India. Additionally there are different dangers related with internet banking, for example, Operational Risk, Security Risk, Cross Border Risks, Legal Risk, and so forth. The Basel Committee's Electronic Banking Group (EBG) in late 1999, attempted to create hazard administration direction for Internet banking that will manage brokers and advance compelling and predictable bank supervision around the globe. The utilization of Information Technology in managing an account empowers the banks to give Any Time Banking, Customer Service, Telebanking, Home Banking, Plastic Card Services, and so on, Nonetheless, these facilities alongside specific focal points have certain disservices as well.

An effective internet banking arrangement offers:-

- Exceptional rates on savings, money deposits, free bill instalment and discounts on ATM additional charges.
- Credit cards with low rates
- Easy online application for all records, including individual credits and home loans
- 24 hours account info.

Concluding this, India is on edge of a noteworthy banking revolution with the stride of net banking and with the idea of payment portal coming in; banks are competing with each other for the lion's partake in the market.

Customer awareness is about making the client mindful of his/her rights. It is a showcasing term which implies that clients know about items or administrations, its

qualities and the other advertising P's (place to purchase, price, and promotion). High costs, copy articles, underweight and under - estimations, harsh conduct, undue conditions, fake shortage are a portion of the routes by which clients are abused by producers and dealers. Constrained data, restricted supplies and low proficiency are elements bringing on abuse of clients.

In India, there was an arrangement of indigenous managing an account from early circumstances, however it was not like keeping money of current circumstances. There is confirmation to demonstrate that cash lending existed notwithstanding amid the Vedic period. With the coming of the British in the Seventeenth century and the foundation of exchanging centres by the East India Company, the position of indigenous financiers ended up noticeably shaky. Not able to utilize indigenous bankers for their exchanging and saving money purposes, the East India Company, supported the foundation of organization houses-exchanging firms which embraced managing an account operations for the advantage of their constituents. A portion of the imperative organization houses set up amid the period was Alexander and Co. and Fergusson and Co. These organizations consolidated managing an account with different sorts of business and both were the forerunners of the early Joint Stock Banks in India. „The Bank of Hindustan“, a simple extremity of the previous, was the most punctual bank under European course in India.

„The Bank of Hindustan“ was the primary bank in India, built up in 1770. Since, 1770, the adventure of Indian Banking System can be bifurcated into three unmistakable Phases.

According to **Indian Banking Regulation Act, 1949**:

“Banking” is defined as accepting, for the purpose of lending or investment, deposits of money from the public, repayable on demand or otherwise and withdraw able by cheque, draft, order or otherwise. **[Section 5(2)]**

Internet Banking is a sophisticated banking framework. It is the availability of banking benefits in electronic frame, which were generally accessible just at bank-counters and scattered by the people. Internet Banking is changing the methods for doing banking business with present day advancements and systems. It is the substitution of conventional apparatuses, for example, papers and pencils with the electronic frameworks. The presentation of Internet in the business has additionally improved the limit and ability of general banking framework as far as profitability, productivity, proficiency, nature of administration and savvy conveyance of various items/administrations. Data in regards to cash, its stockpiling in the PCs in advanced frame and its development anyplace on the planet without considering physical limits is portrayed as computerized cash and this entire procedure as Internet Banking.

The accompanying are the attributes of current banking framework i.e. internet Banking:

**(Deutsche Bundesbank, 2000):**

- The exchange in internet banking is no longer restricted to the national fringes because of their virtual nature i.e. electronic business based exchanges. This expects the banks to collaborate significantly and more intimately with outside bank experts than before.
- The creative cycles for new items on the Internet are getting to be noticeably shorter and shorter because of fast pace of innovative changes. Now and again, the innovation behind a few items is now outdated well before those items are prepared for showcasing.

In Asia, the main consideration limiting development of Internet banking is security, regardless of a few nations being very much associated by means

of Internet. Access to superb Internet banking services is an issue also. Lion's share of the banks in Asia are simply offering fundamental administrations contrasted and those of created nations. Still, Internet banking seems to have a future in Asia. It is viewed as that Internet banking will succeed if the essential elements, particularly bill payment, are dealt with well. Bill payment was the most famous element, referred to by 40 percent of respondents of the review. However, giving this additional element of technicality would be troublesome for banks in Asia since it requires a high state of security and includes masterminding exchanges with an assortment of players.

This research was done with an objective to understand the factors which lead to a customer to adapt to internet banking.

This Study helps us to answer various questions such as:

- How Internet banking helps reduce time and money?
- How internet banking is a faster mode of money transfer?
- Is a consumer satisfied with the risk mitigation in case of internet banking?
- Is a costumer looking for any alternative source against Internet Banking or is he/she fully satisfied?
- What is his/her perception about the risk involved?
- What is the customer's perception on the image of Internet Banking?
- What value Internet Banking adds to a consumer's day to day life?



The final analysis is done with the help of Bar-Graphs, Pie charts, Use of SPSS (T-test, Anova, Regression, Post-Hoc etc.) to understand what leads to a consumer's adoption of Internet Banking.

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# CHAPTER I

## **1. INTRODUCTION**

### **1.1 WHY INTERNET BANKING?**

Internet banking is a world leaping technology which is now making payments and transactions easier for people and providing them with the status of worldwide purchasers or consumers. Be it retail marketing or e-commerce this new technology is creating a kind of boom for the economy.

Internet banking is an overall change in the dynamics of banking and its relationship. Banking is no longer needs physical presence. Internet banking provides anywhere banking facility and is cheaper to afford for the consumers. Internet banking makes financial transactions performed by the customer in a more secure manner.

Internet banking has changed the monetary terms. Clients can perform most exchanges all alone on their PCs at any time they desire. Clients do not need to stand in long queues or rush to the bank during any emergency. Pulling back money, exchanges and installments can be done by snap of a mouse. Internet Banking helps individuals who are telecommuting, have restricted time or need to monitor their funds 24 hours a day.

Internet banking permits account holders to exchange funds, pay charges, keep a more precise record, and report deceitful exchanges and that's just the beginning. Any individual who has a portable workstation or desktop PC with Internet get to do their banking from anyplace on the planet.

There is a potential for fraud or extortion when buyers utilize Internet Banking. Monetary establishments have programs set up to prevent criminal movement. Account holders can secure themselves by utilizing a firewall on their PCs. Money related foundations favor online banking since it diminishes labor, draws in customers and makes monetary reporting less demanding. Purchasers can appreciate the advantages of managing an account at any given moment and place of their picking. Internet Banking is an unavoidable truth for some people today with a bustling way of life. A few people will have



a physical bank that offers Internet Banking without heading off to the physical location. Some banks exist just only on the Internet and does not possess a physical area.

PCs were initially bound for a minor part in banks, essentially proposed to encourage bookkeeping exchanges. Along these lines, once its prevalence was solidly settled, it developed in status as an apparatus for administration of data and a large group of different creations. In spite of the fact that the bookkeeping viewpoint is still very vital and applicable, IT has a far more prominent part to play in everyday managing of account operations, particularly in basic leadership process. Now-a-days ATM facilities, Anywhere Banking, Internet and Mobile Banking is on the rise. It can be surrendered that IT is a valuable apparatus for the administration to support & upgrade its proficiency.

Banks are trying hard to decrease functional expenses to protect their concerns. Banking becoming increasingly client driven with each passing day, innovations have helped banks to dispatch an entire cluster of client driven items, for example, ATMs, Cards, 24 hour Banking. Client Relationship Management is currently an exceptional exponential idea. Internet Banking has a major part to play in guaranteeing a reasonable return to customers, by guaranteeing more noteworthy benefits to the banking segment. The current rising patterns in channels, specifically ATM,s, BPOs, Web and Device based Banking would build the utilization of E-managing an account as this offers the twin advantage i.e. better clientele and cost reduction to the banks. The prominence of Internet Banking likely relies on teaching clients about their security and individual protection of their cash and resources.

## **1.2 ROLE OF INTERNET BANKING IN INDIA**

### **1.2.1 THE INDIAN CONTEXT**

Internet Banking has changed the picture of banking industry and is aggressive on banking connections. It includes utilization of Internet for

managing and administering items in an account. It has two fundamental divisions, **Primary** - locales that offer stored account information - **advanced** - extraordinarily propelled offerings engaging composed offers of additional things and access to other cash related organizations, for instance, hypothesis and insurance.

At the end of the day an effective Internet banking provides

- Good savings rates
- Low monthly charge, billing is free and additional ATM discounts on usage
- low cost credit cards
- individual credit factor and home loans are provided easily
- Round the clock info
- Client benefit with personal consideration

Internet Banking provides conveyance for managing account administrations as well as acts as a key apparatus for business advancement. At present, the aggregate web clients in the nation are assessed at 340 million. Be that as it may, this is expected to develop exponentially to 402 million by 2019. Just around 15 percent of Internet clients did online transactions in 2013. This has expanded to 26 percent in March 2015.

## **1.2.2 PRODUCTS AND SERVICES OFFERED**

Internet banking solutions provides the following products and services to the customer:

### **1.2.2.1 E- Banking**

At any time, At anyplace and At anywhere for the customers. 24/7 access and valued information about their account to the customers

### **1.2.2.2 Payments**

Convenient, safe, and reliable, access to the customers for 24/7 paying of their bills online. Seamless single-sign-on user experience. Offers clients great finances and hazard based settlement from an assortment of outsider dispensing accomplices.

### **1.2.2.3 Investment Banking**

Give an extensive variety of online apparatuses particularly intended for customers' private company needs. Arrangements incorporate an assortment of money administration abilities, for example, Business Bill Pay, ACH Origination and Account to Account exchanges and that's only the tip of the iceberg. It conveys an entire arrangement with uncommon unwavering quality and abnormal state security to increment operational efficiencies for business clients.

### **1.2.2.4 Lending**

Offers clients the capacity to apply for credits on the web. Settle on prompt credit choices and give an on-the-spot reaction. Our intuitive advance choices depend on money related organization's own choice criteria and the candidate's constant credit authority information at all significant credit agencies.

### **1.2.2.5 Imaging**

Give clients quick, simple and protected access to pictures and articulations from where it can be accessible.

### **1.2.2.6 Alerts on Account Info**

Financial organization can inform clients through constant email account alarms. Clients characterize constant, "disclose to me when" alarms that advise them when a check clears a record; a record adjust edge is met; or potentially a predetermined exchange movement happens. This arrangement is the ideal extra to Internet Banking arrangement, empowering a money related foundation to genuinely use day in and day out web based managing

an account channel.

#### **1.2.2.7 Account Transfers**

Provides customers with money related connections. It offers customers ease to move cash from one foundation to another and records at other establishments. This helps clients use the web based saving money arrangement as the focal, put stock in administration for dealing with all their monetary connections.

#### **1.2.2.8 Account Opening & Funding**

Give a robotized online record opening and financing process for new records. Mechanizing continuous record opening and subsidizing provides account opening cost by limiting exorbitant physical procedures and making items and administrations accessible to customer's day in and day out. The net outcome to a money related establishment is the decrease of work time.

#### **1.2.2.9 Marketing Campaign Manager**

Make, control, and track focused on promoting efforts inside your Internet Banking webpage. Show advertising promotions and instant messages that are firmly coordinated into your current web architecture as well as Internet Banking. Make them with simple to-utilize authoritative apparatuses, control them with canny focusing onset management, and track the outcomes with up to mark and precise revealing instruments.

#### **1.2.2.10 Secure Messaging**

Discuss safely with your clients without dread of capture attempt by Hackers or outsider email administrations. Clients can use SSL - encoded message that can be put away with and replied in the interfaces authoritative website, empowering clients to send money related foundation questions and different correspondences containing touchy information, for example, account numbers.

### **1.2.3 FUTURE OF THE INDUSTRY**

A sound saving money framework is fundamental for any economy endeavoring to accomplish great Growth and then stay stable in an inexorable worldwide business condition. The Indian banking system, managing an account framework, with one of the biggest money saving organizations on the planet, has seen a progression of changes in the course of recent years like the deregulation of financing costs, weakening of the administration stake in broad daylight segment banks (PSBs), and the expanded interest of private segment banks. The development of the retail budgetary administrations division has been a key improvement available up-front.

Indian banks (both open and private) have exclusively been quick to tap the residential market along with the worldwide commercial center. New outside banks have been similarly quick to pick up a dependable balance in the Indian market. The force in credit development has been kept up amid 2005-06 because of two elements: The corporate associates have ventured up their interest for credit arrange their deep extension into banking sector; there has additionally been a development in retail account management.

Nonetheless, even as there is increment of opportunities, there are still a few issues and difficulties that Indian banks should fight with if they are to remain effective in the long haul. This report examines these issues and difficulties - both inherent and outside, for example, Consolidation.

### **1.3 OBJECTIVES OF THE STUDY**

#### **PRIMARY OBJECTIVE:**

The objective is to study customer appropriation of the Web Banking services and to analyze and promote the factors which govern ease of Internet Banking usage.

#### **SECONDARY OBJECTIVES:**

- To analyze how much a customer is satisfied with the internet banking services.
- To know about the customer appropriation on web banking services.

- To find the reasons which affected the adoption of web Banking services amongst consumers
- To find the banks which are most sought after for web Banking.
- To find the factors behind passive use of web Banking services even after having a bank account.
- To study the relationship of Perceived Usefulness in accordance with consumer appropriation of web banking.
- To study the relationship of Perceived Image in accordance with consumer appropriation of web banking.
- To study the relationship of Perceived Ease of Usage in accordance with Consumer appropriation of web banking.
- To study the relationship of Perceived Risk in accordance with consumer appropriation of web banking.
- To study the relationship of Perceived Value in accordance with consumer appropriation of web banking.
- To study the relationship of Perceived Credibility in accordance with consumer appropriation of web banking.
- To study Demographics in accordance with the consumer appropriation of web banking.

# CHAPTER II

## **2. REVIEW OF LITERATURE**

This section shows the review of literature. An outline of Internet Banking is introduced trailed by a miserly rundown of observational research of Internet Banking reception worldwide and in India.

### **2.1 INTRODUCTION**

The present review goes for distinguishing the indicators of Internet Banking appropriation in India through a research demonstrate. To this end a review of literature is essential to pick up knowledge into the hypotheses identified with appropriation of innovation and the circumstance of Internet Banking selection among purchasers in India. Henceforth literature survey is done to enlighten and draw out the factors that are found to effect client appropriation of Internet Banking.

Internet banking acknowledgment has increased uncommon consideration in scholarly reviews amid the current past.

Two major reasons affect Internet Banking advancement and dispersion on this premise of which no bank can think little of the energy of the web channel. To start with, banks get outstanding cost investment funds by offering Internet banking administrations. It has been demonstrated that internet banking channel is the least expensive conveyance channel for money items once settled. Second, banks have decreased their branch arranges and cut back the quantity of administrative staff, which has prepared to self-benefit channels as very numerous clients felt that internet banking took excessive time and exertion. A few reviews demonstrate that online bankers are the most beneficial and wealthiest fragment to *banks*

Web Banking offers different focal points for both banks and their retail customers. A basic preferred standpoint for the bank is cost venture reserves; and, for the purchaser, a fundamental favorable position is settlement. The bank can give the customer beneficial, efficient access to the bank 24 hours a day, seven days a week.



On the customer side Web banking gives many purposes of premium. Time and cost assets and adaptability from place have been found the principal reasons basic web based saving money affirmation. Several surveys have inspected purchaser reception and development of web banking.

As noted above, internet banking offers many advantages to banks and additionally to clients. Be that as it may, in worldwide terms the larger part of purchasers are still not utilizing the internet banking channel. There exists numerous explanations behind this. To begin with, clients should know about internet banking and its advantages and have an access to the internet in order to utilize the service. Moreover, new online clients need to first figure out how to utilize the service. Second, non-clients regularly whine that internet banking has no social measurement or needs for personal administration. Third, clients have been anxious about risk issues additionally settled the significance of satisfactory security with a specific end goal to raise the certainty of consumers to utilize internet banking.

Since web banking is generally an innovation based strategy or process, it is legitimate to consider the innovation itself when attempting to comprehend who is using it. Significantly, from a consumer stance, the innovation important to dependably and safely handle internet banking exchanges has just as of late turned out to be accessible and effectively available to customers. Mechanical advancements all by themselves, be that as it may, don't require the level or greatness of progress as observed as of late in the retail banking industry. Past being accessible, an innovation must offer obvious advantages both for financiers as well as clients with a specific end goal to be effectively received and used.

The accompanying segment contains a tightfisted rundown of empirical researches directed in the region of consumer appropriation of web banking both worldwide and in India. Few of the surveys are presented underneath.

## **2.2 REVIEW OF INTERNET BANKING ADOPTION STUDIES WORLDWIDE**

Sathye (1999) concentrated the adoption of internet banking by Australian consumers using factors, for example, security, convenience, mindfulness, valuing, imperviousness to change and framework. The outcomes demonstrated that security concerns and absence of attention to internet banking and its advantages were considered as the obstructions to the reception of internet banking in Australia.

Guru et al., (2000) investigated distinctive electronic channels used by the Malaysian banks and moreover assessed the shoppers reactions to those movement channels. It was found that web banking was about truant in Malaysian banks in the midst of that period, in view of nonappearance of acceptable true blue framework and security concerns. However more than 60 percent of the respondents were having web access at home and thus addressed a positive sign for web banking in future.

Trocchia and Janda (2000) contend that consumers' reception rate of the web is related with their past encounters with the advances. Non-clients' negative encounters were recommended to greatly affect their discernment's about the web. This rationale is in accordance with the exemplary mentality speculations of Fishbein and Ajzen (1975), which asserts that the more constructive the individual's past involvement around a protest is, the more positive convictions he will hold about it. Therefore, the positive convictions make positive recognitions.

Wang et al., (2003), made an exact review on the determinants of client acknowledgment of internet banking in Taiwan, utilizing the Technology Acceptance Model (TAM) as a hypothetical system. As indicated by TAM PE and PU are accepted to be principal in deciding the acknowledgment of different data innovations (IT). The review presented "Saw Credibility" as another variable that mirrors the client's security and protection worries in the

acknowledgment of internet banking. In light of an example of 123 clients from a phone meeting, the outcomes emphatically upheld the augmented TAM in anticipating the aim of clients to embrace internet banking. It additionally showed the noteworthy impact of PCs Self-Efficacy on behavior expectation through PE, PU and PC.

Eriksson et al., (2005) examined client acknowledgment of internet banking in Estonia utilizing the Technology Acceptance Model (TAM). The elements that were considered were Trust, PU, PE and use. The discoveries proposed that internet banking expanded in so far as clients saw it as helpful. The perceived usefulness is focal on the grounds that it decides if the perceived ease of internet use will prompt expanded utilization of the internet banking. The review likewise recommended that the models of innovation acknowledgment ought to be reformulated to concentrate more on the key part of the Perceived Usefulness of the administration implanted in the innovation.

Islam (2005) explored the connections of PU, PE, PC, client Attitude, and client Adaptation of electronic banking with regards to one of the main banking specialist co-ops in Bangladesh. It was expressed that all the deliberate free factors (i.e., PU, PE, PC and client Attitude) were factually associated with client adoption of electronic banking.

### **2.3 STUDIES OF INTERNET BANKING ADOPTION IN INDIA**

In the last decade, Mookerji (1998), Pegu (2000), Gupta (1999) and Dasgupta (2002) found that internet banking was getting to be noticeably mainstream in India. These reviews expected that an extensive refined and very aggressive internet banking market was to form. As indicated by the review by Dasgupta (2002), every one of the banks working in India were having their bank sites yet just a couple banks gave value-based internet banking in 2002.

Rao and Prathima (2003) gave a theoretical examination of web banking in India and found that when appeared differently in relation to banks abroad, Indian banks offering on the web services have far to go. The survey revealed that, for web banking to accomplish a base mass there must be satisfactory number of customers and the sufficient establishment set up.

Mukherjee and Nath (2003) focused on the idea of trust in online relationship advertising in India and tried a model of trust in which "shared esteem", "correspondence" and "artful conduct" were taken as precursors of trust. The review reasoned that both shared esteem and correspondence assumed a noteworthy positive part on trust and that trust had huge positive impact on responsibility.

Kannabiran and Narayan (2005) look at the experiences of a private-division bank in passing on web banking and internet business in India. Crucial game plan of business and IT systems, orchestrating and execution of e-keeping money exercises and organization of favorable circumstances were caught, close by key responsibilities regarding progression.

Srivastava (2007) concentrated customers' discernment on utilization of internet banking in India. The review concentrated on the elements that drive consumers to utilize internet banking. Consumers' acknowledgment of internet banking and Improving utilization rates was another zone of core interest. The examination found that if aptitudes of customers were updated, they will be additionally ready to utilize internet banking. What's more, the review demonstrated that inhibitory variables like trust, gender, education, culture, religion, security and cost can have just an insignificant impact on the buyer attitude towards internet banking.

Singh and Malhotra (2007) concentrated the determinants of internet banking appropriation by banks in India utilizing strategic relapse procedure. The outcomes demonstrated that bigger banks, banks with more youthful age, private proprietorship, and higher costs for settled resources, higher deposits

and lower branch power confirm a higher likelihood of adoption of the new innovation.

Prema and Clement (2010) broadened the Technology Acceptance Model by joining Perceived Self-Efficacy and Awareness as elements impacting buyer's internet banking use expectations through its impact on PU, PE and PS. The expanded TAM was bolstered in anticipating internet banking usage aims.

## **2.4 CONCLUSION**

It can be plainly observed from the above reviews that there is not one single review in India examining all the key indicators of customer selection of internet banking in India. It can likewise be seen from the review that Awareness of internet banking and Self Efficacy are generally said as affecting internet banking adoption by consumers. Also statistic elements like age, gender, wage and education have blended outcomes to the extent where impact on internet banking adoption is concerned.

The present review is an endeavor

- To discover the predecessors to the appropriation aims of Indian clients.
- To decide the nature and effect of these forerunners' association with appropriation nature of the Indian consumers.

This has been done by integrating factors such as **Perceived Usefulness (PU), Perceived Image (PI), Perceived Ease of Usage (PE), Perceived Risk (PR), Perceived Value (PV), and Perceived Credibility (PC).**

### **PU**

PU is characterized by Davis, Bagozzi and Warshaw (1989) as "trust of a man in a given framework to improve overall occupation execution. PU is crucial component of the first Technology Acceptance Model. On the off chance that a man trusts that using a particular advancement or structure will

fabricate his execution of that business, he will presumably use it.

## **PI**

PI can be clarified as client's retention of an item or administration in his brain because of relationship of some specific signals with the item. Such affiliations may come about as the item or administration's nation of-birthplace picture. The thing to which the items have a place or could fundamentally be their suppositions about the thing. The more positive the photo is in the customer's cerebrum, the more plausible is he to use it.

## **PE**

Past analysis has utilized PE widely both in the first and broadened TAM (*Davis, Bagozzi, and Warshaw, 1989; Venkatesh and Davis, 1996, Wang, Lin and Luarn, 2006*). In less difficult sense, PE alludes to how much the customer feels a specific innovation will be anything but difficult to learn and utilize (*Davis, Bagozzi, and Warshaw, 1989*).

## **PR**

In a state of harmony with past hypothetical establishments, the review observed PR to be related with the view of the level of risk utilizing another innovation or development entails (*Ram and Sheth, 1989*). For a few clients, it might incorporate their dread of committing errors while directing their banking exchanges over a cell phone (*Laukkanen and Lauronen, 2005; Kuisrna, Laukkanen, and Hiltunen, 2007*).

## **PV**

PV suggests the client's acumen that diverged from various substitutes, the advancement was preferred on the execution over cost quality (*Laukkanen, Sinkkonen, Kivijarvi and Laukkanen, 2007*).

## **PC**

In the utilization of another technology, for example, mobile banking, issues

of protection and security wind up plainly essential. PC has been described as one's clarification on the insurance and security issues of the portable banking (*Amin, Hamid, Lada, Anis, 2008*).

# CHAPTER III



### 3. METHODOLOGY OF RESEARCH

The exploratory time of the examination was fixated primarily on recognizing the crucial factors that foresee the buyer aim to utilize Internet banking benefits in India and to find the analysis of these estimations on appropriation objectives of a pending client. The purposes of enthusiasm of the technique are discussed underneath:

#### 3.1 RESEARCH DESIGN

It is the planning, foundation, and philosophy of examination envisioned keeping in mind the end goal to find solutions to research questions. Research design is completely a framework or a course of action for study that helps in the social event of data. Particular Research design is grasped for separating the data.

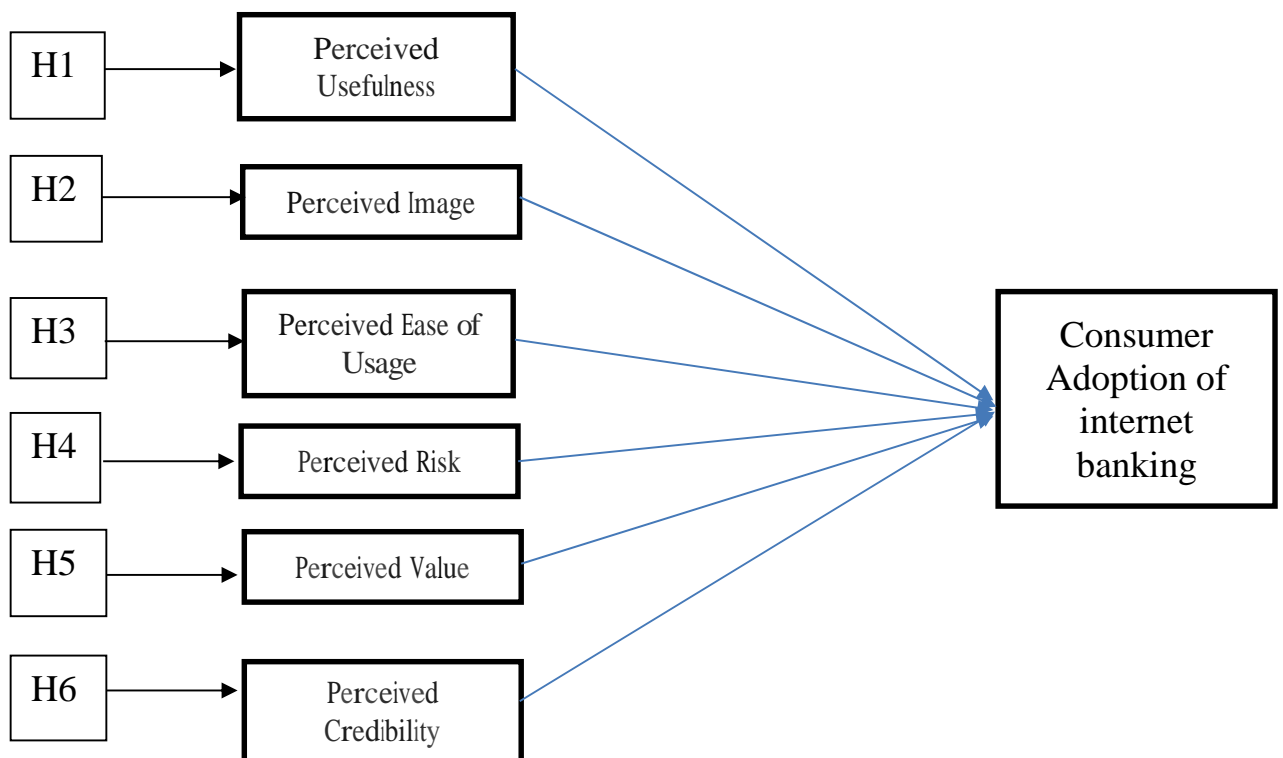


Fig3A: Conceptual Model of the Study

### 3.2 RESEARCH METHOD:

The survey questionnaire comprises of three sections. The last segment incorporates things that deliberate distinctive features of Internet banking services which had related to ancestors of behavioral arrangements of customer's to utilize Internet banking. Each one of the components considered for the survey were broadly used as a piece of past internet banking literature however a segment of the variables were changed to suit the Indian hand device settings. Since the rule objective of this survey was to examine the components that can impact purchaser behavioral objective and reception, the estimation variables were joined into such a path, to indicate that they tried to catch the best number of various connected estimations previously researched in portable device and web banking literature. 27 estimation qualities were obtained as for the measurements to be explored. The summary of things were furthermore refined with the help of specialists relating with the field of study. The review was further pre-attempted on students, representatives, financial specialists and normal people knowing about internet banking. The second bit of the survey involved elements which measured behavioral objectives and was balanced after the same exhaustive strategy discussed above. The beginning part of the poll involved demographic questions.

<b>FACTORS</b>	<b>ITEMS</b>	<b>ADOPTED FROM</b>
<b>Perceived Usefulness</b>	<b>X1:</b> Internet banking provides more advantages in handling financial matters	<i>Fain and Roberts (1997), Kuisma et al. (2007)</i>
	<b>X2:</b> Internet banking services are fast to use	<i>Kuisma et al. (2007), Lee et al.(2005),Rotchanakitum nuai and Speece (2003)</i>
	<b>X3:</b> Internet banking will reduce time spent on	<i>Kuisma et al. (2007),Lee et</i>

	performing banking related activities	<i>al.(2005),Rotchanakitum nuai and Speece (2003)</i>
	<b>X4:</b> Internet banking offers faster speed of service delivery compared to the other banking channels	<i>Gerrard et al. (2006), Kuisma et al. (2007), Lee et al. (2005)</i>
	<b>X5:</b> Internet Banking will reduce waiting time and queues inside banks	<i>Gerrard et al. (2006), Kuisma et al. (2007), Lee et al. (2005)</i>
<b>Perceived Image</b>	<b>X6:</b> Internet banking is user friendly.	<i>Fain and Roberts (1997)</i>
	<b>X7:</b> Internet Banking is easy to use	<i>Fain and Roberts (1997)</i>
	<b>X8:</b> Internet Banking is a very flexible virtual system	<i>Fain and Roberts (1997)</i>
	<b>X9:</b> Internet Banking is anytime anywhere banking facility	<i>Fain and Roberts (1997)</i>
<b>Perceived Ease of Usage</b>	<b>X10:</b> Learning Internet banking is easy	<i>Wang et al. (2006)</i>
	<b>X11:</b> Changing password of your account is easy	<i>Wang et al. (2006)</i>
	<b>X12:</b> High Level of expertise is required to learn internet banking	<i>Wang et al. (2006)</i>
	<b>X13:</b> Paying through Internet banking is easy	<i>Wang et al. (2006)</i>

<b>Perceived Risk</b>	<b>X14:</b> Mistakes are more likely while using internet banking for banking transactions	<i>Laukkanen and Lauronen (2005), Kuisma et al. (2007)</i>
	<b>X15:</b> There is a chance that mistakes occur due to non-generation of OTP	<i>Black et al. (2001), Kuisma et al. (2007)</i>
	<b>X16:</b> While using internet banking mistakes can occur due to improper lapping out of correct pin codes	<i>Kuisma et al. (2007)</i>
	<b>X17:</b> Mistakes can occur due to loss of connectivity while using internet banking	<i>Black et al. (2001), Kuisma et al. (2007)</i>
<b>Perceived Value</b>	<b>X18:</b> Internet banking Service is economical	<i>Kuisma et al. (2007)</i>
	<b>X19:</b> Internet banking has low transaction cost	<i>Gerrard et al. (2006), Kuisma et al. (2007), Lee et al. (2005)</i>
	<b>X20:</b> Internet Banking allows access to transaction data both recent and historical	<i>Gerrard et al. (2006), Kuisma et al. (2007), Lee et al. (2005)</i>
	<b>X21:</b> Internet Banking gives facility to transfer to third party	<i>Gerrard et al. (2006), Kuisma et al. (2007), Lee et al. (2005)</i>

<b>Perceived Credibility</b>	<b>X22:</b> Internet Banking keeps codes, passwords and personal information safe from unauthorised third party access	<i>Pavlou (2003), Liao and Cheung (2002)</i>
	<b>X23:</b> Internet banking provides secure gateway for all transactions	<i>Wang et al. (2006)</i>
	<b>X24:</b> Digital signature is the best way of security provided by internet banking	<i>Wang et al. (2006)</i>
<b>Behavioural Intentions</b>	<b>X25:</b> If I have internet banking access I intend to use it	<i>Wang et al. (2006)</i>
	<b>X26:</b> I will prefer internet banking over other banking services	<i>Wang et al. (2006)</i>
	<b>X27:</b> I would recommend internet banking to others	<i>Wang et al. (2006)</i>

### **3.3 SOURCE OF INFO**

#### **Primary Info**

Essential information has been gathered specifically from clients through organized questionnaires.

#### **Secondary Info**

Secondary information was collected from different magazines, diaries, site of different banks and so forth.

### **3.4 SAMPLING METHOD**

The populace incorporates male and female clients of MBA universities, Bankers, with the criteria: Customers utilizing Internet Banking administrations. In this venture convenience sampling technique is taken into account.

#### **Convenience Sampling**

In this method, a specimen is acquired by choosing required populace components from the given populace.

#### **Sample Size**

The initial Sample size was 150, out of which 144 fulfilled the base criteria- Customers using Internet Banking services.

#### **Data collection technique**

Self-processed individual study strategy was utilized to gather the vital information. For this reason proper questionnaires were outlined. This questionnaire was then sent through different online networking channels, for example, WhatsApp, Facebook and so forth and furthermore sent through mails.

#### **Data collection instrument:**

Fittingly planned questionnaires to encourage self-directed studies with basic standard inquiries were utilized to gather information.

#### **Questionnaire Format:**

The questions were defined in an organized and non-camouflaged manner. The questions provided us all ways to get the fundamental data and to assure that the correspondents could answer with ease. The formulated pattern thus helped in dissecting the information.

## **Nature of questions:**

### **1. MCQs**

Numerous selections of reactions are given and the customer selects a single reaction. The upside of this sort is simple classification and brisk reaction by the customer.

### **2. DQs (DICHOTOMOUS)**

This sort of question is of "Yes" or "No" structure. There are just two selections of answers and the customer has to pick either "Yes" or 'No'.

### **3. OQs (OPEN)**

These are otherwise called fill up the blanks based questions.

## **3.5 TESTS USED**

### **T-test**

In this dissertation we have used the **Independent Samples T-test**.

It is utilized when two separate arrangements of autonomous and indistinguishably dispersed examples are acquired, one from each of the two populaces being looked at.

### **ANOVA**

Analysis of variance (ANOVA) is an investigation device utilized as a part of insights that parts the total fluctuation found inside an informational collection into two sections: systematic factors and random factors. The systematic factors affect the given informational collection, yet the random factors don't. Experts utilize the analysis of the variance test to decide the outcome autonomous factors have on the needy variable in the midst of a regression study.

Analysis of variance is useful for testing at least three factors. There are two sorts of examination of variance: one-way (or unidirectional) and two-way. A restricted or one-way ANOVA assesses the effect of a sole component on a sole reaction variable. It decides if every one of the samples are the same.

Two-way ANOVA enables an organization to look at specialist profitability in light of two autonomous factors. It is used to watch the cooperation between the two variables. It tests the impact of two variables in the meantime.

In this dissertation we have used the **One-Way ANOVA**.

### **Regression Analysis**

Regression is an accurate measure used to choose the nature of the association between one ward variable (as a rule implied by Y) and a movement of other advancing elements (known as autonomous components).

The two crucial sorts of regression are straight regression and multiple regression, regardless of the way that there are non-direct regression methods for more bewildered data and examination. Direct regression uses one autonomous variable to illuminate or envision the aftereffect of the dependent variable Y, while multiple regression uses no less than two free factors to predict the outcome.

In this dissertation we have used the **Linear Regression Analysis**.

### **Post-Hoc Analysis**

Practically speaking, post hoc examinations are generally governed towards discovering designs and additional connections between subgroups of inspected populaces that would somehow stay undetected and unfamiliar were an academic group to depend entirely upon a priori statistical strategies. Post hoc examination fortifies acceptance by constraining the likelihood that critical impacts will appear to have been found between subgroups of a populace when none really exist.

Post hoc investigation is an essential strategy without which multivariate speculation testing would extraordinarily endure, rendering the odds of finding false positives unsuitably high.



In this dissertation we have used the **TUKEY'S RANGE TEST**.

- Tukey's strategy is appropriate for pairwise correlations.
- It assumes autonomy of the perceptions being tested, as well as equal variation across observations (homoscedasticity).

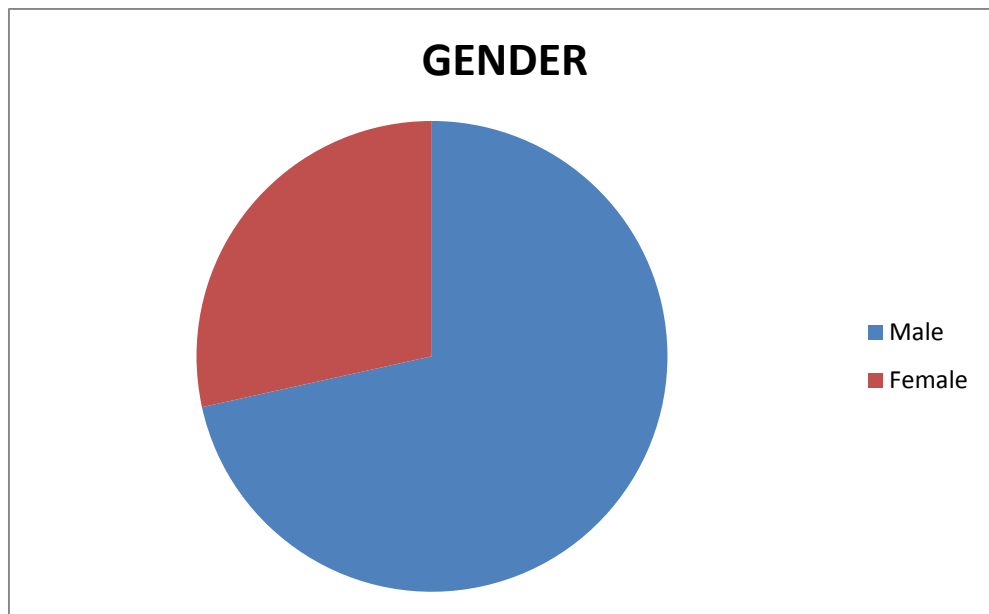
# CHAPTER IV

#### 4. DATA ANALYSIS AND INTERPRETATION

**TABLE No 4A**  
**CLASSIFICATION OF CUSTOMERS BY GENDER**

<b>GENDER MODE</b>		
<b>Gender</b>	<b>No. of customers</b>	<b>Percentage</b>
Male	103	71.5
Female	41	28.5
<b>Total</b>	<b>144</b>	<b>100</b>

**CHART NO 4A**



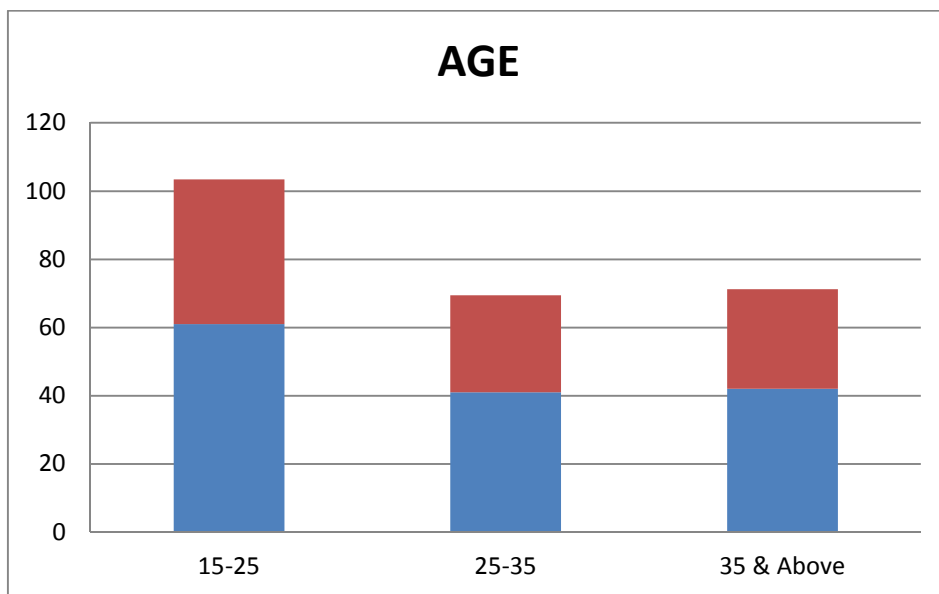
#### **INFERENCE:**

It is found that 71.5% of the customers are Male while 28.5% of the customers are female.

**TABLE No 4B**  
**CLASSIFICATION OF CUSTOMERS BY AGE**

<b>Age group</b>		
<b>Age class</b>	<b>No.of. customers</b>	<b>Percentage</b>
15-25	61	42.4
25-35	41	28.4
35 & Above	42	29.2
Total	144	100

**CHART No 4B**



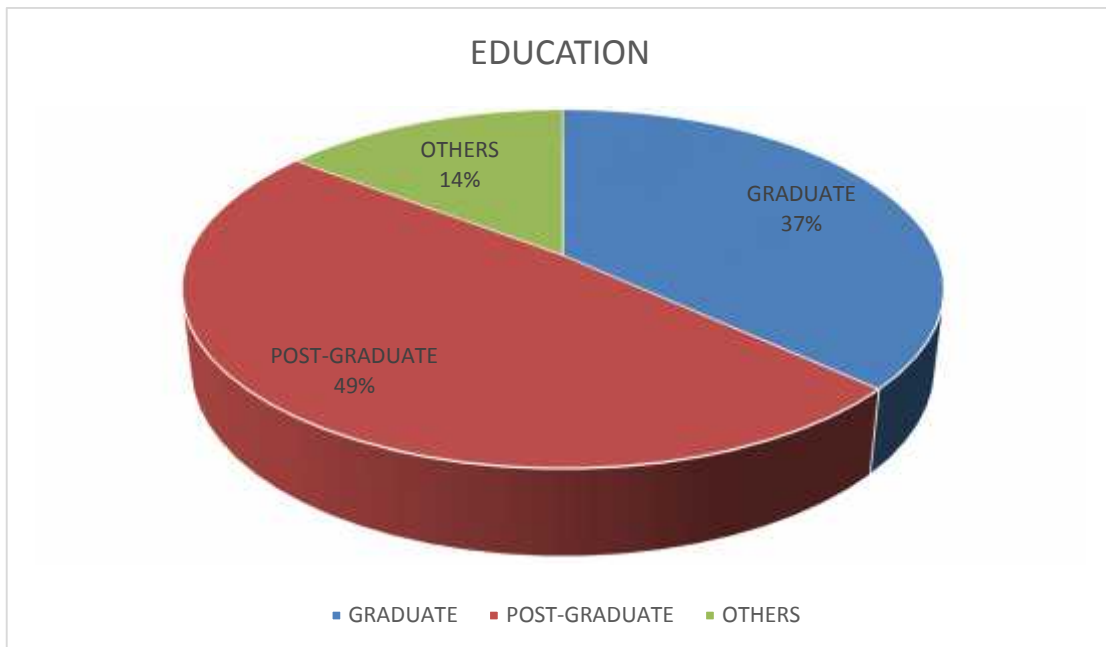
**INFERENCE:**

It is found that 42.4 Percent of the customers are of 15-25 years old, 28.4 Percent of the customers are of 25-35 years old and the remaining 29.2 Percent of the customers are 35 & Above.

**TABLE No 4C**  
**CLASSIFICATION OF CUSTOMERS BY EDUCATION**

<b>EDUCATION</b>		
<b>Education</b>	<b>No. of. Customers</b>	<b>Percentage</b>
GRADUATE	53	36.8
POST- GRADUATE	70	48.6
OTHERS	21	14.6
Total	144	100

**CHART No 4C**



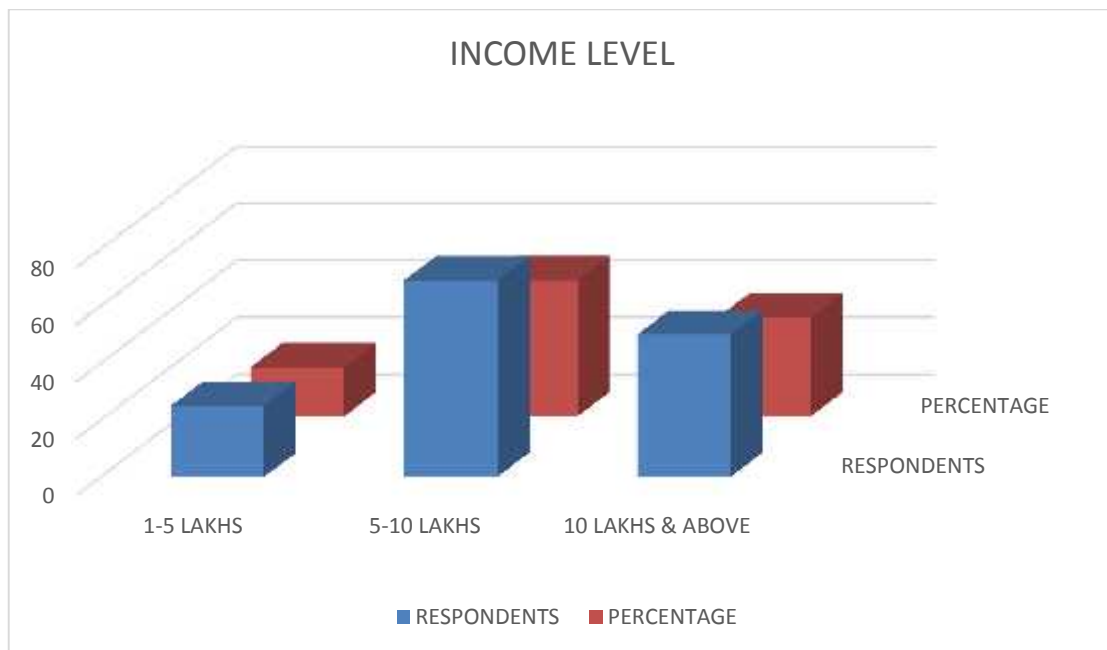
**INFERENCE:**

It can be inferred that 36% of the Customers are GRADUATES, 48.6% of the Customers are POST-GRADUATES, and the remaining 14.6% are OTHERS.

**TABLE No 4D**  
**CLASSIFICATION OF CUSTOMERS BY INCOME LEVEL**

<b>Income Level</b>		
<b>Income Level</b>	<b>No. of. customers</b>	<b>Percentage</b>
1-5 LAKHS	25	17.4
5-10 LAKHS	69	47.9
10 LAKHS & ABOVE	50	34.7
Total	144	100

**CHART No 4D**



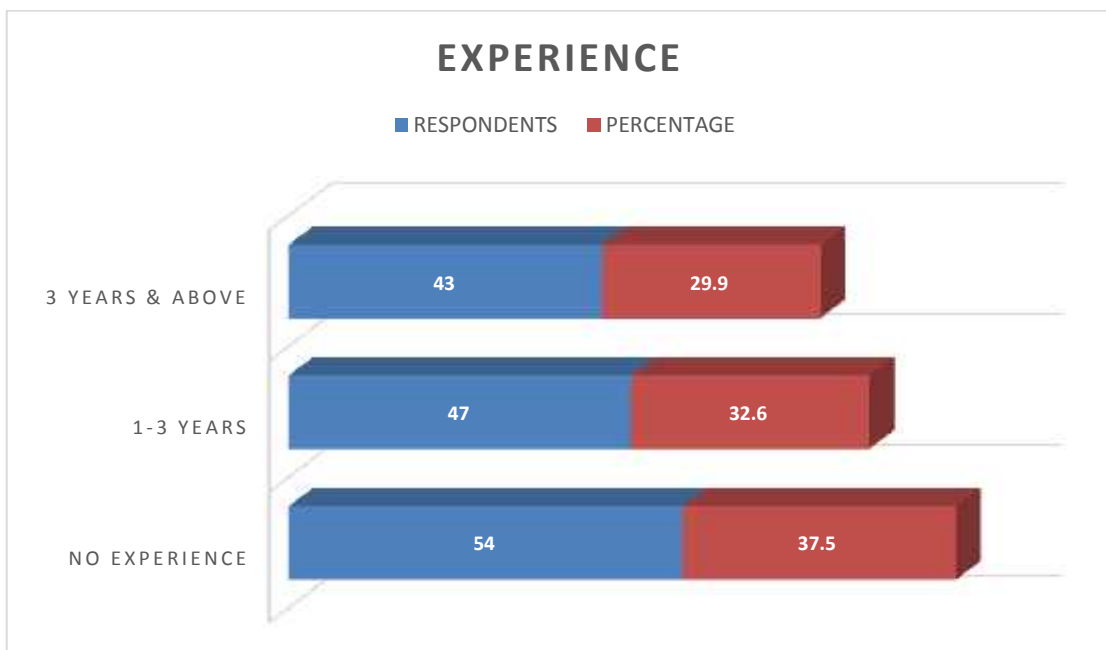
**INFERENCE**

It can be inferred that 17.4 percent of the Customers annual income is between RS.1-5 LAKHS, 47.9 percent of the Customers annual incomes is between RS.5-10 LAKHS. Remaining 34.7 percent of the Customers have annual income of RS.10 LAKHS & ABOVE.

**TABLE No 4E**  
**CLASSIFICATION OF CUSTOMERS BY INDUSTRY EXPERIENCE**

<b>INDUSTRY EXPERIENCE</b>		
<b>In Years</b>	<b>No. of. customers</b>	<b>Percentage</b>
NO EXPERIENCE	54	37.5
1-3 YEARS	47	32.6
3 YEARS & ABOVE	43	29.9
Total	144	100

**CHART No. 4E**



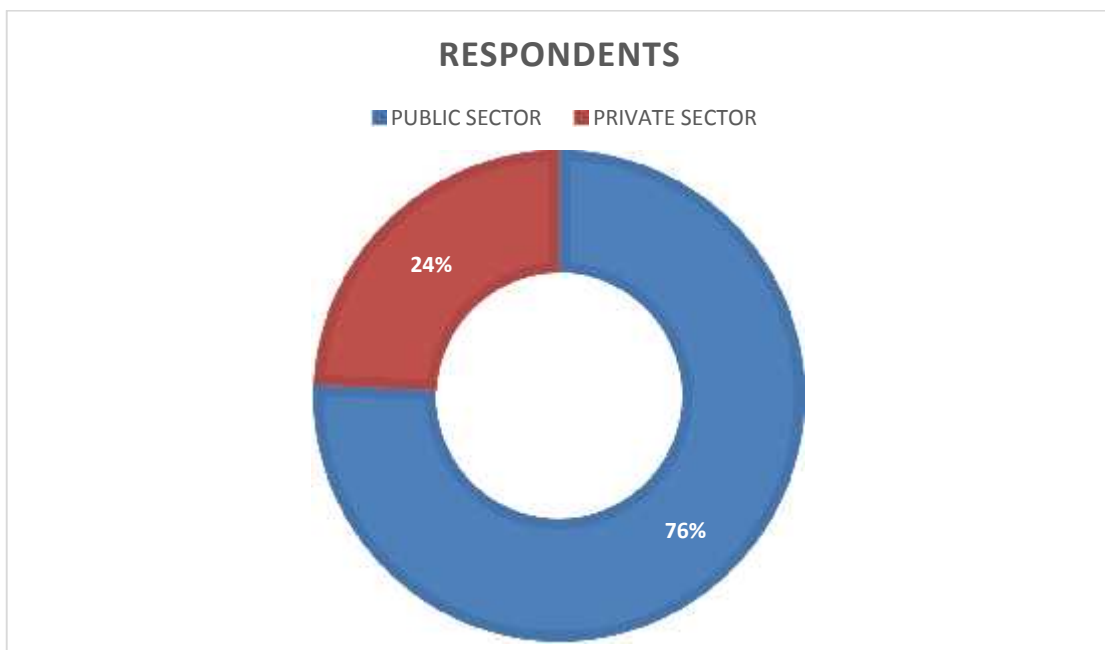
**INFERENCE**

It is found that 37.5 percent of the Customers are having NO EXPERIENCE, 32.6 percent of the Customers are having experience between 1-3 YEARS, and remaining 29.9 percent of the Customers are having experience of 3 YEARS & ABOVE.

**TABLE No 4F**  
**CLASSIFICATION OF CUSTOMERS ACCORDING TO THE BANK THEY**  
**HAVE ACCOUNT IN**

TYPE OF BANK		
Status	No. of. Customers	Percentage
PUBLIC SECTOR	109	75.7
PRIVATE SECTOR	35	24.3
Total	144	100

**CHART No 4F**



**INFERENCE:**

From the above table, we can find that 75.7 percent of the Customers have their account in public sector banks while only 24.3 percent of the Customers have their account in private sector banks.



#### 4.1 REGRESSION ANALYSIS

IV	DV	R Square	P value	Beta Value	Null Hypothesis
PU	<b>CAIB</b>	<b>0.389</b>	0.05	0.144	<b>Rejected</b>
PI			0.036	0.151	<b>Rejected</b>
PE			0.385	0.067	<b>Accepted</b>
PR			0.000	0.651	<b>Rejected</b>
PV			0.000	-0.578	<b>Rejected</b>
PC			0.004	0.224	<b>Rejected</b>

**Table 4.1: Regression analysis between independent and dependent Variables**

#### **INFERENCE:**

From the above table it can be found that

- R-Square value is 0.389 ( $>0.25$ ) This means that 38.9 percent of the Dependent Variable is explained by the coefficients of Significance (Independent Variables)
- According to P- Value, Null Hypothesis is rejected in case of PU, PI, PR, PV and PC ( $P \text{ value} < 0.05$ ), while it is accepted only for PE. This means that PU, PI, PR, and PR have a significant contribution towards Consumer Adoption of Internet Banking. Perceived Value is not significant in this case as it has a negative Beta Value ( $= -0.578$ ).
- From the Beta Value it can be seen that PR is the most powerful contributor towards Consumer Adoption of Internet Banking. ( $= 0.651$ )

## **4.2 HYPOTHESIS OF THE STUDY**

**H<sub>07</sub>:** There is no distinction in Males' and Females' observation for PU, PI, PE, PR, PV, PC and Consumer Adoption of Internet Banking.

**H<sub>A7</sub>:** There is noteworthy contrast in Males' and Females' observation for PU, PI, PE, PR, PV, PC and Consumer Adoption of Internet Banking.

**H<sub>08</sub>:** There is no distinction in Age and recognition for PU, PI, PE, PR, PV, PC and Consumer Adoption of Internet Banking.

**H<sub>A8</sub>:** There is noteworthy contrast in Age and observation for PU, PI, PE, PR, PV, PC and Consumer Adoption of Internet Banking.

**H<sub>09</sub>:** There is no distinction in Education and recognition for PU, PI, PE, PR, PV, PC and Consumer Adoption of Internet Banking.

**H<sub>A9</sub>:** There is noteworthy contrast in Education and observation for PU, PI, PE, PR, PV, PC and Consumer Adoption of Internet Banking.

**H<sub>010</sub>:** There is no distinction in Income Level and recognition for PU, PI, PE, PR, PV, PC and Consumer Adoption of Internet Banking.

**H<sub>A10</sub>:** There is noteworthy contrast in Income Level and observation for PU, PI, PE, PR, PV, PC and Consumer Adoption of Internet Banking.

**H<sub>011</sub>:** There is no distinction in Industry Experience and recognition for PU, PI, PE, PR, PV, PC and Consumer Adoption of Internet Banking.

**H<sub>A11</sub>:** There is huge distinction in Industry Experience and discernment for PU, PI, PE, PR, PV, PC and Consumer Adoption of Internet Banking.

### 4.3 T-TEST Analysis

Independent variable	Dependent variable	Significant level	Null Hypothesis
GENDER	Perceived Usefulness	0.128	accepted
	Perceived Image	0.820	accepted
	Perceived Ease of Usage	0.065	accepted
	Perceived risk	0.957	accepted
	Perceived Value	0.785	accepted
	Perceived Credibility	0.800	accepted
	Consumer Adoption of Internet Banking	0.574	accepted

**Table 4.3: T-Test analysis between GENDER and Independent Variables**

#### INFERENCE:

After doing the T-test, it can be inferred from the table that **Males' and Females'** perception for PU, PI, PE, PR, PV, PC and Consumer Adoption of Internet Banking are same (Value of  $P > 0.05$ ).

### 4.4 ANOVA ANALYSIS

Independent variable	Dependent variable	Significant level	Null Hypothesis
AGE	Perceived Usefulness	0.233	accepted
	Perceived Image	0.382	accepted
	Perceived Ease of Usage	0.626	accepted
	Perceived risk	0.001	rejected
	Perceived Value	0.002	rejected
	Perceived Credibility	0.201	accepted
	Consumer Adoption of Internet Banking	0.315	accepted

**Table 4.4.1: ANOVA between AGE and Independent Variables**

**INFERENCE:**

After doing the ANOVA, it can be inferred from the table that **AGE** and perception for PU, PI, PE, PC and Consumer Adoption of Internet Banking are same (Value of  $P > 0.05$ ) while in case of PR and PV it is different (Value of  $P < 0.05$ ). Further, **TUKEY Test** was applied on both PR and PV & it was found that there was significant difference between the 15-25 and 35 & ABOVE as well as 25-35 and 35 & ABOVE age groups.

Independent variable	Dependent variable	Significant level	
EDUCATION	Perceived Usefulness	0.097	accepted
	Perceived Image	0.649	accepted
	Perceived Ease of Usage	0.566	accepted
	Perceived risk	0.108	accepted
	Perceived Value	0.042	rejected
	Perceived Credibility	0.853	accepted
	Consumer Adoption of Internet Banking	0.662	accepted

**Table 4.4.2: ANOVA between EDUCATION and Independent Variables**

**INFERENCE:**

After doing the ANOVA, it can be inferred from the table that **EDUCATION** and perception for PU, PI, PE, PR, PC and Consumer Adoption of Internet Banking are same (Value of  $P > 0.05$ ) while in case of PV it is different (Value of  $P < 0.05$ ). Further, **TUKEY Test** was applied on PV and it was found that there was significant difference between the POST-GRADUATES and OTHERS.

<b>Independent variable</b>	<b>Dependent variable</b>	<b>Significant level</b>	
INCOME LEVEL	Perceived Usefulness	0.916	accepted
	Perceived Image	0.255	accepted
	Perceived Ease of Usage	0.990	accepted
	Perceived risk	0.078	accepted
	Perceived Value	0.189	accepted
	Perceived Credibility	0.726	accepted
	Consumer Adoption of Internet Banking	0.459	accepted

**Table 4.4.3: ANOVA between INCOME LEVEL and Independent Variables**

**INFERENCE:**

After doing the ANOVA, it can be inferred from the table that **INCOME LEVEL** and perception for PU, PI, PE, PR, PV, PC and Consumer Adoption of Internet Banking are same (Value of  $P > 0.05$ ).

<b>Independent variable</b>	<b>Dependent variable</b>	<b>Significant level</b>	
INDUSTRY EXPERIENCE	Perceived Usefulness	0.072	accepted
	Perceived Image	0.313	accepted
	Perceived Ease of Usage	0.368	accepted
	Perceived risk	0.029	rejected
	Perceived Value	0.067	accepted
	Perceived Credibility	0.295	accepted
	Consumer Adoption of Internet Banking	0.071	accepted

**Table 4.4.4: ANOVA between INDUSTRY EXPERIENCE and Independent Variables**

**INFERENCE:**

After doing the ANOVA, it can be inferred from the table that **INDUSTRY EXPERIENCE** and perception for PU, PI, PE, PV, PC and Consumer Adoption of Internet Banking are same (Value of  $P > 0.05$ ) while in case of PR it is different (Value of  $P < 0.05$ ). Further, **TUKEY Test** was applied on PR and it was found that there was significant difference between the NO EXPERIENCE and 3 YEARS & ABOVE EXPERIENCE.

# CHAPTER V

## 5. FINDINGS, CONCLUSION & RECOMMENDATIONS

### 5.1 FINDINGS

With the help of literature review, 6 factors were identified and 27 questions were taken. These factors are the dimensions of consumer adoption of Internet Banking. There was one dependent factor on behavioral intention of the consumer.

ANOVA, T-test, Regression and Post-hoc was applied to these factors to understand their influence on consumer adoption.

**Factor 1:** The first factor has five variables, which deals with Perceived Usefulness. From regression it was found to have a P-value of 0.05 which means  $H_0$  was rejected and  $H_A$  was accepted. Thus it had a significant contribution towards consumer adoption.

**Factor 2:** The second factor has four variables, which deals with Perceived Image. From regression it was found to have a P-value of 0.036 which means  $H_0$  was rejected and  $H_A$  was accepted. Thus it had a significant contribution towards consumer adoption.

**Factor 3:** The third factor has four variables, which deals with Perceived Ease of Usage. From regression it was found to have a P-value of 0.385 which means  $H_0$  was accepted and  $H_A$  was rejected. Thus it did not have such a significant contribution towards consumer adoption.

**Factor 4:** The Fourth factor has four variables, which deals with Perceived Risk. From regression it was found to have a P-value of 0.000 which means  $H_0$  was rejected and  $H_A$  was accepted. Thus it had a significant contribution towards consumer adoption. Moreover it was the strongest determinant of consumer adoption (Beta Value=0.651)

**Factor 5:** The fifth factor has four variables, which deals with Perceived Value. From regression it was found to have a P-value of 0.000 which means



**H<sub>0</sub>** was rejected and **H<sub>A</sub>** was accepted. But it had a negative Beta Value (= - 0.578). Thus it was not taken as a significant contributor towards consumer adoption.

**Factor 6:** The sixth factor has three variables, which deals with Perceived Credibility. From regression it was found to have a P-value of 0.004 which means **H<sub>0</sub>** was rejected and **H<sub>A</sub>** was accepted. Thus it had a significant contribution towards consumer adoption.

- Most of the customers were either MBA students, working professionals, Bankers and common people.
- 71.5 per cent of the customers were Male while 28.5 Percent of the customers were female.
- 42.4 Percent of the customers were of 15-25 years old, 28.4 Percent of the customers were of 25-35 years old and the remaining 29.2 Percent of the customers were 35 & Above.
- 36.8 Percent of the customers were GRADUATES, 48.6 Percent of the customers were POST-GRADUATES, and the remaining 14.6 Percent were OTHERS.
- 17.4 percent of the customers annual income was between RS.1-5 LAKHS, 47.9 percent of the customers annual incomes was between RS.5-10 LAKHS. Remaining 34.7 percent of the customers had annual income of RS.10 LAKHS & ABOVE.
- 37.5 percent of the customers were having NO EXPERIENCE, 32.6 percent of the customers were having experience between 1-3 YEARS, and remaining 29.9 percent of the customers were having experience of 3 YEARS & ABOVE.
- 75.7 percent of the customers had their account in public sector banks while only 24.3 percent of the customers had their account in private sector banks.

## **5.2 CONCLUSION**

The review uncovered that in the Internet banking setting, consumers' relative rewards or advantages can't be ensured by methods for any lawful contract. Consequently, confide in Internet banking is basic to alleviate vulnerability to allure the consumer to utilizing it. Since customers don't have involvement with the Internet banking before its selection, they are probably going to draw upon their trust in the physical bank to deduce about the operations of the Internet bank. Banks should be extremely cautious about how much esteem they give to the client with the goal that he can comprehend that Internet Banking will prompt his advancement and more valuable arrangement. Along these lines, PU, PI, PV and PC could lead the customer in adopting Internet Banking.

Internet Banking can relieve consumers' vulnerability about the security and protection of their mechanical framework and administrations by giving auxiliary confirmations which incorporate safety nets, guarantees, controls and security recourses set up to advance a conviction that all is good and protection about the correlated innovative foundation utilized. In this manner absence of basic affirmations expands the instability about the security and privacy of online communications and exchanges with the Internet bank that upset consumers' expectation to adopt it.

## **5.3 RECOMMENDATIONS**

Banking establishments must recognize and deal with the variables influencing the consumer's goal to embrace and proceed with utilization, to expand the reception rate of Internet Banking. Banks ought to shape their procedure around the esteem chain framework, through showcasing their support of separating it from the ordinary mobile banking exchanges as Internet banking gives different administrations not offered in mobile banking. This strategy will help banks to expand internet banking reception rate among its purchasers by providing something of significant worth to their buyers, the apparent esteem ought to extend from usability of the innovation

to the level of protection offered from the banks. For instance the business banks ought to accommodate a programmed download and enrollment of the Bank Icon on the purchasers programming innovation accessible.

Banking foundations should likewise urge all banks to promote and make internet banking easily accessible and make a discussion for joint duty regarding development of Internet banking for a competitive atmosphere.

# **ANNEXURE**

## **THE STUDY OF CUSTOMER ADOPTION OF INTERNET BANKING**

### 1. GENDER

- MALE
- FEMALE

### 2. AGE

- 15-25
- 25-35
- 35 & ABOVE

### 3. EDUCATION

- GRADUATE
- POST-GRADUATE
- OTHERS

### 4. ANNUAL HOUSEHOLD INCOME

- 1-5 LAKHS
- 5-10 LAKHS
- 10 LAKHS & ABOVE

### 5. INDUSTRY EXPERIENCE

- NO EXPERIENCE
- 1-3 YEARS
- 3 YEARS & ABOVE

### 6. ARE YOU AWARE OF INTERNET BANKING FACILITY?

- YES
- NO

### 7. DO YOU USE INTERNET BANKING FACILITY?

- YES
- NO

8. WHICH BANK DO YOU HAVE AN ACCOUNT IN?

- PUBLIC SECTOR
- PRIVATE SECTOR

9. NAME OF THE BANK

\_\_\_\_\_

The following questions determine your perception about adopting the Internet Banking Service. Please rate them on the following LIKERT scale:

1- STRONGLY DISAGREE 2- DISAGREE 3- NEUTRAL 4- AGREE  
5- STRONGLY AGREE

SL.NO	PERCEIVED USEFULNESS	RATING				
1.	Internet banking offers more advantages in handling financial matters.	1	2	3	4	5
2.	Internet banking services are fast to use.	1	2	3	4	5
3.	Internet banking reduces time spent on performing banking related activities.	1	2	3	4	5
4.	Internet banking offers faster speed of service delivery compared to the other banking channels	1	2	3	4	5
5.	Internet Banking provides better Queue Management.	1	2	3	4	5

SL.NO	PERCEIVED IMAGE	RATING				
6.	Internet banking is user friendly.	1	2	3	4	5
7.	Internet Banking is easy to use.	1	2	3	4	5
8.	Internet Banking is a very flexible virtual system.	1	2	3	4	5
9.	Internet Banking provides anytime anywhere banking facility.	1	2	3	4	5

<b>SL.NO</b>	<b>PERCEIVED EASE OF USAGE</b>	<b>RATING</b>				
10.	Learning Internet banking is easy.	1	2	3	4	5
11.	Changing password of your account is easy in Internet Banking.	1	2	3	4	5
12.	High Level of expertise is required to learn internet banking.	1	2	3	4	5
13.	Payments made through Internet banking are easy.	1	2	3	4	5

<b>SL.NO</b>	<b>PERCEIVED RISK</b>	<b>RATING</b>				
14.	Mistakes are more likely while using internet banking for banking transactions.	1	2	3	4	5
15.	Mistakes are likely to occur due to non-generation of OTP.	1	2	3	4	5
16.	While using internet banking mistakes can occur due to improper lapping out of correct pin codes.	1	2	3	4	5
17.	Mistakes can occur due to loss of connectivity while using internet banking.	1	2	3	4	5

<b>SL.NO</b>	<b>PERCEIVED VALUE</b>	<b>RATING</b>				
18.	Internet banking Service is economical.	1	2	3	4	5
19.	Internet banking has low transaction cost.	1	2	3	4	5
20.	Internet Banking allows access to transaction data both recent and historical.	1	2	3	4	5
21.	Internet Banking gives facility to transfer to third party.	1	2	3	4	5

<b>SL.NO</b>	<b>PERCEIVED CREDIBILITY</b>	<b>RATING</b>				
22.	Internet Banking keeps all information safe from unauthorized third party access.	1	2	3	4	5
23.	Internet banking provides secure gateway for all transactions.	1	2	3	4	5
24.	Digital signature is the best way of security provided by internet banking	1	2	3	4	5

<b>SL.NO</b>	<b>BEHAVIORAL INTENTIONS</b>	<b>RATING</b>				
1.	If I have internet banking access I intend to use it.	1	2	3	4	5
2.	I will prefer internet banking over other banking services.	1	2	3	4	5
3.	I would recommend internet banking to others.	1	2	3	4	5

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