

# An Empirical Study of Customers' Perceptions Regarding E-Banking Services in Malwa Region of Punjab

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## ABSTRACT

The present paper is an attempt to study the bank customers' perceptions towards e-banking services. It studies and analyzes the awareness and usage level of bank customers towards e-banking services and identifies the purpose for which e-banking services are used by them. It also determines the factors influencing customers for using or not using e-banking services and suggests the suitable measures for enhancing e-banking services. Data is collected through well structured questionnaire from 500 customers of Public sector banks and Indian private sector banks working in urban areas, semi urban areas and rural areas of Malwa region of Punjab. The study concludes that ATM is the most preferred e-banking channel followed by internet banking and then mobile banking. Credit card and telephone banking are not very popular channels among the customers. Various positive features of e-banking like time saving, up to date, accurate & latest information, more transparency and easy to access/convenient motivate the customers for using e-banking. Lack of security & privacy, lack of knowledge and lack of awareness are the main hurdles influencing the customers for not using e-banking. Considering these factors the study also suggests some strategies for promoting e-banking services.

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## 1. Introduction

The process of liberalization, globalization and privatization has affected each and every aspects of Indian economy where Information technology has become a very powerful force for bringing stunning changes in the business environment. Perhaps no other sector has been influenced by advancement in the technology as such as banking and finance sector, as a result banking sector pose a totally new look today. Now, IT has transformed the shape of banking from brick and mortar branches (branch banking) to any where any time banking (E-banking). It has brought a crucial transformation in banking sector. At present e-banking has gained wider acceptance at global level and seems to be fast catching up in India as more and more banks in Indian banking industry are providing e-banking services as per convenience of customers. Many new e-delivery products and services like ATM, Internet banking, Telephone banking, Mobile banking, Debit/credit card facilities and electronic transfer fund (EFT) are provided by banks for delivering e-banking services to customers. Despite of so many facilities that e-banking offer, Indian bank customer still relies on traditional methods of banking and reluctant to use e-banking. Technological/e-banking channels alone cannot give sustainable competitive advantages for the banks until bank customers accept it. Thus there is a great need to examine customers' perspective regarding e-banking so that more and more customers become technology oriented and may avail benefits of e-services. In the present paper we have tried to analyze the perception of rural, semi urban and urban customers regarding e-banking services.

## 2. Review of literature

**Panda, S.K. and Misra, D.P. (2017)** evaluate customers' perception towards e-banking services provided by rural banks (Gramya banks) of selected districts of Odisha. The findings of study show that mostly male customers having graduate degree belong to business class use e-banking services. Most of them are well pleased with e-banking services provided by rural banks of Odisha and they feel that e-banking services offered by these banks are more reliable, more safe and secure.

**Chauhan, Vikas and Choudhary, Vipin (2015)** note that adoption of e-banking by the customers is still at the early stage due to various challenges. The challenges such as security risk, privacy risk, trust factor and less awareness among customers about e-banking are acting as hurdles in adoption of e-banking facility.

**Uppal, R.K. (2012)** concludes that customers of all bank groups are interested in using e-banking services and they consider that e-banking is necessary in competitive era. But lack of infrastructure facility, inadequate knowledge regarding e-banking channels, poor network connectivity, unsuitable location of bank, misuse of ATM cards and difficult to open an account are the major problems faced by e-banking customers. Considering these problems the study also suggests some strategies for providing infrastructure facilities, proper network facilities, proper working and installation of ATMs and protection policy regarding bank frauds to enhance e-banking services..

**Oye, N.D., Shakil, M.A. and Iahad, N.A. (2011)** show that most of the customers feel hesitation in using e-banking. They

still believe on traditional banking. Their usage level of e-banking is very low. Lack of trust on technology, low computer literacy, lack of personal information privacy, high service charges, low speed of internet, unavailability of proper infrastructure, lack of knowledge how to interact with bank websites are major hurdles in the way of using e-banking services.

**Auta, Elisha Menson (2010)** explores that customers of commercial banks in Nigeria are satisfied with e-banking services. They have positive perceptions regarding e-banking due to its benefits and advantages such as easy transfer of cash, speedy transactions, less costly, time saving etc. Limitation of study is that most e-banks in Nigeria are located within city or urban areas where all infrastructure facility is easily available. Because of such location challenge, people of rural and peri-urban in Nigeria are compelled to move to the city to access e-banking services.

**Sylvie, Laforet and Xiaoyan, Li (2005)** explore the market status for adopting the online/mobile banking in China by conducting the customer survey. The study concludes that mainly Chinese males not necessarily young and highly educated are using online and mobile banking services. Lack of computer and technology skill, perception of risk, Chinese traditional cash carrying banking culture are found to be main barriers in the way of not adopting/using online banking. The study also concludes that mobile banking in China is to be least used because of lack of awareness and understanding of its benefit.

## 5. Data analysis and interpretation

Table 1: Social economic background of customers

Group/Sub Group	No.	%
<b>Bank</b>		
1. Public sector bank	250.00	50.00
2. Private sector bank	250.00	50.00
<b>Area</b>		
1. Rural	125.00	25.00
2. Semi – Urban	125.00	25.00
3. Urban	250.00	50.00
<b>Age Group</b>		
1. Below 25	64.00	12.80
2. 26-35	186.00	37.20
3. 36-50	169.00	33.80
4. Above 50	81.00	16.20
<b>Gender</b>		
1. Male	305.00	61.00
2. Female	195.00	39.00
<b>Annual Income</b>		
1. Below 1 lakh	69.00	13.80
2. 1-3 Lakh	103.00	20.60
3. 3-5 lakh	209.00	41.80
4. Above 5 lakh	119.00	23.80
<b>Occupation</b>		
1. Agriculture	39.00	7.80
2. Business/Profession	203.00	40.60
3. Serviceman	194.00	38.80
4. Student	64.00	12.80

## 3. Objectives

- To study and analyze the awareness and usage level of bank customers towards e-banking services.
- To identify the purpose for which e-banking services are used by bank customers.
- To study and analyze the satisfaction level of bank customers towards e-banking services.
- To determine the factors influencing customers for using or not using e-banking services.
- To suggest the suitable measures for improving e-banking services.

## 4. Research methodology

The study is concerned with customers' perceptions towards e-banking services of public sector banks and private sector banks in urban areas, semi urban areas and rural areas of Malwa region of Punjab. We have selected five banks from each bank group. Hence, total 10 banks are taken. Further 2 bank branches (one from semi urban area/rural area and one from urban area) are selected from each selected bank so total 20 bank branches are taken for this study. 25 respondents are taken from each bank branch. Thus Data is collected from total 500 respondents through well structured questionnaire. Five districts namely Mansa, Bhatinda, Ferozpur, Patiala and Ludhiana are taken that represent Malwa region of Punjab. 100 respondents are taken from each district. Respondents are asked to respond on five likert scale.

All data <i>(Primary Data)</i>	500.00	100.00
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Table 1 shows that total sample of 500 respondents is equally divided into public sector banks and private sector banks. Among all 50 pc customers belong to urban areas. 37.20 pc respondents of age group 26 to 35 years, 41.80 pc

respondents earning income between 3 to 5 lakh rupees and 40.60 pc respondents concerning business/profession class show the maximum response. Gender wise 61 pc customers are male and 39 pc are female.

**Table 2: Extent of awareness level of customers towards e-banking services**

E-Banking Channels							(Percent)	
	Very Little	A Little	Undecided	Some	Large	WAS	Rank	
ATM	1.20	1.20	-	24.60	73.00	1.67	1 <sup>st</sup>	
Internet Banking	8.60	18.80	2.20	40.40	30.00	0.64	2 <sup>nd</sup>	
Mobile Banking	15.00	17.60	3.20	42.00	22.20	0.39	4 <sup>th</sup>	
Telephone Banking	33.80	20.00	9.20	28.40	8.60	-0.42	5 <sup>th</sup>	
Credit Card	12.20	19.00	8.80	35.00	25.00	0.42	3 <sup>rd</sup>	

*(Primary Data)*

Table 2 shows the extent of awareness level of customers towards e-banking services. On the basis of survey it is found that most of the customers i.e. 73 pc are aware about ATM at large extent as compared to other e-banking channels. So 1<sup>st</sup> rank goes to ATM. After the ATM, 30.00 pc customers are aware at large about internet banking. So 2<sup>nd</sup> rank has given to internet banking. 3<sup>rd</sup> and 4<sup>th</sup> rank is given to awareness about

credit card and mobile banking respectively. 33.80 pc customers are very little aware about telephone banking. So last rank has given to this channel. Hence we may conclude that most of the customer are aware about ATM and a very few customers are aware about telephone banking. So telephone banking is not very popular channel among the customers.

**Table 3: Period of using e-banking channels**

E-Banking Channels						(Percent)		
	Not Using	Less 1 year	1 to 3 years	3 to 5 years	Above 5 years	WAS	Rank	
ATM	5.80	0.20	7.60	32.20	54.20	1.29	1 <sup>st</sup>	
Internet Banking	36.20	4.40	30.00	19.60	9.80	-0.38	2 <sup>nd</sup>	
Mobile Banking	42.60	7.80	37.60	10.80	1.20	-0.80	3 <sup>rd</sup>	
Telephone Banking	67.60	16.80	14.00	1.40	0.20	-1.50	5 <sup>th</sup>	
Credit Card	46.80	13.00	20.80	13.40	6.00	-0.81	4 <sup>th</sup>	

*(Primary Data)*

Table 3 shows usage level and period of using e banking channels by customers. It is found that 94.20 pc customers are using ATM. Most of them i.e. 54.20 pc are using it more than 5 years. Usage level of ATM is high as compared to other e-banking channels as it is the only channel for withdrawal of cash so it got first rank. 63.80 pc customers are using internet banking. Most of them i.e. 30 pc are using internet banking

from 1 to 3 years so 2<sup>nd</sup> rank goes to internet banking. 3<sup>rd</sup> rank gives to mobile banking and 4<sup>th</sup> rank goes to credit card as 57.40 pc customers are using mobile banking and 53.20 pc are using credit cards. Telephone banking is least in use. 67.60 pc customers are not using it. So 5<sup>th</sup> rank goes to telephone banking.

**Table 4: Purpose for using ATM**

Purpose	Average Rank	Average Score	Total Score	Rank
Depositing cash	2.72	72.30	3,142	2 <sup>nd</sup>
Withdrawal of cash	1.24	90.80	3,801	1 <sup>st</sup>
Request to issue cheque book	5.47	37.90	1,766	5 <sup>th</sup>
Collect mini Statement	3.73	59.67	2,637	3 <sup>rd</sup>
Transfer of Fund	5.76	34.20	1,618	6 <sup>th</sup>
Check Account balance	3.81	58.60	2,594	4 <sup>th</sup>
Paying water, phone, electricity and others bills	5.98	31.20	1,511	7 <sup>th</sup>
Loan Payments	7.26	15.47	860	8 <sup>th</sup>

*(Primary Data)*

Table 4 shows that ATM is mostly used by customers for cash withdrawal with average score 90.80. Secondly, it is used for depositing cash with 72.30 as average score than for collecting mini statement and check account balance. ATM is least in used for payment of utility bills like water electricity etc. and loan these have 7<sup>th</sup> and 8<sup>th</sup> position with 31.20 and 15.47

as average score. It is concluded that ATM is more popular in all customers for cash withdrawal whether they belong to rural areas, semi urban areas and urban areas but for other purposes, it is mostly used by only urban people.

**Table 5: Purpose for using Internet Banking**

Purpose	Average Rank	Average Score	Total Score	Rank
Transfer of Fund	1.93	82.12	3,535	1 <sup>st</sup>
Check Account balance	2.79	71.33	3,103	2 <sup>nd</sup>
Request to issue cheque book	5.44	38.27	1,781	5 <sup>th</sup>
Stop cheque payment	6.55	24.32	1,223	7 <sup>th</sup>
Enquiry about cheque status	7.01	18.60	994	8 <sup>th</sup>
Online shopping	3.78	59.02	2,611	4 <sup>th</sup>
Request mini bank statement	5.49	37.58	1,753	6 <sup>th</sup>
Paying water, phone, electricity and others bills	2.99	68.85	3,004	3 <sup>rd</sup>
<b>(Primary Data)</b>				

Table 5 shows that Internet banking is widely in use for transfer of funds among customers with 1<sup>st</sup> position and having 82.12 as a highest average score. Check account balance, payment of utility bills, online shopping have 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> position with 71.33, 68.85 and 59.02 as average score respectively it is least used for stopping cheque payment and

getting enquiry about cheque status. So it has 7<sup>th</sup> and 8<sup>th</sup> positions respectively. Overall, internet banking provides facility to its customers for transfer their funds and payment for their utility bill while sitting at home or at office without wasting their time in long queues.

**Table 6: Purpose for using Mobile Banking**

Purpose	Average Rank	Average Score	Total Score	Rank
Check Account balance	2.30	77.45	3,348	1 <sup>st</sup>
Request to issue cheque book	4.24	53.20	2,378	4 <sup>th</sup>
Request mini bank statement	4.49	50.15	2,256	5 <sup>th</sup>
Transfer of Fund	3.00	68.80	3,002	3 <sup>rd</sup>
Enquiry about cheque status	5.70	34.95	1,648	6 <sup>th</sup>
Stop cheque payment	6.77	21.68	1,117	7 <sup>th</sup>
View of fixed deposit details	7.13	17.12	935	8 <sup>th</sup>
Paying water, phone, electricity and others bills	2.36	76.80	3,322	2 <sup>nd</sup>
<b>(Primary Data)</b>				

Table 6 shows that most of the customers prefer Mobile Banking for check account balance. So it has the highest average score with 77.45 and got the first position. Secondly, it is used for payment of utility bills with average score 76.80. Transfer of funds, request for cheque book and request for mini statement are other purposes which are availed through

mobile banking and these have 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> position respectively. Mobile banking is least in use for getting enquiry about cheque status, stop payment of cheque and view fixed deposit details. So these have 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> position with 34.95, 21.68 and 17.12 as average score respectively.

**Table 7: Purpose for using Telephone Banking**

Purpose	Average Rank	Average Score	Total Score	Rank
Check Account balance	1.86	83.00	3,570	1 <sup>st</sup>
Request to issue cheque book	2.96	69.20	3,018	3 <sup>rd</sup>
Request mini bank statement	2.92	69.72	3,039	2 <sup>nd</sup>
Transfer of Fund	5.36	39.30	1,822	6 <sup>th</sup>
Enquiry about cheque status	4.51	49.92	2,247	4 <sup>th</sup>
Stop cheque payment	5.29	40.17	1,857	5 <sup>th</sup>
Loan payments	6.55	24.32	1,223	8 <sup>th</sup>
Paying water, phone, electricity and others bills	6.55	24.40	1,226	7 <sup>th</sup>
<b>(Primary Data)</b>				

Table 7 shows that Telephone banking is mostly preferred for check account balance. So it has the highest average score with 83.00 and got the 1<sup>st</sup> position. Secondly it is used for requesting mini bank statement with average score 69.72. Requesting for issue cheque book, enquiry for cheque status and stop cheque payment have 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> position with

69.20, 49.92 and 40.17 as average scores respectively. Telephone banking is least in use for transfer of funds, payment of utility bill like water, electricity bill etc and payment of loan. So these have 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> position with 39.30, 24.40 and 24.32 as average score respectively.

**Table 8: Purpose for using Credit card**

Purpose	Average Rank	Average Score	Total Score	Rank
Shopping	1.43	76.80	1,786	3 <sup>rd</sup>
Payments of bills	2.57	48.20	1,214	1 <sup>st</sup>
Tickets Booking	2.58	48.05	1,211	2 <sup>nd</sup>
E-Commerce	3.42	27.00	790	4 <sup>th</sup>

(Primary Data)

Table 8 shows that credit card is widely in use for shopping among customers with first rank and having 76.80 as highest average scores. Secondly it is used for payment of bills

with 48.20 average scores. Thirdly it is used for ticket booking with 48.05 average score. It is least in use for e-commerce. So last rank is given to e-commerce having 27 as average score.

**Table 9: Satisfaction level of customers regarding e- banking services**

E-Banking Channels	Extr. Dissat.	Dissatisfied	Undecided	Satisfied	Extr. Satisfied	WAS	Rank
							(Percent)
ATM	7.00	12.60	5.60	43.20	31.60	0.80	1 <sup>st</sup>
Internet Banking	2.60	6.60	35.60	36.80	18.40	0.62	2 <sup>nd</sup>
Mobile Banking	3.40	7.80	44.60	27.80	16.40	0.46	3 <sup>rd</sup>
Telephone Banking	1.60	7.60	65.00	18.20	15.60	0.23	5 <sup>th</sup>
Credit Card	7.00	5.80	44.00	33.40	9.80	0.33	4 <sup>th</sup>

(Primary Data)

Table 9 shows the satisfaction level of customers regarding e-banking services. It is found that most of the customers i.e.31.60 pc are extremely satisfied with the performance of ATM. So 1st rank has given to ATM. 18.40 pc are extremely satisfied with the performance of internet banking and 16.40 pc are extremely satisfied with the

performance of mobile banking. So 2<sup>nd</sup> and 3<sup>rd</sup> rank has given to internet banking and mobile banking respectively. Customers are not much satisfied with the performance of credit card and telephone banking. So 4<sup>th</sup> and 5<sup>th</sup> rank has given to credit card and telephone respectively.

**Table 10: Motivational factors influencing customers for using e-banking services**

Motivational Factors of E- Banking	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	WAS	Rank
							(Percent)
Faster, Time saver than traditional banking	3.60	5.00	1.40	21.60	48.40	1.06	1 <sup>st</sup>
Easy to access / Convenient anywhere anytime.	4.60	7.60	17.80	43.80	26.20	0.79	4 <sup>th</sup>
No need to visit bank branch regularly and wait in long queue	12.20	13.20	17.40	31.40	25.80	0.45	6 <sup>th</sup>
Up to date, accurate and latest information	2.80	8.00	23.60	34.00	31.60	0.84	2 <sup>nd</sup>
Minimize the risk of carrying cash	8.60	10.60	29.40	29.20	22.20	0.46	5 <sup>th</sup>
Symbol of status	12.40	17.60	46.00	13.40	10.60	-0.08	8 <sup>th</sup>
Cost effective	3.60	16.60	27.80	38.20	13.80	0.42	7 <sup>th</sup>
More transparency	4.60	3.60	25.40	39.60	26.80	0.80	3 <sup>rd</sup>

(Primary Data)

Table 10 shows various motivational factors that influence the customers for using e-banking channels. It is found that 48.40 pc customers are strongly agreed that e-banking is faster and time saver service than traditional banking service. They consider it as a main motivational factor. So it got 1<sup>st</sup> rank. Among above factors, up to date, accurate & latest information, more transparency and easy to access/convenient are also strongest motivational factors that motivate the

customers for using e- channels. So these have 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> rank respectively. 22.20 pc customers are strongly agreed that e-banking minimizes the risk of carrying cash. So it has got 5<sup>th</sup> rank. A little percentage of customers is strongly agreed that e-banking is cost effective service and it is symbol of status. These factors are the least motivational factors influence the customers for using e- banking channels. So these factors got 7<sup>th</sup> and 8<sup>th</sup> rank respectively.

**Table 11: Discouraging factors influencing customers for not using e-banking services**

Discouraging Factors of E- Banking	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	WAS	Rank
							(Percent)
Difficult & Complicated	9.00	16.00	13.60	20.40	41.00	0.68	4 <sup>th</sup>
High cost of using it	10.80	22.00	34.20	25.80	7.20	-0.03	6 <sup>th</sup>

Lack of knowledge how to use it	6.00	10.00	12.20	31.80	40.00	0.90	2 <sup>nd</sup>
Lack of awareness	5.80	10.80	10.80	38.20	34.40	0.85	3 <sup>rd</sup>
Bank employees are not fully familiar with its latest technology	19.80	18.60	32.00	23.40	6.20	-0.22	8 <sup>th</sup>
Lack of security and privacy	3.60	11.00	9.40	27.00	49.00	1.07	1 <sup>st</sup>
Lack of Trust	16.20	21.60	29.00	21.60	11.60	-0.09	7 <sup>th</sup>
Face to face banking transactions are more comfortable & trustful	7.20	15.00	16.60	26.80	34.40	0.66	5 <sup>th</sup>

(Primary Data)

Table 11 shows various factors that discourage the customers for using e-banking channels. It is found that lack of security & privacy is a main discouraging factor for not using e-banking channels. 49 pc customers are strongly agreed with this statement and has got 1<sup>st</sup> rank. Among above factors, lack of knowledge how to use e-banking channels and lack of awareness of customers have 2<sup>nd</sup> and 3<sup>rd</sup> rank respectively. 41 pc customers are strongly agreed that e-banking is very difficult and complicated. So it has got 4<sup>th</sup> rank. A few

percentage of the customers i.e. 6.20 pc is strongly agreed that bank employees are poorly trained in e-banking. So it has got the last rank. Hence lack of security & privacy, lack of awareness, lack of knowledge are the strongest challenging factors in way of e-banking. On the other hand, service charges, lack of trust and not fully trained employees are the least discouraging factors influence the customers for not using e-banking channels.

Table 12: Reasons for low awareness regarding e-banking services

Reasons	Average Rank	Average Score	Total Score	Rank
Illiteracy	1.93	79.60	3036	1 <sup>st</sup>
Poverty	3.31	59.83	2344	2 <sup>nd</sup>
Ignorance	3.94	50.83	2029	3 <sup>rd</sup>
Lack of Interest	5.07	34.74	1466	7 <sup>th</sup>
Lack of Advertising Material	4.94	36.57	1530	6 <sup>th</sup>
Lack of Demo Fairs for e-banking	3.97	50.40	2014	4 <sup>th</sup>
Inadequate helpdesk	4.83	38.11	1584	5 <sup>th</sup>

(Primary Data)

Table 12 shows various reasons for low awareness regarding e-banking services. It is found that most of the customers are not aware about new technology i.e. e-banking. That is why they are not availing maximum benefits from this service. There are various reasons like illiteracy, poverty, Ignorance, lack of interest for low awareness in customers regarding e-banking. If we examine these reasons with rank wise, we have found that illiteracy is main responsible factor for low awareness and has got 1<sup>st</sup> rank with maximum total score

3036. Other factors like poverty, Ignorance about e-banking channels, lack of demo fairs have the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> rank with 59.83, 50.83 and 50.40 as average score respectively. Inadequate helpdesk and lack of advertising materials have got 5<sup>th</sup> and 6<sup>th</sup> position in low awareness. Lack of interest has got last rank with 34.74 as average score for low awareness. We may conclude that out of above factors illiteracy, poverty and ignorance are the main challenging factors which are responsible for low awareness in people.

Table 13: Measures for improving awareness level of customers

Measures	Average Rank	Average Score	Total Score	Rank
Seminars	2.07	77.57	2885	1 <sup>st</sup>
Training Program	3.10	62.89	2395	3 <sup>rd</sup>
More advertisement	2.53	71.06	2737	2 <sup>nd</sup>
Personal Contact	4.89	37.26	1554	6 <sup>th</sup>
Helpdesk	4.29	45.80	1853	4 <sup>th</sup>
Demo Fairs	4.59	41.57	1705	5 <sup>th</sup>
Reading Materials	6.49	14.49	757	7 <sup>th</sup>

(Primary Data)

Table 13 shows various measures for improving awareness level of customers. Seminar and more advertisement are the most preferred effective measures to spread awareness about e-banking. So these measure has got 1<sup>st</sup> rank with average score 77.57 and 2<sup>nd</sup> rank with 71.06 average score respectively. 3<sup>rd</sup> rank has given to measure of

conducting customer training program to make people more aware with average score 62.89. Helpdesk and demo fairs have got 4<sup>th</sup> and 5<sup>th</sup> rank to aware the customers. Personal contact and reading materials related to e-banking services are taken as least effective methods to spread awareness. So these measures got 6<sup>th</sup> and 7<sup>th</sup> rank respectively.

Table 14: Suggestions for development of e-banking services

Suggestions							(Percent)	
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	WAS	Rank	
Convenient accessibility of e- banking services	1.00	6.80	5.80	52.20	34.20	1.12	4 <sup>th</sup>	
ATM should be located at more convenient and easily accessible place	3.00	3.00	5.60	55.20	33.20	1.13	3 <sup>rd</sup>	
E- banking should be more secure	1.80	2.60	10.40	42.60	42.60	1.22	1 <sup>st</sup>	
Service charges for e- banking services should be reasonable	6.80	18.60	18.20	24.40	32.00	0.56	6 <sup>th</sup>	
Rules, Formats and procedures for accessing e -banking services should be simplified	6.00	12.80	8.40	40.00	32.80	0.81	5 <sup>th</sup>	
Fast network services should be provided to make e- banking more popular	2.40	4.00	6.40	48.20	39.00	1.17	2 <sup>nd</sup>	

(Primary Data)

Table 14 shows various suggestions suggested by customers to promote e-banking services. It is found that 42.60 pc customers are strongly agreed that e-banking should be more secure. So it has got 1<sup>st</sup> rank. 39 pc customers are strongly agreed that fast network services should be provided to make e banking more popular and 33.20 pc customers are strongly agreed that ATM should be located at more convenient and easily accessible place. So these suggestions have 2<sup>nd</sup> and 3<sup>rd</sup> rank respectively. Reasonable Service charges is the least suggested factor to promote e banking services. So last rank i.e. 6<sup>th</sup> is given to this statement.

## 6. Conclusion

Regarding customers' perspectives on e-banking channels, the study reveals that ATM is the most preferred e-banking channel followed by internet banking and then mobile banking among customers of public sector banks and Indian private sector banks working in urban areas, semi urban areas and rural areas of Malwa region of Punjab. Credit card and telephone banking is not much preferred by customers. Customers are satisfied with the performance of ATM followed by internet banking and then mobile banking. But they are not much satisfied with the performance of credit card and telephone banking. Various factors like quick & time saving, up to date, accurate & latest information, more transparency and easy to access/convenient are the strongest motivational factors that motivate the customers for using e-banking channels. On the other hand lack of security & privacy, lack of knowledge how to use e- banking channels and lack of awareness of customers are the main discouraging factors influencing the customers for not using e-banking. It is found that most of the customers are not aware about e-banking due to illiteracy, poverty, Ignorance, lack of interest, inadequate helpdesk and lack of advertising materials.

To promote e-banking services the study suggests that banks should make efforts for providing e-banking services more safe and secure. Fast network services should be provided to make e banking more popular. Customers training

camp, seminars, demo fairs regarding e-banking services should be organized by bank to provide knowledge about the usage of e-banking channels. Personal contact with customers can also enhance e-banking services. So banks should appoint efficient person especially from concerned region because local person can understand his people and deliver information as per understanding level of them. Banks should set up help desks for providing necessary information regarding e-banking channels to their customers when they demand.

## 7. Limitations of the study

The present paper only studies the customers' perceptions about e-banking services in public sector banks and private sector banks working in Malwa region of Punjab. Customers of other regions of Punjab namely Majha and Doaba and customers of foreign banks are excluded from the present study so the findings and conclusion of this study can vary if further research is to be carried on in near future in all regions of Punjab.

## 8. Scope for further research

1. In the present paper customers' perceptions about e-banking services have been accessed only for Malwa region of Punjab. Further research could be undertaken for other regions of Punjab namely Majha and Doaba.
2. The present paper focuses only on the customers of public sector banks and private sector banks. Further research could be carried out to analyze perceptions of foreign bank customers
3. The impact of e-Banking on profitability and productivity of banking sector has been ignored which can give a good platform for future research.
4. In the present paper employees' perceptions about e-banking services has been ignored. Further research could be undertaken to analyze the employees' perception in this regard.

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