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SUCCESS OF ELECTRONIC BANKING IN RURAL AREA: A FIELD SURVEY OF MEWAT OF HARYANA, INDIA

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Abstract

The utilization of innovation has set Indian banks at standard with their worldwide companions. It has likewise changed the way managing an account is done in India. 'Any place keeping money' and 'At whatever time managing an account' have turned into a reality.

With the development of Internet use, E-managing an account has ended up a standout amongst the most reformed parts of today's financial development. E-managing an account is an intense esteem added instrument to pull in new clients and hold the current ones. With the multiplication of web and PC utilization, the electronic conveyance of e-keeping money benefit has gotten to be perfect for banks to live up to client's desires.

An endeavor has been made in this article to enquire into the what number of provincial clients are using electronic keeping money of the HDFC and OBC in Mewat Haryana, and to inspect the issues confronted by the example banks respondents while utilizing

electronic managing an account and to propose conceivable ways and intends to tone up their monetary administrations in the worldwide business situation.

Keywords: **Electronic Banking; Rural Area; E-Managing; PC Utilization; Indian Banks**

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INTRODUCTION

Saving money in India is considered as genuinely develop as far as supply, item range and reach-despite the fact that span in country India still remains a test for the private area and remote banks. Indeed, even regarding nature of benefits and capital sufficiency, Indian banks are considered to have perfect, solid and straightforward asset reports when contrasted with different banks in equivalent economies in its district.

E-Banking is another conveyance divert for banks in India. The E-keeping money channel is both a useful and a value-based medium [1]. Nonetheless, E-saving money has not been prominently embraced in India of course. E-Banking includes purchasers utilizing the Internet to get to their financial balance and to attempt keeping money exchanges. At the fundamental level, Internet managing an account can mean the setting up of a site page by a bank to give data about its items and administrations.

The utilization of innovation has put Indian banks at standard with their worldwide companions. It has additionally changed the way managing an account is done in India. 'Anyplace saving money' and 'whenever managing an account' have turned into a reality [2]. The monetary segment now works in a more aggressive environment than before and intermediates moderately extensive volume of global budgetary streams.

E-keeping money is a non specific term for conveyance of managing an account administrations and items through electronic channels, for example, the web, the mobile phone, and so on. The idea and extent of E-managing an account is as yet advancing. It encourages a successful installment and bookkeeping framework in this manner upgrading the speed of conveyance of keeping money benefits extensively. While E-managing an account has enhanced proficiency and comfort, it has additionally represented a few difficulties to the controllers and directors. A few activities taken by the legislature of India, and in addition the Reserve Bank of India (RBI), have encouraged the advancement of E-managing an account in India. The administration of India established the IT Act, 2000, which gives legitimate acknowledgment to electronic exchanges and different method for electronic trade [3]. The RBI has been planning to overhaul itself as a controller and chief of the mechanically overwhelmed money related framework. It issued rules on dangers and control in PC and media transmission framework to all banks, encouraging them to assess the dangers intrinsic in the frameworks and set up sufficient control instruments to address these dangers. The

current administrative system over banks has likewise been stretched out to E-keeping money [4]. It covers different issues that fall inside the structure of innovation, security gauges, and legitimate and administrative issues. An endeavor has been made in this article to enquire that, what number of clients are using electronic keeping money of the HDFC and OBC in Mewat of Haryana and to look at the issues confronted by the specimen banks respondents while utilizing electronic managing an account and to recommend conceivable ways and intends to tone up their monetary administrations in the worldwide business situation.

GOALS OF THE STUDY

The goals of the study are:

- To know what number of clients are using electronic keeping money of the HDFC and OBC bank in the target research area
- To survey the operation of electronic keeping money by the respondents of test banks in the study area; and
- To distinguish the issues of test banks' clients while working e-managing an account in the present study and on the premise of the discoveries made, offer some workable recommendation to better the administrations offered by the India saving money framework.

RESEARCH METHODOLOGY

The present study is based on the primary data for analysis and to draw concentrate inferences. It uses one way approach focusing on the selected bank in private and public sector banks. It focuses on the sample size of 100 customers of sample banks in target area of Mewat. The study was carried out in month of September 2016.

Sample Design

To collect data multi stage sample design has been used. There are 170 banks in India they have combined network of 102343 branches and 114014 ATM's [5]. Due to time, cost and operational constraints two banks, one from public and another from private have been selected. From both bank 50-50 customers have been selected to get perception about financial services of the sample banks.

Data Collection

The primary data is collected from 100 sample respondents of HDFC and OBC bank through a pretested questionnaire to get perception about how they are using electronic services and problems faced by them. The study area is Mewat which is underdeveloped area of state Haryana.

Limitations

As the investigation of keeping money budgetary administrations is extremely immense, it is a massive undertaking to cover all parts of all classifications of banks and their operations. Along these lines the study is confined to cover banks instruments offer by the specimen banks in the study region. Requirements of time and offices accessible, which are connected, have required the centering of its degree to stand out bank chose from every public, private bank in India.

Electronic Banking Used by the Respondents

The following table presents the utilization of electronic banking services by the respondents (Table 1):

Table 1: Bank wise Analysis of Electronic Banking Utilized by the Respondents.

Name of the Bank	Yes	%	No	%	Total	%
HDFC	17	53.13	33	48.53	50	50
OBC	15	46.88	35	51.47	50	50
Mean	16	50.00	34.00	50.00	50	50
Total	32	100	68	100	100	100
Source: Field Survey						

The above Table 1 shows the Electronic banking utilized by the respondents in the sample study area. Out of the 100 respondents, only 32 (32 per cent) used electronic banking. Of them, 17 (53.13 per cent) respondents of the HDFC, 15 (46.88 per cent) respondents of the OBC Bank were using the service in the sample study [6]. It is observed that, from the above analysis the HDFC (53.13 per cent) respondents are more in number when compare to the OBC respondents.

Electronic Banking Operations by the Respondents

Banking customers are using electronic services at different time, places and for multi purposes. Here is an attempt to make in the following Table 2 to assess the following operation of electronic services by the respondents:

From the Table 2 data conclusion can be drawn of bank-wise analysis of the operation of electronic banking by 32 respondents who used the facility. Among them 17 (53.12 per cent) in the HDFC, 15 (46.88 per cent) in the OBC used electronic banking. Among those who used electronic banking from home, 8 (47.06 per cent) respondents were of the HDFC bank & 6 (40 per cent) respondents of the OBC. Transfers after banking hours were done by 5 (29.41 per cent) respondents of the HDFC, 4 (26.67 per cent)

respondents of the OBC. This service to reconcile accounts was used by only 2 (11.76 per cent) respondents of the HDFC, 1 (6.67 per cent) respondents of the OBC bank. To view recent transactions this service was used by 1 (5.88 per cent) respondents of the HDFC bank, and 2 (14.29 per cent) responding in OBC bank [7]. All the above transactions were done by this service of electronic by only 1 (5.88 per cent) of the HDFC bank, 2 (13.33 per cent) respondents of the OBC bank.

Table 2: Bank wise Analysis of Electronic Banking operation Utilized by the Respondents.

Services	HDFC	%	OBC	%	Total	%
Banking from Home	8	47.06	6	40.00	14	43.75
Transfers after Bank Hours	5	29.41	4	26.67	9	28.13
To Reconcile Accounts	2	11.76	1	6.67	3	9.38
To View Recent Transactions	1	5.88	2	14.29	3	9.38
All the above	1	5.88	2	13.33	3	9.38
Total	17	53.12	15	46.88	32	100
Source: Field Survey						

Overall it can be said that more numbers of customers of HDFC bank are using electronic services.

Problems in Using Electronic Services given by Respondents Bank Wise

The following problems were explained by respondents while operating electronic banking. They usually face the problem of server down, high charges, network problems, technical problems etc. (Table 3).

Table 3: Bank wise Analysis of Problems of Respondents while using Electronic Services.

Problems	HDFC	%	OBC	%	Total	%
Server Down	5	29.41	4	26.67	9	28.12
Access Charges High	4	23.52	2	13.33	6	18.75
Local Network Problem	6	35.29	6	40	12	37.5
Technical & Other Problems	1	5.88	1	6.67	2	6.25
No Problems	1	5.88	2	13.33	3	9.375
Total	17		15		32	100
Source: Field Survey						

From the above Table 3 it can be said that Server down and local area network are the main problems of using electronic services [8]. 37.5% people were in favored in of local area network problem while 28.125% were in favored of server down.

Reasons of These Problems

The most important reason that were shared and felt by researcher is that infrastructure facility [9]. Due to rural area there is a lack of basic infrastructure facility like, a good internet connection, a good technician, expert advices, lack of initiative etc. All these problems are basic in nature and can be resolved by just an imitative action.

Reason of Low Users of Electronic Services

- Keeping money may be troublesome for a tenderfoot at the first go. In spite of the fact that there are a few destinations which offer a demo on the best way to get to online records, however not all banks offer this office. Thus, a man who is new may confront some trouble.
- You can't have admittance to web based managing an account in the event that you don't have a web association; along these lines without the accessibility of web get to, it may not be valuable. And most of the persons don't have any connections.
- Security of exchanges is a major issue. Your record data may get hacked by unapproved individuals over the web. Many of persons have a fear of this.
- Another issue is that occasionally it gets to be hard to note whether your exchange was effective or not. It might be because of the loss of net network in the middle of, or because of a moderate association, or the bank's server is down.

Findings

Out of 100 respondents 32% are using online services. Of these a more number of users HDFC bank has. Majority said that a very low number of percent is due to only basic problems of infrastructure and awareness. The persons who are not using these facility are most of illiterate and do not have any knowledge about movement to paper less society. Illiteracy is one of the major reasons behind low users of electronic banking.

Suggestion

It is suitable to offer the accompanying proposals for thought in the light of the perceptions made in the present study. It is trusted that the recommendation would be useful in beating the issues confronting by respondents furthermore accommodating to reinforcing and give continuous administrations to its clients.

The Government of India needs to take a few measures/ventures to expand the utilization of virtual system. Furthermore, there is a need to direct mindfulness crusade programs by banks to build the familiarity with its clients about retail/electronic keeping money items in India. To increase the number of users it is necessary to aware and educate them .It is also important to take a workshop about to teach them how to use electronic banking services.

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