

**A study on the consumers perception and satisfaction
towards e-banking facilities with special reference to
Cherpulassery Municipality**

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Abstract

This study investigates consumer perceptions of e-banking services within Cherpulassery Municipality, focusing on satisfaction drivers and user challenges. E-banking, recognized for its flexibility and convenience, allows users to perform transactions and manage accounts anywhere and anytime, eliminating the need for physical branch visits. By analyzing data collected from 60 respondents through a structured questionnaire, this research identifies motivational factors—such as ease of use, security, and institutional trust—that influence e-banking adoption. It also considers demographic variables like age and income, which shape consumer preferences and perceptions of e-banking. Findings highlight critical insights for banks and policymakers looking to improve user experiences and address concerns within this specific locality. Through statistical analysis, including correlation tests, the study identifies relationships among key variables, providing a clearer understanding of customer needs and expectations. These insights are essential for developing strategies that increase user satisfaction, enhance trust, and optimize digital banking services, ultimately benefiting both consumers and financial institutions in the municipality.

1. Introduction

This study highlights how to analyse the perception of consumers using E-Banking. The implementation of financial services, reducing cost and increase in benefit for the consumer to access the transactions based on the samples collected from Cherpulassery Municipality. In order to understand customer perception towards e-banking services, Motivational factors, and also identify the problems faced by customer. For this purpose, a structured questionnaire was developed and a sample of 60 respondents was taken. The customer can take the services of bank 24 hours by seats at home or in office. Then the customer is satisfied with the e-banking services. E-banking, also known as online banking or internet banking, is a service provided by banks that allows customers to access their accounts, conduct transactions, and manage their finances online. With e-banking, Check account balances and transaction history, Pay bills and transfer funds, Deposit checks remotely, Pay credit card bills, Apply for loans and credit cards, Manage investments and accounts, Receive statements and notifications. E-banking offers convenience, flexibility, and time-saving benefits. You can access your accounts from anywhere, at any time, using a computer, tablet, or mobile device with an internet connection. Some common e-banking services include Online banking websites, Mobile banking apps, SMS banking, Internet banking platforms, Digital wallets. E-banking is secure, with banks using advanced security measures like encryption, firewalls, and two-factor authentication to protect your accounts and personal information. E-banking encompasses a wide range of electronic services offered by financial institutions, including but not limited to online banking portals, mobile banking applications, electronic fund transfers, and digital payment platforms. These platforms provide customers with the flexibility to manage their finances anytime, anywhere, without the constraints of traditional banking hours or physical branch locations. 3 E-Banking in simple terms, it does not involve any physical exchange of money, but its all done electronically, from one account to another, using the internet. Electronic banking is latest in the series of technology in the recent times, involving use of internet for delivery of products and services. In India , E-banking services carried out in effective way to satisfy the consumers of

respective banks. In a modern society waiting in a queue and spending time is difficult to the consumers, hence they don't want to waste their time for consumption. The E banking facilities replaced conventional banking system the bank as evolved from cash economy to plastic card economy. The E-Banking facility provide various electronic channels for using banking services such as internet banking, mobile banking, ATM, Electronic Fund Transfer, Credit Card, Debit card etc. E-banking is not a technology but merge of technologies, which plays a vital role in economic development of nation. In the fast-evolving landscape of finance, electronic banking, or e-banking, has emerged as a pivotal aspect of modern banking services. As traditional brick-and-mortar institutions integrate digital platforms into their operations, understanding consumer perception towards these e-banking facilities becomes paramount. This study delves into the intricate dynamics of consumer attitudes, preferences, and behaviours concerning e-banking services. Despite the rapid adoption of e-banking solutions, there exists a spectrum of consumer perceptions that influence their acceptance and utilization. Factors such as perceived ease of use, security concerns, perceived usefulness, and trust in the banking institution play pivotal roles in shaping consumer attitudes towards e-banking facilities. Furthermore, demographic variables such as age, income level, and technological proficiency also contribute significantly to varying consumer perception.

2. Significance of The Study:

This study explores consumer awareness and satisfaction with e-banking services, emphasizing the importance of customer knowledge about available products and services for optimal use. By analyzing perceptions within a specific demographic area, this research provides valuable insights into how consumers engage with digital banking. Findings offer practical implications for banks, policymakers, and researchers in tailoring services to better meet customer needs and expectations. By understanding the factors that influence customer perceptions and satisfaction, stakeholders can make informed decisions to enhance service delivery, drive customer loyalty, and support the growth of e-banking in this region.

3. Objectives:

1. To examine consumer satisfaction relating to e- banking facilities
2. To identify about the problems faced by the customer in using e- banking facilities.

4. Methodology:

The methodological frame work of this study comprised both primary data and secondary data. The primary data contains a field survey with a pre- determined questionnaire. The data collected by taking 60 households from the study area, and the questions are in the line with the objectives of the study. The study also makes use of secondary data. These data has been collected from various sources like Journals and Websites etc. The collected data are analysed and depicted through various statistical tools like tables, diagrams, percentage, and appropriate testing methods. For testing the hypothesis here using correlation. The variables selected for testing hypothesis is scale and categorical variables therefore here using correlation. The collected data are analysed through the statistical package SPSS (version 25)

5. Review of Literature

- **Nalini and Ancly Simi (2019):** This study analyzes customer perceptions and satisfaction with e-banking services, focusing on factors influencing customer decisions to use e-banking. It highlights the importance of customer satisfaction and identifies critical variables like ease of use, accessibility, and security that shape consumer choices.
- **Aravind Sueya R. (2020):** This research examines consumer awareness, perception, and challenges in e-banking services, finding that accessibility and ease of use are primary factors driving adoption. It suggests that banks promote e-banking by addressing networking issues, enhancing accessibility, and creating user-friendly platforms to increase customer satisfaction.

- **Vignaneswari B et al. (2020):** This paper examines client perceptions of e-banking, focusing on the importance of online and mobile banking. The authors suggest that increased awareness among business communities could drive higher acceptance of e-banking and mobile payment options.
- **Prema C. (2013):** This study investigates factors influencing the adoption of internet banking in India, emphasizing the role of marketing in promoting the benefits of e-banking and raising awareness to attract users. Key findings suggest that awareness and perceived usefulness significantly impact adoption rates.
- **Aoreen Akad Mchoma (2018):** Investigating e-banking's impact on customer satisfaction in Tanzania, this study highlights accessibility, convenience, and security as key factors driving customer satisfaction. It suggests that banks invest in technological infrastructure to meet consumer demands and improve financial performance.

6. Results and Discussion

This study aims to examine consumer satisfaction and perceptions regarding e-banking services. E-banking offers convenient, round-the-clock access to a variety of banking functions, allowing customers to manage their finances remotely. By understanding how customers perceive and interact with these digital services, banks can better address consumer needs and enhance service quality. The findings will provide insights into key factors that influence customer satisfaction and inform strategies for improving e-banking experiences.

I. To Examine Consumer Satisfaction and Perception Relating To E-Banking Facilities

H0: There is no significant relation between Benefits and Satisfaction of e-banking for testing this hypothesis here using the correlation analysis

Table 1

Correlations			
Satisfaction		Rate the overall satisfaction with e-banking?	Which of the following benefits accrue to you while using e-banking service?
Rate the overall satisfaction with e-banking?	Pearson Correlation	1	.796**
	Sig. (2-tailed)		.000
	N	60	60
Which of the following benefits accrue to you while using e-banking service?	Pearson Correlation	.796**	1
	Sig. (2-tailed)	.000	
	N	60	60
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Computed from primary data

The Pearson correlation analysis reveals a strong positive relationship ($r = 0.796$, $p < 0.01$) between overall satisfaction with e-banking and the perceived benefits of using e-banking services. This significant correlation suggests that as customer satisfaction with e-banking services rises, so does the perceived utility of these services, and vice versa.

This finding has practical implications for e-banking providers, indicating that by enhancing customer satisfaction, they can likely boost the perceived benefits of their services, leading to increased user satisfaction and loyalty. Additionally, to examine the hypothesis that "there is no significant relationship between awareness and convenience of e-banking," correlation analysis will be used.

Table 2

Correlations			
Satisfaction		Do you think e-banking would make banking more convenient to you?	Which of the following e-banking services are you aware of?
Do you think e-banking would make banking more convenient to you?	Pearson Correlation	1	.275*
	Sig. (2-tailed)		.033
	N	60	60
Which of the following e-banking services are you aware of?	Pearson Correlation	.275*	1
	Sig. (2-tailed)	.033	
	N	60	60

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Computed from primary data

A positive correlation ($r = 0.275$, $p = 0.033$) exists between awareness of e-banking services and the perception that e-banking enhances convenience. This statistically significant relationship ($p < 0.05$) suggests that as awareness of e-banking grows, so does the perception of its convenience. Financial institutions can leverage this finding by focusing on awareness initiatives to improve convenience perceptions, potentially driving greater adoption of e-banking services. By promoting specific e-banking options that align with convenience, banks can better meet customer expectations and enhance satisfaction.

II. To Identify About the Problems Faced by The Customer in Using E-Banking Facilities

This research aims to identify the challenges that customers encounter when using e-banking services. Despite the convenience and

accessibility offered by digital banking, users may face issues that impact their overall experience and satisfaction. By understanding these specific problems, banks and financial institutions can develop targeted solutions to enhance user experience and address concerns. This research seeks to provide insights into common obstacles in e-banking, helping to shape more user-friendly and reliable digital banking services.

Table 3

Problems of E-banking	Frequency	Percent
Hacking	19	31.7
More time taking in fund transfer	3	5.0
Not easy for non educated person	12	20.0
Often transaction Errors	5	8.3
Security risk	16	26.7
Weak password	5	8.3
Total	60	100.0

Source: Computed from primary data

The table outlines the various problems users encounter with e-banking services, highlighting key concerns reported by respondents. Hacking is identified as the most significant issue, affecting 31.7% of users and reflecting widespread anxiety regarding the security of online transactions and personal data. This concern underscores the potential for financial losses and privacy breaches, making it a critical focus for both consumers and financial institutions. Additionally, 26.7% of respondents noted general security risks associated with e-banking, which may include threats like phishing and malware, emphasizing the need for strong security measures and user awareness.

The perceived complexity of e-banking platforms presents a barrier for 20% of respondents, particularly for those less technologically savvy, potentially limiting access to these services. Transaction errors and weak passwords were each identified by 8.3% of

users, raising concerns about the reliability and security of online banking. Finally, 5% of respondents reported issues with longer processing times for fund transfers. Overall, these findings indicate that while e-banking provides convenience, addressing security, usability, reliability, and efficiency challenges is essential to foster greater user trust and adoption.

Findings:

- Consumer perception and satisfaction with e-banking present a complex landscape influenced by factors such as convenience, security concerns, and service quality.
- E-banking is predominantly viewed as highly convenient, allowing users to manage their finances flexibly from anywhere, at any time.
- However, security remains a critical concern, with many consumers worried about the safety of their personal and financial information online.
- Trust in banking institutions is essential, shaped by perceptions of reliability and transparency in addressing security challenges.
- Customer satisfaction is affected by various factors, including the user experience—particularly ease of navigation, responsiveness of customer support, and the cost-effectiveness of services offered.
- Additionally, personalization and innovation in e-banking services are vital satisfaction drivers, as consumers increasingly seek tailored solutions and advanced technology.
- Banks that focus on enhancing security, improving user experience, and fostering continuous innovation are more likely to achieve higher levels of satisfaction and trust among e-banking users in today's digital-centric environment.

Conclusion:

The primary focus of this study is on consumer perception of e-banking facilities within Cherpulassery Municipality. The findings reveal that a significant number of customers actively use e-banking services and express satisfaction with the offerings provided by their banks. Most customers are aware of the various e-banking services available to them. The study highlights that factors such as convenience, speed of

operations, and accessibility positively influence the adoption of ATMs, while security risks negatively impact this adoption. A major concern identified in the survey is the fear of hacking and security breaches, which continues to hinder customer confidence.

The study concludes that while consumers generally view e-banking positively due to its convenience and time-saving benefits, significant concerns about security, service reliability, and technological challenges persist. Recommendations include enhancing security measures, improving user education, and advancing technology to foster greater consumer trust and encourage e-banking adoption.

Furthermore, the analysis underscores the importance of addressing customer pain points, offering organizations valuable insights into improving security protocols, user interface design, and service efficiency to better align with customer needs and expectations.

In summary, the correlation analysis indicates a statistically significant positive relationship between awareness of e-banking services and the belief that these services enhance convenience. The correlation coefficient of 0.275 suggests a moderate relationship, emphasizing the need to increase customer awareness of e-banking options and utilize these services to enhance perceptions of convenience in the digital banking landscape

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