

Executive Summary of Minor Research Project done by Aneeshkumar G.S

A CUSTOMER-CENTRIC STUDY ON INTERNET BANKING IN KERALA

The banking sector is focused on meeting the financial needs of the society by providing an enhanced customer experience. It is clear that e-commerce is becoming popular, internet penetration is on an upward trend, there is an increase in the number of computer literates, PC/Notebook/Smartphone sales are on an upward trend and major users of internet comprise of young generation. All these provide a favorable environment for the growth of IB in India. The rationale for selecting the state of Kerala is due to the existence of a good banking culture, high literacy rates, surge for e-literacy, passion for adoption of technology among the people, existence of a well structured e-platform and a large network of banks throughout Kerala. Hence the study is unique, relevant and timely for academic and banking industry.

This research is aimed at conducting the study with the following clearly defined objectives:

1. To understand customer awareness about Internet banking.
2. To identify the reasons which limit the use of Internet banking.
3. To study the nexus between adoption and service quality of IB in Kerala.
4. To understand the precautions taken by users for safe use of Internet banking.

In the present study, the population constitutes the entire bank's customers in Kerala who use Internet banking. The total sample used for the study is 200. For the purpose, respondents from the three sectors will be identified viz; Public Sector Banks (PSBs), Old Private Sector Banks (OPBs) and New Generation Banks (NGBs). Samples were collected from Kozhikode, Ernakulum and Thiruvananthapuram.

The findings of the study focus on the need to educate graduates for the adoption of Internet banking.

There is no significance difference between gender and awareness about Internet banking. The problems in Internet banking shows a moderate relationship except low speed, amount is deducted more than once for a single transaction, forgetting username or password. The precautions taken by users for safe use of Internet banking shows that variables I always visit my IB site directly , I never disclose my password to anyone and I use the same password for other banks, email or internet access are statistically significant. The study gave awareness to the customers how to minimize the risks inherent in IB. From the study it is found that only little problems exist among Internet banking users in Kerala.