



A Study on Awareness towards E-Banking in Rayalaseema Region of Andhra Pradesh

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Abstract: India has an internet user base of about 500 million as of March 2017. The penetration of E-Banking is low compared to the economies like the United States and the United Kingdom but is growing at a much faster rate. Rayalaseema Region of Andhra Pradesh is being a fast growing industrial hub with mixed culture. This necessitated conducting a study on awareness levels towards E-Banking in Rayalaseema Region of A.P. When compared with the population, only few people are having awareness about accessibility towards e-banking. Awareness is to be created about e-banking among various segments of the society. Programs should be taken up on an emergency basis to increase the accessibility towards e-banking.

Key words: e-banking, Information Technology, mixed culture

Introduction: Information Technology has revolutionized Business and has brought in significant changes in the way different business are being conducted. A banker are the prime movers of any economy and decides the way the economic activities are happening in any market. There is an exemplar shift in the way people access the banks. Now a days, the term 'Electronic Banking' has become very popular and experienced everywhere and by everybody. E-Banking creates a platform for faster and more efficient transactions. The quantum of transactions happening through E-Banking is growing day by day. Hence there is need to study awareness about E-Banking.

Need for Study: India has an internet user base of about 500 million as of March 2017. The penetration of E-Banking is low compared to the economies like the United States and the United Kingdom but is growing at a much faster rate. Rayalaseema Region of Andhra Pradesh is being a fast growing

industrial hub with mixed culture. This necessitated conducting a study on awareness levels towards E-Banking in Rayalaseema Region of A.P.

Objectives of the Study: The main objective of the study is to find the awareness levels towards E-Banking in Rayalaseema Region of A.P. The focus is on the following

1. To study the awareness levels towards E-Banking.
2. To assess the accessibility of respondents towards E-Banking.
3. To examine the socio economic profile of the respondents.
4. To study the satisfaction levels with regard to accessibility of E-Banking and
5. To offer suitable suggestions for further improvement of E-Banking.



Methodology of the Study

Primary Data: Primary data has been collected through structured questionnaire.

Secondary Data: Data and information has been collected from Primary as well as Secondary sources. The secondary data has been collected from Books, Journals, Magazines, Business News papers, World Wide Web etc.

Area Selection for Primary Data Collection: Rayalaseema Region of Andhra Pradesh comprises four districts namely, Anantapur, Chittoor, Kadapa and Kurnool. All the four districts of the region has been selected for the study.

Sampling Design: As the universe of the study is entire Rayalaseema Region (i.e four districts). A sample of 50 customers from each district has been taken. The total sample is 200 respondents. After elimination of

partially filled questionnaires, the resultant sample size is 180 respondents.

Scope of the Study: The present study aims at analyzing the awareness levels of people of Rayalaseema Region towards E-Banking. Hence, the scope of the present study is confined to the study of awareness levels of E-Banking in Rayalaseema Region of Andhra Pradesh.

Limitations of the Study:

1. Sampling technique employed is convenience sampling, hence the findings cannot be true representative of the actual population.
2. There is a possibility of bias crept in the answers given by the respondents.
3. The study is confined to Rayalaseema Region of A.P.

Data Analysis and Interpretation

Table No. 1: Awareness towards E-Banking

	Aware of E-Banking	Not Aware of E-Banking	Total
Number of Respondents	180	0	180
Percentage of Respondents	100%	00%	100%

Source: Field survey

It can be inferred from the above table that, 100% of the respondents are aware of the e-banking.

Table No. 2: Awareness towards E-Banking based on the educational qualifications

	Up to XII class	Graduate	Post Graduate	Total
Number of Respondents	82	54	44	180
Percentage of Respondents	45.55%	30.00%	24.44%	100%

Source: Field survey



It can be interpreted from the above table that, among the respondents who are aware of e-banking majority of the respondents are up to XII class. 30.00% of the respondents are Graduates and 24.44% of the respondents are Post Graduates.

Table No. 3: Occupation of the respondents

	Professional	Business	Employee	Home Makers	Others	Total
No of Respondents	26	42	68	30	14	180
Percentage of Respondents	14.44%	23.33%	37.77%	16.66%	7.77%	100%

Source: Field survey

It can be observed from the above table that, out of the respondents who are aware of e-banking 37.77% of the respondents are employees, followed by 23.33% of the respondents are business people, 16.66% of the respondents are home makers, 14.44% of the respondents are professionals and 7.77% of the respondents are others.

Table No. 4: Accessibility of E-Banking

	E-Banking are accessible everywhere	E- Banking are not accessible everywhere	Total
Number of Respondents	122	58	180
Percentage of Respondents	67.77%	32.22%	100%

Source: Field survey

It can be inferred from the above table that, out of the total respondents, majority of 67.77% of the respondents stated that e- banking are accessible to them everywhere and 32.22% of the respondents stated that e- banking are not accessible to them everywhere.

Table No. 5: Purchases through E-Banking by respondents

	Goods	Services	Total
Number of Respondents	34	146	180
Percentage of Respondents	18.88%	81.11%	100%

Source: Field survey

It can be concluded from the above table that, an overwhelming majority of 81.11% of the respondents have made their purchases in the form of services through e-banking and 18.88% of the respondents have made their purchases in the form of products through e-banking



Table No. 6: Frequency of usage of e-banking

	Daily	Weekly	Fortnightly	Monthly	Occasionally	Total
Number of Respondents	0	14	22	50	94	180
Percentage of Respondents	00.00%	7.77%	12.22%	27.77%	52.99%	100%

Source: Field survey

It can be inferred from the above table that, the frequency of usage of e- banking among the sample respondents revealed that majority of them use e- banking occasionally i.e. 52.99%, followed by 27.77% monthly, followed by 12.22% on fortnightly and 7.77% on weekly basis.

Table No. 7: Mode of payment

	Credit Cards	Debit Cards	Phone / Net Banking	Others	Total
Number of Respondents	38	64	50	28	180
Percentage of Respondents	21.11%	35.55%	27.77%	15.55%	100%

Source: Field survey

It can be interpreted from the above table that, among the respondents who use the e-banking 35.55% of the respondents make their payment through debit cards, followed by 27.77% of the respondents through Phone / Net Banking, followed 21.11% of the respondents through credit cards and 15.55% of them stated it as through other methods.

Table No. 8: Awareness of Cyber laws

	Completely aware	Partially aware	No knowledge	Total
Number of Respondents	42	74	64	180
Percentage of Respondents	23.33%	41.11%	35.55%	100%

Source: Field survey

It can be concluded from the above table that, among the total respondents, 41.11% of the respondents are partially aware of cyber laws, 35.55% of the respondents have no knowledge about cyber laws and 23.33% of them are completely aware of cyber laws.

Table No. 9: Satisfaction level towards the accessibility of E-Banking

	Highly Satisfied	Satisfied	Dissatisfied	Total
Number of Respondents	58	84	38	180
Percentage of Respondents	32.22%	46.66%	21.11%	100%

Source: Field survey



It can be understood from the above table that, among the total respondents 46.66% of the respondents are satisfied with e-banking followed by 32.22% of the respondents are highly satisfied and 21.11% of the respondents are dissatisfied with e-banking.

Suggestions:

- When compared with the population, only few people are having awareness about accessibility towards e-banking. Awareness is to be created about e-banking among various segments of the society.
- Programs should be taken up on an emergency basis to increase the accessibility towards e- banking.
- Electronic and print advertisements may be given to enable the people to have accessibility towards e- banking.
- The government should take steps in order to solve the infrastructural lapse, technical problems of internet services.

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