

Dissertation Report  
On  
**Awareness and Knowledge about Internet Banking among  
the customers**

Submitted in the partial fulfilment of the requirement for the  
award of the degree of  
**BACHELORS OF BUSINESS ADMINISTRATION**



BY  
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## **DECLARATION**

I, **Riba Khan**, hereby declare that this project work is prepared by me after completion of 6 weeks study.

I further declare that all the information is true to best of my knowledge and this report is based on the information collected by me and has not been submitted to any other university or academic body.

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## **CERTIFICATE**

This is to certify that the Dissertation Report titled, '**Awareness and Knowledge about Internet Banking among the customers**' is a study undertaken by Ms. **Riba Khan, BBA** (2017-20).

The dissertation report is the result of her own work as declared by the student and that no part of the report has been submitted for the award of any other degree, diploma, fellowship or other similar titles or prizes.

**Dr. Noria Farooqui**  
**(Supervisor)**

## **ACKNOWLEDGEMENT**

Firstly, I would like to thank almighty Allah with whose blessings I have been able to complete this project.

It brings me great pleasure for an opportunity to work and submit my report on ‘Awareness and Knowledge about Internet Banking’. I had a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it.

Also, I would like to thank **Dr Noria Farooqui**, my project mentor for her careful and precious guidance throughout the completion of this project.

Lastly, I thank my parents and friends for their constant encouragement.

## **EXECUTIVE SUMMARY**

The dissertation report is a result of four -week study conducted on ‘Awareness and Knowledge about Internet Banking’ among the customers.

The dissertation report gives an overview about Internet banking and its importance. The report also mentions how internet banking has changed the banking system and the way costumers do transactions in today’s scenario. The reports mention about the advantages and disadvantages of internet banking and how one can use the service without any risk.

The report also consist a questionnaire attached as Appendix 1. The questionnaire consists some questions pertaining to the demographic profile or the customers and the questions about the Knowledge and Awareness of Internet Banking. The responses are collected through general public including all students, professionals and house wives. The other data is collected by observation and secondary data.

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# **Chapter -1**

## **INTRODUCTION**

### **1.1 What is a Bank?**

A bank is a financial institution authorised to take deposits and provide loans. Bank may also give budgetary administration such as money management, currency exchange function and safe deposit boxes. There are a few diverse sorts of banks counting retail banks, commercial or corporate banks, and venture banks. In most nations, banks are directed by the national government or central bank.

Banks play a vital role in the economy because they provide imperative services to both the consumers and businesses. As a money related service provider, they provide their consumers with a trustable place to store the money.

### **1.2 Functions of a bank**

Bank Mainly perform two functions which are Primary Functions and Secondary Functions.

The primary functions of a bank are as follows:

- **Accepting Deposits**

The amount of money that an individual or a customer gives to the banks is known as deposits. The bank accepts deposits in various forms according to the necessity of the people. The main kind of deposits in a bank are Current Deposits and Fixed Deposits.

- **Granting Advances**

The money received by banks as deposits from the customers are later used to provide loans and advances to the people because the money in banks are not allowed to keep idle. So, the bank grant short term loans and long-term loans or advances to their

customers and in return charge interest from them. Banks main source of income comes from this function.

The secondary functions of a bank can be understood as follows:

- **Agency Functions**

Some commercial banks also furnish some agency functions for their customers and in return charge some amount of money from them for the services performed.

The agency functions perform by banks may include purchase and sale of foreign exchange, paying utility bills on behalf of customers on periodical basis, preparing income tax returns for the customers etc.

- **Utility Functions**

Commercial banks also perform some utility functions which broadly include providing customers with a locker inside the bank to keep the valuable materials in secure custody of bank, offer traveller's cheque etc.

### **1.3 Digital revolution in the Indian banking sector**

Banks in India have seen a radical alter from '**conventional keeping money to comfort banking**'. With the introduction of Digitalisation in the banking sector, banks have also innovated themselves continuously and has adopted the use of internet for its daily cores and also encouraging its customers to adopt the new technology and avoid using cash. banks are now promoting cashless transactions to its customers and so does the role of internet banking come into the picture.

### **1.4 What is Internet Banking?**

Internet Banking permits the customer of a bank to carry Financial transactions via the Internet. Internet Banking provides the customers of bank almost every service that was traditionally serviceable in offline mode which includes online bill payment, funds transfer, balance checking of account etc.



Internet banking is also termed as Online Banking Or web banking. The customer can avail the feature of internet banking by contacting to his branch of bank. Mobile Phones or desktops are used to for Internet banking.

It is like e-business in managing an account industry. Internet banking is moreover called as "Virtual Keeping money" or "Online Keeping money". Internet-banking could be a result of the growing needs of bank's clients. It includes data innovation based keeping money.

Beneath this I.T framework, the keeping money administrations are conveyed by way of a Computer-Controlled Framework. This system does include direct interface with the clients. The clients don't need to visit the bank's premises. It permits clients of a bank to conduct monetary exchanges on a secure site worked by the institution, which can be are tail or virtual bank, credit union or building society.

Banking Services are no longer apprehended to the branches where a customer has to visit the branch staff and heads in person for withdrawing cash or check their accounts statements

In accessing a true internet banking, any inquiry or transaction is processed online without any reference to the branch (anywhere banking) at any time. Thus, providing Internet banking is gradually becoming a “need to have” than a “nice to have” service.

## **1.5 Modern Services Provided by banks through Internet Banking**

Banks nowadays provide the following internet banking services to its customers:

- **Tax Payment:** Banks: give customers the option of paying taxes online which may include service tax, excise duty.
- **Corporate Internet Banking:** Online funds transfer, trade finance management, fund management, global access with unmatched benefits through banks' corporate internet banking.
- **Online Shopping:** Customers can also enjoy the feature of online shopping through internet banking. Customers can book hotels, purchase gifts and take advantage of a lot of activities by making payment online.

- **Electronic Clearing Service and Electronic Funds Transfer (EFT):** Internet banking assists the customers in electronic clearing service for quick movement of funds in a paperless mode by using electronic media.
- **Online Bill Payment:** No more queues to pay customers' bills. This service let the customer enjoy paying all the bills including mobile, electricity bills, insurance and several other bills just by a click. The customer can pay bills online during any time of the day and at any day during the whole year just with the help of their desktops and smartphones.
- **Customer Care Facility:** Banks give customer an option of 24 hours service where they can clear their doubts about internet banking, queries and problems of the customers are also answered by the bank.
- **Retail Internet Banking:** Internet Banking assists the customers to have an online access to bank account anytime and anywhere.

## 1.6 Pros and Cons of Internet Banking

Although there are many positive benefits of Internet banking, there are also a few drawbacks. Let's look at the benefits and inconveniences of Internet Banking

Advantages	Disadvantages
An on-line account is easy to open and easy to use.	At first, it may be hard to grasp the use of internet banking. So anyone new to technology might face some hardship.

It's easy because you can easily pay your bills and transfer funds from almost anywhere in the world between accounts.	If you do not have an internet connection, you cannot have access to internet banking; thus, without internet access, it might not be useful.
A customer does not have to stand in a long queue to pay off bills. Also, one is not required to keep a hard copy of the receipts of transactions, as it can be easily seen virtually through internet banking.	Security is a major concern in this area. If the account of the user is hacked, he will not be able to keep a record of his transactions.
The user can always keep a check on his account balance and other activities related to his account.	If the bank's server is not working, then there is no way a user can have access to his accounts. Thus, internet connectivity is must.
It is a great platform for banks to indorse their products and services.	The user might face excessively marketing and may become annoyed by constant emails and SMSs.

## 1.7 Risks in Internet Banking

Internet banking offers dozens of benefits to its customers, businesses and banks. However, one should not overlook the risk associated with Internet banking. all the parties using this service should be very well aware of the risk associated while using internet banking in order to avoid any mishappening or facing any kind of fraudulent activity. Following are the risk associated with internet banking:

- **Operational Risk**

Operation risk or transactional risk is the most common type of risk of e-banking. It includes:

- Incorrect transaction processing
- Compromises in the integrity of data, data privacy, and confidentiality
- Unauthorized access to the bank's systems.

Apart from technological errors, human factors like incautiousness by the customers or employees, employee frauds, hackers, etc. are a prospect source of operational risk .

- **Security Risk**

Whilst we communicate unlimited banking transactions, protection of the transaction is of paramount significance. All customers need their transactions to be exclusive.

But, in view that all information is on-line, there may be always a hazard that someone would possibly retrieve the statistics and misuse it. The safety hazard of e-banking additionally arises from hacking threats and unauthorized access to the bank's systems.

- **System Architecture and Design**

In order to control various operational and security risks of internet banking, it is important that the bank should have a proper architecture system to control any fraudulent activities. Banks always carry the risk of choosing the wrong system design or technology or have inadequate control processes. It is quite possible that if the banks have an obsolete system which is not upgradable, then it can prove to be an investment loss for the banks.

It is the duty of the banks to keep upgrading their systems according to the dynamic technological environment in order to avoid any holes in the security systems. Further it should be the primary concern of the banks that they provide their staffs timely trainings to adjust with the new everyday emerging technology.

- **Reputational Risk**

For any business, functioning in the market the most important thing for it is goodwill of the business. when it comes to internet banking or electronic banking, banks also fear the loss of goodwill. if a bank certainly fails to perform its functions accurately or

did not work according to the expectations of the customers, then it eventually faces a risk of loss of reputation. This will lead to less customers for the banks and eventually the bank will be left with less funds.

- **Legal Risk**

Whenever there is a violation of laws, regulations, or prescribed practices, or when the legal rights and obligations of any of the parties to a transaction are not established, then there is a legal risk involved. Internet banking is still new to the people and many are not aware of the laws and guidelines. This increases the legal risk.

- **Other Risks**

The other risks of Internet banking are the same as those of traditional banking like credit risk, liquidity risk, interest rate risk, market risk, etc. However, in internet banking, these risks are more due to the use of electronic mediums and the absence of geographical boundaries.

All the risks mentioned above can arise due to some imperfection in designing the banks system, inappropriate use of technology, negligent employees, and unauthorized system access (intentional or not). Therefore, it is the duty of banks to adopt the best and right technology and systems for providing a secure transacting environment to its customers.

## 1.8 Tips for Safer Online Banking

Internet Banking has some risk associated with it but this does not mean that one should forego using it. Internet Banking or Online banking is useful or beneficial until the user remains alert and take proper measures against breaches. Also, make sure that you bank with an organisation that won't hold you liable for security breaches. Here are some tips for the users for safer online banking transactions:

- **Use unique usernames and passwords.**

If you're using internet banking service, you have to make sure that the username you are using and the password should be unique. Yes, both the things need to be unique. Also, one should make sure that the password should contains special character in order to avoid any breach. the user should focus on changing the password regularly and not sharing it with others.

- **Scan for malware regularly.**

"It won't happen to me" is the mindset of everyone catches malware. Only the naive think that they can outsmart malware. The entire reason that malware continues to exist is because it's unpredictable. Use a good malware scanner and scan at least once a week.

- **Don't check accounts on public Wi-Fi.**

There are several risks to using public Wi-Fi, including that someone could actually steal your credentials. therefore, one should avoid using public Wi-Fi and its always better to wait until you go home and login into your accounts.

## **CHAPTER-2**

### **LITERATURE REVIEW**

***Ping Gao, Olayinka Owolabi (2008)***, in paper describes that Internet banking as a key component of e-finance has gained research attention. However, the research on developing countries is lacking. This paper investigates the factors that influence the consumer adoption of internet banking in Nigeria. The results show that the factors which determine the adoption of internet banking service in Nigeria include the level of awareness or attention, the accessibility to computers and the internet, convenience, privacy, costs, and the availability of knowledge and support concerning internet banking. The results further suggest that banks should takes initiatives that would bring a change in the scenario and increase the customers knowledge about internet banking and the benefits of it.

***Reeti, Sanjay, and Malhotra, (2009)*** This study focuses on customers prospective regarding e banking in emerging nations like India. So, the author determined numerous variables and factors that will somehow affect the perceptions of customers and their attitudes towards internet banking. The study also says that satisfaction of customers is an important part of bank's strategy in a developing country like India. To understand the perception, attitudes and satisfaction level of Indian customers, this study was conducted and respondents from northern part of India was taken for consideration. The major findings show that customers are influenced in their usage of internet banking service s by the kind of account they hold, their age and profession, attach highest degree of usefulness to balance enquiry service among e -banking services. The findings also showed that the customer consider security and trust the most important factor which affects their satisfaction level. The customer also states that the most frequently and annoyed problem faced by the customers while using internet banking services is slow internet speed.

**Dr. Renu Arora and Dr. Surabhi Singh (2011)**, In their research paper “Service quality of online banking services in public, private and foreign banks in India”, present recent innovation’s in the IT Sector which have led to drastic changes in service providing organizations such as banks. Every bank realizes that they must use information technology to survive in this era. Through IT, banks have an opportunity to interact with customers in a better way and maintain a sustainable relationship. with the introduction of new technologies, the competitors are now entering the financial services market quickly and efficiently. therefore, it becomes the duty of the service provider to meet or exceed the target customer’s satisfaction with the quality of service expected by them. This paper presents customers’ perception of quality of online banking services in terms of its constituent factors in public sector, private sector and foreign banks. A five-point continuum scale was prepared for measuring customer satisfaction with the service quality of online banking services. The scale was prepared on the basis of five factors of service quality, i.e., tangibility, reliability, responsiveness, assurance and empathy. Mean scores were also calculated to find out mean difference between factors affecting service quality of banking services and three types of banks. Overall result showed that private and foreign banks were performing better than the public sector banks with regard to five factors.

**Ms. Fozia (2013)** in her study found that dissimilar age groups of customers and diverse occupation group of customers have distinct perception about internet banking. The researcher further adds to her suggestions that a bank should make an effort to study the perception of customers regarding the e- banking services. by understanding the customers perception both private and public banks will be able to serve the customers in a better way.



***Rakesh H M & Ramya T J (2014)***, In their research paper titled “A Study on Factors Influencing Consumer Adoption of Internet Banking in India” tried to examine the factors that influence internet banking adoption. Using PLS, a model is successfully proved and it is found that internet banking is influenced by its perceived reliability, ease of use and usefulness. The result shows that while banks are marketing about internet banking, the marketing experts should focus on these benefits and educating the customers about internet banking and its advantages will surely attract the customers attention towards the modern banking services.

***N. J. Kariyawasam and Nuradhi K. Jayasiri (2016)*** , in their research paper ‘ Awareness and usage of Internet Banking Services In Sri lank’ , determine that the lack of knowledge among the customers about the e- banking compared to traditional banking is one of the most influential factor towards the lack of usage of Internet Banking . Further, it was found that lack of knowledge among the customers about how to use internet and lack of access to internet facility leads to negative attitude of customers towards internet banking. The banks, however are trying to popularise the use of internet banking among the customers. Compared to the developing nations and developed nations, the usage of internet banking is at primary stage in Sri Lanka, mainly confined to just checking balances. it was suggested that to increase the knowledge of bank’s customers about the benefits of internet banking can be seen as improvement plans to make people prefer internet banking upon traditional banking. Increasing the banking users’ knowledge of benefits of e-banking services and increasing facilities and knowledge for Internet access can be seen as improvement plans to engage more traditional banking customers to use Internet Banking facilities.

***Manpreet Kaur (2017)*** conducted a study on demonetization and impact on Cashless Payment System. The paper revealed that the cashless system in the economy has many fruitful advantages which includes less time required, less cost, paper less transactions etc. Also, it is quite evident from the study that in the future all the organisations in the major sectors will prefer cash less transactions. After demonetisation happened in the country, people now feel that they should more keep virtual money rather than keeping money in physical form at their homes.

***Dr Sweta Singhal (2017)*** carried out research on Demonetization and E Banking in India. It was a case study to check the knowledge and awareness level of people living in rural areas and how their knowledge differs from people living in urban areas and how much it has increased after demonetisation in India. a sample size of 100 people living in rural areas were taken for the research. It was found that the male population living in urban areas have more knowledge and awareness about internet banking than the rural areas. also, the usage of the internet banking facilities was higher in urban male youth than the rural ones. She further said that this study will help the banks to improve and enhance their e- banking services provided to the customers. She felt that the study shall also helpful for banks to improve their e-banking facilities. She further suggested in her report that banks should ensure that their websites are user friendly and there should be multi-level security points.

***M Savitri, DR D Rajkumari (2020)***, in their study on awareness and preference of residents in cashless transaction at Nerkundram Region, Chennai aims to study the various people to find how much they are aware on cashless transaction and at what are all the types of transactions they mostly prefer. The study also talks about what is the level of awareness among the people regarding cashless transactions and also includes their parents and siblings' article also deals with the awareness level among the people in the usage of cashless transactions by their parents and siblings. Digital cash can be defined as any electronic system which allows for storage, transfer, and spending of electronic cash. The study shows that the cashless transactions of Nerkundram residents are satisfactory but there are still people who do not prefer cashless transactions because they fear security concerns while doing so.

## **CHAPTER-3**

### **RESEARCH METHDOLOGY**

#### **3.1 Objectives of the Study**

- To study Awareness and Knowledge about Internet Banking among the customers.
- To study whether the demographic variable of the respondents has any relation to the awareness of Internet Banking Services.

#### **3.2 Research Methodology**

In the present study the researcher has adopted convenience method in selecting the sample. Sample selected are administered with questionnaire. The questionnaire contains profile of respondents and questions on Internet banking services. A sample size of customers of which 31 customers having account in public sector bank and 16 having account in private sector bank are selected. The study is conducted in Delhi NCR. The research is conducted for a period of 2 months.

#### **DATA SOURCES**

##### ➤ Primary Data

A questionnaire was used for the purpose of this study. This involved survey among the concerned customers of Bank.

##### ➤ Secondary Data

Quality research work papers written on Internet banking and its usage; Awareness about Internet Banking are well utilised. Web Portals are also utilised.

#### **3.3 SAMPLE SIZE AND TECHNIQUE**

##### **Sample Size**

The current study utilizes the sample size of 47 Respondents and analysis is made accordingly.

## **Sampling Technique**

The technique of sampling used by the researcher is non probability sampling technique which further includes convenience and judgmental sampling technique.

Convenience, haphazard or accidental sampling – The respondents from the population are chosen from the ease of availability.

Judgmental sampling or purposive sampling – The researcher chooses the sample based on who they think would be appropriate for study. This is usually used when the interest of research is on a specific field or a small group.

## **3.4 MEASURE INSTRUMENTS**

- **QUESTIONNAIRE**

The instrument is constructed by researcher and is attached as Appendix 1. There are few questions pertaining to demographic profile of respondents and rest pertaining to the Knowledge and Awareness about Internet Banking among the Customers of Private and Public Bank.

## **3.5 SATISTICAL TOOLS**

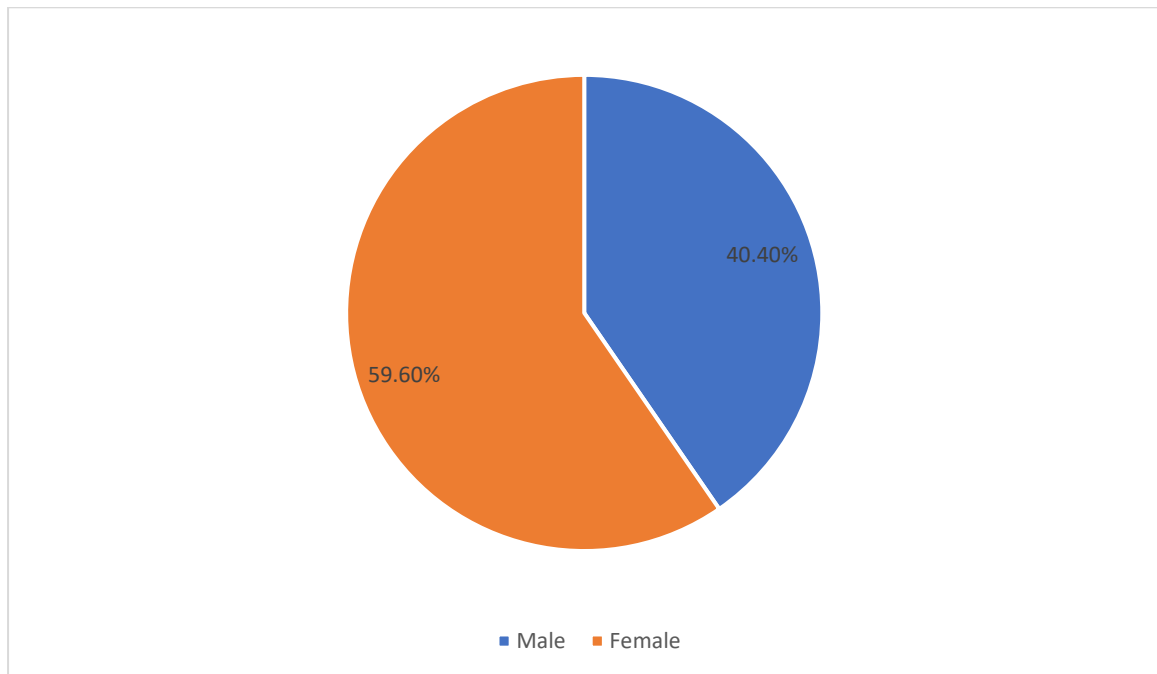
The researcher used Excel to calculate percentages, to create pie charts.

## **Chapter -4**

### **Data Interpretation and Analysis**

Q2) Gender

<b>PARTICULARS</b>	<b>PERCENTAGES</b>
Male	59.6%
Female	40.4%

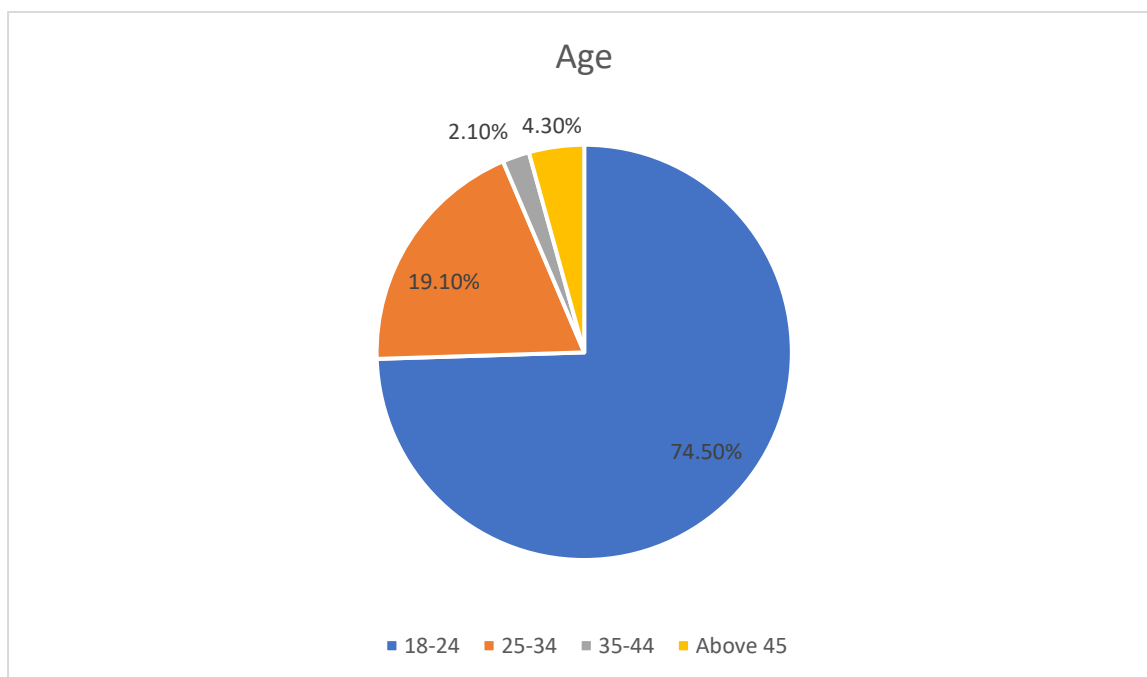


The above pie chart represents that 59.6% respondents are male, while 40.4% of the respondents are female.

Q3) Age

<b>PARTICULARS</b>	<b>PERCENTAGES</b>
18-24	74.5%

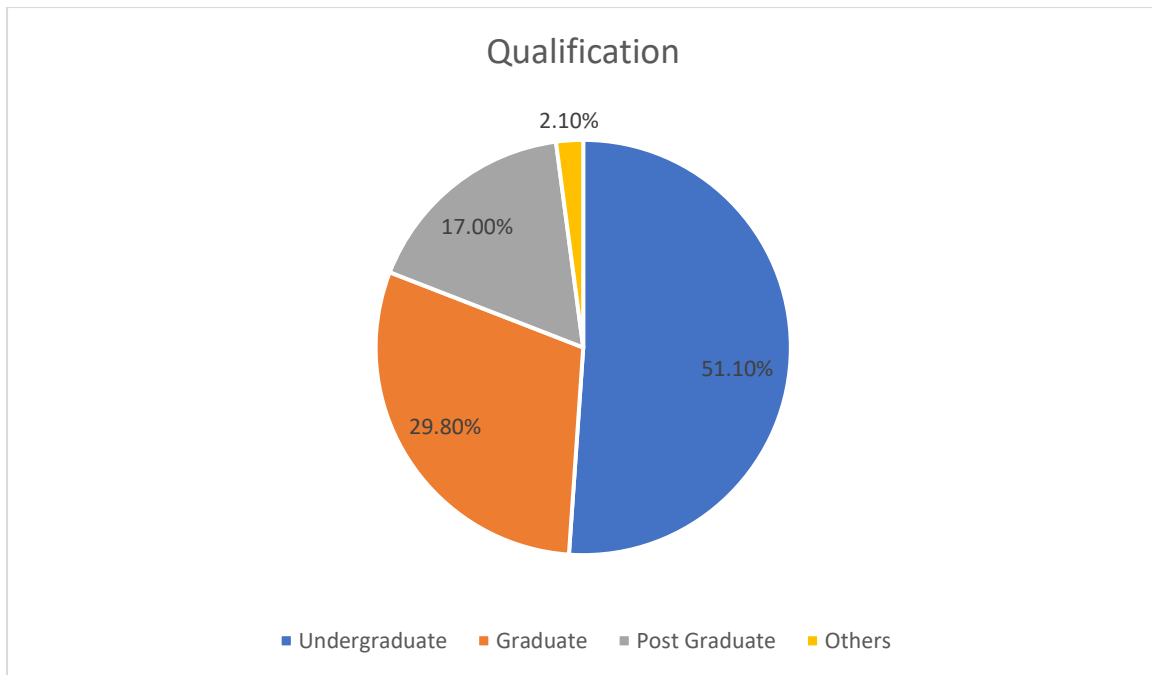
25-34	19.1%
35-44	1%
Above 45	4.5%



The above pie chart shows that 74.5% respondents are between the age of 18-24 years, while the respondents between the age of 25-34 years are 19.1%, while respondents between the age of 35-44 years are 1% and the respondents whose age is above 45 are 4.5%.

#### Q4) Education Qualification

<b>PARTICULARS</b>	<b>PERCENTAGES</b>
Undergraduate	51.1%
Graduate	29.8%
Post Graduate	17%
Others	2.1%

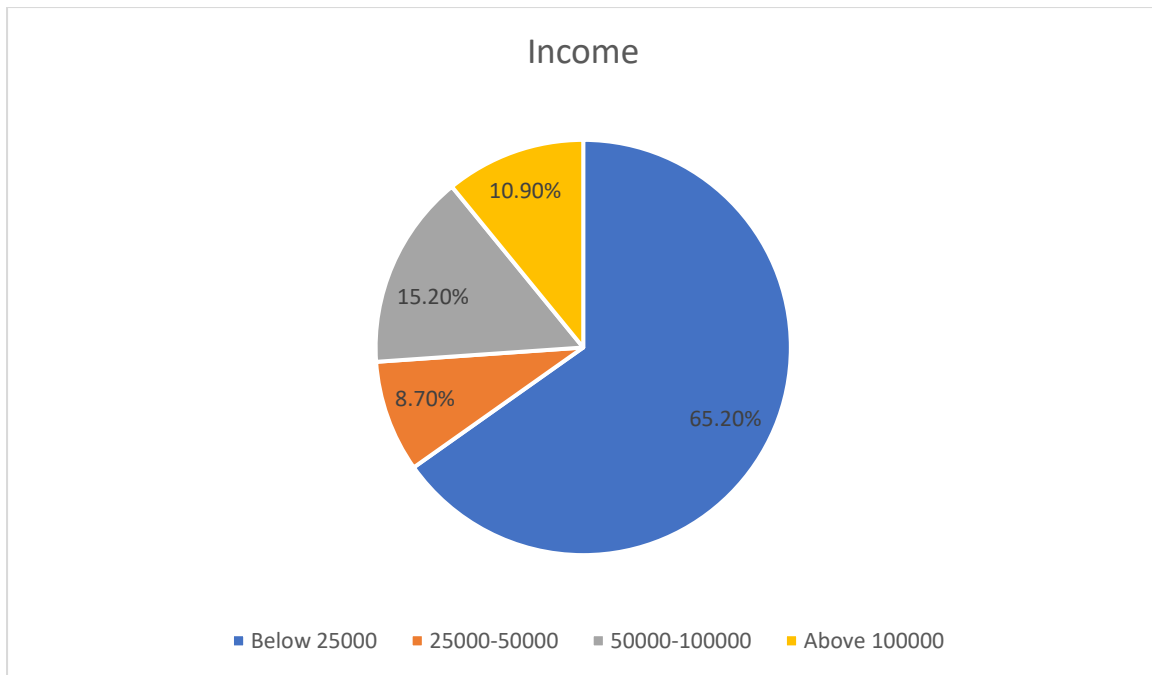


The above pie chart shows that the 51% of the respondents are undergraduate, 29.8% are graduate, 17% fall under the category of post graduate and 2.1% are others.

#### Q5) Income

PARTICULARS	PERCENTAGES
BELOW 25000	65.2%
25000-50000	8.7%
50000-100000	15.2%
Above 100000	10.9%

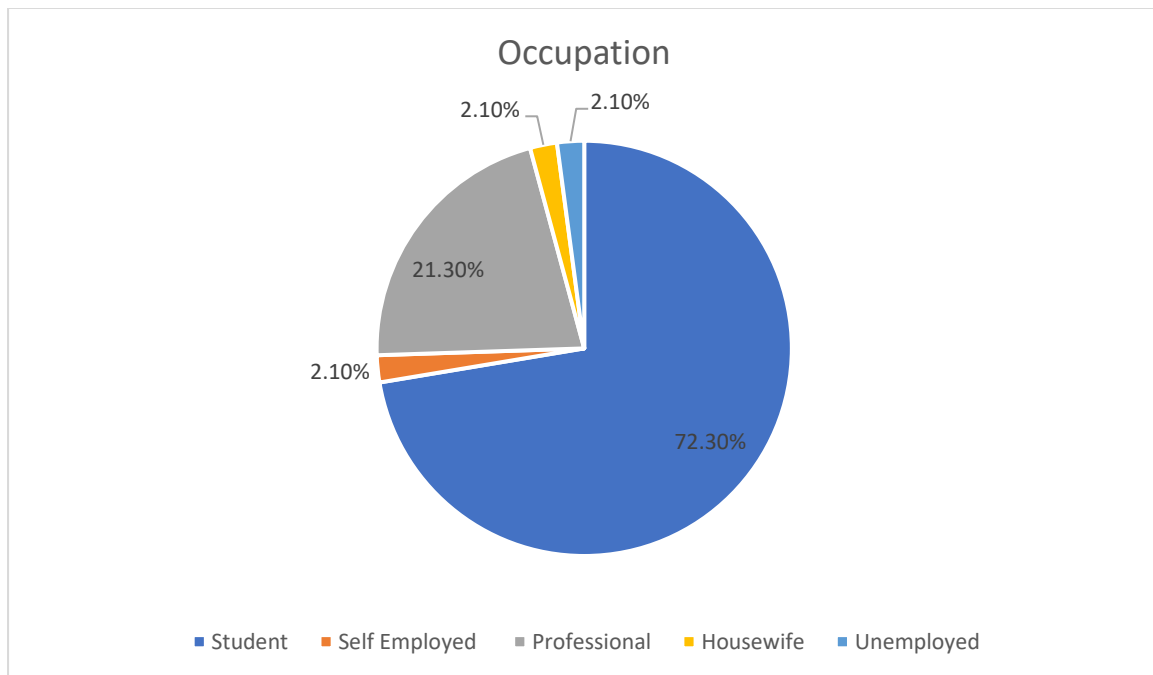




The above pie chart shows that 65.2% of the respondents have income below 25000, 8.7% of the respondents have income between 25000-50000, 15.2% of the respondents have income between 50000-100000 and 10.9% of the respondents have income above 100000.

#### Q6) Occupation

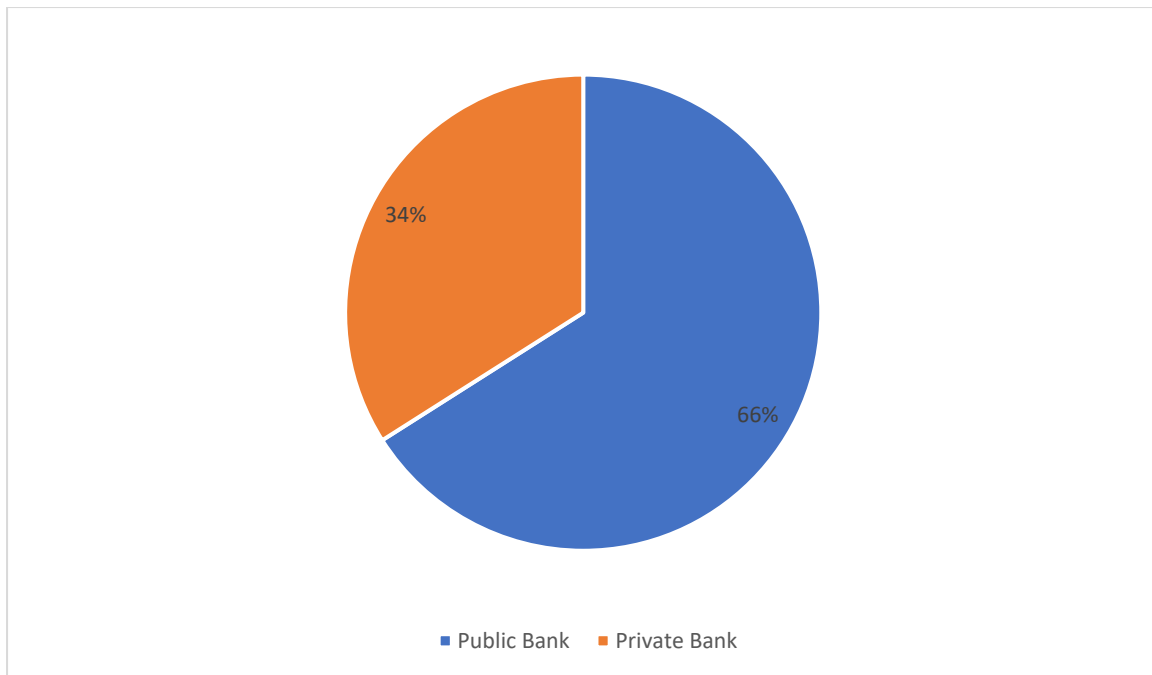
PARTICULARS	PERCENTAGES
Student	72.3%
Self Employed	2.1%
Housewife	2.1%
Professional	21.3%
Unemployed	2.1%



The above pie chart states that 72.3% of the respondents are students, 2.1% of the respondents are housewife and 2.1% are self-employed. It also shows that 21.3% of the respondents are professional, while 2.1% are unemployed.

Q7) In which Bank do you have your Account?

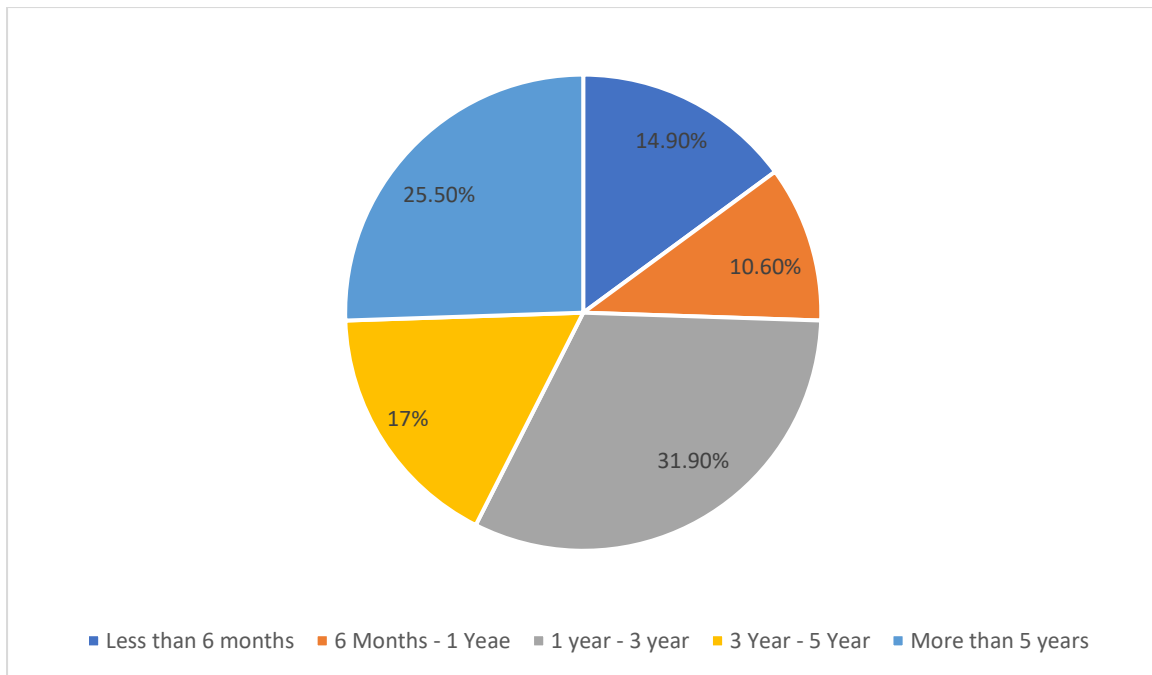
PARTICULARS	PERCENTAGES
Public Bank	66%
Private Bank	34%



The above pie chart shows that 66% of the respondents have accounts in public bank, while 34% of the respondents have accounts in private bank.

Q8) For how long you are the customer of Bank?

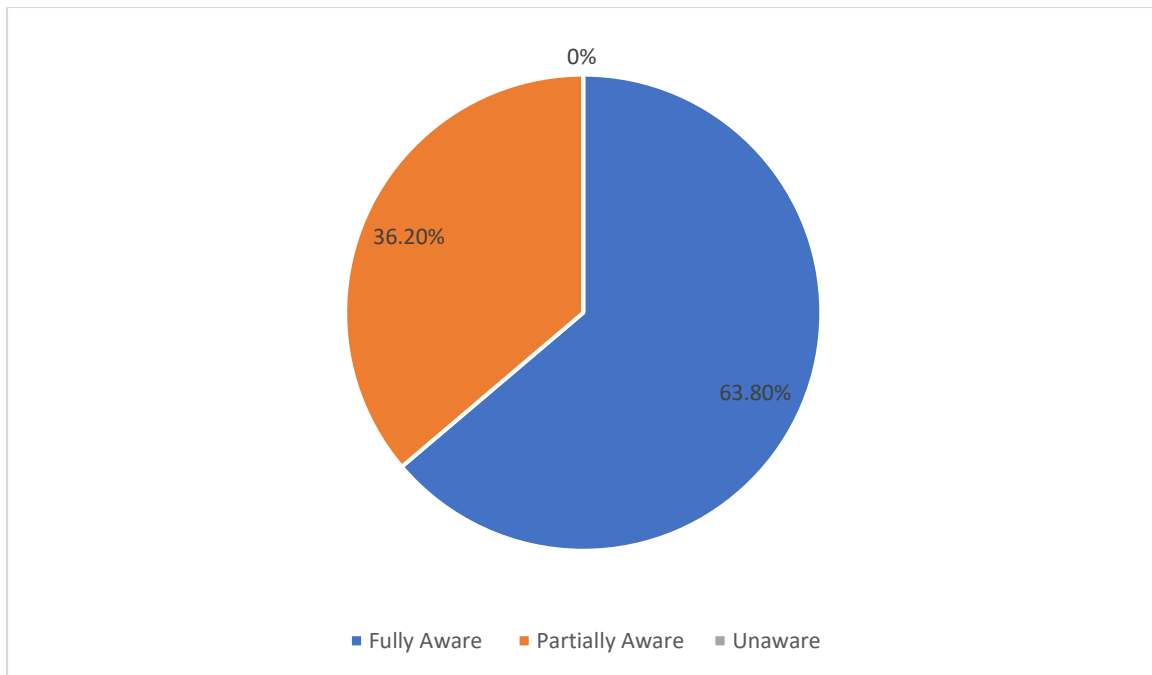
PARTICULARS	PERCENTAGES
1-3 years	31.9%
More than 5 years	25.5%
3-5 years	17%
Less than 6 months	14.9%
6 months – 1 year	10.6%



The above pie chart shows that 14.9% of the respondents are the customer of bank for less than 6 months, 10.6% of the respondents are the customer of bank for 6 months to 1 year, while 31.9% of the respondents are the customers of bank for a period of 1 year to 3 year. it also shows that 17% of the respondents are the customer of a bank for 3- 5 years and majority of the respondents i.e. 25.5% of the respondents are customers of a bank for more than 5 years.

Q9) Are you aware of what is Internet banking or Online banking?

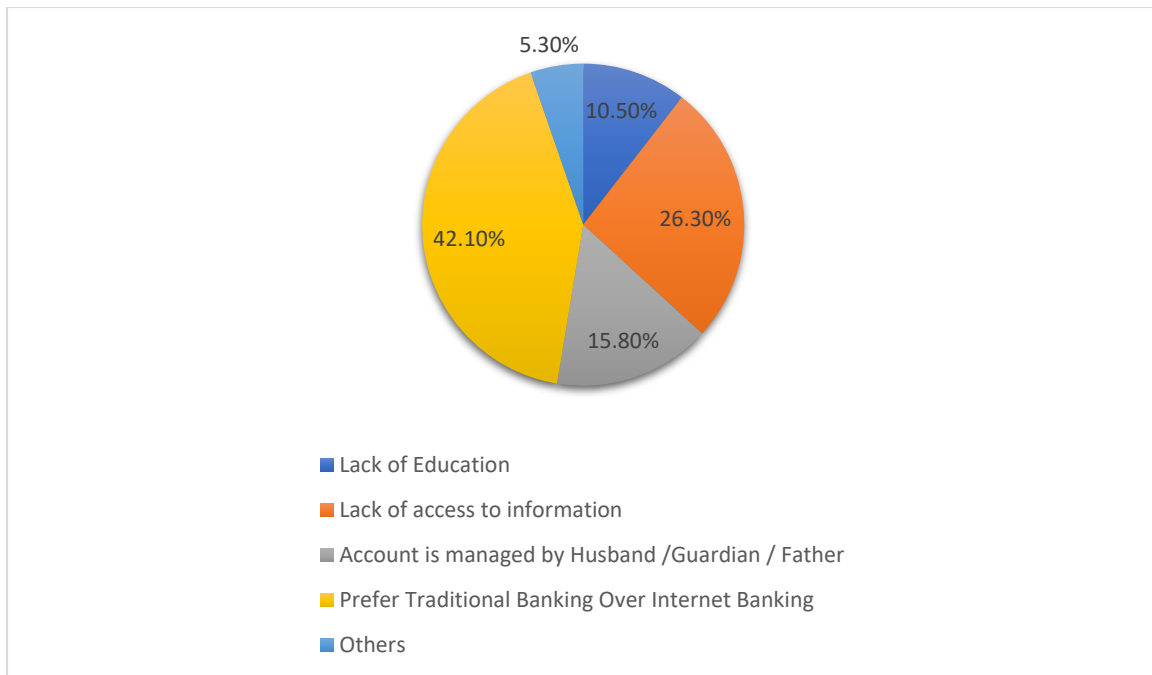
PARTICULARS	PERCENTAGES
Fully aware	63.8%
Partially aware	36.2%
Unaware	0%



The above pie chart represents that 63.8% of the respondents are fully aware about internet banking, while 36.2% are partially aware of it.

Q10) If No, what is the reason behind you not being aware about the Internet Banking Services?

PARTICULARS	PERCENTAGES
Prefer traditional banking over internet banking	42.1%
Lack of access to information	26.3%
Account is managed by Husband/Guardian/Father	15.8%
Lack of education	10.5%
Others	5.3%

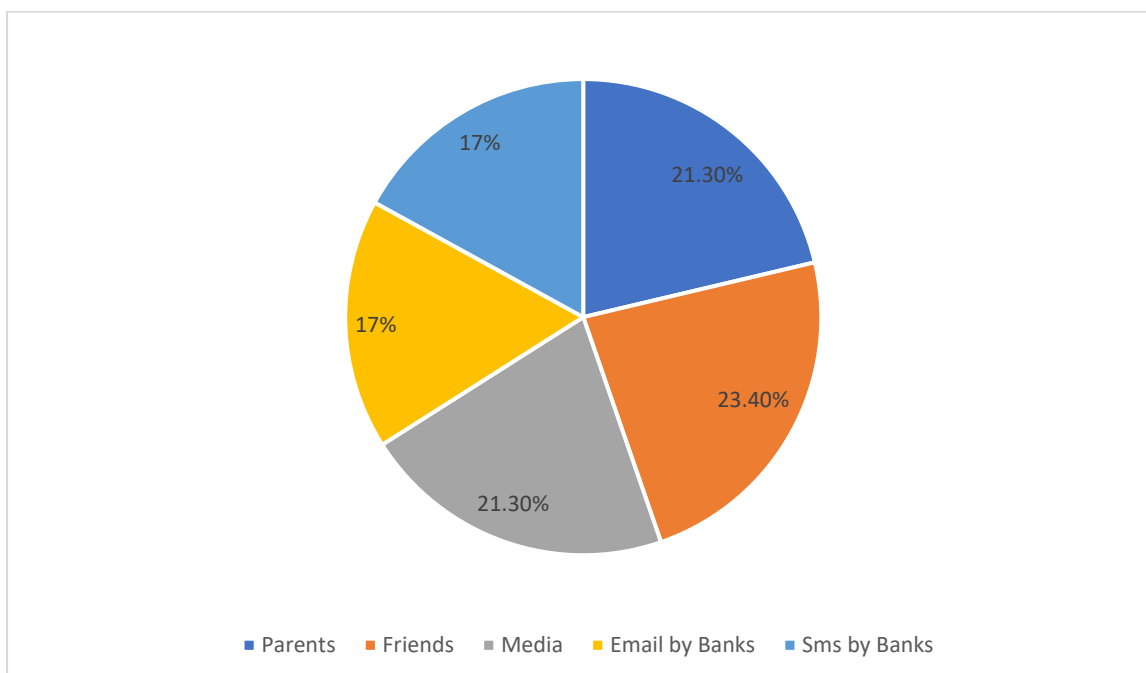


The above pie charts shows that 10.5% of the respondents are not aware of internet banking due to lack of education , 26.3% of the respondents are not aware about it due to lack of access to information , 15.8% of the respondents are not aware because their account is managed by Husband/ Guardian / Father and majority of the respondent i.e 42.1% of the total are not aware about internet banking because they still prefer traditional banking over the online banking / internet banking.

Q11) What were the sources through which information regarding the Internet Banking Services was known to you?

PARTICULARS	PERCENTAGES
Friends	23.4%
Media	21.3%
Parents	21.3%
SMS by Banks	17%

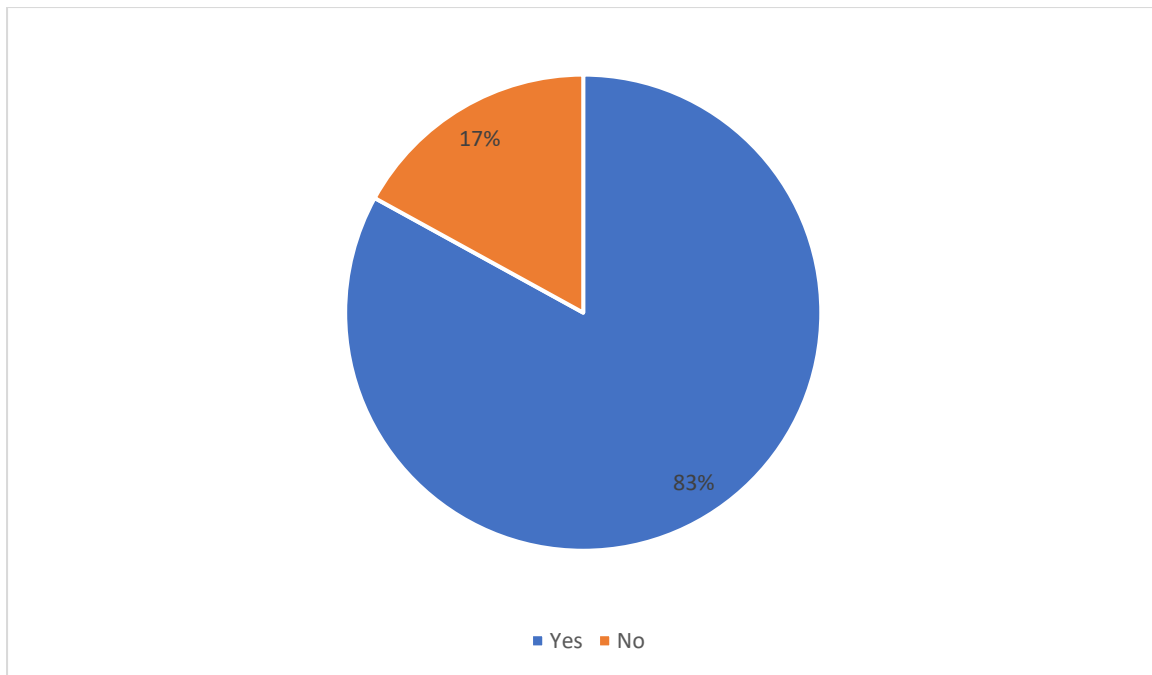
Email by Banks	17%
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The above pie chart shows the sources through which information regarding the Internet Banking Services was known to the respondent. 23.4% of the respondents got information of internet banking through friends. While 21.3% of the respondents got information through media and other 21.3% got the information through their parents. It also shows that 17% of the respondents got information regarding the Internet Banking Services through SMS by banks while the other 17% of the respondents got information through Email by banks.

Q12) Do you use Internet Banking Services provided by your Bank?

PARTICULARS	PERCENTAGES
Yes	83%
No	17%

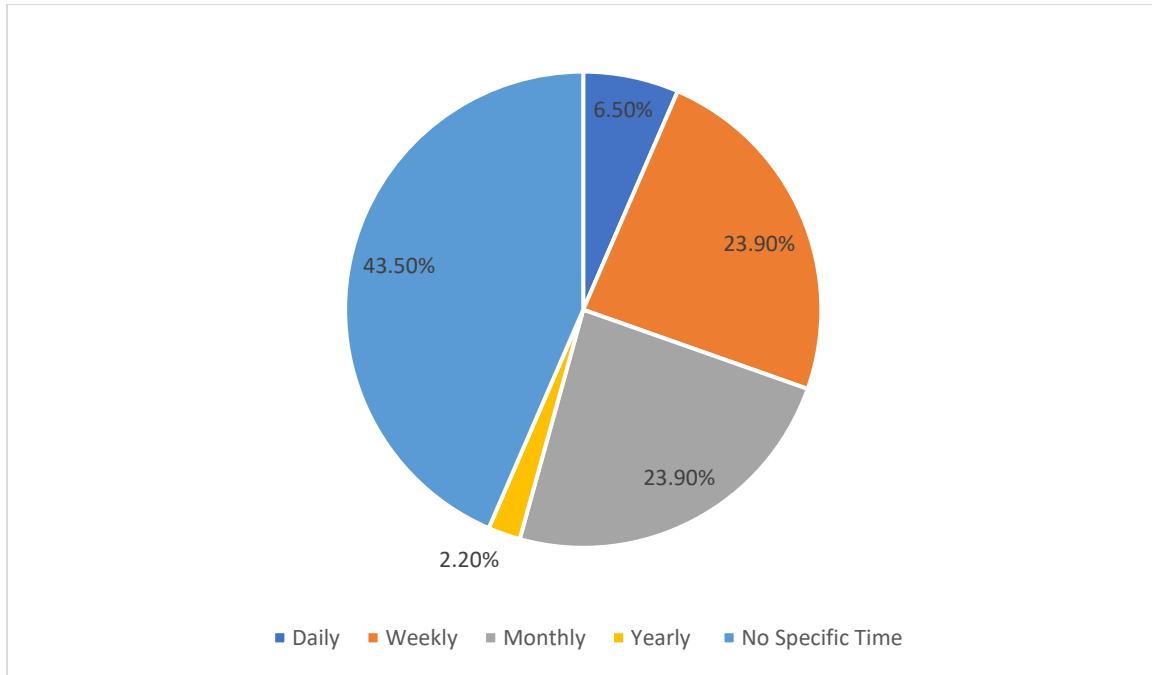


The above pie chart represents that 83% of the respondent uses Internet Banking Services provided by their Bank, while 17% of the respondents does not use the Internet Banking Services.

Q13) How frequently you use Internet Banking Services?

PARTICULARS	PERCENTAGES
No specific time	43.5%
Monthly	23.9%
Weekly	23.9%
Daily	6.5%
Yearly	2.2%

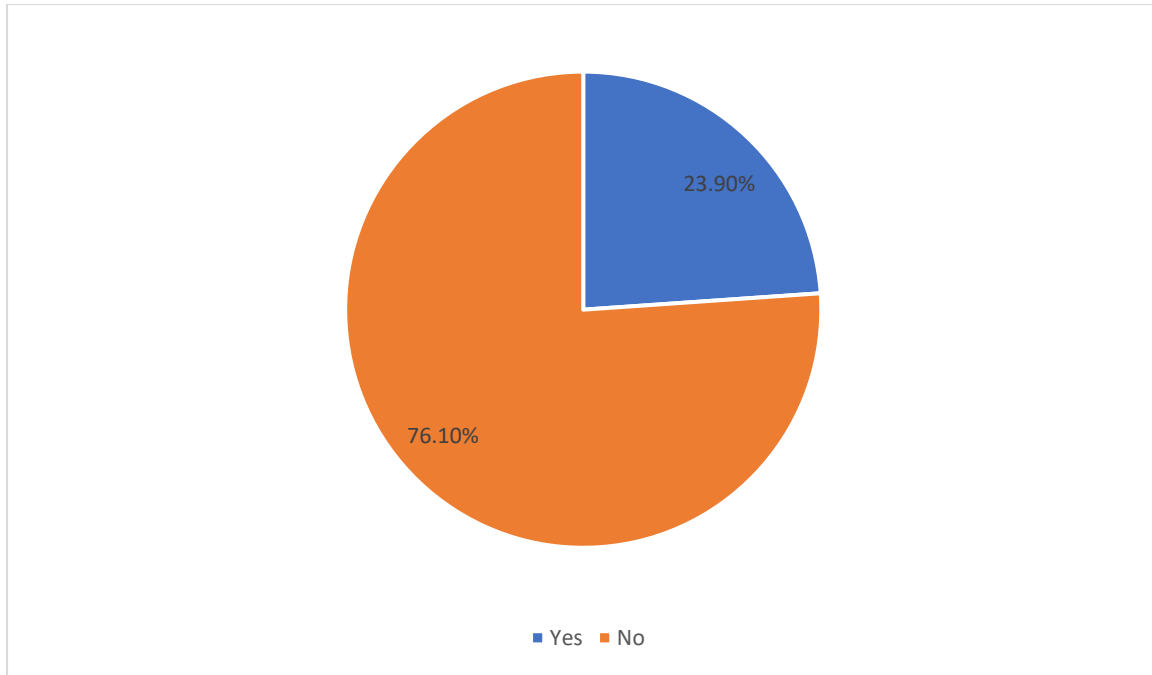




The above pie chart shows the respondent use of Internet Banking Services. 43.5% of the respondents have no specific time, while 23.9% of respondents uses it monthly and the other 23.9% of the respondents uses it weekly. It also shows that 6.5% of the respondents uses it daily and 2.2% of the respondents uses Internet Banking Services yearly.

Q14) Do you need any guidance / assistance from Bank or any other person while conducting on transactions?

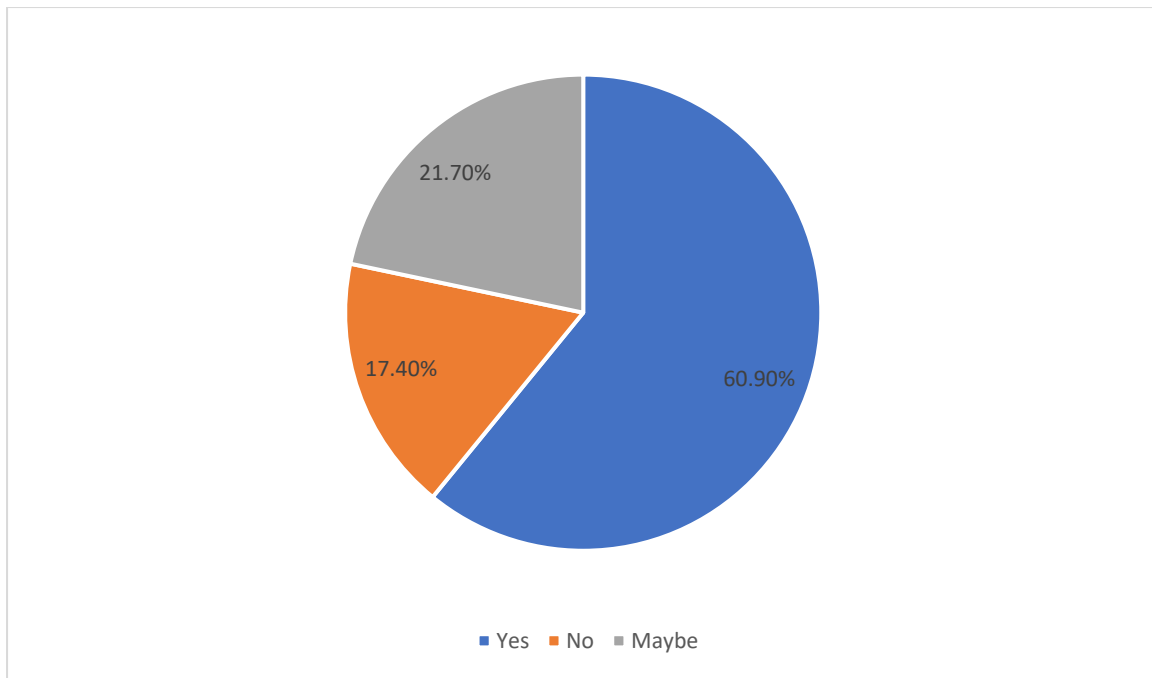
PARTICULARS	PERCENTAGES
Yes	23.9%
No	76.1%



The above pie chart represents that 76.1% of the respondents need guidance from Bank or any other person while conducting on transactions and 23.9% of the respondents do not need guidance from Bank or any other person while conducting on transactions.

Q15) Do you check your online accounts regularly to ensure that no unauthorised transaction have been made?

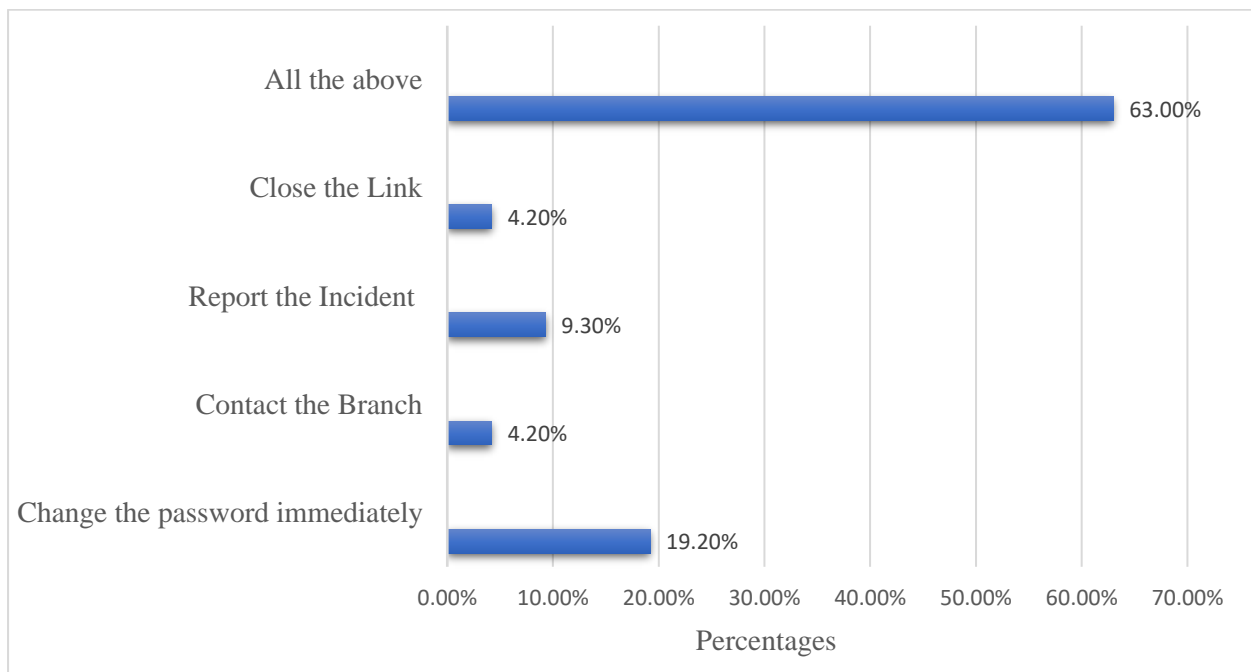
PARTICULARS	PERCENTAGES
Yes	60.9%
No	21.7%
Maybe	17.4%



The above pie chart shows that whether respondents check their online accounts regularly to ensure that no unauthorised transaction have been made. 60.9% of the respondents check their accounts on daily basis while 21.7% of the respondents states maybe and 17.4% of the respondents do not check their online accounts regularly.

Q16) According to you what should you do if you entered your online account details on a fraudulent link?

Particulars	Percentages
Change the password immediately	19.2%
Contact the branch	4.2%
Report the Incident	9.3%
Close the link	4.2%
All the above	63.0%



The above graphs shows that 19.2% of the respondents think that they should change the password immediately , 4.2% think they should contact the branch , 9.% of the respondents think that they should report the incident , 4.2% think they should close the link and 63% think they should do all the above things if they entered their account details on a fraudulent link .

Q17)

A) How to browse information on the Internet

<b>Particulars</b>	<b>Percentages</b>
Complete Knowledge	72.7%
Partial Knowledge	27.3%
No knowledge	0%

B) How to access account information online

<b>Particulars</b>	<b>Percentages</b>
Complete Knowledge	75%
Partial knowledge	10%
No knowledge	15%

C) How to transfer Funds

<b>Particulars</b>	<b>Percentages</b>
Complete knowledge	72.7%
Partial Knowledge	10%
No knowledge	17.3%

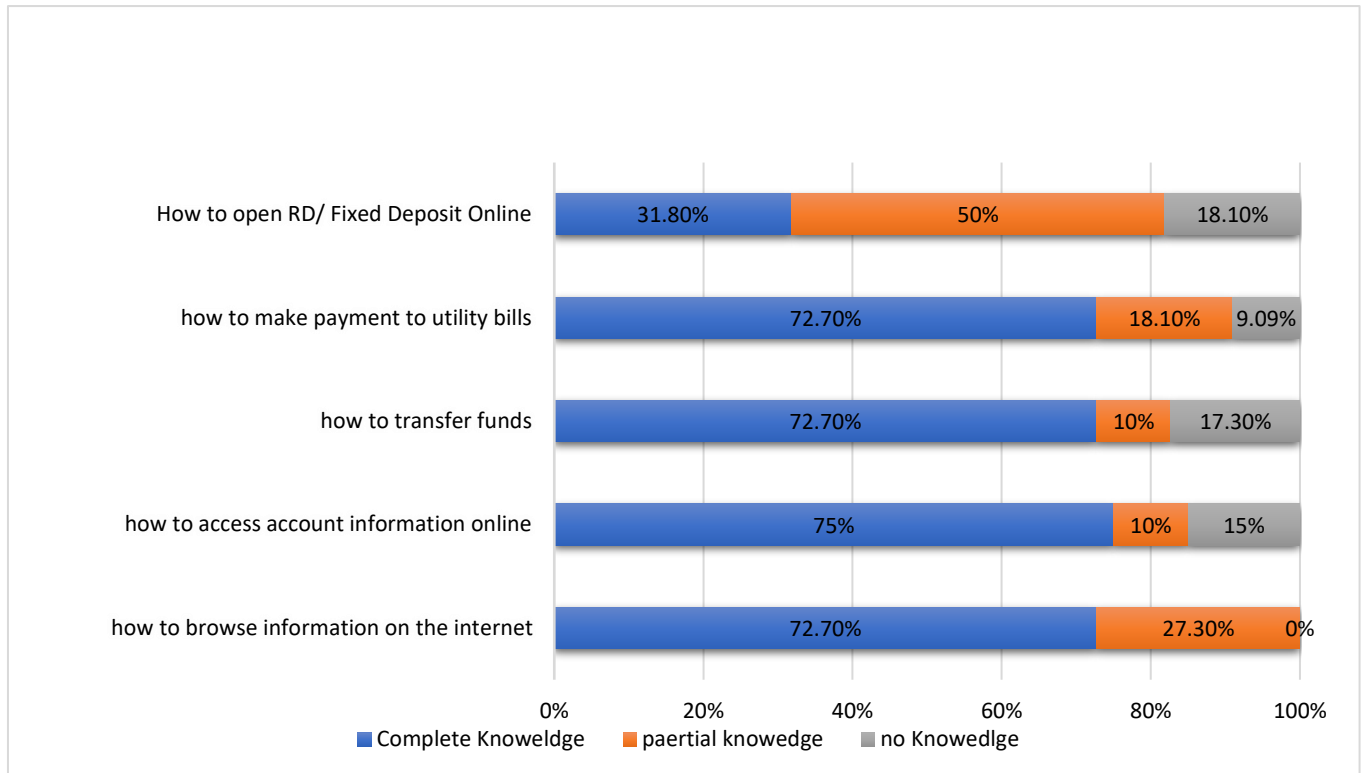
D) How to make payment to utility bills

<b>Particulars</b>	<b>Percentages</b>
Complete Knowledge	72.7%
Partial Knowledge	18.1%
No knowledge	9.0%

E) How to open RD/Fixed Deposit Online

<b>Particulars</b>	<b>Percentages</b>
Complete Knowledge	31.8%

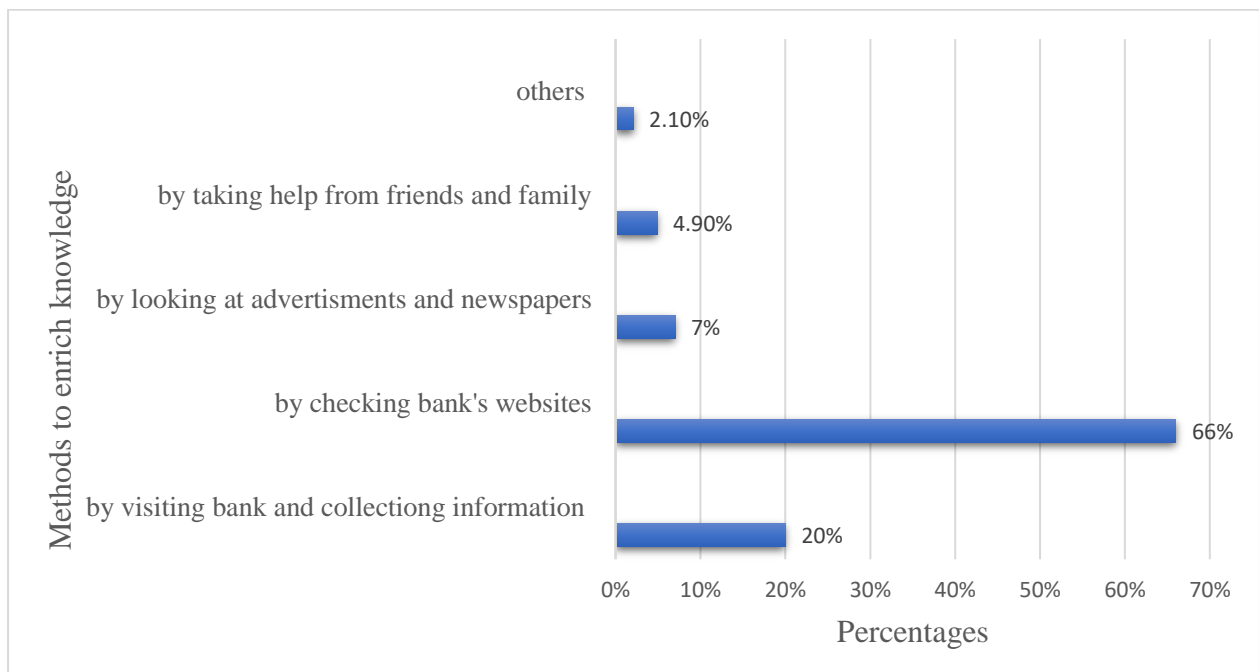
Partial Knowledge	50%
No Knowledge	18.1%



The above graph shows the knowledge of respondents regarding the various services included in Internet banking. It shows whether the respondents have complete knowledge about it, partial knowledge or no knowledge about the different services. The percentages of each function are written in the tables made above the graph.

Q18) What are the methods you will use to enrich your knowledge on Internet Banking?

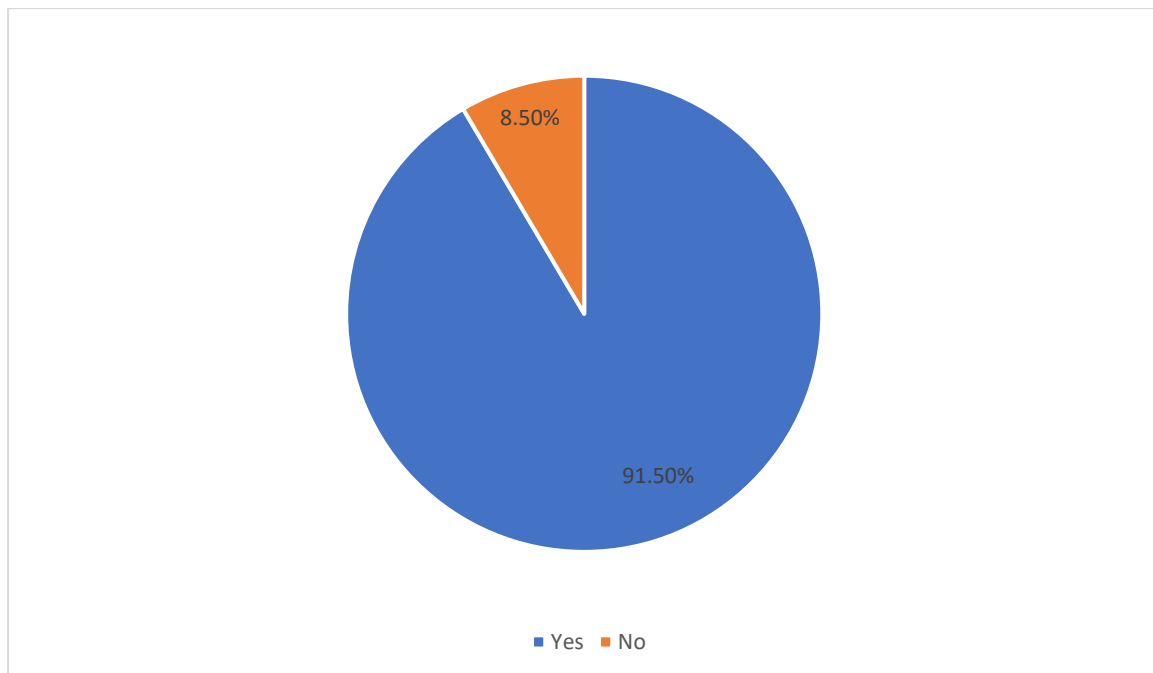
Particulars	Percentages
By visiting bank and collecting information	20%
By checking banks Website	66%
By Looking at Advertisements and newspapers	7%
By taking help from friends and family	4.9%
Others	2.1%



The above graph shows that 20% of the respondents will enrich their knowledge about internet banking by visiting bank and collecting information , 7% by looking at advertisements and newspapers , 4.9% will prefer taking help from their family and friends and majority of the respondents i.e. 66% will increase their knowledge by checking banks websites . It also shows that 2.1% will prefer other methods which may include calling customer care etc.

Q19) As we all know that due to the Covid-19 Outbreak in our country RBI is urging customers to avoid gathering in banks, Will this factor will more influence your use of Internet Banking Services or you will still prefer to go out in Banks?

PARTICULARS	PERCENTAGES
Yes	91.5%
No	8.5%



The above pie chart states that due the Covid -19 outbreak in the country, 91.5% of the respondents think that this will influence their use of internet banking and they will use more of internet banking then traditional banking while the other 8.5% of the respondents will still prefer to go out in banks.



## **CHAPTER -5**

### **CONCLUSION, SUGGESTIONS AND LIMITATIONS**

#### **5.1 Findings**

- The study shows that 63.8% of the customers are fully aware of internet banking while 36.2% are partially aware. But what is a good indication is that there are 0% respondents who are not aware of the Internet Banking.
- The study shows that respondents who are mainly undergraduate have less knowledge about internet banking than who have higher degrees.
- The study shows that the respondents who are housewives don't use internet banking services and don't have knowledge about the same because they either prefer traditional banking or their accounts are managed by their husbands.
- The study shows that the major reason behind the customers being not aware of the Internet Banking because they still prefer traditional banking over Internet Banking.
- The study shows that majority of the respondents taken into consideration while doing the research use Internet banking facility provided by their banks. The percentage is 83%.
- The study shows that only 23.9% of the people need assistance while conducting transactions and 76.1% don't need any assistance.
- The study shows that 60.9% of the respondents check their accounts regularly in order to ensure that no unauthorised transaction is been made.
- The study shows that 66% of the respondents take help of the bank's website in order to improve or increase their knowledge about internet banking.
- The study shows that due to the coronavirus outbreak in the nation many customers will now use more of internet banking. Also, the customers who do not use internet banking will prefer it and will avoid visiting to banks in personal.

## 5.2 Suggestions

Based on the study following are the suggestions

- It is suggested that banks should make an effort to increase customers knowledge by providing appropriate information on the use of internet banking so that customers who still prefer traditional banking over internet banking should shift to the latter.
- In todays, technology driven environment security is a major concern of the customers. Both private and public banks should have multi-level security points to check the authenticity of right customer assessing the internet banking service. When the customer login to avail the internet banking service, a security question should be popped which is only known to the user. the answer should match to the one given at the first time of login. after answering the question correctly, then only the customer should be allowed to access the account for transactions.
- It was also noticed in the findings that most of the customers using internet banking facility rely on banks website in order to increase their knowledge about internet banking, so the banks should focus on developing a user-friendly website. also, the banks should make sure that all the relevant information to use the service is explained properly on their websites.
- Also, many customers avoid using internet banking services due the slow or poor internet connection. The government should make an effort to ensure that every individual is enjoying the facility of internet.

### **5.3 Limitations**

- The study conducted is a short-term study. The period of 4 to 6 weeks is not enough for the proper study of the project.
- Since the study involves questionnaire, the sample size could not exceed 47. So, such sample cannot be said the true representative of the universe.
- Data given by the respondents are limited to their own attitudes, perception, knowledge, feeling and awareness.
- The lack of scientific training in methodology of research was great impediment in our research program.

## **5.4 Conclusion**

Internet banking is a trending word in today's era. Despite the introduction of smart gadgets and mobile application the usage of internet banking in India is still at a growing stage. This is because many people are not educated enough to use the facility, many don't have proper internet connection and many without any doubt fear that their accounts will be hacked.

Banks should continuously educate their customers about how to use the internet banking services , what are the risk associated with it , benefits of using the service etc. by doing so one can expect that in the near future everyone will be using internet banking service and will surely increase their knowledge about the same .

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## APPENDIX- 1

### Awareness and Knowledge about Internet Banking

The data gathered through this survey would be used exclusively for the purpose of academic report only. Please spare some time to fill it.

**\* Required**

1.

Q1) Name (Optional)\_\_\_\_\_

Q2) Gender \*

☐Female

☐Male

Q3) Age \*

☐18-24

☐25-34

☐35-44

☐Above 45

Q4) Education Qualification \*

☐Undergraduate

☐Graduate

☐Post Graduate

☐Ph.D.

☐Other:

Q5) Income \*

- ☐below 25000
- ☐25000-50000
- ☐50000-100000
- ☐above 100000

Q6) Occupation \*

- ☐Student
- ☐House wife
- ☐Self Employed
- ☐Professional
- ☐Unemployed

This section will check your knowledge and awareness about internet banking.

Q7) In which bank do you have your account? \*

- ☐Private Bank
- ☐Public Bank

Q8) For how long you are the customer of Bank? \*

- ☐less than 6 months
- ☐6 months - 1 year
- ☐1 year - 3 years
- ☐3 years - 5 years
- ☐more than 5 years

Q9) Are you aware of what is Internet banking or Online banking? \*



- ☐ Fully Aware
- ☐ Partially Aware
- ☐ Unaware

Q10) If No, what is the reason behind you not being aware about the Internet Banking Services?

- ☐ Lack of Education
- ☐ Lack of access to Information
- ☐ Account is managed by Guardian/ Father/ Husband/ Mother
- ☐ Prefer Traditional Banking over Internet Banking
- ☐ Other:

.

Q11) What were the sources through which information regarding the Internet Banking Services was known to you? \*

- ☐ Parents
- ☐ Friends
- ☐ Media
- ☐ Email by Banks
- ☐ SMSs by Banks

Q12) Do you use Internet Banking Services provided by your Bank? \*  
(If your answer is NO, please move directly to Que .)

- ☐ Yes
- ☐ No

Q13) How frequently you use Internet Banking Services?

- ☐Daily
- ☐Weekly
- ☐Monthly
- ☐Yearly
- ☐No Specific Time

Q14) Do you need any guidance / assistance from Bank or any other person while conducting on transactions?

- ☐Yes
- ☐No

Q15) Do you check your online accounts regularly to ensure that no unauthorised transaction have been made?

- ☐Yes
- ☐No
- ☐Maybe

Q16) According to you what should you do if you entered your online account details on a fraudulent link?

(You can select more than one option.)

Check all that apply.

- ☐Change the Password Immediately

☐Contact the Bank Branch

☐Report the Incident

☐Close the Link

☐All the Above

Q17)

Mark only one box per row.

	Complete Knowledge	Partial Knowledge	No Knowledge
1)How to browse information on Internet?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2)How to access to my account information using online banking login id and password?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3)How to view the account statement online?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4)How to transfer the funds?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5)How to open a RD/Fixed deposit through online?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6)How to make payment to utility bills?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q18) What are the methods you will use to enrich your knowledge on Internet Banking Services? \*

You can choose more than one option.

Check all that apply.

☐By visiting bank and collecting Information'

☐By visiting Bank Website

☐By looking at Advertisements and Newspapers

☐By taking help of Friends and Family

☐Other:

Q19) As we all know that due to the Covid-19 Outbreak in our country RBI is urging customers to avoid gathering in banks, Will this factor will more influence your use of Internet Banking Services or you will still prefer to go out in Banks? \*

Mark only one oval.

☐Yes, I will prefer Internet Banking

☐No, I will still visit Banks for the transactions and other activities

Q20) Would you like to give any suggestion as a customer to the banks for improvement of knowledge among people about the internet banking?

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