

CUSTOMER PERCEPTION TOWARDS ONLINE BANKING SERVICES - A COMPARATIVE STUDY OF SBI, FEDERAL BANK AND ICICI BANK

Fathimath Najla K.V¹ & Dr. B. Vijayachandran Pillai²

¹ M Phil Scholar, Department of Commerce and Management Studies, University of Calicut, Kerala, India.

² Head, Department of Commerce and Management Studies, University of Calicut, Kerala, India.

ABSTRACT

The traditional branch model of bank is now giving place to an alternative delivery channels with ATM network. Once the branch offices of bank are interconnected through terrestrial or satellite links, there would be no physical identity for any branch. It would a borderless entity permitting anytime, anywhere and anyhow banking. Online banking is a service that allows consumers to perform a wide range of financial and non-financial services through a bank's website. With the rapid diffusion of the Internet, web-based banking has fast become an alternative channel to provide banking services and products. Online banking is a kind of system that enables financial institutions, customers, individuals or businesses, to access accounts, transact business, or obtain information on financial products and services through the Internet. This study has been conducted to compare online banking services of public and private sector banks in general and evaluate the perception of customers towards online banking services offered by public and private sector banks in specific. For the purpose of discussion the State Bank of India (public sector), Federal Bank (old private sector), and ICICI Bank (new private sector) has been chosen by the researcher. As the study was an analytical, 150 samples have been taken (50 from each bank). Data has been analysed by using various statistical techniques and interpretation has been drawn based on the analysis. The study found that the perception of customers towards online banking services were almost same in case of three banks. When the perception specifically compared with some general attributes among three banks individually, then found some slight differences. In both the SBI and Federal bank the perception significantly differed as according to the income level of their customers and also found that as according to the occupational status of ICICI customers, the perception towards online banking services were significantly differed. In general there doesn't exist significantly difference in the perception towards online banking services provided by the three banks.

KEY WORDS: Online Banking, Online Banking Services, customer perception, comparison among SBI, FEDERAL and ICICI bank.