E-BANKING PRACTICES AND CUSTOMER SATISFACTION

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ABSTRACT

E-banking is a major innovation that has changed the way bank conducting its business worldwide. Banks are reorienting their strategies towards new opportunities offered through e-banking. The recent trend shows that most ‘brick and mortar’ banks are shifting from a ‘product-centric’ model to ‘customer centric’ model as they develop their new e-banking capabilities. Some online banking platforms support account aggregation to allow the customers to monitor all of their transactions from any corner of the world. Thus, e-banking is a strategy to sustain competition in both domestic and foreign banks. The main focus of the paper is to analyze overall satisfaction of the customer with e-banking practices in public sector banks in Tiruvarur district of Tamilnadu. The primary data were collected with the help of structured questionnaires from a sample of 150 customers from the selected branches of public sector banks on the basis of convenience sampling method. The study reveals that the e-banking service users have low satisfaction with e-banking services of public sector banks. Finally the researcher has made several recommendations to increase customer satisfaction with e-banking practices.

KEYWORDS: customer satisfaction, e-banking, internet banking, Online banking, Mobile banking.