UTILISATION OF ELECTRONIC BANKING IN MALAPPURAM DISTRICT- AN ANALYSIS

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ABSTRACT

In the era of rapid development, the growth advanced technology has led to the fundamental changes in the structure of banking sector. This sector is extremely susceptible to the external variable that led to the need for reconsideration of the traditional role of the bank that is based on receipt and grant of credit. Electronic banking also known as electronic funds transfers (EFT), is simply the use of electronic means to transfer funds directly from one account to another rather than by cheque or cash. Due to the application of computers on entire sectors especially in the banking sector helps to manage things without much errors and reduce complexity and dilemma in almost all sectors. Electro banking is a fast spreading service that allows customers to use computer to access account along with retrieve specific information and possibly conduct transaction from a remote location such as at home or at the workplace. This study has analyzed the advantage and disadvantage of electronic banking, utilization of electro banking and what are the factors for the adoption internet banking by a sample survey. The relevant statistical tools- averages, cross tabulation and Chi square were used to analyze the data. The most important advantage of electro banking is it provides protection facility through providing username and password and the major disadvantage is we cannot access anything if bank’s server is down. More than 50 percent respondents were used the internet banking for money transfer and more than 25% were used for recharge payment. The convenience is a crucial positive factor for the adoption internet banking.

KEYWORDS: Internet banking, convenience, Technology, Electro Funds Transfer, computer.
REFERENCES:

- Statistical tables relating to Indian commercial banks (as on March 31, 2003), at www.rbi.org.in