Review Article

Internet Banking: Identifying Major Contributing Factors

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Abstract

As a result of convenience and flexibility, it is gaining increasingly popular internet banking. This article explores the key factors that are based on the recognition of the various internet applications of respondents responsible for internet banking. It also provides a framework for taking that factor to assess banking awareness.

Keywords: Internet banking, online, Bank, perception, e-banking.

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Introduction

Internet banking is a term used in the financial system of a new era. Internet banking is the result of banking and the PC, also known as online banking. Internet banking transfer money, paying bills, and using the internet as a delivery channel for reporting a check and savings account balances, paying mortgages, and conducting banking activities such as purchasing a financial product, and Cash registers. Internet banking is the result of exploring the possibility of using the internet commerce application of one of the different regions(1).

It is hard to guess whether the Internet tools apply to the convenience of the customer or for the convenience of the bankers. But ultimately is the same time increasing the efficiency of banking activities to provide more convenience to customers. Without communicating with the bankers, customers are trading in one corner to another(2).

There are many benefits of online banking. It is convenient, it is not bound by the operational timing, and there are no geographical barriers to provide services for a nominal fee. E-finance has explosive growth has transformed the banking system tradition(3).

Private Bank in India was first implemented in internet banking in the banking sector. A late registration in the industry, private banking (Private Banks) made it very difficult to understand entrusted to set up a network in the furthest corners of the country. When the only way is to connect to...
our customers is on the internet applications. They are the same internet applications as a weapon of competitive advantage to large monoliths such as India State Bank, Indian Bank. Private Bank is a pioneer in India to provide services to our customers to explore a variety of Internet applications.

E-banking has led to a paradigm shift in marketing practices getting the highest performance in the banking sector. Banking services can be efficiently provided only to work efficiently. Effective backside can only be performed when in the electronics. Components such as data, hardware, software, networks, and people are an integral part of the system. Bank customers are satisfied with the system for maximum comfort and convenience while providing business with the bank. Internet electronic system facilitates the task of bringing these results.

This online-based electronic banking system through in-depth analysis will help you understand what, apart from traditional banking activities, by providing information from the customer and service provider faster. In addition, banks should be noted that prior to the actual conversation instead of sending monetary value information.

Banks can pass on information faster online. (Salawu.2007). in service organizations such as banks, information flows more than the actual product. In the commercial world, especially in developed societies, additional money from the information storage medium, such as checks, credit cards and electronic means, has now been released.

Cash is a pure form. E-banking is seen as an important passage to sell the products and services needed to raise money successfully.

Perception is formed as a result of the interpretation of the experience. There is more and more attention to understanding the user experience. This is because the observations to a greater understanding than the satisfaction of the user. From this point of view, it is essential to evaluate the user experience on many goods and services.

Customers have begun to recognize the banking services over the internet than any other important features of the product of the most attractive features of the Bank. Customers have begun to evaluate the bank on the basis of convenience and comfort. Use the banker Internet applications have begun to develop a variety of features of the product and services.

**Scaffold of the Factors**

It focuses on finding customer awareness for a variety of Internet applications related to internet banking. A variety of factors, users that contribute to customer perception, such as ease of use, flexible virtual financial systems, reliability, time factors, real-time access, transaction costs for information, online billing, digital signature for secure, faster transfer, Ease of use friendly, low transaction costs, will always be taken to the bank facilities, and is currently the Research Fund transfer facility for third party access for the past transaction data. These factors came in different studies.
Factors Including in the Internet Banking: a Must Known

1. Convenience Way Of Operating Banking Transactions:
   Online Banking offers a highly profitable financial institution. Providing ease and flexibility to our customers and can provide a lower cost than traditional office. The convenience of online banking is people to better control their finances and to contribute to the changing patterns of money taking and the day-to-day management of money.

2. Flexible Virtual Banking System:
   Financial institutions have invested a lot of time and money in developing online banking features to help you manage your money from the customer is easy and easy. Customers can check the balance by signing into your bank's website with your username and password. In this way he can request the balance, status, money transfer, check, design, checks requested and more.

3. Reliability:
   One of the most important i-banking services of quality of service dimension is reliability. Online banking environment will continue to grow according to continue to make huge growth were the financial institutions in recent years, customers are able to complete the transfer and pay bills online, and access to critical information. At the same time, internet banking has led to scammers to steal customer data, and cybercriminals. This phishing, harming and other types of attacks As commonly known, scammers are getting information from customers is widely used as a means of accessing online bank accounts. It is thus becoming a sign of customer authentication with online banking services is a major concern of financial institutions.

4. Time Factor:
   One of the most important factors in customer banking quality of service features of the time element. Savings are important factors that affect the customer preferring I-banking. Banks may be useful for information about the products and services offered on their site. Potential customers can collect all the information on the website is in the office with a very specific question and reduces the time those employees.

5. Real Time Access To Information:
   The Bank began the banking system i-simple functions, such as real-time access to information on interest rates at the beginning and check balances, to calculate the loan to be eligible. It will then expand payment service to online payments, transfer money between accounts and cash management Services Company.

6. Saving Transaction Cost:
   Improving customer service, expanding the market and reducing costs is now a fundamental expectation for banking services. If the consumer make use of the technological skills must be a
reasonable price compared to alternatives. Otherwise, the acceptance of new technologies cannot be achieved from the consumer’s point of view. Internet banking model offers benefits to both the bank and the customer. Through internet banking, customers can provide lower costs than traditional modes available to deliver products and services(15).

7. On-Line Bill Payments:
The most popular online transactions via internet banking, money transfer payment / billing. I used the US 22 million people online bill paying users of the service of 20% or 460 million people who regularly provide top 10 financial institutions. The report also stressed that the use of online payment services increased 37% in the first quarter of 2004.

8. Digital Signature for Security:
Online Banking Association An investigation conducted in member institutions rated security as the main issue of online banking. Protect your personal information and there are dual requirements that must be protected from fraud. A digital signature is a precaution to prevent inappropriate behavior and modulation information. This is a form of advanced authentication. One of the few five guests said was the victim of identity theft and fraud.

9. Faster Transfer:
Another important factor contributing to the framework of recognition is a faster transfer of funds. The fundamental benefits of internet banking are that it sends information about the time value of money, removed with a click of the mouse(16).

10. Easy to Use And User Friendliness:
Ease of use is another important decision factor for customers who prefer to bank online. Ease of use and innovative products or services is one of three key features for adoption from the customer perspective. As well as navigation tools available on the website user-friendly domain name is an important factor in determining ease of use. The proper use of a graphical user interface for designing a website is considered to be an important deciding factor. Proper navigation features and search features, please note that viscosity is useful for surfing the Internet on the Internet. In addition, the level of interaction that the site will affect perception of the usability of the consumer web site(17).

11. Low Transaction Fees:
Each time a customer processes credit / debit card transactions at a cost. There is a transaction fee of 0.5 to 5.0% and $0.20 to $0.30 per transaction, the difference between the transaction generally varies depending on the merchant service provider. If the customer pays a $100 fee for merchants to process the transaction may be at least $5.30 to $0.70. I want to buy a lot of credit or debit card merchant service provider for a low amount per transaction received. Another factor in
the way consumers approve of internet banking is the cost factor. Internet banking consists of two types of costs. First, bank charges and costs as a normal cost and the second in connection with access to internet fees and connection costs. There are two types of cost to form the perception of the customer (18).

12. Anytime and Anywhere Banking Facility:
Online banking users when using online banking, saying that the main factors to alleviate and everywhere access to their accounts. Because the customer can go to an ATM to raise money without a visit to the bank, the footsteps of the industry were greatly reduced. Even the Bank at any time, day or night, even the work, you can withdraw money from ATMs.

Mobile business apps provide dedicated support, and personalized service you would expect from Sterling. When you can run various banking activities from anywhere on mobile devices. > See real-time balances. > View transaction history. > To transfer money between accounts (19).

13. Access to Current And Historical Transaction Data:
IAMAI report (online banking in 2006 ‘online banking’), in accordance with customer account balances, transactions, and e-looking statements update, credit card and debit card transactions and updates, check your credit card billing, dematerialization, term deposit information Over (20).

14. Facility of Fund Transfer To Third Party:
Bank will transfer money from one account to another. The most important way to make money is physical and electronic payment. In this article we will look at how to transfer money to a third party, such as the electronic transfer of capital. IAMAI Report - 2006, according to the majority of online banking customers, preferred online banking channels to transfer money to third parties (12).

15. Queue Management:
One of the most important aspects of equality banking is a queue management. Queue management is the ability to manage and streamline customer waiting queue and improve employee productivity. Global Access has two innovative products, such as intelligent queues and automatic waiting line system (21).

Conclusion:
Therefore, the results of the analysis clearly show that the factor that is responsible for internet banking. Factor analysis results indicate that the utility 'security' 'utility deal,' ticketing 'and' financing 'is an important factor. More than 50% of internets banking respondents are a convenient and flexible banking method that has agreed to a variety of trade-related benefits.
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