

CUSTOMER AWARENESS ABOUT INTERNET BANKING: IN CONTEXT OF SMALL FINANCE BANK IN AHMEDABAD

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Abstract

Small Finance banks play an important role to achieve financial inclusion. The usage of Internet banking is termed as a delivery channel over a period of time which provides competitive advantage to the small finance banks. Customer can easily enjoy banking services with the help of internet banking. The present study is based on the responses of 92 respondents in Ahmadabad city from different small finance banks to understand customer awareness towards usage of internet banking, purpose, pros & cons of internet banking. To achieve the objectives of the study a questionnaire with different scales consisting of various aspects related to internet banking was framed. Random sampling method was used to collect the responses. The result of the study indicates that there is moderate level of awareness among the customers of SFB. Small Finance banks need to focus on hassle free procedure.

Keywords: Internet Banking, Small Finance Bank, Customer Awareness

Introduction:

Small Finance banks are at the rising stage of evolution. Small Finance banks is a specific segment of banking created by Reserve Bank of India under guidance of the government of India with an objective of widening financial inclusion by primary undertaking basic banking activities to un-served and underserved sections of the society including small business unit, small and marginal farmers, micro and small industries and unorganized entities. After the announcement during union budget for the year 2014-15, RBI issued guidelines of Small Finance banks in November, 2014. Across the country 72 different entities applied for the license of while only 10 of these entities got the license of Small Finance bank as on 24th November, 2014. The Primary objective of launching SFB was to achieve height of financial inclusion through an effective deployment of deposits and extension of credit facilities to micro, small and unorganized entities at low processing cost (RBI 2014). The word “small “in Small Finance Bank refers to give importance of serving to those people who are excluded. It does not indicate the size of the bank. The main reason for establishing SFB is to finance Micro, Small and Medium Enterprises (MSMEs). Adoption of technology has brought a revolutionary change in the traditional banking process. Banking services are available 24 hours which does not matter working hours. There are many pros & cons of Internet banking. Being a positive side, Internet banking helps banks to serve customers round the clock effectively and efficiently, whereas, being a negative side, customers are facing lots of problem while using internet banking due to changes in technology. Because of very high level of competition in banking industry, it becomes very difficult to understand perception of the customer. SFBs are mainly serving to the un-banked section of the society. So it is interesting to study awareness about it, how internet banking is useful to them and which problems are there for its usage.

Literature Review

There view of past researches helps to find the research gaps in the vast area of knowledge. The past research gives direction and basis for the new research area. Hereby it is the summary of the existing literature. A good number of articles have been reviewed. Some of the important studies are:

1. **Sonu Garg & Dr. Parul Agarwal (2014)** mentioned in their article that, “The concern of banks about profitability is to be addressed by the regulators as the entire process of financial inclusion would be a kind of social work in the first few years. The concern of the government about the reach, feasibility and implementation of government polices to the last mile needs to be addressed. The bank’s concern can be addressed by leveraging information and communication technology, designing new innovative products and services models. A structured expansion and appropriate regulatory norms addressing the bank’s concern. Thus, Innovative products, out of the box service model, effective regulatory norms and leveraging technology together could change the landscape of the current progress of the much needed and wanted, financial inclusion program.
2. **Kamal Kishore (2015)** stated in his article that, “Despite of many concerns and challenges, new differentiated banks along with earlier announced payments banks, represent a good strategy to deepen the financial inclusion agenda. However, looking at the size of the country, ten numbers of such banks may not be adequate and need to be expanded substantially if financial inclusion has to get real and substantial push on nationwide scale. RBI has announced its intention to allow more such banks in future after watching experience of first lot.
3. **Jaydev M, Himanshu Singh & Pawan Kumar (2017)** explained challenges of small finance bank. They stated that, “the new small finance banks are likely to redefine the banking sector in India with more number of players competing in the rural financial services landscape. The immediate challenges for these banks are building the liability product portfolio, meeting the mandatory norms on statutory norms of cash reserve ratio, improving the digital connectivity with the large scale rural customer base, and designing cost effective banking solutions.
4. **P. Dhanya and Dr. P.B Banudevi** mentioned in their article which talks about threats & challenges to small finance banks with special reference to Coimbatore city. In this article they explained,” Small finance banks will help bring a revolutionary change in the Indian Banking System. It will help in making banking more competitive and more inclusive for both borrowers and depositors, making banking more affordable to the common man. In dynamic economy banks either emerge or collapse in the upcoming year.
5. **Khan Firdaus Masarrat Rashid (2019)** written article “Banking for the poor: A GLM study on Small Finance Banks in India”. In this article he mentioned that banking business got affected by demonetization. It is early to judge the performance of SFBs in banking sector, there is justifiable optimism emerging from the empirical analysis that financial inclusion is being implemented and bearing some fruit. SFBs have a very important role to play in financial inclusion imperative.
6. **T. Ravikumar (2019)** found in his article “Small Finance Banks and Financial inclusion in India “that the small finance banks are meant to promote financial inclusion in India. These banks are performing considerably well and they have good potential all over India as financially excluded people are at large in India.

Methodology of the Study:

Objectives

1. To study the level of awareness and knowledge about various aspects of internet banking among the customers of all small finance bank.
2. To study pros & cons of usage of internet banking for customers.

Data Collection and Sampling

In statistical analysis both Primary and secondary data have been used to achieve the objectives. After literature review structured questionnaire is prepared to collect primary data. There are different components in questionnaire. i.e. Demographic profile of the respondent, Awareness about internet banking usage of small finance bank, different purpose of using internet banking, Different benefits of Internet banking, List of problems while using internet banking. Random sampling method is used to collect data from customers of Small Finance banks in Ahmadabad. The sample size of 100 was determined. 125 questionnaires were distributed among the customers of different small finance banks. From that 92 customers gave proper response.

Statistical Tools

The Descriptive statistics percentage and mean values were used to analyze collected primary data. F test have been used to test the hypothesis and variation in mean values. Levene's test was used to test equality of variance in different ways considering like it was assumed and it was not assumed. This section talks about analysis part of the research. Here 4 tables are there to show statistical analysis. The discussions of the tables are as follow:

Level of Awareness and Knowledge

Table1. Demographic Profile of Respondents-

Variables		Frequency	Percentage of Respondents
Gender	Male	59	64.13
	Female	33	35.87
Total		92	100.00
Age	20-29	30	32.61
	30-39	40	43.48
	40-49	6	6.52
	50-59	12	13.04
	60& Above	4	4.35
	Total		92
Marital status	Married	68	73.91
	Unmarried	24	26.09
Total		92	100.00

Annual Family Income	Below2,50,000	25	27.17
	2,50,000-5,00,000	32	34.78
	5,00,000-10,00,000	29	31.52
	Above10,00,000	6	6.52
Total		92	100
Occupation	Government Service	31	33.70
	Private Service	46	50.00
	Professional	7	7.61
	PSU	2	2.17
	Student	6	6.52
Total		92	100.00
Highest Educational Qualification	Secondary	8	8.70
	Diploma/ITI	8	8.70
	Graduation	32	34.78
	Post-Graduation	42	45.65
	Ph.D.	2	2.17
Total		92	100
Family Type	Joint	74	80.43
	Nuclear	18	19.57
		92	100.00

Explanation of Table1:

According to Table1, out of 92 respondents, 33 respondents are female which around 36% of the total population is. Rest of that is male i.e. 64%. Further in terms of Age, we found that age group of 30-39 is highly aware about Usage of Internet Banking of Small Finance bank. There is very low level of awareness among age group of 40-49 and 60 & above. Under category of annual family income, income group of 2, 00,000 to 10, 00,000 are moderately aware about usage of internet banking of SFB. Under category of occupation, Private sector employees are highly aware about usage of Internet banking of Small Finance Bank and in comparison of that employees of PSU are very less aware about it. Next category is highest educational qualification, Graduates and Post graduates customers are moderately aware whereas there is lack of awareness among rest of the customers. Another category is family type, in which customers from Joint family are highly aware about usage of Internet banking of SFB.

Table 2: Independent T test of customer awareness about Small Finance bank

Awareness about usage of Internet Banking of SFB	Levene's Test for equality of variance		t test for Equality of Means
	F	Sign.	t

Are you aware about Internet banking services provided by your Small Finance bank?	Equal variances assumed	1.51	1.03	1.230769231
	Equal variances Not assumed			1.01
Do you know about various rules & regulations regarding Internet Banking?	Equal variances assumed	1.07	0.13	1.032258065
	Equal variances Not assumed			0.362095876
Are you aware about fund transfer through Internet Banking?	Equal variances assumed	1.00	0.00	1
	Equal variances Not assumed			0
Are you aware about how to manage Debit card & Credit Card through Internet Banking?	Equal variances assumed	1.31	-0.69	1.142857143
	Equal variances Not assumed			0
Do you have knowledge about online complaint procedure and online grievance handling?	Equal variances assumed	1.78	-0.22	1.333333333
	Equal variances Not assumed			0

Explanation of Table2:

It is observed from the above table that the Levene's test for Equality of variance results the table value of the T test from the public view on Small Finance bank. ($F= 1.51$ and $P>0.05$) and F Values are 1.07 and 1.00 for awareness about rules and regulations of usage of internet banking of SFB and Fund transfer through internet banking of SFB. It also states that there is significance for another factor like how to manage debit card and credit card through internet banking and knowledge about online complaint procedure and grievance handling.

Purpose and Pros & Cons of Internet Banking

Table3: Purpose of using Internet Banking of SFB.

Sr. No.	Purpose of using Internet Banking	Frequency	N	Mean	Standard Deviation	Std. error	95% Conf. interval for mean	
							Column1	
1	To view account balance and statement	Very often	48	0.52	31.11	3.243723	Column1	
		Often	20	0.22	50.91	5.30791		
		Sometimes	18	0.20	52.33	5.455352	Conf. Level (95.0%)	13.76
		Never	6	0.07	60.81	6.340004		
		Total	92		9.59			

2	To enquire about cheque status	Very often	22	0.24	49.50	5.160468	Column1	
		Often	24	0.26	48.08	5.013027		
		Rarely	6	0.07	60.81	6.340004	Conf. Level (95%)	13.76
		Sometimes	32	0.35	42.43	4.423259		
		Never	8	0.09	59.40	6.192562		
		Total	92		9.59			
3	To give request For cheque book	Very often	16	0.17	53.74	5.602794	Column1	
		Often	27	0.29	45.96	4.791864		
		Rarely	8	0.09	59.40	6.192562	Conf. Level (95.0%)	15.42
		Sometimes	35	0.38	40.31	4.202096		
		Never	6	0.07	60.81	6.340004		
		Total	92		9.59			
4	To inquire about fixed deposit	Very often	22	0.24	49.50	5.160468	Column1	
		Rarely	9	0.10	58.69	6.118841		
		Often	28	0.30	45.25	4.718143	Conf. Level (95.0%)	10.48
		Sometimes	23	0.25	48.79	5.086747		
		Never	10	0.11	57.98	6.04512		
		Total	92		9.59			
5	For online trading with Demat services	Very often	28	0.30	45.25	4.718143	Column1	
		Often	22	0.24	49.50	5.160468		
		Sometimes	14	0.15	55.15	5.750236	Conf. Level (95.0%)	8.123
		rarely	12	0.13	56.57	5.897678		
		never	16	0.17	53.74	5.602794		
		Total	92		9.59			
6	To update your profile	Very often	24	0.26	48.08	5.013027	Column1	
		Often	19	0.21	51.62	5.381631		
		Rarely	12	0.13	56.57	5.897678	Conf. Level (95.0%)	9.15
		Sometimes	27	0.29	45.96	4.791864		
		Never	10	0.11	57.98	6.04512		
		Total	92		9.59			

7	To inquire about different products & rates of Interest	Very often	22	0.24	49.50	5.160468	Column1	
		Often	22	0.24	49.50	5.160468		
		Rarely	12	0.13	56.57	5.897678	Conf. Level (95.0%)	7.325
		Sometimes	24	0.26	48.08	5.013027		
		Never	12	0.13	56.57	5.897678		
		Total	92		9.59			
8	To download application form	Very often	12	0.13	56.57		Column1	
		Rarely	12	0.13	56.57	5.897678		
		Often	26	0.28	46.67	4.865585	Conf. Level (95.0%)	8.718
		Sometimes	36	0.39	39.60	4.128375		
		Never	6	0.07	60.81	6.340004		
		Total	92		9.59			
9	To give request for stop payment of cheque.	Very often	20	0.22	50.91	5.30791	Column1	
		Often	12	0.13	56.57	5.897678		
		Sometimes	29	0.32	44.55	4.644422	Conf. Level (95.0%)	8.718
		Rarely	12	0.13	56.57	5.897678		
		Never	19	0.21	51.62	5.381631		
		Total	92		9.59			
10	To apply for loan & other services	Very often	17	0.18	53.03	5.529073	Column1	
		Often	16	0.17	53.74	5.602794		
		rarely	16	0.17	53.74	5.602794	Conf. Level (95.0%)	4.695
		Sometimes	25	0.27	47.38	4.939306		
		Never	18	0.20	52.33	5.455352		
		Total	92		9.59			
11	To calculate loan payment information	Very often	30	0.33	43.84	4.570701	Column1	
		Often	12	0.13	56.57	5.897678		
		Rarely	13	0.14	55.86	5.823957	Conf. Level (95.0%)	9.15
		Sometimes	21	0.23	50.20	5.234189		

		Never	16	0.17	53.74	5.602794		
		Total	92		9.59			
12	To transfer funds between two accounts	Very often	30	0.33	43.84	4.570701	Column1	
		Often	29	0.32	44.55	4.644422		
		Rarely	7	0.08	60.10	6.266283	Conf. Level (95.0%)	13.68
		Sometimes	18	0.20	52.33	5.455352		
		Never	8	0.09	59.40	6.192562		
		Total	92		9.59			
13		To transfer funds to third party	Very often	24	0.26	48.08	5.013027	Column1
	Often		28	0.30	45.25	4.718143		
	Rarely		12	0.13	56.57	5.897678	Conf. Level (95.0%)	9.521
	Sometimes		18	0.20	52.33	5.455352		
	Never		10	0.11	57.98	6.04512		
	Total		92		9.59			
14	To pay utility bills	Very often	32	0.35	42.43	4.423259	Column1	
		Often	28	0.30	45.25	4.718143		
		Rarely	8	0.09	59.40	6.192562	Conf. Level (95.0%)	13.87
		Sometimes	16	0.17	53.74	5.602794		
		Never	8	0.09	59.40	6.192562		
		Total	92		9.59			
15	To shop online	Very often	44	0.48	33.94	3.538607	Column1	
		Often	14	0.15	55.15	5.750236		
		Rarely	6	0.07	60.81	6.340004	Conf. Level (95.0%)	19.59
		Sometimes	22	0.24	49.50	5.160468		
		Never	6	0.07	60.81	6.340004		
		Total	92		9.59			
16	To create & renew fixed	veryoften	26	0.28	46.67	4.865585	Column1	
		Often	26	0.28	46.67	4.865585		

	and recurring deposits	Rarely	6	0.07	60.81	6.340004	Conf. Level (95.0%)	10.59
		Sometimes	20	0.22	50.91	5.30791		
		Never	14	0.15	55.15	5.750236		
		Total	92		9.59			
17	To give request for Demand draft & pay orders	Very often	20	0.22	50.91	5.30791	Column1	
		Often	20	0.22	50.91	5.30791		
		Rarely	12	0.13	56.57	5.897678	Conf. Level (95.0%)	4.777
		Sometimes	22	0.24	49.50	5.160468		
		Never	18	0.20	52.33	5.455352		
		Total	92		9.59			
18	To pay credit card bill	Very often	30	0.33	43.84	4.570701	Column1	
		Often	23	0.25	48.79	5.086747		
		Rarely	9	0.10	58.69	6.118841	Conf. Level (95.0%)	11.06
		Sometimes	10	0.11	57.98	6.04512		
		Never	20	0.22	50.91	5.30791		
		Total	92		9.59			
19	To subscribe for mobile banking services (Debit cards & credit cards)	Very often	38	0.41	38.18	3.980933	Column1	
		Often	21	0.23	50.20	5.234189		
		Rarely	5	0.05	61.52	6.413725	Conf. Level (95.0%)	15.42
		Sometimes	16	0.17	53.74	5.602794		
		Never	12	0.13	56.57	5.897678		
		Total	92		9.59			
20	To pay insurance premium	Very often	32	0.35	42.43	4.423259	Column1	
		Often	26	0.28	46.67	4.865585		
		Rarely	10	0.11	57.98	6.04512	Conf. Level (95.0%)	12.47
		Sometimes	14	0.15	55.15	5.750236		
		Never	10	0.11	57.98	6.04512		
		Total	92		9.59			
21	To pay online tax	Very often	34	0.37	41.01	4.275817	Column1	
		Often	20	0.22	50.91	5.30791		

		Rarely	10	0.11	57.98	6.04512	Conf. Level (95.0%)	11.83
		Sometimes	16	0.17	53.74	5.602794		
		Never	12	0.13	56.57	5.897678		
		Total	92		9.59			
22	To recharge mobile prepaid plans	Very often	38	0.41	38.18	3.980933	Column1	
		Often	22	0.24	49.50	5.160468		
		Rarely	12	0.13	56.57	5.897678	Conf. Level (95.0%)	15.04
		Sometimes	12	0.13	56.57	5.897678		
		Never	8	0.09	59.40	6.192562		
		Total	92		9.59			

Explanation of Table3: According to above table, it seems that Main Purpose for using Internet banking of SFB is to view account balance and statement with mean value of 0.52. Most of the respondents use internet banking for the purpose to subscribe for mobile banking services (Debit cards & Credit Cards).

Table4: Benefits of using Internet Banking of SFB.

	Benefits of Internet Banking		N	Me an	Std. Dev.	Std. error	95% Conf. interval for mean	
1	Online banking makes banking cheaper	Strongly Agree	36	0.39	39.60	4.128375	Column1	
		Agree	30	0.33	43.84	4.570701		
		Moderate	16	0.17	53.74	5.602794	Conf. Level (95.0%)	17.68
		Disagree	6	0.07	60.81	6.340004		
		Strongly Disagree	4	0.04	62.23	6.487446		
		Total	92		9.59			
2	it gives account access 24*7	Strongly Agree	44	0.48	33.94	3.538607	Column1	
		Agree	36	0.39	39.60	4.128375		
		Moderate	4	0.04	62.23	6.487446	Conf. Level (95.0%)	24.8
		Disagree	6	0.07	60.81	6.340004		
		Strongly Disagree	2	0.02	63.64	6.634888		
		Total	92		9.59			
3	It saves time	Strongly Agree	48	0.52	31.11	3.243723	Column1	
		Agree	34	0.37	41.01	4.275817		

		Moderate	2	0.02	63.64	6.634888	Conf. Level (95.0%)	26.36
		Disagree	4	0.04	62.23	6.487446		
		Strongly Disagree	4	0.04	62.23	6.487446		
		Total	92		9.59			
4	it is secure way of dealing with bank	Strongly Agree	38	0.41	38.18	3.980933	Column 1	
		Agree	36	0.39	39.60	4.128375		
		Moderate	12	0.13	56.57	5.897678	Conf. Level (95.0%)	21.61
		Disagree	4	0.04	62.23	6.487446		
		Strongly Disagree	2	0.02	63.64	6.634888		
		Total	92		9.59			
5	it checks balance of account and records of transaction	Strongly Agree	40	0.43	36.77	3.833491	Column 1	
		Agree	37	0.40	38.89	4.054654		
		Moderate	9	0.10	58.69	6.118841	Conf. Level 95%	23.04
		Disagree	2	0.02	63.64	6.634888		
		Strongly Disagree	4	0.04	62.23	6.487446		
		Total	92		9.59			
6	it pays bills automatically each month with easy to step up auto payment	Strongly Agree	42	0.46	35.36	3.686049	Column 1	
		Agree	32	0.35	42.43	4.423259		
		Moderate	8	0.09	59.40	6.192562	Conf. Level (95.0%)	21.61
		Disagree	6	0.07	60.81	6.340004		
		Strongly Disagree	4	0.04	62.23	6.487446		
		Total	92		9.59			
7	it transfers funds between two accounts	Strongly Agree	46	0.50	32.53	3.391165	Column 1	
		Agree	28	0.30	45.25	4.718143		
		Moderate	8	0.09	59.40	6.192562	Conf. Level (95.0%)	22.72
		Disagree	2	0.02	63.64	6.634888		
		Strongly Disagree	8	0.09	59.40	6.192562		
		Total	92		9.59			
8	to open a new account	Strongly Agree	42	0.46	35.36	3.686049	Column 1	
		Agree	25	0.27	47.38	4.939306		

easily	Moderate	16	0.17	53.74	5.602794	Conf. Level (95.0%)	19.68
	Disagree	7	0.08	60.10	6.266283		
	Strongly Disagree	2	0.02	63.64	6.634888		
	Total	92		9.59			

Explanation of Table 4: As per the according table, it reveals that services provided by SFB of Internet Banking round the clock 24*7, time saving, transfer fund between two accounts, to open a new account easily are the main benefits of using internet banking as per their mean values. And it also states that majority of the customer are likely to use internet banking as it is a secure way of dealing with bank, it check balance of accounts and records of transaction, easy to step-up auto payment.

Table5: List of problems while using Internet banking of SFB

List of Problems		N	Mean	Std. Dev.	Std. error	95% Conf. interval for mean		
1	Inadequate knowledge	Strongly Agree	18	0.20	52.33	5.455352	Column1	
		Agree	42	0.46	35.36	3.686049		
		Moderate	22	0.24	49.50	5.160468	Conf. Level (95.0%)	18.95
		Disagree	4	0.04	62.23	6.487446		
		Strongly Disagree	6	0.07	60.81	6.340004		
		Total	92		9.59			
2	Poor Network	Strongly Agree	18	0.20	52.33	5.455352	Column1	
		Agree	42	0.46	35.36	3.686049		
		Moderate	22	0.24	49.50	5.160468	Conf. Level (95.0%)	19.01
		Disagree	7	0.08	60.10	6.266283		
		Strongly Disagree	3	0.03	62.93	6.561167		
		Total	92		9.59			
3	Lack of technological requirement	Strongly Agree	16	0.17	53.74	5.602794	Column1	
		Agree	44	0.48	33.94	3.538607		
		Moderate	18	0.20	52.33	5.455352	Conf. Level (95.0%)	18.86
		Disagree	6	0.07	60.81	6.340004		

		Strongly Disagree	8	0.09	59.40	6.192562		
		Total	92		9.59			
4	Time consuming	Strongly Agree	14	0.15	55.15	5.750236	Column1	
		Agree	36	0.39	39.60	4.128375		
		Moderate	22	0.24	49.50	5.160468	Conf. Level (95.0%)	14.09
		Disagree	14	0.15	55.15	5.750236		
		Strongly Disagree	6	0.07	60.81	6.340004		
		Total	92		9.59			
5	Hanging websites	Strongly Agree	22	0.24	49.50	5.160468	Column1	
		Agree	32	0.35	42.43	4.423259		
		Moderate	26	0.28	46.67	4.865585	Conf. Level (95.0%)	14.73
		Disagree	6	0.07	60.81	6.340004		
		Strongly Disagree	6	0.07	60.81	6.340004		
		Total	92		9.59			
6	Complex process	Strongly Agree	20	0.22	50.91	5.30791	Column1	
		Agree	32	0.35	42.43	4.423259		
		Moderate	22	0.24	49.50	5.160468	Conf. Level (95.0%)	12.09
		Disagree	10	0.11	57.98	6.04512		
		Strongly Disagree	8	0.09	59.40	6.192562		
		Total	92		9.59			
7	Frequent change in password	Strongly Agree	20	0.22	50.91	5.30791	Column1	
		Agree						
		Agree	44	0.48	33.94	3.538607		

		Moderate	16	0.17	53.74	5.602794	Conf. Level (95.0%)	19.43
		Disagree	4	0.04	62.23	6.487446		
		Strongly Disagree	8	0.09	59.40	6.192562		
		Total	92		9.59			
8	Delayed complaint handling process	Strongly Agree	12	0.13	56.57	5.897678	Column1	
		Agree	42	0.46	35.36	3.68604		
		Moderate	24	0.26	48.08	5.013027	Conf. Level (95.0%)	18.53
		Disagree	8	0.09	59.40	6.192562		
		Strongly Disagree	6	0.07	60.81	6.340004		
		Total	92		9.59			
9	Lack of security	Strongly Agree	18	0.20	52.33	5.455352	Column1	
		Agree	32	0.35	42.43	4.423259		
		Moderate	24	0.26	48.08	5.013027	Conf. Level (95.0%)	12.59
		Disagree	6	0.07	60.81	6.340004		
		Strongly Disagree	12	0.13	56.57	5.897678		
		Total	92		9.59			
10	hacking of password is possible	Strongly Agree	22	0.24	49.50	5.160468	Column1	
		Agree	40	0.43	36.77	3.833491		
		Moderate	18	0.20	52.33	5.455352	Conf. Level (95.0%)	17.77
		Disagree	10	0.11	57.98	6.04512		
		Strongly Disagree	2	0.02	63.64	6.634888		
		Total	92		9.59			
11	lack of clarity in procedure	Strongly Agree	26	0.28	46.67	4.865585	Column1	
		Agree	37	0.40	38.89	4.054654		

	Moderate	12	0.13	56.57	5.897678	Conf. Level (95.0%)	15.72
	Disagree	8	0.09	59.40	6.192562		
	Strongly Disagree	9	0.10	58.69	6.118841		
	Total	92		9.59			

Explanation of Table 5: As per above calculation it seems that customers are facing problem while using internet banking like lack of clarity in procedure, hacking of passwords, hanging websites, complex process, as per their mean value.

Findings of the study

- 1.1 **The level of awareness** is good among the customers of SFB for the usage of Internet banking. Customers also have good ideas regarding rules and regulations for Internet Banking. And in addition to that customers have also good awareness about Fund transfer through internet banking. People also aware about how to manage debit cards & credit cards through internet banking and good knowledge about online complaint procedure and online grievance handling.
- 1.2 **Purpose of using internet banking** – The main purpose of using internet banking is to shop online, to shop online. To give request for cheque book, to inquire about fixed deposit, to trade online for Demat services are also important purpose for using internet banking services.
- 1.3 **Benefits of using Internet banking-** As Internet banking gives 24*7 services is the most important benefit of using internet banking. It also saves time, check balance of accounts and records of transaction.
- 1.4 **List of Problems for using Internet banking-** the lack of adequate knowledge of using internet banking, Poor network are main problems for using internet banking.

Conclusion

To conclude the study, Customers of Small finance bank have moderate level of awareness for using internet banking services. The main purpose for using internet banking is to check account balance, to pay utility bills and to shop online. As internet banking gives 24*7 services, time saving is the main benefits of using internet banking. As per research, complex procedure for using internet banking is the common problem faced by users of internet banking. Hence, Small Finance banks need to focus on complex procedure and try to make it somewhat easier for general people.

Limitations

There are some limitations of the research. In this research demographic variable on awareness level and knowledge of the respondents regarding various aspects of internet banking across the different small finance bank are not considered.

Future Research

The result of this research can be used by Different Small Finance Banks to improve their services and it can be also helpful to improve low level of awareness. They may go for different campaign for

improvement of their services. Therefore the result highly reveals that there is significant difference between Equal variance assumed and Equal variance not assumed for the given factors.

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