

**A STUDY ON ROLE OF TECHNOLOGY IN COMMERCIAL BANK****DR.M.BHUVANESWARI (MBA,M.PHIL,P.HD)***Assistant Professor**Department of Management Sciences,**Hindusthan College of Engineering and technology,**Coimbatore, Tamilnadu, India**Contact number:9994400028**e-mail id: bhuvaneshwari.mba@hicet.ac.in***ARIVARASU G***Final year MBA student**Department of Management Sciences,**Hindusthan College of Engineering and Technology**Coimbatore, Tamilnadu, India**Contact number: 6381936906**e-mail id: arivarasuadad1822@gmail.com***Abstract**

*The global economy is undergoing transformation at a rapid pace and technology is instrumental for this change . The impact of technological revolution is being experienced in all walks of life and banking sector has also witnessed the same. Indian banking sector has also gone under complete transformation. Banking is no longer limited to traditional brick and mortar system rather it is shifting to brick and click system and virtual banking. This research paper is focussed on the level of customer satisfaction towards e banking and the suitable measures used to increase the e banking services with the data analysis of the respondents. The study was carried out by primary data with a sample size of 120 employees which were chosen by simple random method. Statistical tools used for this data collection are simple frequency analysis, Independent sample T-test, Chi-square and correlation test.*

*The findings of the study revealed that majority of the respondents are using e banking services and they are very much satisfied with the emerging technology towards e banking.*

**Keywords:** Banking technology, Commercial bank,

## I INTRODUCTION

### 1.1 Introduction

The term “Banking Technology” refers to the use of sophisticated information and communication technologies together with computer science to enable banks to offer better services to its customers in a secure, reliable and affordable manner and sustain competitive advantage over other banks. Banking Technology also subsumes the activity of using advanced computer algorithms in unravelling the patterns of customer behaviour by sifting through customer details such as demographic, psychographic and transactional data. This activity also known data mining, helps banks achieve their business objectives by solving various marketing problems such as customer segmentation, customer scoring, target marketing, market-basket analysis, cross-sell, up-sell, customer retention by modelling churn etc. Successful use of data mining helps banks achieve significant increase in profits and thereby retain sustainable advantage over their competitors. From theoretical perspective, Banking Technology is not a single, stand-alone discipline, but a confluence of several disparate fields such as finance (subsuming risk management), information technology, communication technology, computer science and marketing science depicts the constituents of Banking Technology.

The banking scenario in India is the post liberalization and deregulated environment has witnessed sweeping changes. The tremendous advances in technology and the aggressive infusion of information technology had brought in a paradigm shift in banking operations. For the banks, technology has emerged as a strategic resource for achieving higher efficiency, control of operations, productivity and profitability. For customers, it is realization of their ‘Anywhere, Anytime, anyway’ banking dream. This has prompted the banks to embrace technology to meet the increasing customer expectation. Technology to start with a business enabler and now has become a business driver. The banking institutions cannot think of introducing a financial product without information technology support is it customer service, transactions, remittances, audit, marketing, pricing or any other activity in the banks.

Information Technology plays an important role not only to complete the activity with high efficiency but also has the potential to innovate and meet the future requirement. Information Technology has therefore introduced new business paradigms and is increasingly playing a significant role in improving the services in banking industry.

### **1.2 Statement of the problem**

The Indian banking sector has undergone radical changes due to liberalization and globalization measures undertaken since 1991. Today, Indian Banking is one of the largest sectors in the world. There has been a great surge in efficient customer services. A highly satisfied and delighted customer is a very vital non-financial asset for the banks in the emerging information technology era. The curtesy, accuracy and speed are like a crown factor for a bank.

The increase in competition, customer satisfaction is considered to be the most important things in banking services. Customer service is the primary end of any bank. A customer always wants something and expects that the bank should come up to the level to full fill those needs. Service quality is about meeting customers' needs and requirements, and how well the service level delivered matches customer expectations. Service quality in banking implies consistently anticipating and satisfying needs and expectations of customers.

### **1.3 Objectives of the study**

- To study the e-banking service and their customer satisfaction
- To study promotion sector of the bank by online technology
- To analyse the promotion of Banking Services through E-Banking from the view of customer.
- To offer suitable suggestion to increasing the E-Banking services based on findings of the study.

### **1.4 Research methodology**

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The

methodology section answers two main questions: How was the data collected or generated? How was it analysed?

### **A. Research Design**

Research design is a conceptual structure within which research should be conducted. Thus, the preparation of such a design facilitates research to be as efficient as possible and will yield max information.

### **B. Sample size**

The Sample size selected for the survey is 120 . The sample size determination was purely by intuition.

### **C. Sampling method**

Simple Random Sampling is used in this study.

## **1.5 Method of data collection**

The task of collecting data begins after a research problem has been defined and plan is chalked out. This study pertains to collection of data from primary and secondary sources.

### **A. Primary data**

These are the data which are collected from some primary sources i.e., a source of origin where the data generate. These are collected for the first time by an investigator or an agency for any statistical analysis. Data are collected for the first time for a specific purpose in mind using the questionnaire method. Questionnaire through personal contact and telephone calls. An advantage of using primary data is that researchers are collecting information for the specific purposes of their study. In essence, the questions the researchers ask are tailored to elicit the data that will help them with their study. Researchers collect the data themselves, using surveys, interviews and direct observations.

### **B. Secondary data**

Secondary data consist of information that already exists somewhere and have been collected for specific purpose in the study. The secondary data for this study are newspapers, journals, magazines, internet etc.

### 1.6 Statistical tools used for analysis

The following tools are used for analysis

- Percentage analysis
- Chi-square test
- Correlation

### 1.7 Scope of the study

- Banks have to deal with many customers and render various types of services to its customer and if the customers are not satisfied with the service provided by the banks.
- They will defect which will impact economy as a whole since banking system plays an important role in the economy of a country.
- Retaining customers is a financial imperative for Indian banks, especially as attracting new customers is considerably more expensive than for comparable, traditional.
- Understanding how or why a sense of loyalty develops in customers remains one of the crucial management issues of the present day e-banking .

### 1.8 Limitations of the study

- The sample size taken for the study is limited only to 120.
- Some of the respondents are not open in giving their opinions.
- Time of the disposal for the research was limited.
- There may be personal bias of the respondent, which affects the result of the study.

## II FINDINGS OF THE STUDY

- 74.2 % of the respondents are in the age group of 20 – 30 years
- 51.7% of respondents are Female
- 90.0% of respondents are unmarried
- 34.2 % most of the respondents are agreed the Now a day efficiency of the banking service has been increased
- Thus, the 50.8% majority of the respondents are agreed. the Commercial bank uses the online banking technology

- Thus, the 48.3% most of the respondents are agreed the Does bank have sufficient amount transaction in ATM
- Thus, the 55.8 %majority of the respondents are agreed the Digital banking dose help in regular usage.
- Thus, the 39.2% most of the respondents are agreed the student also make use of the online banking technology
- Thus, the 55.0% majority of the respondents are agreed the online banking has better experience
- Hence Null hypothesis(Ho) is rejected. There is a significant relationship between gender and major promotion done by the bank in online technology
- Hence Null hypothesis(Ho) is accepted . There is a No significant relationship between age and the comfortable way for getting the money from the bank
- Hence Ho is rejected , there is a significant difference Gender and Which bank is better performance in online transaction

### III SUGESTIONS

- The bank needs to give awareness to customers about internet banking.
- Most of the customers are feeling risk in E-banking so the banking industry needs to eliminate those risks.
- The information technology system introduced in commercial banks has not influenced the performance of banks
- The information technology system in commercial banks has not influenced the level of customer satisfaction.
- The web page of banks should be designed to be users friendly as the majority of the customers
- The familiar with the handling of computers professionally;
- The employees of the banks should be trained to acquire the skills and knowledge in IT system to ensure effective discharge of their services
- The banks may conduct annual workshops for the customers to make aware of IT system in the banks
- The banking sector realises that customers' needs have changed with the advancements in technology and their own needs.

- This study concluded that the government taken the incentives programmes for customers regarding the safe online banking.
- This study established the banks can maintain adequate number of customers support, officers' information and support should be extended to the customers local language.

#### IV CONCLUSION

Online banking is just like normal banking, with one big exception. You don't have to go to the bank for transactions. Instead, you can access your account any time and from any part of the world, and do so when we have the time, and not when the bank is open. The users of e-banking delivery channels have strong positive perception towards technology used in banking which is reflected in their adoption and usage of the same whereas non users clearly exhibited their disinterest and ignorance in using various technologies driven banking channels. This study also identifies factors convenience, speed, content, privacy, fee & charges, security, design and accessibility which influence the adoption of ATMs wherein convenience, speed, design, content and accessibility are positively associated with the adoption of ATMs whereas fee & charges, security, privacy has negative influence. In the case of internet banking also identifies factors convenience, speed, content, privacy, fee & charges, security, design and accessibility which influence the adoption of internet banking wherein convenience, speed, security, privacy and accessibility are positively associated with the adoption of internet banking whereas fee & charges, design and content has negative influence on internet banking adoption. It is further revealed that users' different experiences with e banking delivery channels and their satisfaction go hand in hand in the sense that those who have less difficulties exhibited high level of satisfaction and vice versa. which lead to low level of satisfaction of credit cards.

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