Challenges faced by the employees towards E-Banking services: Study with reference to ICICIBank of Mangalore City

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Abstract

This paper highlights the challenges faced by the employees towards e-banking services. E-banking is an electronic banking system, which enables the employees to use electronic banking system instead of traditional banking method. E-Banking makes the work of the bank employees very easy. They can do their work through electronic modes very fast. This has reduced the work burden of the employees. This study was undertaken in Mangalore city, the total sample size chosen for the study is 41.

(Key words- E-banking, challenges, ICICI Bank)

1.0 Introduction

E-Banking means doing banking activities via electronic modes. E-banking is additionally accessibleevery time and anywhere. So it is famously called anytime and anywhere banking. Moreover, giant numbers of patron are blissful from e-banking services. This manner helps the bank to preserve the customers in huge number. It additionally helps the bank to appeal to new and younger clients due to the fact of the availability of innovative banking products. Even clients can get the e-banking offerings at less transaction cost. The major challenges faced by the employees from e-banking technology are connectivity issues, server problems, lack of knowledge, lack of support from superiors, data integrity.

1.1 Statement of the problem

Employees are benefited a lot from E-Banking services. This decreased the work stress of the personnel to a massive extent. Before the prologue of E-Banking services for any transactions, customers have to go to the bank branches and with the assist of the bank employees they have to do their banking transactions. But after the mechanism of E-Banking services clients can do their banking dealing without the useful resource of the bank employees.

Hence it is very important to study the perception level of the employees towards e-banking services.

1.2 Objectives

The objectives of the study are as follows;

- To study the concept of e-banking
- To determine the challenges faced by the employees towards E-Banking

1.3 Methodology

The data includes both primary and secondary sources. Primary data is collected from structured questionnaire method and Secondary data is collected from reviewing related literature, websites, books and magazines. For the purpose of analysis and interpretation , required Statistical Methods will be applied. The statistical tools used for the study are percentages, mean, standard deviation, median and factor analysis.

1.4 Analysis and Interpretation

1.4.1 Personal profile of the respondents

This parameter includes, gender, age, educational qualification income level and occupation of the employees**.**

Table no-1.4.1

Personal profile of the respondents

Particulars	No of respondents	Percentages
Gender		
Male	18	43.9%
Female	23	56.1%
Total	41	100
Marital status		
Single	12	29.3%
Married	29	70.7%
Total	41	100
Age		
Less than 25	6	14.6%
25-35	17	41.5%
35-45	7	17.1%
Above 45	11	26.8%
Total	41	100
Educational Qualification		
PG	17	41.5%
Degree	24	58.5%
others	0	0%
Total	41	100
Years of service in banks		
Less than 5 years	10	24.4%
5-10 years	14	34.2%

10-15 years	1	2.4%
More than 15 years	16	39.0%
Total	41	100
Income level		
2-3lakh	9	22%
3-5lakh	10	24.3%
Above 5lakh	22	53.7%
Total	41	100
Occupation		
Manager	5	12.2%
Officer	14	34.1%
Clerical	22	53.7%
Total	41	100

Source: Survey data

The above table shows that 56.1% respondents are female and 43.9% of the respondents are male.70.7% of the respondents are married and 29.3% of the respondents are single. 41.5% of the respondents belongs to the age group of 25 to 35 years and 14.6% of the respondents are belongs to less than 25 years of age. 58.5% of the respondents are having an educational qualification of degree and 41.5% of the respondents are belongs to the category of PG. 53.7% of the respondents are having an annual income of above4lakh rupees and only 22% of the respondents are having a income of 2-3lakh, 39% of the respondents are having more than 15 years of service and53.7% of the respondents are doing clerical work and 12.2% of them are managers.

1.4.2Challenges faced by the employees through E-Banking

Though the employee's gets lot of benefits from E-Banking, but still it is not free from problems. The main challenges faced by the employees are inadequate regularity of support, lack of in-house IT professional, quality of information and communication technology, security issues, complex transactions, lack of up to date information, customer awareness, lack of internal expertise, replaces human beings, connectivity issues, no direct

relation between customers, data integrity and lack of training. These problems are measured by five point rating scale as strongly agree-5, agree-4, neutral-3, disagree-2 and strongly disagree-1. The assessments will be done on mean value as mean>4 indicates very high, mean>3 indicates high, mean<3 indicates little and mean<2 indicates not at all a challenge. The analysis table is expressed as below;

Table No-1.4.2

Challenges faced by the employees through E-Banking

	1	2	3	4	5			
	Count (%)	Count (%)	Count (%)	Count (%)	Count (%)	Mean	S.D	Median
Inadequate regularity support	1 (2.4%)	5 (12.2%)	20 (48.8%)	14 (34.1%)	1 (2.4%)	3.22	.79	3.00
Lack of in-house IT Professionals	0 (.0%)	4 (9.8%)	14 (34.1%)	19 (46.3%)	4 (9.8%)	3.56	.81	4.00
Quality of ICT(Information and communication technology)	0 (.0%)	3 (7.3%)	15 (36.6%)	20 (48.8%)	3 (7.3%)	3.56	.74	4.00
Securities issues	1 (2.4%)	9 (22.0%)	10 (24.4%)	13 (31.7%)	8 (19.5%)	3.44	1.12	4.00
Complex transaction	1 (2.4%)	10 (24.4%)	15 (36.6%)	14 (34.1%)	1 (2.4%)	3.10	.89	3.00
Lack of up to date information	0 (.0%)	2 (4.9%)	13 (31.7%)	19 (46.3%)	7 (17.1%)	3.76	.80	4.00
Customer awareness	1 (2.4%)	2 (4.9%)	9 (22.0%)	25 (61.0%)	4 (9.8%)	3.71	.81	4.00
Lack of internal expertise	0 (.0%)	3 (7.3%)	9 (22.0%)	24 (58.5%)	5 (12.2%)	3.76	.77	4.00
Replaces human beings	1 (2.4%)	9 (22.0%)	11 (26.8%)	16 (39.0%)	4 (9.8%)	3.32	1.01	3.00
Connectivity issues	0 (.0%)	1 (2.4%)	11 (26.8%)	19 (46.3%)	10 (24.4%)	3.93	.79	4.00
No direct relation between customers	0 (.0%)	5 (12.2%)	12 (29.3%)	23 (56.1%)	1 (2.4%)	3.49	.75	4.00
Data integrity	0 (.0%)	5 (12.2%)	17 (41.5%)	17 (41.5%)	2 (4.9%)	3.39	.77	3.00
Lack of training	1 (2.4%)	8 (19.5%)	23 (56.1%)	8 (19.5%)	1 (2.4%)	3.00	.77	3.00
Challenges	.					3.48	.44	3.54

Source- Survey Data

The study shows that the mean and s.d values in inadequate regularity support is 3.22±.79, lack of IT professionals is 3.56±.81, quality of ICT is 3.56±.74, security issues is 3.44±1.12, complex transaction is 3.10±.89, lack of up to date information is 3.76±.80, customer awareness is 3.71±.81, lack of internal expertise is 3.76±.77, replaces human beings 3.32±1.01,connectivity issues is 3.93±.79, no direct relation between customers is 3.49±.75, data integrity is 3.39±.77 and lack of training is 3.00±.77. The overall challenges faced by the employees with the value mean and s.d is 3.48±.44. This shows that employees are having high problems towards e-banking technology.

1.4.3 Factor analysis results to identify and group the various challenges of e-banking

In the present study 13 challenges faced by the employees were considered, they are inadequate regularity support, lack of in-house IT professionals, quality of ICT, security issues, complex transactions, lack of up to date information, customer awareness, lack of internal expertise, replaces human beings, connectivity issues, no direct relation between customers, data integrity and lack of training. Factor analysis was performed to group the various challenges into primary set of challenge, secondary and tertiary etc. factors. The results are given in the following table:

Table no-1.4.3

Factor analysis results for the various challenges faced by the employees from e-banking

Challenges	Private				
	1	2	3	4	5
Inadequate regularity support			0.909		
Lack of in-house IT professionals	0.723				
Quality of ICT	0.829				
Security issues	0.856				
Complex transactions	0.547				
Lack of up to		0.792			

date information					
Customer awareness			0.703		
Lack of internal expertise		0.658			
Replaces human beings				0.932	
Connectivity issues		0.812			
No direct relation between customers				0.614	
Data integrity	0.681				
Lack of training					0.868
% variance	22.5	15.8	14.7	14.1	11.2
Total variance	78.5				
KMO	0.512				
Bartlett's test of Sphericity	p=0.000				

Source-Computed from Survey Data

Factor analysis resulted in 5 components with total variance 78.5% and also it satisfies sample adequacy test by KMO=0.512>0.5 and Bartlett's test p=0.000 significant. The primary challenges faced by the employees were lack of in-house IT professionals (0.723), quality of ICT (0.829), security issues (0.856), complex transactions (0.547) and data integrity (0.681). Secondary challenges faced by them were lack of up to date information (0.792), lack of internal expertise (0.658) and connectivity issues (0.812) at the tertiary challenges were inadequate regularity support (0.909) and customer awareness (0.703). The fourth level of challenges were replaces human beings (0.932) and no direct relation between customers (0.614) and at the fifth level of challenge was lack of training (0.868)

1.5 Suggestions

The suggestions drawn for the study are as follows;

- The bank need to focus more on server related issues, since most of the time due to server problems, employees are not able to do the work on time.

- The banks have to give continuous training programs to their employees, so that they can update their knowledge and can provide better services to the customers.

- On the one hand e-banking reduced the work burden of the employees, but on the other hand there is a lot of pressure on cross selling of the products. Hence the bank should recruit more manpower, so that employees are not over burdened.

- Before implementing the new techniques bank should do employee survey and also consider the suggestions of the operating staff. And so it will be helpful for the employees to work under such techniques.

1.6 Conclusion

This study mainly focuses on the issues and challenges faced by the employees from e-banking technology. Although e-banking is a wonderful technology, which reduced the work burden of the staff on the one hand, but on the other hand employees are having the fear that it will reduce the employment opportunities. But in actual practice employees are having

high job opportunities in banking sector.

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