Review of Literature

The relevant literature relating to the topic is reviewed as under:

Joshua A J & Moli P Koshy (2011), Journal of Internet Banking and Commerce, Usage Patterns of Electronic Banking Services by Urban Educated Customers: Glimpses from India, Vol. 16 no. 1. This paper examines various usage patterns of technology-enabled banking self services such as ATM services, internet banking services, tele banking services and mobile banking services. Only if the users start using all kinds of services within the ambit of the electronic banking would the adoption of these services would be complete and the users would then derive maximum benefit from these electronic banking channels.

Durgesh Pattanayak (2011), European Journal of Business and Management, Effect of TQM on customer satisfaction in Indian Banking industry, vol. 3, no. 2. This research attempts to close the research gap of relationship between TQM and Customer satisfaction. So the objective is to find out the association between the multidimensionality of TQM and Customer satisfaction in the banking industry in the Indian context. Customer satisfaction is important for Banking industry. And implementation of TQM in Banking industry helps improving customer satisfaction. So using TQM banks can be benefited by satisfying consumers.

Enrico Perotti & Lev Ratnovski (2011), International Journal of Central Banking, Capital Regulation and Tail Risk, vol. 7 no. 4. This article explains the Capital regulations and tail risk, it shows that regulatory reform in the wake of the recent financial crises has focused on an increase in capital cushions of financial intermediaries. The results are consistent with stylized facts about pre-crisis bank behavior and have implications for the design of bank regulation.

Michael A. S. Joyce, Ana Lasaosa, Ibrahim Stevens (2011), International Journal of Central Banking, The Financial Market Impact of Quantitative Easing in the United Kingdom, vol. 7, no. 3. This paper investigates the impact of the Bank of England’s quantitative easing policy on UK asset prices. The effectiveness of QE asset purchases will ultimately be judged by their impact on the wider macro economy. Our analysis suggests that the purchases have had a significant impact.
on financial markets and particularly gilt yields, but there is clearly more to learn about the transmission of those effects to the wider economy.

Nahum Goldmann (2010), Journal of Internet Banking and Commerce, ICEP2010 (International Conference on ecommerce and e-payments, Poland 14-16 September 2010), Vol. 15 no. 3. In this paper statistical analysis, descriptive statistics was used to explain demographic profile of respondents and also factor regression analysis was used to know the trend of internet use and the factors affecting e banking.

Nath Ravi & Schrick Paul (2001), e-Service Journal, Bankers’ Perspectives on Internet Banking, Vol. 1, no. 1. In every industry, E-commerce is revolutionizing the way business is conducted. New business models are replacing outdated ones and organizations are rethinking business process designs and customer relationship management strategies. Banks are no exception to this transformation. This study examines bankers’ views on providing banking services to customers using the web. The results show that Internet banking is in its nascent stage—only a small number of banks offer web-based banking to customers and the full benefits of Internet banking are still to be realized by many banks.

Neha Dixit & Dr. Saroj K Dutta (2010), Journal of Internet Banking and Commerce, Acceptance of E-banking among Adult Customers: An Empirical Investigation in India, Vol. 15 no. 2. Points out that in a country like India there is a need for providing better and customised services to the customers which can be make possible through e-banking. The people have positive perception about online banking, should be treated with the great value.

Pooja Malhotra & Balwinder Singh (2009), Eurasian Journal of Business and Economics, The Impact of Internet Banking on Bank Performance and Risk: The Indian Experience, Vol. 2 no. 4. The paper describes the current status of internet banking in India and it’s implication for the Indian banking industry. The attempt was made to see if there is any association between adoption of Internet banking and the banks’ performance and risk. The internet banking has a negative and significant impact on risk, which shows that, the adoption of Internet banking has not increased the risk profile of banks.

- 2 -
Ramona Jimborean and Jean-Stéphane (2010), International Journal of Central Banking, Banks’ Financial Conditions and the Transmission of Monetary Policy: A FAVAR Approach, Vol. 6 no. 4. Here author has proposed a novel approach to access banks financial condition. It includes factors summarizing large sets of individual bank’s balance sheet. It also investigates that the macro economic consequences of shocks and depression in banks performance has its long lasting impact.

V. Joshi (2011), Journal of Banking Information Technology and Management, NPA Management – A critical issue for Banking Industry, vol. 09, no. 2. The NPA have direct impact on banks’ profitability, liquidity. The NPAs of India banking are relatively huge by international standard. The biggest ever challenge that the banking industry now faces is management of NPA. So this study is useful in the study of e banking too because the researcher should have the knowledge of complete banking reforms including NPA also.
Problem Of The Research Study

Banks have traditionally been in the forefront of harnessing technology to improve their products, services and efficiency. They have, over a long time, been using electronic and telecommunication networks for delivering a wide range of value added products and services. The delivery channels include direct dial – up connections, private networks, public networks etc and the devices include telephone, Personal Computers including the Automated Teller Machines, etc. With the popularity of PCs, easy access to Internet and World Wide Web (WWW), Internet is increasingly used by banks as a channel for receiving instructions and delivering their products and services to their customers. This form of banking is generally referred to as Internet Banking, although the range of products and services offered by different banks vary widely both in their content and sophistication.

From the perspective of banking products and services being offered through Internet, Internet banking is nothing more than traditional banking services delivered through an electronic communication backbone, viz, Internet. But, in the process it has thrown open issues which have ramifications beyond what a new delivery channel would normally envisage and, hence, has compelled regulators world over to take note of this emerging channel. Therefore the topic for the study is “The impact of e-Banking on customers with special reference to Mumbai city”.