Objectives Of The 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

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 objectives of the study are given below:

- To study the awareness among customers regarding e-banking
- Perceptual mapping of internet banking users.
- To study the behavioural change among the e-banking user
- To study the popularity of e-banking among different age group.
- To understand the apprehensions of customers using internet banking.
- To explore the risk factors involved in e-banking transaction.
The hypotheses of the study are as follows:

H1: There has been a positive impact of e-banking on customers in the city of Mumbai.

H2: There is a risk factor involved in the e-banking Transaction.
Research Methodology

**Method**: Descriptive and exploratory research design is used in the study. Descriptive research is also called Statistical Research. The main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. Although this research is highly accurate, it does not gather the causes behind a situation. Descriptive research is used to obtain information concerning the current status of the phenomena to describe "what exists” with respect to variables or conditions in a situation.

It has been tried to find out the main cause why there is perceptual blocking of the Indian customers towards internet banking. The methods involved range from the survey which describes the status quo, the correlation study which investigates the relationship between variables, to developmental studies which seek to determine changes over time. Therefore, survey method is followed for conducting the study.

**Data Collection**: For the purpose of the study primary data as well as secondary data are used. Primary data is collected with the help of structured questionnaire. Secondary data are also used and it is collected from books periodicals, reports and websites.

**Sampling**: The population for the sample is the customers of banks in Mumbai city. The size of the sample is 500 customers of the various banks. The sample is selected as convenience sampling.

**Data Analysis**: The data collected with the help of questionnaire is tabulated and analysed. The statistical methods are used for the analysis, such as Mean, Percentage, Stander Deviation, Co-relation etc. The hypotheses are tested with the help of appropriate statistical techniques.
Scope Of The Study

e–banking has a wider scope. A new concept of universal banking has started in the year 2000. Therefore all the banks are allowed to carry out all the banking functions and activities. Again there is a greater composition between public sector bank and private sector banks. The cooperative and the foreign banks are also facing the problems. Today e banking has been used in the urban areas particularly metro cities like Mumbai.

Research Area : Mumbai City & suburb
Age Group : 18 years to 60 years
Income Group : All income groups
Banks : Nationalised banks
               Private sector banks
Customer : Retail customers
Sample size : 500 Customers
Utility Of The Study

The study will help the banks and the government to decide their policies and their plan. It will also be useful to the schools and colleges and future researchers in conducting the research. The e-banking will change the face of banking business in India in future.

This study will also help banks to understand their customers better and to improve various facilities being offered through e-banking. This will also help in strengthening the e-banking process so as to ensure foolproof transactions.

In a long term this will improve customers’ faith in the e-banking system and more and more customers will start use of the same.

As the number of customer increase there will be increase in number of transaction through e-banking. This will reduce the cost of transaction to the great extent.