METHODOLOGY

The following presents the methodology of the study:

Research Method:
The data is collected from Primary Data and Secondary Data.

Primary Data: The Primary data will be collected from the selected banks. Customers who are using E-banking services are the core of the study. The data is administrated through structured Questionnaire.

Secondary Data: Secondary data will be collected from published articles, national and International Journals, thesis, Opinions of experts, websites marketing research conducted by research institutions etc.

Research Design
The research design used for the study includes descriptive and analytical studies.

Population
The study will be undertaken on the selected Private, Public and Foreign banks situated in the twin cities Hyderabad and Secunderabad.

Developing Questionnaire
The data will be collected by means of a self-administered questionnaire. This will be developed in the following stages:

1. Identifying variables and developing draft.
2. Pilot survey
3. Finalizing the questionnaire

Data analysis
Statistical tools such as percentages median, mean and inferential techniques like Chi-square test used for analyzing data. Factor analysis is also used to identify the factors which represent the relationship among a set off variables. Correlation is used to find out relationship between the variables. Regression analysis, multiple regressions use to find out a descriptive application of multiple regression calls for controlling for confounding variables to letter evaluate the contribution of other variables. Multiple regressions is also used as an inference tool to test hypotheses and to estimate population values. Cronbach’s alpha test is also used to test the reliability of data.