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A STUDY ON CUSTOMER PERCEPTION TOWARDS INTERNET BANKING (WITH SPECIAL REFERANCE ICICI BANK)

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ABSTRACT

Internet banking is the time period used for the brand new age banking gadget. internet banking is likewise known as on-line banking and is an outgrowth of pc banking. net banking makes use of the internet as a transport channel to carry out banking activities such as shifting budget, paying payments, checking checking and savings account balances, paying mortgages, and purchasing monetary devices and certificates of deposit (Haque et al, 2009). internet banking is the end result of an explored possibility of using an internet software in one of the diverse areas of business. it's far hard to deduce whether the internet device changed into used for the benefit of bankers or for the convenience of clients. however ultimately, it helps to boom the efficiency of banking operations and additionally gives extra convenience to customers. clients transact from one nook of the u.s to every other without interacting with bankers.

1. INTRODUCTION ABOUT THE STUDY:

Private banks in India had been the first to enforce net banking services inside the banking industry. Being overdue entrants to the industry, personal banks have understood that organising a network in far flung corners of the u . s . is a very tough assignment. It was clear to them that the simplest way to live linked with clients everywhere, every time become via web programs. they've taken internet packages as a weapon of aggressive gain to seize up with the large monoliths like kingdom bank of India, Indian bank and so forth. non-public banks are pioneering in India to explore the versatility of internet packages in supplying customer offerings.

On-line banking has many benefits. it's far convenient, now not tied to operational timings, there aren't any geographical limitations and services can be provided at minimum value (IAMAI, 2006). Digital banking has skilled rapid growth and has converted traditional banking practices (Gonzalez et al., 2008).

As predicted via Broadie et al (2007), digital banking results in a paradigm shift in marketing practices ensuing in high performance in the banking industry. Service transport in banking can handiest be delivered effectively while there are effective background operations. Effective heritage operation can most effective be achieved while it is included with an electronic gadget. components which include facts, hardware, software, network and people are the fundamental factors of a machine. Financial institution clients are happy with the system when it affords them with maximum comfort and luxury whilst doing commercial enterprise with the financial institution. An digital device with a web connection makes it smooth for the operator to obtain the outcomes.

An in-depth analysis could assist to keep in mind that the net electronic banking system differs from conventional banking with the aid of faster transport of information from the client and the carrier issuer. in addition, it ought to be cited that banking operations do not switch bodily currencies, however switch facts approximately the value of currencies. I-banks enable quicker transfer of information on-line. (Salawu et.al, 2007). In carrier agencies including banks, information flows extra than physical gadgets. as a substitute, within the commercial global, specially in brand new most advanced societies, money is carried in facts garage media including checks, credit cards, and digital finances in its pure cash shape. in keeping with christopher et al (2006), electronic banking has emerge as an vital channel for selling products and services and is seen as a need to maintain profitability and success.

Clients have come to understand the financial institution's offerings over the net as a number one appealing characteristic as opposed to any other top class made from the bank. clients have started evaluating bank primarily based on the convenience and comfort it offers them. Bankers have began growing diverse product and provider functions the usage of internet programs.

2. OBJECTIVES OF THE STUDY

Specific targets of the take a look at as under:

1. To recognise the purpose of the use of internet banking;

2. To decide the predominant factors influencing using net banking in ICICI financial institution.

3. To assess the level of customer pleasure with the best of services provided by ICICI bank.

4.. To perceive the issues confronted with the aid of the consumer whilst the use of internet banking.

3. SCOPE OF THE STUDY

The observe is made to perceive the elements which are essential for the successful of net - banking offerings among the customers. The numerous internet - banking services are ATM, credit card, cellular banking, Tele banking and net banking the examine mainly concentrates closer to the pride of the clients in e-banking offerings rendered with the aid of the banks.

4. STATEMENT OF PROBLEM

A extreme security problem has took place while using the online banking application. Transactior expenses are also high. Hackers use a few illegal practices to decrypt person information to hack account fact like password, account info and many others. and take amount from person account by means of understandin the password or account info. the main hazard faced by using the customer is the security trouble, this look at i based at the customer pride with the internet banking services furnished by way of ICICI bank.

METHODOLOGY

search is a process through which we systematically and with the support of data try to achieve an answer to question, a solution to a problem or a better understanding of a phenomenon. This process, which is often lled "research methodology".

TYPE OF RESEARCH

Descriptive research" is used in this project report to find out the level of customer Perception. It is the most popular type of research technique generally used in survey design and most useful in describing the characteristics of consumer behavior.

MODE OF DATA COLLECTION

The researcher has collected the data through both primary and secondary data.

PRIMARY DATA:

Structured Questionnaire is used as a primary medium of data collection.

SECONDARY DATA:

The sources of secondary data were' Internet', 'Books', 'Journals', 'Articles', RBI reports ,newspapers etc.

SAMPLE METHOD

Conducting the research through sampling was important because of the impossibility of finding the entire population and also due to other limiting parameters like cost, time etc. Appropriate sampling method is adopted for this study.

SAMPLE SIZE

The sample size of this study is '100' and the information is collected from the respondents who using internet banking.

AREA OF THE STUDY

This study covers 'Coimbatore City' only

TOOLS FOR DATA COLLECTION

The research instrument used for this survey is **"Structured Questionnaire"**.

STATISTICAL TOOLS

The researcher has adopted various statistical tools like 'simple percentage analysis and 'pie charts' were usedto calculate percentage and analyze the study.

6. **LIMITATIONS OF THE STUDY**

 The observe is limited to Coimbatore town only. therefore, the consequences won't be relevant to other regions.

 Because the study population is massive, the researcher selected simplest one hundred sample of respondents.

 This have a look at is primarily based on the prevailing patron delight, but the level of consumer Perception may range with modifications in time and development..

7. **REVIEW OF LITRATURE:**

- **Rangsan Nochai.et.al (2013)** in their research "Impact of Internet Banking Service on Customer Perception in Thailand: A Case Study in Bangkok" aimed to find out the dimensions of Internet banking services that impact on customer Perception, among the top three banks in Bangkok. They studied security, service reliability and transaction efficiency. Customer support including pre-sale support security and after-sale support services as freedom from danger, risk or doubt.
- **A.T.Mohammed, (2012)** in his research paper entitled "E-Service Quality Strategy: Aching customer Perception in online" emphasized that online banking requires formulating a framework-building strategy for a web-based e-service quality model on the Internet. Bank services. Online banking for customer Perception that can lead to the construction and measurement of an innovative e-services model applicable to the evaluation of web-based internet banking service quality. The researcher stated that service quality determines customer Perception with online banking. The researcher also studied 1. The gap model in service marketing, 2. The theory of the gap model, 3. The size and direction of each gap, 4. The application of the gap model, 5. Cronrons 1984 model, 6. The evaluated performance of the standardized quality model, 7. The technology acceptance model and the existing technology service quality model. The researcher measures the quality of e-services and evaluates 1. gap in service information, 2. gap in service standard, 3. gap in service performance and service communication.
- **Timothy (2012)** in his research paper entitled "Electronic Banking Services and Customer Perception in the Nigerian Banking Industry" defined that the banking industry has moved into an era of ultra-robust specialized 17 software programs called banking applications. Customer Perception has the potential to increase and organization of the customer base, increase the use of Internet banking. It is worth noting that among the main advantages that banks get from the application of electronic banking services in the banking business are the reduction of error rates, cost reduction, reduction of time spent on conducting business activities, reduction of congestion in banking halls, improvement of the delivery system between banks. the others. Training efforts should be stepped up, as most banks would rather invest in equipment without improving staff.

- **Ramadhan (2011)**, in his research on **'Internet Banking, Consumer Adoptaion and Customer Perception'**, focused on customer adoption and customer Perception especially in the African setting about technology implementation of internet banking. His main hypothesis is no significant relationship between internet banking service and customer Perception and no significant relationship between customer adoption and customer Perception. He is analyzed data using the multiple 16 regression analysis. A sample size selectedwas 351 selected on stratified proportionate sampling technique to ensure representation of the different strata of the population. The researcher used SPSS Version 16 for data analysis. Out of the 351 questionnaires distributed to the respondents to total of 77% was good and acceptable response rate and thus indicating that thedata is representative enough. He concluded that research revealed positive response which was slightly above average.

TABLE: 1

TABLE SHOWING FACTORS THAT CUSTOMERS INFLUENCED TO USE INTERNET BANKING OF THE RESPONDENTS

S.NO	FACTORS THAT CUSTOMERS INFLUENCED TO USE INTERNET BANKING	NO OF RESPONSE	PERCENTAGE
1	Trust	30	30
2	High quality internet	25	25
3	High Quality service	30	30
4	Security	15	15
	Total	100	100

SOURCE: Primary data

INTERPRETATION:

The above table revealed that 30% of the respondents are Trust, 25% of the respondentsare High quality internet, 30% of the respondents are High Quality Service, and 15% of the respondents are security.

Majority (30%) of the respondents are influenced by both Trust and High Quality Internet.

TABLE: 2

TABLE SHOWING SERVICES PROVIDED BY ICICI BANK OF THE RESPONDENTS

S.NO	MODE OF TRANSACTION IN INTERNET BANKING	NO OF RESPONSE	PERCENTAGE
1	Depositing and withdrawing money	33	33
2	Query handling New account process	12	12
3	Friendliness of bank personnel	21	21
4	Minimum account limit is not high	14	14
5	Easy maintenance of Account	17	17
6	Convenience of locationOnline services	3	3
	Total	100	100

SOURCE: Primary data

INTERPRETATION:

The above table revealed that 33% of the respondents are depositing and withdrawing money, 12% of the respondents are Query handling New account process, 21% of the respondents are Friendliness of bank personnel, 14% of the respondents are Minimum account limit is not high, 17% of the respondents are Easy maintenance of account, 3% of the respondents are Convenience of location Online services.

Majority (33%) of the respondents are Depositing and withdrawing money.

FINDINGS

- Majority (30%) of the respondents are influenced by both Trust and High Quality Internet.
- Majority (33%) of the respondents are Depositing and withdrawing money.

SUGGESTIONS

- The banker needs to configure protection systems and firewalls to the highest level of protection similar to the extent of safety required by way of the purchaser.
- Bank need to boom its ability to manipulate and manipulate various dangers associated with transaction interest, Banks should put into effect more protection to decrease dangers and increase consumer authentication such as non-public identification range, transaction audit.
- The effects indicated that the decrease age group humans gave the best score, so ICICI bank has to layout strategies to draw the older humans as nicely.
- When you consider that personal personnel and college students are well privy to internet banking, the bankers have to undertake proper strategies to draw different classes of humans like authorities personnel, entrepreneurs and so on.
- Because of network outages, payments can be behind schedule or stopped in the interim. consequently, the general public is frightened of the use of the net banking provider.

.0. CONCLUSION:

"Extra than a bank, you need a depended on companion" - this is the basic principle on which personal banking at ICICI bank is established. products have been introduced and modified in the past, however the motto has not modified, that is to grow and increase the relationship with the age of top customers and generate sales for the financial institution. private Banking at ICICI bank has been very successful these days due to financial advisory information, an skilled crew of dating Managers and a proactive approach right from the begin. The evaluation of the studies indicates that kind of -thirds of the customers' ages had been banking with them for more than two years, which is commendable in phrases of purchaser retention. additionally, for almost all their clients, ICICI non-public Banking is the only solution provider. For the excessive internet well worth individual, personal banking is absolutely a outstanding revel in to be recognized and dealt with as a priority consumer.

This observe attempted to discover key attributes of internet banking provider high-quality by way of reading internet banking clients and their comments at the banking enjoy. The outcomes of this study display that in spite of the numerous benefits of online banking. people nonetheless don't forget it as an alternative to analyze their bank facts. although each financial institution today gives an internet banking alternative, most of the people use it most effective once a month. that is because in the case of net banking, interpersonal interaction with clients is not often feasible. identifying and measuring customer expectations from net banking offerings provides a reference framework and the related best measurement. the primary factors that convince people to use on-line banking are convenience and convenience, and the facility that draws them the maximum is the first-class and quantity of information. there is still plenty wanted for the banking gadget to reform and train its customers to use the net for his or her financial institution account. while taking the survey, the primary problem is that the patron is still fearful of hacking their bills and does no longer maintain with internet banking. Banks try their satisfactory to offer clients with the quality protection options, but there are many factors that discourage customers from starting an account in an internet bank.

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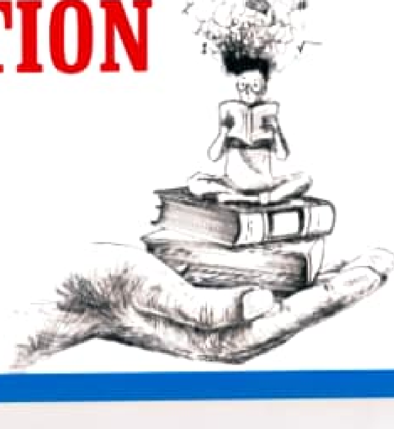
IMPACT OF NEW EDUCATION POLICY AMONG FUTURE GENERATION



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THE IMPACT OF NEW EDUCATION POLICY

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Abstract

The New Education policy announced by means of government of India (NEP 2023)turned into awelcoming trade and freshnewsamidstallthenegativitiessurroundingtheworldbecause of the demanding situations posed by Covid-19 pandemic. The declaration of NEP 2023 become simply surprising with the aid of many.The changes that NEP2023 has endorsed had been something that many education ists never sawcoming.Though the training coverage has impacted college and university education similarly, this article especially specializes inNEP2023anditseffect onbettereducation.This paper also outlines the salient capabilities NEP and analyses how they affect the prevailing education get.
Keywords: *Newschooling policy, better education,Covid-19*

Introduction

The National education policy on education(NPE) isa policy formulated by means of thea uthorities of India tosell schooling among India's humans. The coverage covers basic schooling to schools in both rural and concrete India. The first NPE turned into promulgatedvia the authorities of India through prime Minister Indira Gandhi in 1968, the second one by means of high Minister Rajiv Gandhiin1986,and the third by means of high Minister Narendra Modiin 2023.

The National Education Policy 2023 (NEP 2023), which changed into accepted by usingtheUnioncabinetofIndiaon29July2023,outlinesthevisionofIndia'snewschoolingdevice.The new coverage replaces the preceding country wide policy on education, 1986.Thecoverage is acomprehensive framework for standard schooling to better schooling as well asvocational education in both rural and urban India. The coverage aims to transform India'seducationdevice by 2021.The languagepolicyin NEPisawideguiding principleand advisory in nature; and it's miles as much as the states, establishments, and colleges to determine at theimplementation. The NEP 2023 enacts numerous modifications in India's schooling coverage.It objectives to increase country expenditure on schooling from round 4% to six% of the GDPasquickly as viable.

Objectives of the Study

- The primary goal of this studies is to observe the impact to frecent education coverage 2023 on better education.
- The look at additionally outlinest hesalient functions ofNEP and analyses how they affect the present education device.

Salient Features of Nep Related to Better Education

The new better training regulatory shape will make sure that awesome administrative, Accreditation, financing, and instruction altrendy-placing role sare achieved by separate, Self sustaining, and empoweredour bodies. These fourstructures will be installedas4 Unbias edvertica lsinsidea unmarried umbrella organization, India'shighertraining Fee(HECI). There are numerous reforms and new traits which have been Delivered with the aid of NEP in the better .Anumberof the salient features are:

- **Unmarried Regulatory frame for Higher Training:**
  The NEP targets to set up higher education fee of India to be able to be the unmarriedRegulatorybody besidesforfelonyandclinical education.
- **A Couple of Access and go out Programme**:
  There might be multiple entry and exit options for folks who wish to go away the route inside the Middle.Their credit will be transferredvia academic financia linstitution of credits.
- **Tech-based Choice for Grown up Studying Thruapps,Television Channels:**
  Satisfactory generation-based alternativesfor grownup gaining knowledge of which includeapps,online publications/modules, Satellite-primarily based tv channels, on-line books, andICT-equipped libraries and grown up training Centres,etc. Could be developed.
- **E-guides to be Available innear by Languages:.**
  Over seasuniversities to set-upcampusesin India.

Particular Analysis of Effect to Upon Higher Education

- **Regulatory system of higher education:**

A full-size change in NEP 2023 is the proposal to set up the better schooling fee ofIndia(HECI), as anumbrella body forhigher training, apart fromclinicaland felony schooling.This could typically carry out a query that what's going to manifest to the present UGC andAICTE? HECI is aiming at reforming the higher training zone; the invoice will separate theinstructional and funding factors of the arena. Consistent with the brand new bill, HECI will no thaveanymonetarypowers.The investment tactics which have beendealtwithwiththeaidof the university grants commission (UGC) can be taken care by way of the Ministry oftraining, formerly called the Ministry of Humanuseful resource development (MHRD).

This change however is predicted to clear theregulatory messinIndia's better training gadget.HECI is expected to have 4 unbiased verticals - country wide higher education RegulatoryCouncil(NHERC)for law, trendy education Council (GEC) for fashionable-placing, highereducation presents Council (HEGC) for investment, and country wide Accreditation Council (NAC) for accreditation. To haveuniformityin

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school ingrequirements, a single umbrella body became usually a requirement and this has been a vision of severa educationists. That is takeninto consideration asthe right stepin streamlining training policy.

But, to make certain first-rate of better education, institutes should be measured based totally on relevant parameters like studies, industry linkages, placements and academic excellence, and so forth. If the HECI can controlthis, the benefits to its larges tstake holder, the youth of India, is probably good sized.

Conclusion

The brand new education policy has a laudable vision, but its power will depend onwhether it could efficiently combine with the alternative policy projects of government likevirtual India, Skill India and the new industrial coverage to call a few, as a way to effect acoherent structural transformation. Hence, coverage linkages can make sure that training policy addresses to and learnsfromabilityIndia'srevelinin engaging extradynamically with the company area to shape vocational schooling curriculum if you want to make it a success.Thereisadditionallyaneedformoreproof-based choice-making, to evolve to hastily evolving transmutations and disruptions. NEP has reassuringly provisioned for real-time evaluationstructuresanda consultative tracking and assessment framework. This shall empower theschooling device to continuously reform itself, rather than watching for for a brand neweducation coverage each decade for a shift in curriculum. This, in itself, can bea incrediblesuccess. The NEP 2023is a defining second for better schooling. Powerful and time-certain implementation is what is going to makeit genuinely path-breaking.

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